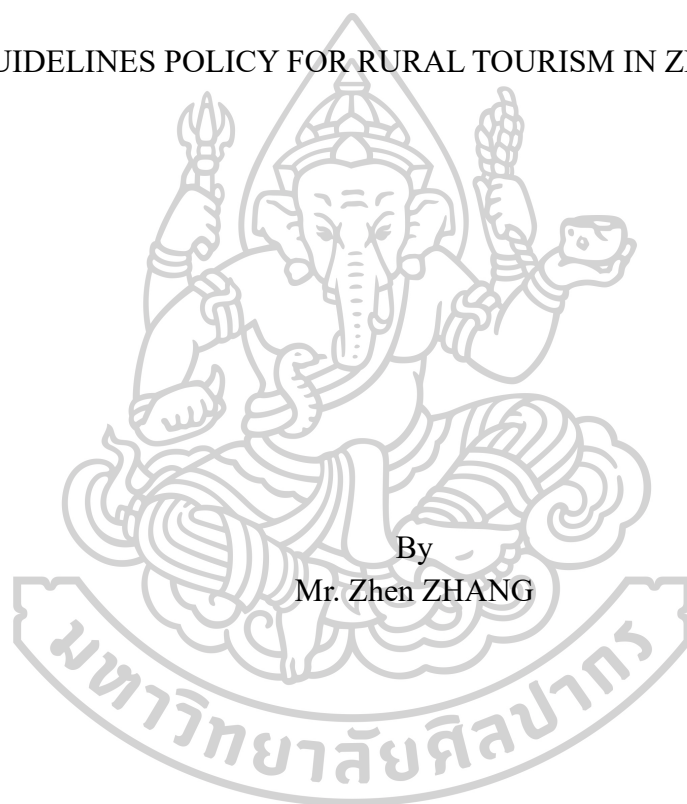




GUIDELINES POLICY FOR RURAL TOURISM IN ZHUMADIAN



By
Mr. Zhen ZHANG

A Thesis Submitted in Partial Fulfillment of the Requirements
for Doctor of Philosophy RECREATION TOURISM AND SPORT MANAGEMENT
Department of Education Foundations
Silpakorn University
Academic Year 2024
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โดย

Mr.Zhen ZHANG

วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต

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Field of Study RECREATION TOURISM AND SPORT MANAGEMENT
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Mr. Zhen ZHANG : Guidelines policy for rural tourism in Zhumadian Thesis advisor : Narintra Chantasorn, Ph.D.

This study adopts the R&D method, integrating both qualitative and quantitative research approaches. First, through a literature review, previous studies on rural tourism development models were comprehensively reviewed and analyzed to establish the theoretical foundation of this research. Secondly, a questionnaire survey was employed to collect data on tourists' participation, needs, and preferences regarding rural tourism in Zhumadian, thereby gaining a deeper understanding of the actual situation and preferences of the tourist group. Subsequently, interviews were conducted with government officials, tourism experts, and local residents to discuss their insights on the design and implementation of rural tourism models. Subsequently, interviews were conducted with government officials, tourism experts, and local residents to discuss their insights on the design and implementation of rural tourism models. Based on these discussions, a policy guide for rural tourism development suited to the Zhumadian area was formulated. Finally, an expert seminar was held to evaluate the effectiveness of this model through expert discussions. This thesis is guided by the 4M theory and sustainable development theory, utilizing comprehensive survey questionnaires and field visits to explore the highlights in the process and current status of rural tourism in Zhumadian. In the process of the rapid development of tourism in Zhumadian, several problems have also emerged, such as a relatively single rural tourism development model, outdated marketing and promotion methods, all of which hinder the economic development of rural tourism in Zhumadian. Additionally, through tourist satisfaction surveys and a SWOT analysis of the development of rural tourism in Zhumadian, this paper provides a clear understanding and in-depth analysis of the issues in the development of rural tourism in Zhumadian. It also explores policies for the development of rural tourism in Zhumadian and proposes a policy guide for its development.

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TABLE OF CONTENTS

	Page
ABSTRACT.....	D
ACKNOWLEDGEMENTS.....	E
TABLE OF CONTENTS.....	F
LIST OF TABLES.....	H
LIST OF FIGURES.....	K
Chapter 1 Introduction.....	1
1.1 Introduction.....	1
1.2 Purposes of the Study and the Research Questions.....	3
1.3 Scope of the Study.....	3
1.4 Definition of Key Terms.....	3
1.5 Benefits of the Research.....	4
Chapter 2 Literature Review.....	5
2.1 Theories of Policy Guidelines.....	5
2.2 Theories of Rural Tourism.....	7
2.3 Theories of SWOT and Tows Matrix Analysis.....	10
2.4 4M Theory.....	16
2.5 Background of Zhu madian rural tourism.....	21
2.6 Previous Studies.....	26
Chapter 3 Research Methodology.....	37
3.1 Type of Research Methodology.....	37
3.2 Research Design.....	37
3.3 Research Methods.....	37

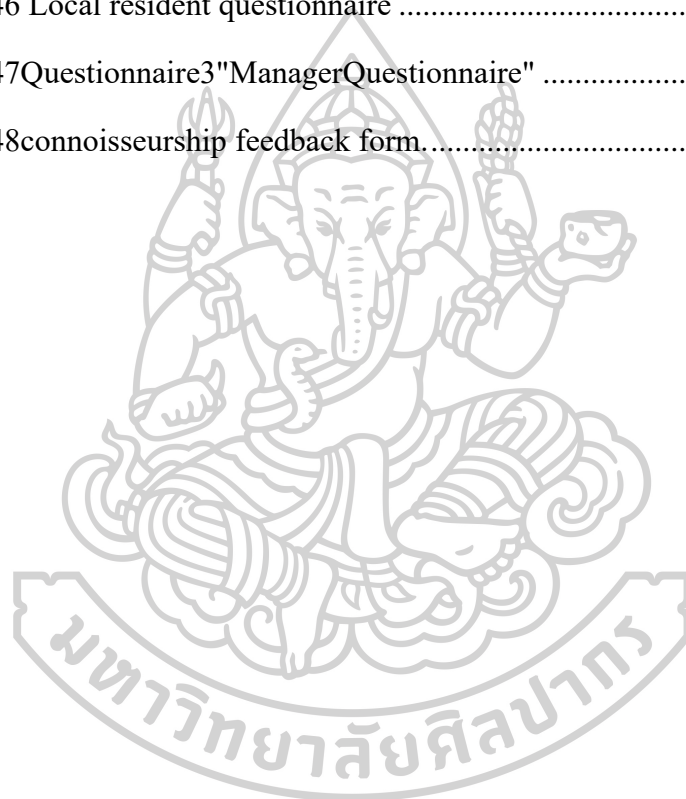
3.4 Research Area	38
3.7 Research tools	43
3.8 Data Collection	44
3.9 Data Analysis	45
3.10 validity and reliability of the study	45
Chapter 4.....	46
Dates of Analysis	46
4.1 To study the current situation of rural tourism in Zhumadian	46
4.3 Implementation of policy guidelines	97
4.4 Policy Evaluation	102
Chapter 5:.....	112
Conclusion, Discussion, and Recommendations	112
5.2 Discussion	114
5.3 Application of Research Results	119
REFERENCES	121
Attachment.....	128
VITA	208

LIST OF TABLES

	Page
Table 1 policy documents on rural tourism in Henan and Zhumadian	46
Table 2 summary of relevant academic papers and research reports	49
Table 3 Basic Statistical Summary of Survey Sample	50
Table 4 Frequency Analysis Results for Duration of Residence in the Local Area	51
Table 5 Frequency Analysis Results for Attitudes Toward the Development of Rural Tourism in Zhumadian	51
Table 6 Frequency Analysis Results for Willingness to Provide Suggestions and Opinions for the Development of Rural Tourism in Zhumadian	52
Table 7 Frequency of Participation in Rural Tourism Decision-Making and Planning in Zhumadian	53
Table 8 Satisfaction with the Development of Rural Tourism in Zhumadian City	54
Table 9 Current Nature of Employment	55
Table 10 Types of Tourism Work Participation	56
Table 11 Frequency Analysis Results of the Main Problems Currently Facing the Development of Rural Tourism in Zhumadian City	57
Table 12 Willingness to Participate in the Development of Rural Tourism	58
Table 13 Basic Statistical Indicators for Each Question	59
Table 14 Basic Statistical Summary of Survey Sample	61
Table 15 Frequency Analysis Results for Ways of Learning About Rural Tourism	61
Table 16 Affinity for Rural Tourism in Zhumadian City	63
Table 17 Usual Mode of Transportation Chosen for Rural Tourism	63

Table 18 Duration of Rural Tourism Visits	64
Table 19 Frequency of Participating in Rural Tourism.....	65
Table 20 Duration of Stay for Rural Tourism in Zhumadian City	66
Table 21 Budget for Rural Tourism	66
Table 22 Purpose of Rural Tourism: Frequency Analysis Results.....	67
Table 23 Reasons for Participating in Rural Tourism: Frequency Analysis Results	68
Table 24 Desired Activities in Zhumadian City's Rural Tourism: Frequency Analysis Results.....	69
Table 25 Desired Factors in Zhumadian City's Rural Tourism: Frequency Analysis Results.....	70
Table 26 Frequency analysis results of suggestions for further self-improvement strategies in Zhumadian's rural tourism.....	71
Table 27 Frequency Analysis Results of Tourism Products Purchased in the Village.....	72
Table 28 Frequency Analysis of Main Reasons for Engaging in Rural Tourism.	73
Table 29 Basic Statistical Indicators for Each Question.....	74
Table 30 Tourists Satisfaction of Basic Statistical Indicators.....	75
Table 31 Residents Satisfaction of basic statistical indicators.....	77
Table 32 Questionnaire Swot Analysis	78
Table 33 Interview Swot Analysis	90
Table 34 Evaluation Process and Key Activities Framework.....	103
Table 35 connoisseurship Feedback Form.....	106
Table 36 Questionnaire of Rural Tourism in Zhu madian City (I).....	137
Table 37 Questionnaire of Rural Tourism in Zhu madian City (II)	138
Table 38 Interview Outline on the Rural Tourism in Zhu madian City	139
Table 39 Questionnaire 1: Visitor Questionnaire.....	141

Table 40 Local resident questionnaire	148
Table 41 Questionnaire 3 "Manager Questionnaire"	152
Table 42 Questionnaire 1: Tourism Questionnaire.....	154
Table 43 Local resident questionnaire	159
Table 44 Questionnaire 3 "Manager Questionnaire"	163
Table 45 Questionnaire 1: Visitor Questionnaire.....	165
Table 46 Local resident questionnaire	170
Table 47 Questionnaire 3 "Manager Questionnaire"	173
Table 48 connoisseurship feedback form.....	174



LIST OF FIGURES

	Page
Figure 1 Research Theoretical Framework Drawn by the author himself.....	36
Figure 2 Research Process Drawn by the author himself.	43
Figure 3Expert invitation letter.....	191
Figure 4Expert invitation letter.....	192
Figure 5Expert invitation letter.....	193
Figure 6 Expert invitation letter.....	194
Figure 7Expert invitation letter.....	195
Figure 8Expert invitation letter.....	196
Figure 9Expert invitation letter.....	197
Figure 10Expert invitation letter.....	198
Figure 11Expert invitation letter.....	199
Figure 12Expert invitation letter.....	200
Figure 13Expert invitation letter.....	201
Figure 14Expert invitation letter.....	202
Figure 15Photos of questionnaire distribution.....	203
Figure 16Interview photos.....	204
Figure 17Visiting rural tourism operators.....	205
Figure 18Visit photos.....	206
Figure 19Photos of connoisseurship.....	207

Chapter 1

Introduction

Based on the research direction of rural tourism, this paper explores the theoretical aspects of rural tourism in Zhumadian from the perspective of rural tourism policy guidelines. This chapter encompasses five sections: an introduction, research questions and objectives, research scope, terminology explanations, and research benefits. Through the introduction of this chapter, we can gain a better understanding of the ideas presented in this paper.

1.1 Introduction

Rural tourism is a form of tourism that has emerged in recent years, referring to tourists taking vacations in rural areas, experiencing rural life, and participating in rural activities. Traditionally, tourism is mainly concentrated in cities and scenic spots, while the rise of rural tourism is a way to reflect on the pressure of urban life and crowded scenic spots and to find new tourism resources. In 2022, the State Council of China issued the "14th Five-Year Plan for Tourism Development," which emphasized the enhancement of the tourist experience and the creation of conditions for urban and rural residents to engage in "micro-vacations" and "micro-tourism." This plan focuses on promoting a new type of urbanization centered around people and the construction of beautiful rural areas. It aims to improve spatial allocation efficiency, optimize tourism and leisure functions, and strategically plan and develop distinctive tourist villages and towns. It calls for the promotion of diversified, unique development in rural tourism tailored to local conditions and encourages the convergence of multiple functions to create a leisure environment that is suitable for living, working, and recreation. (the State Council of China, 2022) Rural tourism has many advantages. First, compared with cities, rural areas are quieter and have a beautiful environment, which can provide a relaxing and comfortable vacation environment. Secondly, rural tourism can provide tourists with opportunities to get in touch with nature and understand rural culture, which is conducive to promoting cultural exchanges and inheritance. In addition, rural tourism can also drive economic development in rural areas, provide employment opportunities, and increase farmers' income. However, rural tourism also faces some challenges. The infrastructure in rural areas is relatively poor, and the level of tourism services is not high, requiring a lot of resources to improve. In addition, rural tourism may have a certain impact on the local ecological environment, and it is necessary to explore environmental protection and sustainable development. In addition, rural tourism also needs to pay more attention to the protection and inheritance of rural culture.

The Henan Provincial Government, in its "Notice on the Issuance of the 14th Five-Year Plan for the Integrated Development of Culture and Tourism in Henan Province,"

emphasizes that counties serve as the primary units, and villages are the basic components. The plan highlights integration, smart solutions, lifestyle enhancement, leisure, and diversification. It aims to develop resources based on ecological excellence, scenic beauty, superior environments, optimized formats, and a range of resources such as eco-health, cultural heritage, intangible heritage revitalization, celebrity anecdotes, red heritage preservation, folk customs experiences, and cultural tourism and creativity enterprises. By 2025, the goal is to establish 450 Grade A rural tourism demonstration villages and 5,000 high-quality boutique homestays. (Henan Provincial People's Government, 2021) Therefore, rural tourism research has become an important topic. Rural tourism research can help us understand the development status and trends of rural tourism, explore the optimal development path of rural tourism, and improve the quality and effectiveness of rural tourism. In addition, rural tourism research can also provide decision-making references for the government and enterprises and promote the sustainable development of rural tourism. With a series of problems such as environmental pollution, smog, sandstorms, and noise coming one after another in the city, more and more people are beginning to live in gardens and farms. Under the initiative of long-distance tourism, the proportion of rural tourism and short-distance tours in surrounding areas has been increasing, while inter-provincial tourism has relatively decreased. According to relevant tourism data, during the "May 1st International Labor Day holiday" in 2022, most residents chose nearby tourism and shopping, and the popularity of rural tourism continues to rise, which is also significantly improved compared with 2020 and 2021. Tourism has developed rapidly to meet the needs of urban residents for a beautiful environment and rural life. It provides tourists with farm meals and comfortable farm accommodations to experience the rural customs, experience a slowed-down life, and simultaneously remove the troubles of the city.

Zhumadian City is in Henan Province, China, with rich rural resources and a long history and culture. In recent years, rural tourism has gradually become one of the important means to promote local economic development. The Zhumadian Municipal Government has explicitly outlined in the "Implementation Suggestions for Accelerating Rural Tourism Development" the need to increase investment. Specifically, it is proposed that: 1. Municipal-level tourism development special funds should be tilted towards key rural tourism development projects. 2. Projects related to rural infrastructure, ecological development, new rural construction, and eco-agricultural development should also prioritize key rural tourism projects. 3. For areas where rural tourism development is relatively concentrated, special funds for land consolidation should be allocated as a priority. (Zhumadian Municipal People's Government, 2018) To fully exploit the potential of rural tourism in Zhumadian, it is crucial to formulate a tourism policy guide. The guidelines will help regulate and guide the development of rural tourism, balancing economic, environmental, and social

benefits. 1. Natural landscape: There are many natural landscapes in Zhumadian City, such as China's largest stone mountain - Chaya Mountain AAAAA-level scenic spot, Asia's largest artificial lake - Suyu Lake, etc., with unique natural scenery and ecological environment, attracting many tourists. 2 Cultural heritages: Zhumadian has a long history and culture, and there are many ancient buildings and historical sites, such as the largest temple in Asia, the Nanhai Temple, and the ancient tombs of the Northern Song Dynasty. These cultural heritages are very attractive to tourists. 3. Characteristic agriculture: Agriculture is the leading industry in rural areas of Zhumadian City. Characteristic agriculture such as grape planting, strawberry planting, and farmhouse entertainment have become an important driving force for rural tourism. Tourists can visit farmland and experience farming culture in person.

To sum up, Zhumadian City has rich rural tourism resources and potential. With the support of the government, rural tourism has a good momentum of development, which can provide tourists with a variety of tourism experiences and promote the development of the local rural economy.

1.2 Purposes of the Study and the Research Questions

1.2.1 Research Purpose

- 1) To study the current situation of rural tourism in Zhumadian.
- 2) To develop guidelines policy that can promote the development of rural tourism in Zhumadian.
- 3) To evaluate the feasibility of Guidelines Policy for Rural Tourism in Zhumadian, experts were sought to discuss and modify them.

1.2.2 Research Questions

- 1) What is the current basic situation of rural tourism in Zhumadian?
- 2) What guidelines policy can promote the development of rural tourism in Zhumadian?
- 3) How to test the feasibility of the new rural tourism guidelines policy?

1.3 Scope of the Study

1.3.1 Population of the Study

There are 10 rural government cadres in Zhumadian, 20 Tourism bureau-related staff, and 2.36million tourists.(Cheng, 2019)

1.3.2 Sample of the Study

Use stratified sampling. According to Morgan (1970), 10 village cadres, 19 Tourism bureau-related staff, and 357 tourists were interviewed and surveyed.

1.4 Definition of Key Terms

- 1) Rural tourism: According to the research in this paper, rural tourism mainly refers to the rural tourism model that tastes local farm food in Zhumadian, appreciates the beautiful scenery of the countryside, climbs mountains, fishes, and picks. Taking farmers as the main body. The main target consumer group is the surrounding urban residents, to meet the needs of urban residents to enjoy the pastoral scenery and return

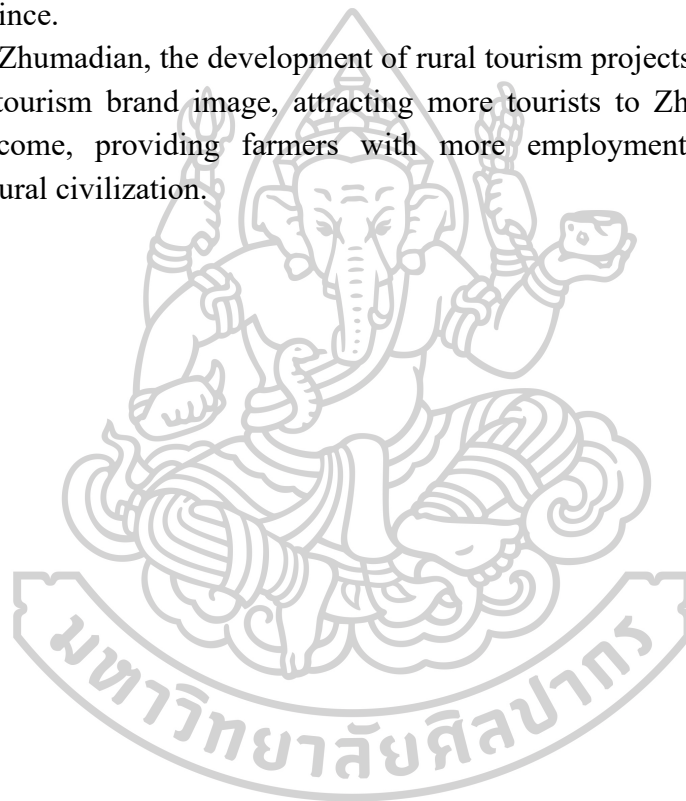
to simplicity.

2) Policy Guidelines: This paper will adopt a coordinated development policy to provide clear and simple suggestions to promote the development of rural tourism in Zhumadian, make full use of local topographical resources, local traditional folk festivals and unique cultural attractions, and carry out various tourism projects.

1.5 Benefits of the Research

1) It can further enrich the relevant research on Zhumadian's rural tourism development strategy, and at the same time provide a reference for the research on rural tourism strategies in other similar villages and regions in Zhumadian City and even in Henan Province.

2) For Zhumadian, the development of rural tourism projects has the functions of building a tourism brand image, attracting more tourists to Zhumadian, increasing farmers' income, providing farmers with more employment opportunities, and improving rural civilization.



Chapter 2

Literature Review

This study uses the relevant theories of rural tourism policy guidelines to systematically analyze the relevant theories of Zhumadian rural tourism, policy guidelines and SWOT analysis. It mainly includes the following aspects:

- 1) Policy Guidelines related Theory
- 2) Rural Tourism related Theory
- 3) SWOT analysis related Theory
- 4) 4M Theory
- 5) previous studies

2.1 Theories of Policy Guidelines

In terms of rural tourism policies, China has fully realized the importance of promoting rural tourism to its own rural development. The government and other organizations attach great importance to promoting rural tourism to achieve high-quality development, but they still face the problem of insufficient policy support.

Mingyu Yang (2023) Analyzing the Comparative Advantages and Ensuring Strategies for the High-Quality Development of Rural Tourism in Fuzhou City, Fujian Province. Analyzing the comparative advantages and guarantee strategies of high-quality rural tourism development in Fuzhou City, Fujian Province. Used the research method of combining case studies and interviews to conclude that rural tourism development still has insufficient policy coherence and development. In the process, problems such as insufficient development of cultural resources, insufficient renovation projects, difficult coordination of interests, loss of young and middle-aged rural population, and insufficient publicity have been raised. It is proposed that government departments should pay attention to planning and guidance, strengthen the construction of key industries, and adhere to ecologically friendly development and other related countermeasures and suggestions(M. Yang, 2023).

Zhang Jian(2023)Research on Spatial Distribution and Optimization Strategy of Rural Leisure Tourism in Beijing. Research on Spatial Distribution and Optimization Strategies of Rural Leisure Tourism in Beijing. Using quantitative analysis research methods, the distance between leisure agricultural parks, transportation, and urban tourist sources shows a trend of attenuation, and rural hotels rely on the radiation drive of national-level scenic spots and transportation accessibility, star folk villages are distributed in both plains and mountainous agricultural development circles and are strongly driven by the radiation of national scenic spots, and the transportation network needs to be improved(J. Zhang et al., 2023).

Wei & Luo (2023) Study on the Strategy of High-quality Development of Rural

Tourism in Xinyang City, Henan Province. Through the SWOT model qualitative analysis research method, proposed to develop its own cultural characteristics according to local conditions, introduce professional talents, increase the influence of the surrounding area, and scientifically manage the ratio of funds, etc. Quality Development Strategy(Wei & Luo, 2023).

Li (2009) Research on the Impact of Tourism Policies on Rural Tourism: A Case Study of Yanqing County. Mainly focused on the policy impact on rural tourism policy. He believed that tourism policy had positive and negative impacts on the local economy, environment, society, and culture(Li, 2009).

Liu(2023) Research on Sustainable Development Strategies for Rural Tourism in Yuxian County Amidst the Rural Revitalization Initiative. Put forward the sustainable development strategy of rural tourism in Yu County through field research and using quantitative analysis methods: strengthen unified planning, improve infrastructure, and develop creative products, there are six aspects of opening four-season global tourist attractions, building a high-level talent echelon, and doing a good job in publicity and promotion(Liu, 2023).

Yang(2023)Research on the Development Strategies for Rural Green Tourism under the Rural Revitalization Strategy. Used questionnaire surveys and quantitative analysis methods to conclude that adhere to the concept of green development, cultivate characteristic tourism brands, improve infrastructure construction, and strengthen personnel training. Guide the development of rural green tourism, attract tourists, and promote the development of the rural economy(Y. Yang, 2023). Guo et al.(2008) Study on the Development of Leisure Agriculture and Rural Tourism in Beijing. Used the research method of literature analysis and qualitative analysis to conclude that the development of rural tourism in Zibo needs precise positioning and adapts measures to local conditions. Introduce professional talents and improve the quality of tourism. Increase post-management efforts to promote sustainable development(Guo et al., 2008).

Wang et al. (2023) The Value Implication, Challenges, and Strategies of Rural Sports Tourism in Supporting Rural Revitalization. This article employed a combination of qualitative and quantitative analysis methods. The development of rural sports tourism requires the path of integration among "sports, tourism, and agriculture," adherence to new development concepts, implementation of a talent-driven tourism strategy, and the establishment of a coordinated mechanism for sharing interests to achieve rural industrial integration. This approach addresses the issue of homogeneity in tourism products, enhances the soft power of rural sports culture, and establishes a collaborative governance pattern for rural sports tourism(Wang et al., 2023).

Zhang (2023) Strategies for Rural Revitalization Driven by the Development of Rural Tourism with Unique Features. The research utilized quantitative analysis methods and concluded that the effective approaches for driving rural revitalization

through the development of rural tourism with distinctive features include scientific planning and layout, diversified product development, strengthening infrastructure construction, introducing professional operational management models, supporting entrepreneurial development, and enhancing brand building(Zhang, 2023).

Mu et al.(2023) A Study on the Development Strategies of Rural Tourism in Cheng Kou County. This article employed a combined approach of qualitative and quantitative analysis methods. The development of rural tourism in Cheng Kou County necessitates diversifying the forms of rural tourism products, promoting diversified development, improving infrastructure construction, enhancing service quality, enriching promotional channels, and facilitating supply-demand alignment(Mu et al., 2023).

Zhu & Shang (2021) Rural smart tourism under the background of Internet Plus. This article employs an experimental research methodology and provides an overview of the architecture and functionality of a rural intelligent tourism system. It includes descriptions of the cloud data center architecture and functionality, the cloud business management platform architecture and functionality, and the tourist behavior intelligent analysis system architecture and functionality. Finally, the article conducts experimental analysis to evaluate the performance of the rural intelligent tourism system. From the results of the experimental research, it can be concluded that the rural intelligent tourism system constructed in this article demonstrates a certain level of effectiveness(Zhu & Shang, 2021).

Wilson et al.(2001) Factors for success in rural tourism development. This article employs a qualitative analysis approach. The results clearly demonstrate that community involvement is key to tourism development, and rural tourism development and entrepreneurship rely on the collaboration and cooperation of entrepreneurs directly and indirectly involved in the tourism industry. Since the 1970s, the economic challenges faced by rural communities have persisted, and non-traditional development strategies such as tourism and entrepreneurship have become pathways to address these challenges(Wilson et al., 2001).

Dong et al (2023) Assessing China's Rural Tourism Policies from a Policy Instrument Perspective. This study employs a qualitative analysis method and concludes with a three-dimensional analytical framework. The findings provide a deeper understanding of the structure, characteristics, and priorities of rural tourism policies in China. They offer clearer guidance to policymakers and rural tourism developers to better support sustainable growth in this field(Dong et al., 2023).

In summary, the rural tourism-related policy guidelines require a comprehensive assessment of the destination's rural tourism resources, and the Zhumadian rural tourism policy guidelines need to adapt to local conditions, introduce professional talents, and promote sustainable development strategies.

2.2 Theories of Rural Tourism

For the emerging rural tourism, Chinese scholars' research on rural tourism is

relatively broad and mainly focuses on the following aspects:

Du & Xiang (1999) *Thoughts about the Sustainable Development of Country Tourism*. Concluded that rural tourism is characterized by a rural ecological environment and rural life experience, and urban residents are the main body of tourism goals, providing tourists with ecological A new type of tourism for sightseeing, leisure, and entertainment, seeking knowledge and exploring, and experiencing nature(Du & Xiang, 1999).

Wang & Feng(2006) *An Overview of Rural Tourism Research*. New form and new model of China's rural tourism development. Believes that rural tourism is based on rural areas and suburbs, featuring a rural ecological environment, agricultural activities, and customs and culture, and urban residents as the main consumers. Rural natural scenery, experience rural farming activities, and understand and experience traditional folk customs(Wang & Feng, 2006).

He (2004) *Domestic Research on Rural Tourism: Thriving Yet Awaiting Further Exploration*. Used qualitative analysis research methods to summarize the concept of rural tourism in a narrow sense, emphasizing two important attributes of rural tourism: First, the area of rural tourism must be rural the second is that the core attribute of rural tourism is rurality, and the two are indispensable.

Meng et al (2002) *A Preliminary Study on the Mutual Relationship Between Agritourism and Western Urbanization*. Uses a combination of qualitative and quantitative analysis methods and believes that rural tourism is a unique form of tourism that is different from man-made scenic spots and urban landscapes. The way of tourism is to carry out tourism activities based on the natural ecological resources in rural areas, including "farmhouse" industrial parks scattered in cities and urban-rural fringe areas and wide-area scenic spots in rural areas(Meng et al., 2002).

He(2006) *Tourism Culture in the Perspective of Ecology*. Used literature analysis and qualitative research methods to believe that rural tourism is a tourism activity that utilizes the rural ecological environment, rural farming activities, and natural and human resources to develop leisure vacations, ecological sightseeing, and agricultural experiences. And other integrated tourism service modes(He, 2006).

Zheng (2011) *Balanced Urban-Rural Development Should Emphasize the Role of Rural Tourism*. used the quantitative research method of questionnaire survey, based on the analysis of the basic connotation of urban and rural coordinated development, revealed the status and role of rural tourism in its development process, and further elaborated the path and significance of using the advantages of urban capital and technology to revitalize rural resources and promote the balanced development of urban and rural areas(Zheng, 2011).

Huang (2011) *The role of rural tourism development in promoting the coordinated development of urban and rural areas*. Explored the fundamental nature of urban-rural differences and the basic status quo of rural hollowing in my country under the

background of post-industrialization and pointed out that the marketization of rural tourism resources is a feasible way to achieve urban-rural overall development path(Huang, 2011).

Yan (2011) Research on Rural Tourism Development in Sichuan Earthquake-stricken Areas from the Perspective of Circular Economy. From the perspective of circular economy, using quantitative analysis research methods, introduced the basic status quo of rural tourism in Sichuan earthquake-stricken areas, and used the theory of circular economy to analyze the disaster-stricken areas. The development and utilization of rural tourism puts forward countermeasures and suggestions for changing the development model and increasing investment in green technology(Yan, 2011).

Feng(2012) Research on the Coupling Mode of Tourism Industrialization and Urbanization. Explained the connotation and conditions of tourism industrialization and used qualitative analysis research methods to reveal the internal coupling mechanism of tourism industrialization and urbanization, and pointed out that catering, The resource support of accommodation and transportation, and the driving effect of tourism activities are the necessary conditions to realize the effective interaction and virtuous circle of industrialization and urbanization(Feng, 2012).

Zhang et al.(2012) Exploring the Development Model of Rural Tourism in China Based on Tourism System Theory. This study employs a research method that combines both qualitative and quantitative analyses. It selects several typical cases and applies tourism system theory to help us gain a better understanding of the complexity of rural tourism. This research serves as a foundation for the development of strategies, which is essential for promoting the sustainable development of rural tourism and enhancing its economic and social benefits(Zhang et al., 2012).

Zhang (2003) Country Tourism and Its Problems. This article combines qualitative and quantitative analyses to summarize rural tourism development models. It concludes that a new rural development model should integrate rural tourism development with rural culture, environmental conservation, and economic development(Zhang, 2003).

In summary, the rural tourism development theories mentioned above only guide and plan my country' s rural tourism at a macro level, and some development models, management methods, countermeasures and suggestions proposed are also at a shallow level, not deep enough, and have little practical effect on the development of rural tourism. Although my country's rural tourism industry has experienced a period of development and has made great progress, the research on rural tourism development policy guidelines is still in its infancy, and the research is not deep enough, especially the research results of rural tourism strategies for a specific region Less, theoretical understanding needs to be improved.

2.3 Theories of SWOT and Tows Matrix Analysis

SWOT analysis is a strategic tool that evaluates the internal and external competitive environment. It involves identifying key internal advantages and disadvantages, as well as external opportunities and threats related to the research object through investigation. These elements are then organized in matrix form, and systems analysis is applied to examine the relationships among the various factors.

TOWS Matrix Analysis, also known as a reverse analysis of SWOT (Strengths, Weaknesses, Opportunities, and Threats), is a strategic planning tool used to help organizations gain a better understanding of their internal and external environments to formulate effective strategic plans. It places a greater emphasis on how to leverage internal strengths and weaknesses in combination with external opportunities and threats to develop more strategic action plans. TOWS Matrix Analysis helps organizations gain a comprehensive understanding of their strategic positioning and options, allowing them to effectively address both internal and external challenges and opportunities. This tool is invaluable for strategic planning, business decision-making, and change management.

Gong & Li (2014) Development Strategies for Shandong Province's Homestay Industry Based on SWOT Analysis. Analyzed the current situation and characteristics of rural tourism development through SWOT, proposed to adapt measures to local conditions, based on the actual situation of rural tourism in Shandong, analyzed the internal and external factors affecting its development, and improved infrastructure to cultivate Professional talents, strengthen publicity and marketing measures, find specific measures suitable for the development of rural tourism in Shandong Province, and promote the sustainable development of Shandong's rural tourism industry(Gong & Li, 2014).

Mo(2016)Based on the SWOT analysis of the development strategies of homestays in Zhejiang Province. Analyzed the development status of rural tourism in Zhejiang Province through the SWOT method, put forward corresponding countermeasures at the government level, rural tourism operators, and rural tourism industry associations, and found Zhejiang the best measures for homestay development(Mo, 2016).

Fang (2018) Research on the current situation and countermeasures of homestay tourism development under the background of targeted poverty alleviation — taking Lichuan City, Hubei Province as an example. Used the SWOT analysis method to conclude that there are many disadvantages and threats, advantages and opportunities for homestay tourism in Lichuan City, and put forward Strengthen infrastructure construction and improve service quality; give full play to the role of cadres and increase residents' enthusiasm for participation; establish industry associations and increase government supervision and other countermeasures to provide a reference for the future development of rural tourism in Lichuan(Fang, 2018).

Lin & Wu (2017) SWOT analysis and countermeasure research on rural homestay tourism in Jiangxi under the background of targeted poverty alleviation - taking Sanzhulun Township, Jing'an County as an example. Taking Sanzhulun Township, Jing'an County as an example, SWOT analysis of the targeted poverty alleviation Rural tourism in Jiangxi proposes that rural tourism should be small and unique, small and refined, focusing on the experience of special food and local customs, planning, and design should be ingeniously integrated with the surrounding environment, to ensure both quantitative and qualitative growth of rural tourism(Lin & Wu, 2017).

Diao & Jiang (2018) SWOT analysis based on the perspective of precise poverty alleviation based on the SWOT analysis of Gannan rural homestay tourism and its development countermeasures. Other homestay tourism should not only pay attention to the "special" aesthetic feeling, but also pay attention to the "fine" ingenuity, and the planning and design should be combined with the surrounding areas' Environment, paying attention to the dissemination of local characteristics food and customs and culture, blending scenes, ensuring the increase in the number of rural tourism homestays while gradually improving the quality, and achieving the goal of targeted poverty alleviation as soon as possible(Diao & Jiang, 2018).

Yang et al.(2011) The Research on the Status and Development Orientation of Tourism in Different Regions of China. This article employs quantitative analysis and, drawing from the principles of BCG matrix analysis, dissects rural tourism in China, with a primary focus on homestays. It discusses and summarizes the development strategies for the tourism industry in various regions of China, emphasizing the importance of adhering to regional differentiation patterns and the principles of regional specialization. It also underscores the significance of respecting local strategic deployments and systematically promoting the development of strategic pillar industries in tourism. By using a five-segment classification approach, it simplifies the categorization of the tourism industry's positions in different regions and proposes strategic positioning for the development of the tourism industry in these segments(Yang et al., 2011).

Huang (2011) Development Strategy of Rural Passenger Transport in Chongqing Based on SWOT Analysis. By employing quantitative analysis, this research applies the TOWS Matrix strategic analysis to the development of rural passenger transportation in Chongqing, China. The study suggests that the development of rural passenger transportation in China requires more than just upgrading and improving infrastructure; it also demands an elevation of service quality to address the issue of uneven rural passenger transportation. - SO (Strengths-Opportunities): To advance the "Four Good Rural Construction" initiative in depth.- SW (Strengths-Threats): To strengthen safety and regulatory oversight in the rural passenger transportation market.- ST (Strengths-Threats): To respect passenger flow patterns and leverage the advantages of rural passenger flows. WO (Weaknesses-Opportunities): To implement differentiated

operating models and actively explore new policies, initiatives, and methods to further advance rural passenger transportation. This approach aims to provide a strategic framework for addressing the challenges and opportunities in the development of rural passenger transportation in Chongqing and, by extension, rural transportation in China(Huang, 2021).

Guo (2012) The SWOT Analysis of Shouchun Town's Tourism Resources for Development. This article applies quantitative analysis and conducts SWOT analysis of the basic situation in Shouchun Town, followed by the construction of relevant matrix analyses. The identified strategies are as follows: SO, Strategy (Strengths-Opportunities): The ancient town of Shouchun should intensify its tourism promotion efforts and increase investment attraction. ST Strategy (Strengths-Threats): The government should enhance urban management and environmental optimization to mitigate external threats while leveraging internal strengths.- WO Strategy (Weaknesses-Opportunities): Leveraging the advantages of the ancient city, Shouchun should develop tourism products to capitalize on external opportunities.- WT Strategy (Weaknesses-Threats): By emphasizing strengths and mitigating weaknesses, the development of traditional cultural practices in the ancient town can help overcome external threats and internal weaknesses. Through the analysis above, the objective is to facilitate the development of tourism in the ancient town. These strategic directions aim to unlock the area's full potential and enhance its competitiveness in the tourism industry(Guo, 2012).

Lin & Zheng(2010) Developments of Rural Tourism in Fujian Province Based on SWOT Analysis. This article employs quantitative analysis to examine the strengths, weaknesses, opportunities, and challenges in the development of rural tourism in Fujian Province. It combines matrix analysis for strategic alignment and provides recommendations for the development of rural tourism in Fujian in the new era.- SO Strategy (Strengths-Opportunities): Developing unique village clusters and creating distinctive scenic spots for each village.- ST Strategy (Strengths-Threats): Adhering to natural ecological principles while integrating local culture.- WO Strategy (Weaknesses-Opportunities): Government support for rural tourism to provide employment opportunities and prevent the outflow of talent.- WT Strategy (Weaknesses-Threats): Diversifying surrounding industries related to tourism, with long-term planning for the rural tourism sector in Fujian. These strategies aim to leverage internal strengths and address external opportunities while mitigating internal weaknesses and external threats, promoting the sustainable development of rural tourism in Fujian(Lin & Zheng, 2010).

Ye & Tan (2010) SWOT Analysis and Development Model for Rural Tourism in Outskirts of Chengdu City. This article employs quantitative analysis and uses SWOT analysis to assess the strengths, weaknesses, opportunities, and threats in the suburban tourism of Chengdu. It identifies advantages in terms of location, regional factors,

resources, and market potential, while recognizing deficiencies in planning, low levels of operational management, and limited product diversity. Furthermore, by incorporating TOWS Matrix analysis, the article suggests that Chengdu's suburban rural tourism should adopt an urban-centric development model, combining ecology with high-tech agricultural zones. It should be market-oriented, mutually beneficial, and involve collaborative development and promotion. To achieve this, improving service quality, building a tourism brand, and developing unified promotional materials are recommended approaches for the development of suburban rural tourism in Chengdu (Ye & Tan, 2010).

Zou & Yan (2022) Countermeasures of Rural Ecotourism Development in Awati County of Xinjiang Based on the SWOT Analysis. This article employs quantitative analysis and utilizes the SWOT analysis method to assess the positioning advantages, natural resource foundation, infrastructure limitations, talent weaknesses, opportunities created by national policies, and the challenges posed by the post-pandemic era in Awati County. The author, in combination with TOWS Matrix analysis, offers recommendations for the sustainable development of rural tourism in Awati: 1. Leveraging national policy advantages, enhance infrastructure development. 2. Enrich the supply of tourism products and actively expand the customer base. 3. Utilize the advantages of the internet for strengthened promotion. 4. Improve service quality and reinforce market supervision. These strategies are intended to promote the sustainable development of rural tourism in Awati, building upon its strengths and addressing its weaknesses and challenges effectively (Zou & Yan, 2022).

T. Zhang et al. (2023) Exploration of the Development Path of Leisure Agriculture in Beijing Pingyu Village Under the Background of Rural Revitalization. The author employs quantitative analysis and uses the SWOT strategic analysis method. By applying a systematic approach, the author objectively, comprehensively, and holistically analyzes various significant internal strengths, and weaknesses, as well as external opportunities and threats closely related to the research subject to determine the development strategy. In conclusion, the analysis suggests that Pingyu Village should leverage the "Fourteenth Five-Year" Rural Revitalization Strategy Development Plan, focusing on protecting the ecological environment. On this foundation, the village should establish a "green experience" development model with agriculture as the core and leisure sports agriculture as the main driver (T. Zhang et al., 2023).

J. Li (2021) Rural Tourism Development Research in Jin'an Town Based on SWOT Analysis. The article employs a quantitative analysis method. Initially, it uses the SWOT analysis to analyze the strengths, weaknesses, opportunities, and challenges in rural tourism in Jin'an Town. Subsequently, matrix analysis is applied to develop a strategic plan for the development of rural tourism in Jin'an Town. SO, Analysis: The town benefits from support through national and local policies, boasts regional advantages and is rich in natural resources. ST Analysis: Despite the large number of

tourists in Lijiang, Jin'an Town remains relatively unknown. - WT Analysis: The town lacks infrastructure, has a workforce with lower qualifications, and lacks development funding. - WO Analysis: Intensifying competition in rural tourism, inadequate depth in tourism resource development, and the unique climate characteristics of Jin'an Town. Considering the above analysis, the article proposes the creation of an "intelligent" rural tourism destination in Jin' an Town(J. Li, 2021).

Zhang & Zhang(2019) Research on Rural Tourism Resource Development in Xinyang City Based on SWOT Analysis. This article utilizes the SWOT analysis method, which involves gathering and listing various primary internal strengths, weaknesses, external opportunities, and threats closely related to the research subject. It then employs matrix analysis to match these factors and conduct a thorough analysis. As a result, the research outcomes can be used to formulate relevant development strategies, plans, and countermeasures. This article applies this analytical approach from the perspective of developing rural tourism in Xinyang, providing a relatively accurate analysis of the advantages and shortcomings of Xinyang's rural tourism development within the context of rural revitalization strategies. This analysis can aid the Party Committee and government in developing more targeted development strategies(Zhang & Zhang, 2019).

Zhong & Tang (2020) The SWOT Analysis of Leisure Agriculture and Rural Tourism in Shanhe Farm of Nenjiang County. The article employs a quantitative analysis method and conducts on-site investigations. It utilizes the SWOT analysis approach to assess the feasibility of developing leisure agriculture and rural tourism in the Shanhe Farm of Nenjiang County, Heilongjiang Province. After matrix analysis, the research identifies the unique advantages of Shanhe Farm in developing leisure agriculture and rural tourism, which offer significant potential. The research suggests that the advantages and opportunities of Shanhe Farm are evidently greater than its disadvantages and threats in the development of leisure agriculture and rural tourism. There is substantial untapped potential in leveraging these advantages and addressing regional opportunities for the scientific and sustainable development of local tourism. This will help establish a strong foothold in the competitive landscape(Zhong & Tang, 2020).

Wang (2021) SWOT Analysis of Rural Tourism Development in Urban Suburbs. The article utilizes a quantitative analysis method and on-site investigations in conjunction with the SWOT analysis approach to assess the development advantages, disadvantages, opportunities, and challenges of rural tourism in the suburban areas of China. After matrix analysis, it is observed that the development of rural tourism in China's suburban areas possesses geographic advantages, historical merits, and regional strengths. However, it faces challenges such as small scale, lack of effective planning, and economic constraints, particularly during the pandemic crisis. To promote the healthy and stable development of rural tourism in the face of economic influences and

the pandemic crisis, it is imperative to focus on distinctive tourism projects, encourage interpersonal exchange programs that appeal to families, and develop new types of tourism products(Wang, 2021).

Ouyang (2021) SWOT Analysis of Rural Tourism Industry Development: A Case Study of Qiandongnan. The article conducts a quantitative analysis to explore the relevance and implications of the rural revitalization strategy. It employs the SWOT analysis method to assess the basic situation, strengths, weaknesses, opportunities, and potential threats in the development of the rural tourism industry in Qiandongnan, highlighting the issues it faces. The proposed solutions include rural entities adhering to a macro institutional framework, public welfare orientation of the rural market, government-led differential regulation, government intervention in addressing service issues and safeguarding the fundamental rights of tourists, government policy to address the problem of young human resources and provide tangible resources like land and promoting progress in the rural tourism industry(Ouyang, 2021).

Gong (2021) Research on the development strategy of Guangxi leisure rural tourism regional brand based on SWOT analysis. Using the SWOT analysis method, this article assesses the strengths, weaknesses, opportunities, and threats regarding the development of the regional brand of leisure rural tourism in Guangxi Zhuang Autonomous Region. It combines matrix analysis to propose four key strategic choices for the development of the regional brand, which are government-led strategy, innovation-driven development strategy, brand differentiation strategy, and sustainable development strategy. By summarizing experiences, these strategies aim to promote the coordinated progress of the ecological environment, social needs, and economic development within the region at a deeper level(Gong, 2021).

Yang (2019) SWOT Analysis of Rural Tourism Development in Lushan County. Based on field research and using quantitative analysis, a comprehensive assessment of rural tourism development in various townships under Lushan County was conducted. The SWOT evaluation model was applied to analyze the development status of the industry model, assessing the strengths, weaknesses, opportunities, and challenges in the rural tourism development process of Lushan County. The analysis, combined with matrix evaluation, leads to the following strategic recommendations: Strengths (SO): 1. Leverage policy incentives and opportunities to upgrade the rural tourism industry. 2. Collaborate closely with tourism industry management authorities. 3. Contribute to the development of beautiful rural communities. Weaknesses (ST): 1. Focus on internal development, reducing potential threats. 2. Undertake timely maintenance of transportation around tourist attractions. 3. Enhance public hygiene and recreational facilities. 4. Develop a smart rural tourism system. Opportunities (WO): 1. Seize opportunities to transform weaknesses into strengths. 2. Emphasize the creation of high-quality tourist offerings. 3. Build brand recognition and intensify media promotion. 4. Implement diversified and creative marketing strategies. Threats (WT): 1. Secure

funding and emphasize management. 2. Foster harmonious development between tourist attractions and surrounding rural areas. 3. Expand investment and financing channels. 4. Recruit and train high-quality personnel. By adopting these strategic measures, Lushan County can enhance its rural tourism industry, create a more attractive and well-rounded experience for visitors, and ensure sustainable and profitable development(Yang, 2019).

Recent research has increasingly utilized SWOT analysis to explore rural tourism in specific regions. By analyzing the findings from this method, we can generate tailored recommendations to enhance rural tourism development. This approach not only clarifies the development model but also offers theoretical insights and practical suggestions to advance rural tourism initiatives.

2.4 4M Theory

2.4.1 Definition of 4M Theory

4M Theory, commonly used in the fields of quality management and production management, refers to four key elements in the production process: Man, Machine, Material, and Method. These four elements are considered the main factors affecting product quality and production efficiency. Any change or issue in one of these elements can lead to product quality problems or a decrease in production efficiency.

1. Man

This includes operators, technicians, and managers. Their skills, experience, work attitude, and sense of responsibility all impact the production process.

2. Machine

This refers to production equipment, tools, and instruments. The performance, condition, and maintenance of the equipment directly affect production efficiency and product quality.

3. Material

This includes raw materials, semi-finished products, and auxiliary materials. The quality, specifications, and supply conditions of materials have a significant impact on the production process and the quality of the final product.

4. Method

This refers to production processes, operating procedures, and management systems. Scientific and reasonable production methods and standardized operating procedures are crucial for ensuring production efficiency and product quality.

2.4.2 Development History of the 4M Theory

The formation and development of the 4M Theory are closely related to the progress of modern industry. Its main development stages are as follows:

1. Early Industrialization Stage

In the early stages of the Industrial Revolution, production mainly relied on manual operations, with manpower and simple tools being the primary factors. With the development of mechanization and the factory system, machines began to play an

important role in production, and the focus shifted to both humans and machines.

2. Taylorism and Scientific Management

In the early 20th century, Frederick Taylor proposed the scientific management theory, emphasizing the improvement of labor productivity through scientific methods. In Taylorism, work methods and process flows were highly valued, forming the modern concept of "Method."

3. Post-World War II

After World War II, with the advancement of industrial technology and the popularization of quality management theories, the 4M Theory gradually took shape. The four elements of Man, Machine, Material, and Method were clearly defined and widely applied in quality management and production management.

4. Total Quality Management (TQM) Period

In the 1980s, the concept of Total Quality Management (TQM) emerged, emphasizing the improvement of product quality through total employee involvement, continuous improvement, and comprehensive management. During this period, the 4M Theory, as the foundational framework of quality management, was further developed and refined.

5. Modern Intelligent Manufacturing

Entering the 21st century, with the development of information technology and automation technology, the 4M Theory has evolved. In intelligent manufacturing systems, humans, machines, materials, and methods achieve higher levels of coordination and optimization through technologies such as the Internet of Things (IoT), big data, and artificial intelligence, driving the manufacturing industry towards intelligent and digital development.

6. Summary

As an important tool for production management and quality management, the 4M Theory has continuously developed and improved throughout the industrialization process. By systematically analyzing and managing the four elements of Man, Machine, Material, and Method, it effectively enhances production efficiency and product quality, meeting the development needs of modern manufacturing.

2.4.3 Operation of the 4M Theory in the Rural Tourism Policy Guide for Zhumadian

The 4M Theory, originally designed for manufacturing and quality management, can also be effectively adapted to enhance the development and management of rural tourism in Zhuzhou. By analyzing and optimizing the four key elements—Man, Machine, Material, and Method—the service quality and overall benefits of rural tourism can be enhanced. Here's how the 4M Theory can be specifically applied to rural tourism:

1. Man

Staff Training and Management:

Enhance Skills and Service Awareness: Improve the professional skills and service awareness of staff through regular training, vocational education, and skill assessments, thereby elevating the level and quality of service.

Strengthen Leadership and Management: Improve the leadership abilities and management skills of supervisors to ensure standardized and regulated tourism services.

Encourage Local Involvement: Engage local residents in tourism services to increase their recognition and participation in rural tourism, thus enhancing community cohesion.

Talent Motivation:

Implement Incentive Policies: Develop reasonable incentive policies to boost employees' enthusiasm and engagement, such as performance bonuses and awards for outstanding employees.

Foster a Positive Work Environment: Cultivate a supportive atmosphere that prioritizes career growth and mental well-being, enhancing employee satisfaction and loyalty.

2. Machine

Facilities and Equipment:

Develop and Maintain Infrastructure: Build and maintain essential tourism infrastructure such as roads, communication networks, and accommodation facilities to meet the basic needs of tourists.

Provide Modern Service Equipment: Offer modern tourism service equipment like self-service kiosks and information systems to enhance convenience and visitor experience.

Technology Application:

Adopt Advanced Management Systems: Introduce advanced management software and systems to improve the efficiency and accuracy of tourism management.

Utilize Smart Technologies: Implement smart technologies like VR tours and intelligent parking systems to enhance visitor experiences and satisfaction.

3. Material

Tourism Resources:

Develop and Utilize Local Resources: Rationally develop and utilize natural and cultural resources in the countryside, such as farmland, forests, rivers, traditional residences, and local cuisine, to create distinctive tourism products.

Ensure Sustainable Use: Pay attention to the sustainable use of resources to avoid over-exploitation and damage to the environment.

Product Development:

Innovate Tourism Products: Develop innovative rural tourism products, such as agricultural experiences, folk activities, and eco-tourism, to diversify the tourism offerings and meet various visitor needs.

Focus on Quality: Ensure the safety and reliability of tourism products to enhance

visitor satisfaction and repeat visits.

4. Method

Management Methods:

Develop Scientific Plans and Systems: Formulate scientific and rational tourism development plans and management systems to ensure orderly development.

Establish Service Standards: Set up comprehensive service standards and operating procedures to standardize tourism service behaviors and improve service quality.

Marketing Strategies:

Create Effective Marketing Strategies: Develop effective marketing strategies and utilize various channels (such as online platforms, social media, and tourism fairs) to promote rural tourism, increasing its visibility and appeal.

2.4.4 Application of the 4M Theory

Qian (2022) in "Research on Safety Risk Analysis and Prevention in Primary School Physical Education in Chengdu Based on the 4M Theory," combined the 4M theory to analyze the causes of safety risks. The study found that safety risks in physical education among primary school students in Chengdu mainly stem from four factors: human, material, environment, and management. Further analysis identified human factors as the primary cause of safety incidents. The study proposed relevant prevention measures for these four aspects based on the current situation and causes of safety risks in primary school physical education in Chengdu. These measures include enhancing the safety awareness of teachers, students, and school management; strengthening the maintenance and management of facilities and equipment; developing emergency plans for extreme weather; and improving relevant safety management systems (Qian, 2022).

Hu (2021), in "Constructing an Integrated Sports Safety Education Content and Evaluation Index System Based on '4M Theory,'" used the 4M theory of system safety management. They conducted a survey using stratified sampling on 338 frontline physical education teachers and sports education managers. The results of exploratory factor analysis constructed an integrated sports safety education content and evaluation index system for primary, middle, and high schools. There were no significant differences in recognition of the index system among physical education teachers of different genders, cities, ages, teaching stages, and titles. The conclusion is that the sports safety education content and evaluation index system have strong applicability and good fit for various indicators, embedding sports safety education knowledge points within the system and continuously improving students' sports safety literacy throughout fourteen years of school physical education (Hu, 2021).

F. Li (2021) in "Research on Public Participation Willingness in Online Crowdsourcing during Public Health Emergencies Based on the 4M Theory," investigated the factors influencing public participation willingness in online crowdsourcing during public health emergencies from four aspects: human factors

(Man), network environment factors (Media), social management factors (Management), and inherent risk factors (Machine). They used structural equation modeling to conduct empirical research on 308 survey responses. The results/conclusions show that emotional motivation, interest motivation, and the need for belonging are positively related to participation willingness in online crowdsourcing(F. Li, 2021).

Li(2014) in "Intrinsic Safety Evaluation of Zhaogu No.1 Mine Based on 4M Theory," proposed improvement measures from four aspects: human, machine, environment, and management, further strengthening the construction of intrinsic safety in the mine. This ensures no mistakes by personnel, no failures in equipment, no environmental risks, and no management negligence, achieving the goal of safe coal production. The study designed and analyzed the intrinsic safety evaluation information system for Zhaogu No.1 Mine, implementing the safety analysis and hierarchical structure model of evaluation indicators in the information system. This has practical significance for the intrinsic safety management of coal mines, eliminating various hazardous factors, and ultimately achieving intrinsic safety in coal mines(Li, 2014).

Zhang(2012), in "Intrinsic Safety Evaluation of Nanliang Coal Mine Based on 4M Theory," used the 4M theory (human, material, environment, management) to conduct qualitative and quantitative analysis of each element in the coal mine environment system for Nanliang Mining Company. The study established an intrinsic safety evaluation index system for the environment and proposed methods and measures to achieve intrinsic safety in the coal mine environment. From the aspects of coal mine management models and regulations, the study constructed a management evaluation model for Nanliang. The comprehensive intrinsic safety evaluation of Nanliang Coal Mine, considering human, material, environment, and management factors, identified issues in intrinsic safety construction and proposed improvement measures to enhance coal mine safety management levels(Zhang, 2012).

Gao(2010), in "Research on Intrinsic Safety of Coal Mines Based on 4M Theory," applied the 4M (human-machine-environment-management) system theory, focusing on the individual elements and overall system of human, machine, environment, and management in coal mines. The study conducted a systematic analysis and research on intrinsic safety evaluation and continuous improvement of coal mines. Based on the four sub-elements of human, machine, environment, and management, the study established an intrinsic safety evaluation index system for coal mines. Using the BP and wavelet neural network evaluation models, the study analyzed the case of Huangling No.1 Coal Mine in Shaanxi, identifying deficiencies in intrinsic safety construction and proposing improvement measures to promote continuous safety improvement in enterprises(Gao, 2010).

Ren (2022) in "Identification of Fire Hazard Sources in Phosphine Fumigation Operations of Grain Warehouses Based on '4M' Theory," used the 4M theory to identify

and analyze hazard sources in phosphine fumigation operations, considering human, management, equipment, and environmental factors. The study identified key hazard sources that need to be addressed and proposed measures and control methods to reduce the frequency of fire accidents and improve fumigation operation efficiency (Ren, 2022).

Liu (2015) in "The Theory and Practice of 4M Model in Entrepreneurship Education in Universities," proposed the 4M entrepreneurship education model. This model consists of four major entrepreneurship education modules: theoretical lectures, case teaching, business games, and field experiences. The main goal is to help students understand the differences between risk, danger, and adventure; recognize risks in business operations; and manage and mitigate risks effectively through proper management (Liu, 2015).

2.5 Background of Zhu madian rural tourism

2.5.1 Unique location

Zhu madian Chaya Mountain is located in Suiping County, Zhumadian City, Henan Province, 40 kilometers south of Zhumadian City, with a total area of 148 square kilometers, the main scenic area of 50 square kilometers. The unique geographic location for the development of rural tourism in Chaya Mountain has played a crucial role, but also to a certain extent constrained the further development of rural tourism in Chaya Mountain. Scenic area of 52 square kilometers, 786 meters above sea level.

2.5.2 Incredible natural resources

Zhumadian countryside tourism system of the eastern edge of the Fuyao Mountain remnants, Linglong Mountain, stone monkey fairy mountain, mountainous terrain, strange stones. Zhumadian countryside tourism mainly by the South Mountain Gate area, South Mountain, North Mountain, six peaks of the mountains, Tianmu Lake, Pipa Lake, six scenic areas, scenic area within the stone, mountains, water, gorges, valleys, peaks connected, South Mountain, North Mountain, six peaks of the mountains linked to each other, Pipa Lake, Tianmu Lake, such as the Pearl Sprinkle inlaid therein, the formation of indescribable wonders of the landscape, the beautiful picture scrolls. A total of South Mountain Gate, East Mountain Gate and North Mountain Gate 3 gates, the natural landscape is beautiful, there are nine landscapes, nine famous peaks, nine famous holes, nine famous sheds, nine strange stones, all kinds of attractions in more than 100 places, famous scenic spots more than 30 with "strange, dangerous, Austria, the ghost" four major features, known as the "Central Plains Bonsai " Huaxia Totem Forest " Geological Park "" Journey to the West " reputation.

At present, Zhu madian countryside tourism has three gates, namely, South Mountain Gate, East Mountain Gate and North Mountain Gate, which are mainly composed of six scenic spots, namely, South Mountain Gate, South Mountain, North Mountain, Six Peaks Mountain, Tianmo Lake and Pipa Lake, with rocks, mountains and water in the scenic spots, gorges, valleys and peaks connected, with South Mountain, North Mountain and Six Peaks Mountain adjacent to each other, and XiuMi Lake, Pipa Lake and Tianmo Lake scattered among them. From the distribution of

natural resources, Zhumadian countryside mountains growing thousands of native plants, covering more than 95%, broad-leaved, coniferous, evergreen, deciduous shrubs and trees and wild fruits, medicinal herbs, mountain vegetables, wild flowers, etc., Late fall frost season, autumn leaves for a kind of climate natural landscape, highly ornamental value. The Chaya Mountain is a typical granite landscape, the main peak of Beeswax Mountain is 300 meters high, without a gap. After a long period of weathering and erosion of the formation of the granite in the Chaya mountain is a medium-coarse-grained positive (potassium) long granite, the theme of the flesh-red, with patchy and banded structure, rich in medium-grained, coarse-grained potassium feldspar, also known as the medium-coarse-grained potassium feldspar. The mountain was formed at the end of the Triassic period to the Cretaceous period of the Yanshan period of orogenic movement, the mountain rock formation after the orogenic movement, the relative rise or fall of the mountain, the formation of the peak.

2.5.3 Long history and cultural resources

Zhumadian countryside tourism has a long history, in the long-term development of the accumulation of very comprehensive characteristics of the characteristics of cultural resources, religious culture, for example, Zhumadian countryside within the Buddhist temples and monuments are numerous, Taoism has also flourished here, Zen Yun Temple, Bao Gong Temple, Baguazhang Pavilion, the Three Sacred Church, etc. are relatively well-known historical and cultural relics. In the north Mountain of the Chaya Mountain Scenic Area, there are still two cliff stone carvings: “four unimaginable elephants” and “Buddha's body beasts”, the complete preservation of the Chaya Mountain Scenic Area for the construction and development of tourism has played a very important role in promoting the construction of the Chaya Mountain Scenic Area, which is also one of the important resources to enhance the quality of the development of tourism in the Chaya Mountain Scenic Area. As the location of filming “Journey to the West”, due to its deep historical ties with the “Journey to the West”, this mountain is also known as “Journey to the West Immortal Mountain”. Today, Chaya Mountain Scenic Area is gradually becoming a cultural theme park for western tourism. In the scenic area, tourists can enjoy the welcome ceremony of the Western Tourism, the wedding ceremony of the Eight Precepts to welcome the sky and other wonderful artistic performances, take pictures with the four Tang monks and their disciples and the statue of “Journey to the West”, and visit the unique “Journey to the West” large-scale brick sculpture art gallery. Geological Museum, participate in the rich and interesting western cultural tourism activities, do a “complementary”.

During his stay in Chaya Mountain, Wu Cheng'en was attracted by the beauty of the Chaya Mountain and drew inspiration from the many strange rocks and landscapes to create the Journey to the West, and to this day, the Wu Gong Pavilion, Wu Highway, and Wu Gong Cave of that year are still preserved in the Chaya Mountain Scenic Area. In Wu Chengyen's “manuscripts kept by Mr. Sheyang”, there are more than ten poems

praising the beauty of Chaya mountain , vividly describing what he saw and felt in Chaya mountain in those years, and people said that there was Stories first, and then there was Journey to the West, so Mount Stories was also known as “the source of culture of Journey to the West”, “Journey to the West Immortal Mountain”, etc. In 1958, Chaya mountain gave birth to the influential Satellite People's Commune of Mount Stories, which was the first people's commune in the country, and now it has become the best place for modern people to enjoy the culture of the contemporary commune.

The first people's commune in China, the Satellite People's Commune in Suiping County, Henan Province, is located about 10 kilometers west of Suiping County. In those years, as a representative of the national commune, it received more than 100,000 tourist in three months.

2.5.4 The history and current situation of tourism development and construction in Chaya Mountain

The development and construction of the Chaya Mountain scenic area began in 1987, and in 2015 it was recognized as a national 5A-level tourist attraction. Its development history is as follows:

1. the embryonic phase - homogenization stage of development

In 1987, the Chaya Mountain Scenic Area was recognized by the People's Government of Henan Province as a Provincial Scenic Spot, and was officially opened to tourists in 1989. Has developed and constructed the north and south Mountain scenic area and Tianmo Lake scenic area, new repair, refurbishment of walking paths on the Mountain, additional tourist services infrastructure.

2. Polarization period - rapid development phase

In 1998, the CCTV “Journey to the West Sequel” crew in the Chaya Mountain filming in the scene, the central set broadcast in 2000, since then the Chaya Mountain scenic area began to usher in foreign tourists to visit the play. The function of the Chaya Mountain began to change, Tourism economy in the new period of prominence in the story of the mountain into the fast lane of tourism development, with the development of the first stage, the Chaya Mountain scenic area tourism has entered a stage of rapid development, this period of national support for the development of rural tourism activities activities, the Chaya Mountain scenic area make full use of their own advantages, in-depth development at the same time, the surrounding supporting services facilities and equipment are also gradually improved.

3. Optimization period - proliferation development stage

In 2004, Suiping County government restructured the scenic spot according to the principle of separating ownership and operation. On June 18th of the same year, Suiping County government signed a contract with Tianjin Haijiali Group Company for the transfer of the operation right of the scenic spot in the Chaya Mountain, and planned to invest 500 million yuan in the area over 50 years, under the unified planning of the

county government, the government and the enterprises made joint efforts to re-establish the rural tourism in the Chaya Mountain. Since then, the Chaya mountain scenic area in the development and construction of the sightseeing suspension bridge, the inner ring line sightseeing avenue, landscape ecological gates, multi-functional ecological plaza, parking lot, large-scale sightseeing waterwheel group, the water system around the mountain, the tourist service center and recreational and leisure belt and other new facilities, the side of Chaya mountain in the traffic accessibility is increasingly improved, the number of tourists continue to increase, not only in Chaya mountain scenic area to obtain the rapid development of the surrounding countryside tourism has also entered the stage of rapid development.

2.5.5 Status of tourism development

Since 2004, the Zhumadian Tourism Industry Development Group has invested more than 80 million yuan in the planning and construction of rural tourism in Chaya mountain, marketing, scenic area management and ISO9000, ISO14000, GB/T28001 Trinity International Certification. In the first quarter of 2005, the number of tourists, ticket revenue and total income of Suiping County increased by 15%, 10% and 26% respectively year-on-year. In the first quarter of 2005, the number of tourists received, ticket income and total income of tourism in Suiping County increased by 15%, 10% and 26% respectively year-on-year, and the tourism industry in Suiping County heated up in advance. By 2015, the Chaya Mountain scenic area had invested a total of 1.8 billion RMB in the construction of the scenic area's hardware facilities. In addition to optimizing the surrounding traffic trunk roads, it also built new footpaths, inner and outer ring sightseeing roads, purchased sightseeing buses, and built and renovated ecological parking lots to ensure that the rural tourism tourism traffic is convenient and fast. At the same time, tourism products from the past a single sightseeing tour has developed into a composite tourism product integrating sightseeing and viewing, leisure and vacation, hot springs and health, cultural experience, recreation and sports fun and science popularization and scientific research, at the same time, the number of tourists in the scenic area and the operating income is also rising year by year, in 2015 in the story of the Chaya Mountain scenic area to receive Chinese and foreign tourists 2.68 million people, a year-on-year increase of 12%, and to achieve the comprehensive income of tourism 438 million yuan, an increase of 20% year-on-year. Since December 2015, after being named a national 5A-level scenic area, the development and construction of the project has led to an increase in the number of tourists to the scenic area year-on-year, and during the 11th long holiday in 2018, the scenic area had 109,700 tourists entering the park for seven days, an increase of 100.18% compared to the same period last year. The number of tourists in the scenic area has also increased year-on-year.

In recent years, the development of rural tourism in the Chaya Mountain has always been inseparable from government support. In 2018, the work report of the

government of Zhu madian City, Henan Province, called for accelerating the development of cultural tourism industry. It proposed to support Suiping County's bid to create a national rural tourism demonstration area, promote the establishment of a national tourism resort in the hot spring town of Chaya mountain , support the launch of the planning and construction of the ecological and leisure economic belt of Chaya mountain , and strengthen the publicity and promotion to promote the development of tourism.

In 2019, the government work report of Zhu madian City, Henan Province, emphasized the need to cultivate new economic growth points. Opinions on accelerating the development of the service industry were issued, promoting the rapid development of the service industry. With the sustainable development of the tourism industry, major projects such as the Stories Countryside Tourism Zone have been accelerated. The Chaya Mountain Scenic Area has passed the evaluation of landscape quality of national 5A-level scenic spots.

Suiping County People's Government 2019 work report, put forward to grasp the Chaya Mountain rural tourism publicity work, construction of the region's tourism demonstration area. Focusing on “whole area tourism, panoramic suiping”, consolidate and enhance the results of the construction of the national 5A level scenic spot in the Chaya Mountain scenic area, promote the tourism “five enhancement projects”, increase the construction of rural tourism, and promote the development of the rural home base; improve the intelligent tourism system. Accelerate the cultural tourism town in the Chaya Mountain Scenic Area and other key tourism projects, and strive to create a national tourism demonstration area and the Chaya Mountain Rural Tourism National Tourism Resort.

As a 5A-level scenic spot, the Chaya Mountain Scenic Area is unique in that it is not only rich in natural resources, but also diversified in human resources. 2004, the Chaya Mountain Scenic Area was listed as a national geopark, and in 2015, the Chaya Mountain Scenic Area was named as a national AAAAA-level tourist attraction. With the support of high-quality resources, in recent years, the Chaya Mountain Scenic Area has shown a trend of rapid development, and its market influence has been constantly improving, and its operating income has been increasing. The granite geomorphological features of the Chaya Mountain bring great resource advantages, with strong ornamental value and scientific research value, and it is a precious non-renewable geological and natural heritage with high concentration, scarcity and exclusivity. The unique natural heritage and humanistic landscapes have become stable pillars supporting the long-term development of tourism in Chaya Mountain Scenic Area, and the unique geological environment and geographic features have shaped the magical and magnificent natural wonders: the Mountains and valleys are parallel to each other, the streams and rivers stretch out across the Mountains, the strange peaks and rocks stand in a row, and various pine trees, cypress trees and ancient acacia trees are

evergreen for ten thousand years, so the natural landscape is rich in resources and splendid. The alternation of the north and south monsoon winds makes the Chaya Mountain have four distinct seasons with lush vegetation, the average annual temperature is 15.1°C, the air is rich in oxygen ions, and it is a resort for geological landscape tourism, eco-tourism and summer vacation.

The scenic area of Chaya Mountain is rich in cultural heritage and has a long history of close connection with western culture and stone monkey culture. Xuanzang was a famous monk in his early days, and he practiced chanting and practicing in the area of Mount Stories. Wu Cheng'en, the son of a genius from Huai'an, traveled thousands of miles to escape the disaster at Mount Stories. He observed the stone monkeys, the sleeping monk, the drunken eight preceptors and other descriptions of God-like stone landscapes from a creative perspective full of creativity, from the infinite creative power of nature to generate inspiration, breakthroughs in the limitations of the times, to create a masterpiece of no one before or after the "Journey to the West". With the sequel to CCTV's "Journey to the West" being filmed here and broadcasted across the country, the Stories Chaya Mountain Scenic Area has become famous nationwide and an important factor in attracting tourists.

2.6 Previous Studies

2.6.1 Previous Studies Abroad

Dai et al. (2023) Does rural tourism revitalize the countryside? An exploration of the spatial reconstruction through the lens of cultural connotations of rurality. This article uses a combination of qualitative and quantitative analysis methods, this paper conducts a study on the rural spatial reconstruction driven by tourism development in specific rural areas of China. The study highlights the key role of rural characteristics in the sustainable development of rural tourism and provides guidelines for government entities and developers. Provides insightful advice.

Lapuz (2023) The role of local community empowerment in the digital transformation of rural tourism development in the Philippines. Using a qualitative research analysis approach, the study investigates the impact of community empowerment on the digital transformation process of rural tourism development in the Philippines. Research reveals the emergence of various forms of empowerment in the participation of local stakeholders in the digital transformation process, with individual, gender, political, and social implications. These findings contribute to the understanding of the effective impact of community empowerment factors in the process of digital transformation on the process of tourism management in rural areas.

S. Chen et al. (2023) The influencing factors on service experiences in rural tourism: An integrated approach. This article employs a research methodology that combines qualitative and quantitative analyses. The findings of the study indicate that service experiences in rural tourism have a positive impact on consumers' willingness to consume. These findings underscore the significant influence of the servicescape on

consumer behavioral intentions and actual behaviors. Furthermore, the research points out that behavioral attitudes, subjective norms, and perceived behavioral control positively affect the actual behaviors of rural tourists. The study introduces an innovative framework that integrates the theory of planned behavior and services cape theory to explore the determinants of service experiences in rural tourism. The results of the study highlight the importance of considering partnerships between industry practitioners and local stakeholders in managing rural tourism experiences.

Torabi et al. (2023) On the post-pandemic travel boom: How capacity building and smart tourism technologies in rural areas can help - evidence from Iran. This paper adopts the research method combining qualitative and quantitative analysis. The findings suggest that the pandemic has led to a partial shift in government resistance to the rapid development of smart technologies. The implementation of the CB project during the epidemic has, directly and indirectly, promoted the digitization of rural tourism. These measures strengthen the individual and institutional capacities of tourism stakeholders in rural areas to access and creatively exploit short-term trade.

J. Chen et al. (2023) How does rural tourism experiences affect green consumption in terms of memorable rural-based tourism experiences, connectedness to nature, and environmental awareness? This paper uses qualitative and quantitative analysis methods. The study explores the relationship between rural tourism experience and tourists' post-experience green consumption intention. A strong connection to nature and environmental awareness has been shown to have a statistically significant impact on tourists' willingness to spend greener in the future. The findings suggest that improving rural tourism experiences can enhance motivation to engage in green consumption practices.

Wang and Wang (2023) Uncertainty models in the integration path of rural tourism information construction and smart tourism based on big data technology. This study adopted qualitative and quantitative analysis methods. Research has established a smart tourism system framework, using big data technology to generate rural tourism information based on massive data. Combine big data technology with the construction of a rural tourism information system to form the final functional structure framework. Finally, the research designs an experiment to evaluate the effectiveness of the constructed system.

Nordbø (2022) Female entrepreneurs and path-dependency in rural tourism. Using a longitudinal case study, this paper uses a qualitative analysis method to explore the characteristics and constraints of female entrepreneurs in the field of rural tourism. Rural economic development concept. Whether in the Northern or Southern Hemisphere, female entrepreneurs in the rural tourism sector may be more susceptible than male entrepreneurs to the path-dependent trajectories formed by rural tourism as an economic sector and tourism entrepreneurship as rural tourism.

Hwang and Lee (2015) The effect of the rural tourism policy on non-farm income in South Korea. This article employs an ex-post evaluation method, a form of quantitative analysis, to assess the outcomes of the Rural Traditional Theme Village program in rural South Korea. The study aims to determine whether the program's investments have achieved the desired results. The research utilizes farm households' non-farm income as a measurable indicator to evaluate the impact of the program's termination. The study concludes that the program was effective and positively evaluated both in cross-sectional and longitudinal perspectives. It suggests that without the program, farms would have encountered challenges in generating non-farm income due to internal competitiveness issues and a decline in human resources.

Zasada and Piore (2015) The role of local framework conditions for the adoption of rural development policy: An example of diversification, tourism development and village renewal in Brandenburg, Germany. This article employs both qualitative and quantitative analysis methods. The qualitative analysis involves discussing the underutilization of potentialities in the primary sector (including agri-tourism, integration of processing and distribution activities, or high-quality production) in rural areas. In terms of quantitative analysis, the article conducts econometric analysis within 410 municipalities in the German Federal State of Brandenburg. The study concludes that rural development policy exhibits significant local distinctiveness, influenced by complex multi-level strategic decision-making at the EU, regional, and individual-participant levels, as well as the local framework situation.

Saxena et al. (2007) Conceptualizing integrated rural tourism. This article employs a combination of various research methods and concludes that Integrated Resource Theory (IRT), as a theoretical framework and method, offers greater sustainability (in a broad sense) compared to other forms of tourism because it fosters strong linkages among social, cultural, economic, and environmental resources. The concept of the International Tourism Resource Group also aims to explore practical approaches that improve the connections between the tourism industry and local and regional resources, activities, products, and communities in response to evolving trends in tourism demand.

Gartner (2004) Rural Tourism Development in the USA. The paper proposes a different way of looking at both actual and potential tourists, rather than a development approach based on specific attributes. It introduces a well-being-based model as an alternative way to position rural tourism destinations. This paper reviews the history of rural tourism development, with a particular emphasis on the experiences of the United States, and presents a well-being-based development model for repositioning rural tourism destinations. This offers valuable insights for understanding the trends and strategies in rural tourism development.

Sharpley and Roberts (2004) Rural tourism—10 years on. This special edition explores whether the concepts, principles, and themes proposed in 1994 remained relevant as significant issues a decade later, by comparing rural tourism in different

countries. Several common themes emerged from the papers in this collection, which both reinforced early ideas and challenged them. The purpose of this paper is to identify the core themes as perceived by the editors and to review contemporary contributions related to these themes. In general, three key issues can be identified from these collections, involving definitions and conceptualizations, sustainability, and rural tourism as a driver of rural development.

Wang et al. (2013) *Rural Tourism Development in China: Principles, Models and the Future*. This comprehensive review paper, through literature analysis, national statistical data, and news reports, identifies key issues and presents an overview of the past, present, and future prospects of rural tourism in China. The article begins by discussing the definition, content, and principles of rural tourism, then provides an overview and a brief assessment of the progress of China's current development model. Finally, based on experience and issue analysis, the author summarizes five pathways for the future development of rural tourism in China from the perspectives of rural tourism resources, products, markets, and promotion.

Liu et al. (2020) *Analyzing government role in rural tourism development: An empirical investigation from China*. This study analyzed the roles of both the central and local governments in the development of rural tourism in China. The research utilized secondary data from government documents and primary data collected through interviews with local government officials and residents in one rural destination in China. The study's findings suggest that the central government plays a guiding role in steering rural tourism in the desired direction, while local governments serve in the capacity of direct management of tourism practices and in coordinating services and problem-solving with businesses and residents. The collaborative interaction between China's central and local governments has spurred the rapid development of rural tourism.

Cheng et al. (2020) *Rural stay: a new type of rural tourism in China*. This study aimed to uncover the uniqueness of rural sojourns in China, an aspect that has received relatively little attention. Utilizing a mixed-methods approach, empirical findings suggest that rural sojourns intersect with various forms of mobility in certain common characteristics and motivations. However, their distinctiveness is closely related to China's specific macroeconomic context and socio-cultural values. The article also delves into the theoretical and practical implications of these findings.

Chi and Han (2021) *Emerging rural tourism in China's current tourism industry and tourist behaviors: the case of Anji County*. Using a mixed research approach, this study underscores the significance of rural tourism performance in shaping the image of rural tourism destinations and influencing tourist satisfaction and loyalty. The research findings also indicate that tourist expectations play a moderating role in this process, suggesting that understanding and managing tourist expectations are crucial for enhancing the performance of rural tourism and attracting visitors. This provides

valuable insights for the further development and improvement of the rural tourism industry.

Keyim et al. (2005) Study of Rural Tourism in Turpan China. Using a research approach that combines quantitative and qualitative analysis, like rural tourism development in other regions of China, rural tourism projects in Turpan primarily focus on sightseeing activities, with limited attention paid to the preservation and development of ethnic cultures, which are crucial for meeting tourist demands and promoting local economic development. However, in the long term, this kind of rural tourism development policy may be detrimental. Many tourists seek destinations that provide enjoyable experiences related to the natural environment, historical heritage, and cultural traditions. The study recommends that, based on continued government support, strengthening tourism training and the preservation and development of ethnic cultures are crucial factors for rural tourism development in the Turpan region.

Chi et al. (2020) Tourist-perceived quality and loyalty intentions towards rural tourism in China. This study identified 12 dimensions of quality perceived by tourists. A total of 495 samples were used for data analysis. The research revealed four dimensions of quality perceived by tourists, namely tourism infrastructure and transportation, hospitality and learning, handicrafts and culture, and rural environment. The study's findings provide empirical evidence of the relationships between perceived quality, perceived value, satisfaction, and behavioral intentions. Lastly, the results indicate a moderating effect. The findings of this study contribute to enhancing various behavioral intentions and promoting sustainable rural tourism in China.

An and Alarcon (2020) How can rural tourism be sustainable? A systematic review. This article used a qualitative analysis method to examine data from rural tourism between 2009 and 2019. It assessed the state of knowledge in the field of sustainable rural tourism, expanded and deepened the understanding of related topics, and increased awareness of a new research direction. The study's findings indicate that many papers on sustainable rural tourism take a holistic approach to sustainable development, rather than focusing on individual environmental, economic, or social aspects. In the field of rural tourism, it's essential to consider the interactions between environmental, economic, and social factors and analyze them comprehensively. There has been an increased effort to understand sustainable rural tourism from the perspective of customers.

Zielinski et al. (2020) Why community-based tourism and rural tourism in developing and developed nations are treated differently? A review. This article used a qualitative analysis method. Through a review of 103 specific case studies and other literature providing empirical evidence, the study summarizes several recommendations on how to enhance the contributions of case studies in knowledge. It also calls for more research initiatives on external assistance in non-indigenous community tourism in developed countries.

Wijijayanti et al. (2020) Rural Tourism: A Local Economic Development. This study utilized descriptive qualitative techniques and employed purposive and accidental sampling of the population. In summary, the sampled villages exhibited distinct characteristics and potential tourist destinations. Social, economic, and cultural factors can enhance the potential for tourism, although these factors can also pose challenges to the development of villages into tourist communities. The strategies developed involve sustainable economic, environmental, development, and community measures.

Polukhina et al. (2021) The concept of sustainable rural tourism development in the face of COVID-19 crisis: Evidence from Russia. This article uses the example of the Russian tourism industry to discuss sustainability issues in rural tourism, which is considered one of the most promising sectors for domestic tourism development. The article examines the intermediate results achieved in response to the challenges posed by the COVID-19 pandemic. The author employs various methods and techniques, including desk research, statistical analysis, in-depth interviews, and analysis of empirical data obtained through formal surveys. The research findings confirm that Russian businesses and local communities consider the three pillars of sustainability to be highly important for the development of rural destination tourism, both before the pandemic and during the challenges brought about by the COVID-19 pandemic. In the author's view, adapting the European Tourism Indicator System (ETIS) to local characteristics makes sense. ETIS is a useful tool that promotes the sustainable development of rural destinations by encouraging the participation of stakeholders and monitoring processes. In the case of Russia, it is necessary to expand the indicators to monitor the effectiveness of strategic development plans in the tourism sector.

Joo et al. (2020) The Moderating Effect of Social Media Use on Sustainable Rural Tourism: A Theory of Planned Behavior Model. This article employs quantitative analysis. The research also uses the Theory of Planned Behavior (TPB) model to explore the impact of social network service (SNS) usage on rural tourism. A partial least squares structural equation model (PLS-SEM) is utilized. The results indicate that tourists are influenced by subjective norms and perceived behavioral control, with subjective norms having a greater impact. Consumer use of SNS has a significant facilitating effect on the relationship between tourism intention and subjective norms. Promoters and marketers in the sustainable tourism industry can use these findings to make more effective decisions in their businesses.

2.6.2 Previous Study in China

At present, the research data on the relationship between rural revitalization and rural tourism in China is gradually increasing, and it is also widely favored by scholars.

Kong et al. (2013) based on the example of DEA-based leisure agriculture. Leisure agriculture and rural tourism demonstration sites in Hebei Province. Through questionnaire surveys and quantitative analysis research methods, scholars believe that the functions of rural tourism are sightseeing, Experiencing farming, etc.

He et al. (2014) *The Impact of Rural Tourism Development on the Livelihood of Farmers—Taking the Rural Tourism Site at the Northern Foot of the Qinling Mountains as an Example*. Utilized a research method that combines qualitative and quantitative analysis. It is believed that rural tourism has played a huge role in improving the quality of rural life, driving local employment, and expanding income channels. After the 19th National Congress of the Communist Party of China was held in my country, the research on rural tourism by Chinese scholars has also increased, but the connotation of rural tourism has not yet been unified.

Guo and Han (2010) *Summary of China's Rural Tourism Development*, through literature analysis, using qualitative research methods. It is believed that rural tourism is a business activity carried out in rural areas, which mainly includes the development of tourism resources such as characteristic natural scenery and traditional villages and provides high-quality tourism services for tourists.

Fu (2010) *Analysis of Tourism Resources Development in Chaya Mountain Scenic Area*. Used questionnaire survey, document analysis, interview, swot analysis, qualitative analysis, and quantitative analysis combined research methods. This paper analyzes the development of tourism resources in the Chaya Mountain Scenic Area and thinks that the development countermeasures for Chaya Mountain should improve traffic conditions, improve institutions, strengthen management, and develop new products.

Wang et al. (2016) conducted a study on sightseeing in scenic areas through the lens of landscape architecture, focusing on Chaya Mountain Scenic Area as a case study. Their research employed a combination of qualitative and quantitative analysis and concluded that the quality of the core landscape significantly influences tourist satisfaction. Additionally, the development of supporting facilities within the area plays a crucial role in enhancing visitor contentment. The study also emphasizes the importance of authentically representing local folk landscapes in the overall tourist experience.

Zhu (2023) conducted a study on the development of rural tourism in Zibo, employing a combination of literature review and SWOT analysis. The findings indicate that for rural tourism in Zibo to thrive, it is essential to enhance rural infrastructure and optimize the development and utilization of tourism resources. Additionally, establishing a strong rural tourism brand and improving overall competitiveness are critical for attracting visitors and fostering sustainable growth.

X. Yang (2023) explored the high-quality development of rural tourism in Wuwei City using quantitative analysis. The study highlights two primary strategies: first, the necessity of adhering to scientific planning and guidance, and second, the importance of fostering rural tourism clusters to drive sustainable growth in the sector.

Wang and Feng (2006) provided an overview of rural tourism research using qualitative analysis. Their findings concluded that rural tourism is intricately integrated

with thematic tourism, specialty tourism, and traditional sightseeing tourism. This integration fosters coordination and collective development, ultimately enhancing the overall growth of the tourism sector.

Zhang and Zhang (2007) *Rural Culture and Rural Tourism Development*. Using a research method that combines qualitative analysis and quantitative analysis, it is concluded that there are three models of rural tourism development: 1. Cultural sightseeing model, 2. Cultural experience model, and 3. Cultural comprehensive Yang (2019). *Analysis of Rural Tourism Development Based on Cultural Integration*. Using a research method that combines qualitative analysis and quantitative analysis, it is concluded that the rural tourism development strategy has the following aspects: 1) The government should play a leading role, and establish private cultural organizations. 2) Moderate development and scientific planning. 3) Dig deeply into cultural resources culvert and develop characteristic rural tourism products. 4) Innovate agricultural models and folk culture models.

Shen (2020) *Research on the Coordinated Development of Leisure Agriculture and Rural Tourism in Jiangsu Province*. The study employed the entropy method to determine indicator weights and then used a comprehensive evaluation method to calculate a comprehensive evaluation index, thus constructing a coupling model. The research results indicate that from 2013 to 2017, the development levels of leisure agriculture and rural tourism in Jiangsu Province showed an upward trend. The coupling degree between the two had distinct phases, and the overall level of coordinated development was positive, although it remained at a relatively basic level. In the future, the government should increase efforts to promote leisure agriculture and consider ways to integrate the development of these two sectors to maximize their coordinated development.

Yu et al. (2020) *The High-quality Development of Rural Tourism: Connotative Features, Key Issues, and Countermeasures*. This article employs qualitative analysis to primarily explore the transformation of rural tourism from quantity-focused to high-quality development in the aftermath of the COVID-19 pandemic. It utilizes the theory of ecological and economic harmonious development to provide a theoretical framework for the high-quality development of rural tourism. Building on this foundation, the article refines the concept and characteristics of high-quality rural tourism development. It identifies six key issues for achieving high-quality rural tourism development: comprehensive and scientific development planning, sustainable resource use, industry integration, talent development, tourism product and service quality, and safeguard measures. Based on addressing these key issues, the article proposes strategies to achieve high-quality rural tourism development: adhering to green development principles, with sustainable resource utilization as the foundation; utilizing industry integration as a pathway; and focusing on the creation of green tourism products as a core component while formulating scientifically sound

development plans for rural areas, thereby laying the groundwork for the high-quality development of rural tourism.

Ma (2019) Measurement of the Coupling Degree Between Rural Tourism and Rural Revitalization in Shanxi Province. Through qualitative analysis, this study examines the coupled coordination of rural tourism and revitalization in Shanxi Province. It analyzes their coupled development stages, which hold significant practical implications for the economic and social development of rural areas in Shanxi Province. The comprehensive evaluation value of rural tourism and rural revitalization in Shanxi Province, as well as their coupled coordination index (D), reached their highest point in nearly seven years in 2016. However, the growth of coupling was slow. In the future, it is essential to focus on the integrated development of these two aspects, promoting urban-rural integration, creating beautiful countryside landscapes, and upgrading industrial transformation. It is important to fully explore the value of rural resources to facilitate the comprehensive and coordinated development of rural tourism and revitalization. The growth trend of coupling between rural tourism and rural revitalization in Shanxi Province is evident, and the coupling effect is noticeable. Effectively managing the relationship between the two has positive implications for the economic and social development of rural areas in Shanxi Province. The development of coupling between rural tourism and rural revitalization in Shanxi Province can be divided into initial and stable development stages. The coupling degree has remained at a stable moderate level since 2012, but the trend of coupled coordination has been significant.

Wei et al. (2020) Strategies for high-quality development of rural tourism in Henan province under the strategy of rural revitalization. Rural tourism is an important part of rural revitalization, and the dialectical development relationship between them is mutual support and mutual promotion. This study analyzed the requirements for the high-quality development of rural tourism under the strategy of rural revitalization, expounded the current situation and existing problems of rural tourism development in Henan province, and put forward the development strategies of scientific planning, innovation of rural tourism products, creation of rural tourism brands, improvement of supporting facilities, effective marketing, protection of rural ecology, and assistance of tourism poverty alleviation.

Xu (2020) Analyzing Development Strategies for Rural Tourism under the Rural Revitalization Strategy. This article employs a qualitative analysis method to explore and analyze various issues in rural tourism development under the rural revitalization strategy. It addresses concerns such as industrial concepts and upgrades, development models and format innovations, scalability, and product homogenization. The article proposes several development recommendations, including the need to update the rural tourism development concepts, coordinate rural tourism planning, upgrade rural tourism infrastructure, innovate tourism formats, pursue a path of differentiated

development, highlight regional characteristics, prioritize the cultivation of rural tourism management talents, and focus on building the rural tourism brand.

Zhou et al. (2021) This article begins by addressing the current issues in rural tourism development in western ethnic minority regions. It analyzes the practical needs and rich connotations of high-quality rural tourism development in these areas. The article outlines a policy guideline for achieving high-quality rural tourism development, which includes the following key points: 1. Strengthening the government's macro-level guidance for rural tourism development in western ethnic minority regions. 2. Providing support for infrastructure development in these regions. 3. Continuously advancing the improvement of rural living environments in western ethnic minority areas. 4. Enhancing the policies supporting the development of rural tourism in these regions. 5. Strongly promoting the vocational transformation of farmers. These policy measures aim to facilitate and support the high-quality development of rural tourism in western ethnic minority areas.

Liao (2019) Evaluation of Sustainable Development of the Ecological Environment in Aba Prefecture Based on Rural Tourism. This article employs a combination of quantitative and qualitative analysis methods to comprehensively analyze rural tourism in Aba Prefecture. The key findings include: 1. The sustainable development of the social dimension has the highest weight among the four systems analyzed. Developing rural tourism plays a crucial role in balancing the ecological carrying capacity. 2. Achieving a balance between economic development, resource and environmental management, and rural tourism development is essential for realizing the sustainable development of Aba Prefecture's ecological environment system. 3. The contribution of rural tourism development in Aba Prefecture to the overall sustainable ecological system is increasing. Enhancing economic and social sustainability through rural tourism development is a vital path for Aba Prefecture to achieve rural revitalization and its comprehensive well-off society goals.

Mugauina et al. (2021) Development of rural tourism after the coronavirus pandemic. This article uses a quantitative analysis approach to examine the impact of the flu pandemic on travel and tourism worldwide. The author provides a detailed description of the effects. The author argues that there is a need to focus on the development of domestic tourism, especially sustainable rural tourism, because, during a pandemic, travel restrictions may lead to a resurgence in people's interest in domestic travel. Countries should prepare to receive domestic tourists according to new rules for hosting travelers.

Su et al. (2019) Sustainable Livelihood Capital and Strategy in Rural Tourism Households: A Seasonality Perspective. This study conducted a household survey in the southern region of China, specifically in Guangxi, focusing on rural tourism in the area known as "Beautiful South." Using a combination of the Livelihood Capital Index (LCI) assessment and Data Envelopment Analysis (DEA), the research analyzed the

livelihood assets and strategies of different types of households in response to seasonal fluctuations in tourism. The results showed that households oriented towards tourism income ranked second in LCI among the four household types considered. Additionally, households engaged in the tourism industry had better LCI performance during the peak season compared to households not involved in tourism.

Khartishvili et al. (2019) Rural tourism in Georgia in transition: Challenges for regional sustainability. The research methods employed in this study included document analysis, qualitative interviews with various stakeholders, and focus group discussions. The study aims to provide recommendations for the institutionalization of rural tourism at the national level and propose relevant actions. It analyzed the recent trends and challenges of rural tourism development in Georgia, with a specific focus on the concepts of community-based tourism and integrated rural development. Additionally, the study examined the challenges of the current structure of national-level tourism marketing in relation to rural tourism products. The key findings of the research include recommendations for establishing a central governing body for rural tourism at the national level, responsible for addressing strategic issues, and setting general norms for rural tourism. Simultaneously, the study proposes the development of destination management organizations that will work closely with local stakeholders to integrate general provisions into regional legislation and marketing efforts.

2.7 Research Theoretical Framework

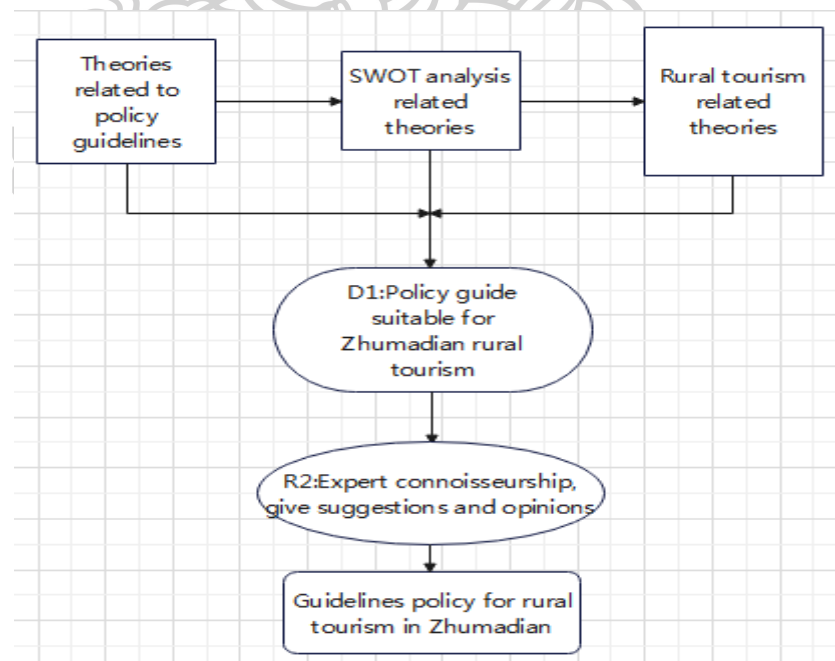


Figure 1 Research Theoretical Framework Drawn by the author himself

Chapter 3

Research Methodology

3.1 Type of Research Methodology

This article primarily employs an R&D research methodology, utilizing both qualitative and quantitative analysis. The qualitative approach mainly involves interviews, while the quantitative aspect relies on questionnaire surveys and data analysis.

3.2 Research Design

R1: 1) Check the relevant theories of rural tourism and the policy guidelines for vigorously developing rural tourism in China by consulting academic websites at home and abroad.

2) Formulate the questionnaire survey and interview outline and conduct the reliability and validity test to determine the feasibility of the questionnaire. By interviewing rural tourism tourists in Zhumadian, tourism administrators in Zhumadian, and rural government cadres in Zhumadian to understand the current development status of rural tourism, Subsequent studies provide the data basis.

3) Using SWOT analysis method to analyze the status quo of rural tourism in Zhumadian from four aspects: advantages, disadvantages, opportunities, and challenges, and to establish a basis for formulating policy guidelines for the development of rural tourism in Zhumadian.

D1: Conduct SWOT analysis based on the questionnaire survey and interview results of R1, develop new policy guidelines suitable for the development of rural tourism in Zhumadian, and analyze the new policy guidelines.

R2: Evaluate the new policy guidelines proposed by D1 using the expert discussion method.

D2: Based on the results of the expert discussion in R2, revise the new policy guideline proposed in D1, and obtain a new policy guideline suitable for the development of rural tourism in Zhumadian.

3.3 Research Methods

1. Interview method

To gather comprehensive information on rural tourism and commercial development in Zhumadian's scenic areas, interviews were conducted with local government officials, business operators, and residents.

2. Questionnaire survey method

The questionnaire survey conducted in this study primarily targeted rural tourism practitioners, local residents, and tourists visiting Zhumadian for rural tourism. This approach aimed to collect accurate and reliable data for thorough analysis and summary

of rural tourism trends in the area.

3.4 Research Area

Zhumadian City, known as Yuzhou, Caizhou, Runan, and Runing in ancient times, also known as Tianzhong, Yicheng, and Yidu, is a prefecture-level city under the jurisdiction of Henan Province, the People's Republic of China. It is located in the south-central part of Henan Province. The city borders Zhumadian City in the south, Nanyang City in the west, Pingdingshan City in the northwest, Luohe City and Zhoukou City in the north, and Fuyang City in Anhui Province in the east. It is located at the junction of the eastern edge of the western Henan mountainous area and the eastern Henan plain, with a terrain high in the west and low in the east. The territory is mainly the Huaihe River Basin, with the Honghe River, Ru River, Biyang River, and other rivers. The city has a total area of 15,086 square kilometers and a population of 6.9555 million. The municipal government is located in Yicheng District

3.4.1 History and culture

The origin of the city name

The name of Zhumadian first appeared in the Ming Dynasty. As an ancient town, it was first built in the Tianshun period of the Ming Dynasty (1457-1464), and it belonged to Xiakaibao, Queshan County at that time; Zhu Jianze granted Runing the title, and built a village and post station here. Due to the convenient transportation here since ancient times, the convergence of all directions, the passing of officials, the gathering of merchants, and the shuttle of postmen, there are many inns and horse shops where they stay in Madian, and the name Zhumadian comes from this.

3.4.2 Tourist attractions

1) Chaya Mountain

Chaya Mountain Scenic Area is located in Suiping County, Zhumadian City, Henan Province, close to the Beijing-Zhuhai Expressway and the Beijing-Guangzhou High-speed Railway, and 30 kilometers away from the urban area of Zhumadian. It is a national AAAAA-level tourist area, a national geological park, and a national forest park. It is a mountain-type natural scenic tourist area characterized by peculiar pictographic rocks.

2) Boshan Lake

Boshan Lake Scenic Area is located in Queshan County, Zhumadian City, Henan Province, close to the Beijing-Zhuhai Expressway and Beijing-Guangzhou High-speed Railway, and 40 kilometers away from Zhumadian City. It is a national forest park and a national water conservancy tourist area. Famous landscapes include Huxin Island, Whale Island, Jiuzigou, Longnvatan, Luwangzhai Ruins, Water Outward Bound Training Center, etc. Nearly a hundred places.

3) Jinding Mountain

Jinding Mountain Scenic Spot is located in Queshan County, Zhumadian City, Henan Province, 20 kilometers away from Zhumadian City. It is a national AAAA-level

tourist area and a national forest park, with a vegetation coverage rate of over 95%.

4) Nanhai Temple

Nanhai Temple is located in the southeast of Runan County, 20 kilometers away from Zhumadian City. It is a national AAAA-level tourist area. The temple was first built in the Jiajing period of the Ming Dynasty (1522-1566). It was rebuilt in 1992 by the eminent monk Mingcheng in Taiwan. The temple covers an area of 540 mu, with a total construction area of 50,000 square meters. The main building is the Daxiong Hall, which is 36 meters high and has three floors. Double eaves Xieshan glazed Buddhist temple.

3.5 Population and Sample of the Study

3.5.1 Population of the Study

There are 10 rural government cadres in Zhumadian, 20 Tourism bureau-related staff, and 2.36million tourists.(Cheng, 2019)

3.5.2 Sample of the study

Use stratified sampling. According to Morgan (1970), 10 village cadres, 19 Tourism bureau-related staff, and 357 tourists were interviewed and surveyed.

3.5.3 Providers of key information for this study

1) Rural cadres in Zhumadian: provide the basic situation of rural development in Zhumadian for this study.

2) Tourism bureau-related staff, provide the overall situation of Zhumadian tourists, rural tourism income, basic rural tourism facilities, and local rural tourism policy guidelines for this study.

3) Local residents and tourists: advice and comments for rural tourism policy guidelines.

4) Evaluation experts: demonstrate the feasibility of the Zhumadian Rural Tourism Policy Guidelines, give professional suggestions, and put forward revision opinions.

3.6 Research Process

This research adopts a research and development (R&D) process. The research and development process consists of four main steps: Research (R1) - Development (D1) - Research 2 (R2) - Development 2 (D2). This paper primarily employs the R&D research method, which comprises four distinct phases: namely, Research (R1) - Development (D1) - Research (R2) - Development (D2). The specific process is outlined as follows:

Step One: Research (Research Phase: R1)

1. Research Objectives: To study the present situation of rural tourism in Zhumadian City, Henan Province.

2. Population and sample

Population: There are 10 rural government cadres in Zhumadian, 20 Tourism bureau-related staff, and 5000 tourists.

Sample: Use stratified sampling. According to Krejcie and Morgan (1970), 10

village cadres, 19 Tourism bureau-related staff, and 357 tourists were interviewed and surveyed.

3. Research tools

Questionnaire survey method: "Zhumadian City Rural Tourism Policy Guidelines". The questionnaire is mainly aimed at tourism practitioners, tourists, and residents. The content of the questionnaire includes basic information, rural tourism infrastructure, publicity, and so on.

Questionnaire

Questionnaires are used as a tool to collect data to study the current situation of rural tourism improvement in Zhumadian. The questionnaire designed based on policy guidelines includes the following four aspects: 1) Zhumadian rural tourism publicity means, 2) Zhumadian rural tourism infrastructure 3) existing policy guidelines; 4) reasons for choosing rural tourism.

The questionnaire is divided into two parts: Questionnaire.

Part One: Visitor's Personal Information.

Part Two: Investigation of the current situation of Zhumadian rural tourism policy guidelines improvement. The data interpretation standards based on Likert five-point scale are as follows:

5. Policy guidelines suitable for the development of rural tourism in Zhumadian
4. Policy guidelines that are basically suitable for Zhumadian rural tourism
3. Policy guidelines suitable for rural tourism development
2. Policy guidelines basically suitable for rural tourism
1. Low-level rural tourism policy guidelines

The construction process of the questionnaire is as follows:

Step 1: Review and analyze documents, concepts, theories, and research related to rural tourism policy guidelines.

Step 2: Construct a questionnaire on improving the status quo of rural tourism in Zhumadian. The outline of the questionnaire is then sent to the dissertation advisor, who will review and revise the content according to the suggestions.

Step 3: The objective consistency index (IOC) of the questionnaire was tested by 3 experts. head

Step 4: Modify the questionnaire according to the expert's suggestion.

Step 5: Distribute the questionnaire to the trial training of tourists in rural tourism in Zhumadian.

The so-called reliability refers to the degree of consistency of measurement or the degree of reliability of test scores. To test the content validity of the questionnaire, Cronbach's Alpha coefficient method was used to test the reliability of the questionnaire. If $\alpha > 0.7$, it indicates that the questionnaire is relatively reliable, and the content is valid.

The researcher conducted an analysis of the data by statistics. The statistics used to find quality and index of item objective congruence (IOC) of interview and

observation questionnaire as;

The formula of the index of item objective congruence (IOC) (Maream, N.,2015)

$$IOC = \frac{\sum R}{N}$$

IOC refer to the index of item objective congruence of the questionnaire.

$\sum R$ refer to all the score of experts.

N refer to the experts.

The index of item objective congruence (IOC) was used to evaluate the items of the questionnaire based on the score range from -1 to +1. Congruent = + 1. Questionable = 0 Incongruent = -1 The items that had scores lower than 0.5 were revised. On the other hand, the items that had scores higher than or equal to 0.5 were reserved.

Step 6: Conduct a questionnaire survey on rural tourism tourists in Zhumadian.

4. Data Collection

The data primarily includes quantitative research data and qualitative research data.

(1) Quantitative research data primarily come from surveys. Data is obtained through a combination of distributing paper surveys on-site and collecting submissions online via platforms like Questionnaire Star.

(2) Qualitative research data is sourced from interviews. After obtaining the interviewee's consent, recordings, chat logs, and responses to interview outlines are collected, analyzed, and organized.

Step Two: Development (Development Phase: D1)

1. Research Purpose: To develop policy guidelines that can promote the development of rural tourism resources in Zhumadian City.

2. Establish policy guidelines suitable for enhancing rural tourism in Zhumadian City.

(1) Purpose of Creating Policy Guidelines: To facilitate a comprehensive understanding of the status of rural tourism in Zhumadian City; to effectively promote the rational development and utilization of rural tourism resources in Zhumadian City; to further stimulate local economic and tourism industry development.

(2) Policy Guidelines for Rural Tourism in Zhumadian City:

Environmental Protection: Develop strict ecological protection policies to ensure that tourism activities do not harm the natural environment. Promote sustainable agriculture and green tourism to enhance resource efficiency.

Infrastructure Development: Invest in improving transportation, roads, bridges, and other infrastructure to enhance the accessibility of rural tourism. Strengthen water and electricity supply and internet coverage to enhance the tourist experience.

Industry Support: Support rural farmers' cooperatives and small farms to cultivate industries related to rural tourism. Provide loans and training opportunities and encourage villagers to open agro-tourism and handicraft stores, among other businesses.

Visitor Safety and Service: Establish safety standards to ensure the safety of visitors during rural tourism. Improve service quality and train rural tourism professionals.

Regulation and Evaluation: Establish regulatory mechanisms to regularly inspect the compliance of tourism enterprises. Conduct evaluations of the development benefits of rural tourism and continually optimize policies.

Policy Incentives and Rewards: Provide tax incentives to encourage investors to support rural tourism. Establish a rural tourism reward program to encourage outstanding villages and enterprises.

Step Three: Implementation (Implementation Phase: R2)

1. Research Objectives: To test the feasibility of the policy guidelines for rural tourism in Zhumadian City.

2. Organize a discussion with nine experts (2 Sports Industry Management Chief of Section, 2 Tourism Management Civil Servant, 2 Comprehensive Rural Governance Managers, 3 Sports Industry Management Associate Professor) to assess the effectiveness of the policy guidelines proposed in D1.

Process of Expert Panel Discussion:

Seminar Theme: Expert Seminar on "Zhumadian Rural Tourism Policy Guidelines"

Opening Remarks: Thank experts for their participation and provide a brief overview of the seminar's background and objectives.

1) Overview of Rural Tourism Policy Guidelines (20 minutes)

Purpose and background of policy guidelines

Main policy objectives and directions

Overview of important policy measures

2) Key Points of Rural Tourism Policy Guidelines (20 minutes)

Overview of various policy contents

Emphasis on policy importance and implementation challenges

Expert opinions and recommendations

3) Analysis of Policy Implementation (30 minutes)

Challenges and opportunities in policy implementation

Expert sharing of case studies

Assessment of policy effectiveness

4) Expert Remarks: Invite nine experts to share their insights and suggestions on the policy guidelines for enhancing rural tourism resources in Zhumadian City (45 minutes).

5) Interactive Discussion: Invite participating experts to ask questions or share opinions, address doubts, and facilitate interaction.

6) Prospects and Challenges of Rural Tourism Development (20 minutes)

Potential and prospects of rural tourism in Zhumadian

Development challenges and opportunities

7) Summary and Next Steps (30 minutes)

Summarize the main findings and discussions of the seminar.

Develop an action plan for the next steps in policy formulation and implementation.

8) Closing Remarks (5 minutes)

Step Four: Development (Evaluation Phase: D2)

1. Research Objectives: To refine the policy guidelines for rural tourism in Zhumadian City.

2. Based on the results of the expert panel discussion, modify the policy guidelines proposed in D1 to derive definitive policy guidelines suitable for the development of rural tourism in Zhumadian City.

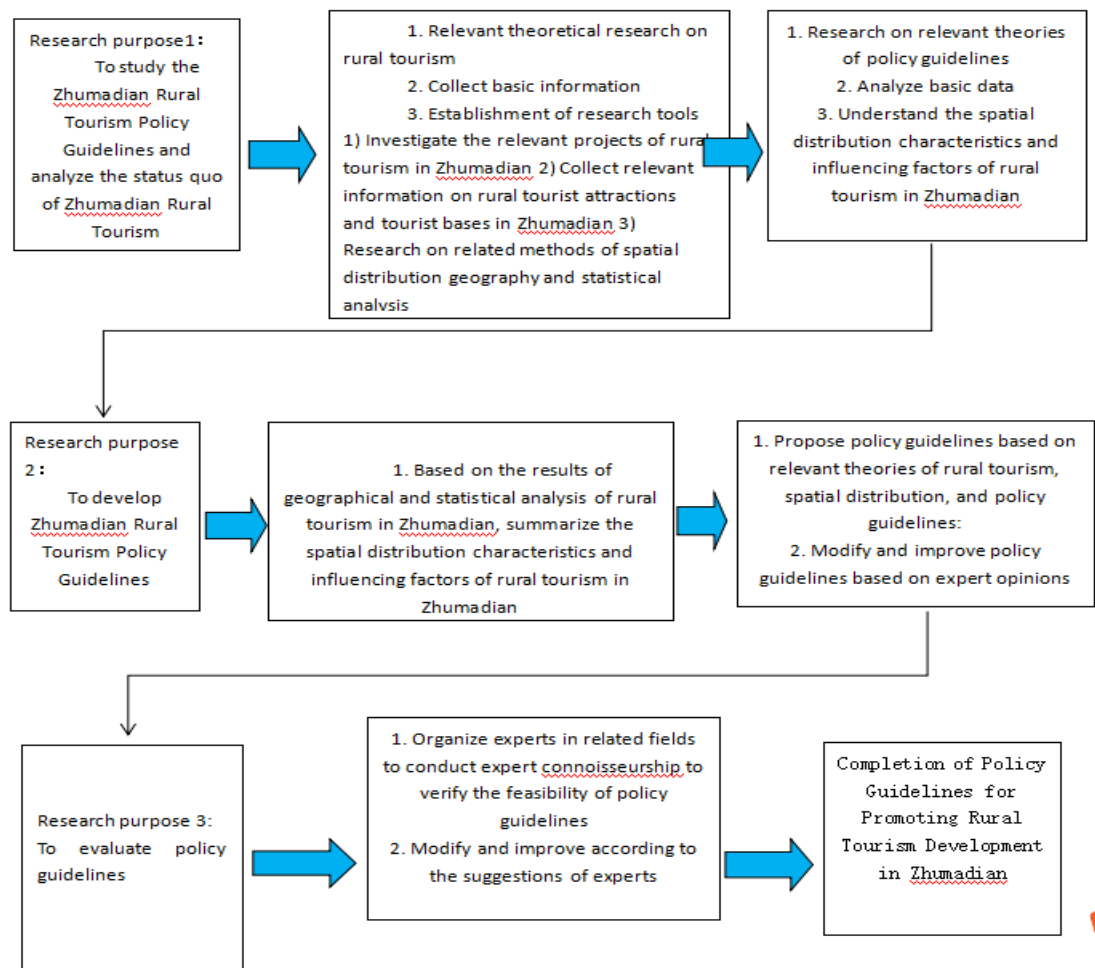


Figure 2 Research Process Drawn by the author himself.

3.7 Research tools

Questionnaire Survey Method: "Zhumadian City Rural Tourism Policy Guidelines." This questionnaire targets tourism practitioners, tourists, and local

residents. It encompasses various topics, including basic demographic information, rural tourism infrastructure, and promotional efforts.

Questionnaires were utilized to gather data on the current state of rural tourism development in Zhumadian. Designed in accordance with policy guidelines, the questionnaire focuses on four key aspects: 1) Zhumadian rural tourism publicity means, 2) Zhumadian rural tourism infrastructure 3) existing policy guidelines; 4) reasons for choosing rural tourism.

The questionnaire is divided into two parts: Questionnaire.

Part One: Visitor's Personal Information.

Part Two: Investigation of the current situation of Zhumadian rural tourism policy guidelines improvement. The data interpretation standards based on Likert five-point scale are as follows:

5. Policy guidelines suitable for the development of rural tourism in Zhumadian
4. Policy guidelines that are basically suitable for Zhumadian rural tourism
3. Policy guidelines suitable for rural tourism development
2. Policy guidelines basically suitable for rural tourism
1. Low-level rural tourism policy guidelines

The process of constructing a questionnaire

The construction process of the questionnaire is as follows:

Step 1: Review and analyze documents, concepts, theories, and research related to rural tourism policy guidelines.

Step 2: Construct a questionnaire on improving the status quo of rural tourism in Zhumadian. The outline of the questionnaire is then sent to the dissertation advisor, who will review and revise the content according to the suggestions.

Step 3: The objective consistency index (IOC) of the questionnaire was tested by three experts. head

The index of consistency (IOC) ranged from 0.67 to 1.00.

Step 4: Modify the questionnaire according to the expert's suggestion.

Step 5: Distribute the questionnaire to the trial training of tourists in rural tourism in Zhumadian. The reliability of the questionnaire is obtained by Cronbach's Alpha coefficient, and the reliability is xxx.

Step 6: Conduct a questionnaire survey on rural tourism tourists in Zhumadian.

3.8 Data Collection

Data mainly includes quantitative research data and qualitative research data. The main source of data for quantitative research is questionnaire surveys. Make a questionnaire through Questionnaire Star and generate a QR code to obtain data through a combination of WeChat distribution and on-site distribution of questionnaires.

The source of data for qualitative research is interviews. After obtaining the consent of the interviewers, audio recordings and chat records are collected, analyzed, and organized.

3.9 Data Analysis

This study uses the questionnaire survey method. After recovering the obtained data and excluding invalid questionnaires, the valid questionnaires are preliminarily sorted out, and then the data is analyzed using basic statistical methods.

3.10 validity and reliability of the study

1. Reliability analysis

The so-called reliability refers to the degree of consistency of measurement or the degree of reliability of test scores. To test the content validity of the questionnaire, Cronbach's Alpha coefficient method was used to test the reliability of the questionnaire. If $\alpha > 0.7$, it indicates that the questionnaire is relatively reliable, and the content is valid.

Validity analysis

The researcher conducted an analysis of the data by statistics. The statistics used to find quality and index of item objective congruence (IOC) of interview and observation questionnaire as.

The formula of the index of item objective congruence (IOC) (Mariam, N.,2015)

$$IOC = \frac{\sum R}{N}$$

IOC refer to index of item objective congruence of the questionnaire.

$\sum R$ refer to all the score of experts.

N refer to the experts.

The index of item objective congruence (IOC) was used to evaluate the items of the questionnaire based on the score range from -1 to +1. Congruent = + 1. Questionable = 0 Incongruent = -1 The items that had scores lower than 0.5 were revised. On the other hand, the items that had scores higher than or equal to 0.5 were reserved.

Chapter 4

Dates of Analysis

“The Zhumadian Rural Tourism Policy Guide” uses the Research and Development approach, where researchers divide Research into four steps. As follows:

Step 1: Study the status of rural tourism in Zhumadian (research (R1))

Step 2: Develop a Zhumadian Rural tourism policy guide (D1)

Step 3: Evaluate Zhumadian's rural tourism policy (research (R2)).

Step 4: Improve Zhumadian's rural tourism policy (D2).

Step 1: study the status of rural tourism in Zhumadian (research (R1))

A study of the current situation of rural tourism in Zhumadian is helpful to the formulation of a policy guide on rural tourism in Zhumadian. Researchers used document research, questionnaires, interviews, and qualitative and quantitative methods to conduct the study. Using these methods, the researchers summarized the current state of rural tourism in Zhumadian.

4.1 To study the current situation of rural tourism in Zhumadian

4.1.1 Documentation research

1) Submit Documentation Research Information

Table 1 policy documents on rural tourism in Henan and Zhumadian

Documents of the issuing unit	Documents or meetings	Dimension of Theory
General Office of the People's Government of Henan province	Views on accelerating the development of rural tourism	Based on the market demand, strengthen the planning, enrich the product supply, improve the infrastructure, optimize the rural tourism environment, and build the rural tourism development system.
National Development and Reform Commission, 2016	“CPC Central Committee and the State Council on doing a good job in 2022 to comprehensively promote key work in rural tourism.”	The first document clearly proposed that the development of rural leisure tourism should be focused on the basis of the excavation of rural multi-value. The rural tourism industry plays a more important role in promoting rural revitalization. Encourage the development of diversified forms of rural tourism.

Documents of the issuing unit	Documents or meetings	Dimension of Theory
The CPC Central Committee and the State Council, 2015	Opinions on promoting the reform and development of tourism	The development and construction of rural tourism should be standardized to maintain the traditional rural style. We will strengthen training for rural tourism practitioners, encourage tourism graduates, professional volunteers, and arts and technology workers to stay in villages to provide assistance, and provide intellectual support for the development of rural tourism.
The State Council of the CPC Central Committee, (2015)	Recommendations for further promotion of tourism investment and consumption	We will intensify planning guidance, professional training, publicity, and promotion of key villages for poverty alleviation through rural tourism, organize and launch public welfare activities for poverty alleviation through rural tourism planning, and support poor villages as a whole.
General Office of the Ministry of Agriculture (2017)	Circular on promoting the implementation of policies for the development of leisure agriculture and rural tourism	Put forward in the land use policy, and strive to Leisure Agriculture and rural tourism project construction land into the overall land use planning and annual plan reasonable arrangement. The development of leisure agriculture and rural tourism should be supported in places where conditions permit. In the financial policy, we should encourage the integration of financial funds around the central government, rural construction funds to leisure agriculture cluster.
Henan Government of the People's Republic of China (2019)	“Zhumadian deploys rural tourism and poverty alleviation through tourism”	Through the rural tourism demonstration, the household's effective management drives the entire village tourism development. The municipal tourism administration will also cooperate with Huang Huai College and others to establish a training base for poverty alleviation through tourism in

Documents of the issuing unit	Documents or meetings	Dimension of Theory
		Zhumadian, and organize thematic training courses on poverty alleviation through tourism in stages and batches, so as to enhance participants' sense of responsibility in helping the poor before they become rich, learn the advanced concept and successful experience of developing rural tourism.
General Office of Henan Provincial People's government (2020)	Opinions of the General Office of the People's government of Henan province on accelerating the development of rural tourism	The first is to enrich the supply of rural tourism products. Second, improve the quality of rural tourism services infrastructure, the original style protection, environmental improvement, improve the level of standardization of rural tourism, rural tourism to create a well-known brand. Third, strengthen the essential support of rural tourism. Including financial support, land use security, and personnel.

In Table 1, the government has given strong support to Zhumadian's rural tourism in terms of market demand, product supply, service management, Operation Management, etc., and rural tourism in Zhumadian has developed rapidly. However, in the process of implementing Zhumadian's rural tourism policy, there are many problems, such as the relatively single development mode of rural tourism, the poor image of tourist destinations, the backward marketing and publicity methods, the low level of informatization of tourist destinations and the damage to the environment, zhumadian's rural tourism economy, so new policy documents are needed to address these new problems. Therefore, based on this, this study takes rural tourism in Zhumadian Zhumadian as an entry point, aiming at the issues of rural tourism service management, Operation Management, personnel management, product supply, market demand, etc., this paper puts forward a policy guide for rural tourism in Zhumadian to provide a theoretical reference for improving the quality of rural tourism in Zhumadian.

2) relevant academic papers and research reports

The researchers summarized academic articles and related research reports on research issues related to rural tourism.

Table 2 summary of relevant academic papers and research reports

Author	Core elements			
	Service Management	Resource Management	Market Demand	Policy support
Wei Yuchen (2023)	√	√	√	√
Feng Wanrong (2023)		√	√	√
Liu Shiwen (2023)	√	√		√
Mark Chris M. Lapuz (2019)	√	√		√
Yang Mingyu (2022)			√	√
Guo.H.C (2012)	√	√		
Feng Wanrong (2014)	√		√	
Gong Guoxue (2010)			√	√
Fang Meifang (2010)		√	√	
Mei Ling Dai (2011)	√			√
Zhang (2021)		√		√
Fu and Dong (2022)			√	
Gan (2020)	√	√		√
Wei (2020)		√		√
Xu (2017)		√		√
Zhang et al (2020)			√	√
Total	7	10	8	12

According to Table 2, the research on rural tourism theory is mainly focused on Service Management, Resource Management, Market Demand, Policy support, etc. These research viewpoints and conclusions provide theoretical support for the construction of Zhumadian's rural tourism policy guide.

4.1.2 Questionnaire Research

A. local residents

1) Basic situation analysis of tourists

In March and April 2024, a survey was distributed to local residents of Zhumadian City, Henan Province, via targeted social media advertising. A total of 350 questionnaires were distributed, with 340 collected. After removing 6 invalid questionnaires, 334 valid questionnaires remained, yielding a valid response rate of 95.43%. The criteria for assessing the validity of the questionnaires included: first, verifying that the respondent's IP address was located in Zhumadian City, Henan; second, checking for inconsistencies in the responses. Based on demographic variables such as gender and age, the specific details of the sample are presented in Table 3.

Table 3 Basic Statistical Summary of Survey Sample

Name	Option	Frequency	Percentage (%)
Gender	A. Male	153	45.81%
	B. Female	181	54.19%
Age	A. 18-30 years old	26	7.78%
	B. 31-40 years old	46	13.77%
	C. 41-50 years old	76	22.75%
	D. 50-60 years old	105	31.44%
	E. 61 years old and above	81	24.25%
Education Level	A. Junior high school and below	140	41.92%
	B. High school or vocational school	123	36.83%
	C. College and undergraduate	53	15.87%
	D. Master's degree and above	18	5.39%
Total		334	100.0%

In the rural tourism survey conducted in Zhumadian City, the gender distribution shows that female participants slightly outnumber males, accounting for 54.19% and 45.81%, respectively. Regarding age distribution, the 50-60 age group has the highest representation at 31.44%, while the youngest group, 18-30 years old, has the lowest participation at only 7.78%. This indicates that middle-aged and older adults were more active in this survey. On the education level, most respondents have a relatively low level of education; those with junior high school education or below make up 41.92%, and high school or vocational school graduates account for 36.83%, indicating that the survey participants are mainly concentrated in lower educational levels. Fewer respondents have higher education, with college and undergraduate degree holders making up 15.87%, and only 5.39% holding a master's degree or higher. Overall, the data reflect that respondents from higher age groups and lower educational levels have higher participation rates in the theme of rural tourism.

2) Results for Duration of Residence in the Local Area

Descriptive analysis plays a fundamental and crucial role in statistics. Its main purpose is to provide an intuitive understanding and an overview of the basic characteristics of the subject under study through the collection, organization, and summarization of data. This method of analysis can reveal patterns, trends, and relationships within the data set, laying the foundation for further hypothesis testing and causal analysis. In practice, descriptive analysis involves calculating measures of

central tendency (such as the mean and median) and variability (such as standard deviation and interquartile range) to provide researchers with effective means to quantify and summarize study data.

Table 4 Frequency Analysis Results for Duration of Residence in the Local Area

Option	Frequency	Percentage
A. 5 years and below	35	10.48%
B. 6-20 years	86	25.75%
C. 21-30 years	98	29.34%
D. 31 years and above	115	34.43%
Total	334	100.0%

The survey included 334 respondents, and the data on their length of residence shows that a significant majority have deep roots in the community. Specifically, 115 people (34.43% of the total) have resided locally for 31 years and above, making this the largest group. This suggests that many residents share deep historical ties and a strong sense of belonging to the community. Additionally, there is also a considerable number of respondents, 98 individuals or 29.34%, who have lived in the area for 21-30 years. Cumulatively, nearly 65.57% of the respondents have lived for more than 20 years, reflecting a relatively stable residential group. In contrast, the proportion of respondents with shorter residence durations is lower; 86 people have lived there between 6-20 years, accounting for 25.75%, and only 35 people, or 10.48%, have lived there for 5 years or less. This shows that the proportion of new residents in the local community is small, with most residents having a long history of residence.

Overall, the distribution of residence duration significantly impacts local social, economic, and cultural activities. Long-term residents often have closer ties to the local community and tend to have more positive and supportive attitudes towards rural tourism and regional development policies.

3) Results for Attitudes Toward the Development of Rural Tourism in Zhumadian City

Table 5 Frequency Analysis Results for Attitudes Toward the Development of Rural Tourism in Zhumadian

Option	Frequency	Percentage (%)
A. Support	120	35.93%
B. Indifferent	165	49.4%
C. Oppose	49	14.67%
Total	334	100.0%

Data from Table 5 allows us to analyze the attitudes of Zhumadian residents towards the development of rural tourism. Overall, the attitudes of the respondents show clear distribution characteristics.

A total of 120 respondents, accounting for 35.93% of the total, support the development of rural tourism. This proportion indicates that although a significant

number of residents recognize the potential benefits and positive economic impacts of rural tourism, they do not constitute the majority. In contrast, the largest group of respondents is indifferent to the development of rural tourism, totaling 165 people or 49.4% of the total. This data suggests that while rural tourism as a development initiative is somewhat accepted, many residents do not feel strongly interested or concerned about it. This reflects a limited understanding or information about the specific benefits and impacts that rural tourism might bring. Additionally, 49 people, or 14.67%, oppose the development of rural tourism. This group holds reservations or negative views concerning the environmental pressures, cultural impacts, or economic changes that rural tourism might induce.

In summary, while a certain proportion of residents support the development of rural tourism, the majority remain neutral, and a significant minority are opposed. This distribution of attitudes provides crucial insights for policymakers in promoting rural tourism projects: there is a need to actively promote the potential benefits of rural tourism while addressing and alleviating the concerns and objections of the residents. This approach will help facilitate the smooth progress of projects and garner broad community support.

4) Results for Willingness to Provide Suggestions and Opinions for the Development of Rural Tourism in Zhumadian City

Table 6 Frequency Analysis Results for Willingness to Provide Suggestions and Opinions for the Development of Rural Tourism in Zhumadian

Option	Frequency	Percentage (%)
A. Unwilling	18	5.39%
B. Somewhat unwilling	65	19.46%
C. Neutral	105	31.44%
D. Somewhat willing	114	34.13%
E. Willing	32	9.58%
Total	334	100.0%

Data from Table 6 shows that the residents of Zhumadian City display varying degrees of willingness to provide suggestions and opinions for the development of rural tourism. The majority of residents are open to participating in providing suggestions and opinions, offering a valuable foundation of public opinion for the formulation of rural tourism development strategies.

Specifically, 114 people (34.13%) are somewhat willing to provide suggestions and opinions, while 32 people (9.58%) are fully willing. This demonstrates that nearly half of the respondents (totaling 43.71%) have a positive attitude towards actively participating in discussions about the development of rural tourism. The presence of this proportion indicates that a considerable number of residents are willing to engage in the planning and improvement process of rural tourism, harboring specific ideas or expectations and believing that their participation can bring about positive changes.

However, there are also residents who hold reservations about providing suggestions and opinions. Among them, 65 people (19.46%) are somewhat unwilling, and 18 people (5.39%) are outright unwilling. These figures reflect a certain percentage of residents who are skeptical about the development of rural tourism or do not believe that their opinions will be effectively heard or implemented.

Additionally, 105 people (31.44%) express a neutral willingness, indicating either a neutral stance towards providing suggestions and opinions or a need for more information and motivation to be encouraged to participate.

Overall, while a significant proportion of residents indicate a willingness to actively participate in providing suggestions for the development of rural tourism, there is also a considerable segment of the population that holds reserved or negative attitudes. This mix of perspectives highlights the need for strategies that not only engage and incorporate the views of enthusiastic participants but also address the concerns and scepticisms of those less inclined to contribute.

5) Rural Tourism Decision-Making and Planning in Zhumadian City

Table 7 Frequency of Participation in Rural Tourism Decision-Making and Planning in Zhumadian

Option	Frequency	Percentage (%)
A. Never Participated	94	28.14%
B. Occasionally Participated	175	52.4%
C. Frequently Participated	65	19.46%
Total	334	100.0

The data reveals that the majority of residents (52.4%, totaling 175 individuals) indicate that they only occasionally participate in the decision-making and planning processes of rural tourism. This high percentage suggests that while community members are somewhat aware of and engage in rural tourism projects, such participation is not regular but occurs only during specific events or when needed. This occasional involvement may reflect a lower barrier to entry or informal opportunities to engage in the decision-making process.

Furthermore, a segment of the population (19.46%) reports that they frequently participate in these activities, indicating that there is a stable minority who continuously contribute their ideas and efforts to the planning and decision-making of rural tourism development. These frequently participating residents play a crucial role in driving and shaping the decision-making process of rural tourism.

Conversely, 94 people (28.14%) report that they have never participated in the decision-making and planning of rural tourism. This statistic points out that despite efforts to increase community involvement, a significant proportion of residents remain passive or detached from the decision-making process in rural tourism. This could be due to a lack of information, resources, or insufficient interest in rural tourism projects.

Synthesizing these data, it is apparent that while there is a certain level of

community participation in rural tourism decision-making, there is significant variation in the degree of involvement. This finding implies that policymakers and rural tourism developers need to implement measures to further stimulate and foster broader community engagement. Such strategies could involve enhancing communication about the benefits of active participation, reducing barriers to entry, and providing more accessible avenues for residents to contribute their ideas and influence the development of rural tourism in their region. These efforts are essential for ensuring that the planning and development of rural tourism align with the interests and needs of the local community, thereby enhancing the sustainability and success of these initiatives.

6) Satisfaction with the Development of Rural Tourism in Zhumadian City

Table 8 Satisfaction with the Development of Rural Tourism in Zhumadian City

Option	Frequency	Percentage (%)
A. Very Satisfied	33	9.88%
B. Satisfied	54	16.17%
C. Neutral	166	49.7%
D. Dissatisfied	66	19.76%
E. Very Dissatisfied	15	4.49%
Total	334	100.0%

According to the data displayed in Table 8, an analysis of Zhumadian City residents' satisfaction with the development of rural tourism can be conducted. The data provides direct public feedback on the implementation and effectiveness of current rural tourism projects, which is crucial for evaluating and improving tourism strategies.

The data reveals that the majority of residents (49.7%) express a neutral level of satisfaction with the development of rural tourism, with this group being the largest, comprising 166 individuals. This indicates that while many residents see the positive aspects of rural tourism, there are still deficiencies, or it has not fully met their expectations. Relatively fewer residents express being very satisfied or satisfied with the development of rural tourism, with these two options cumulatively accounting for 26.05% of the responses. Specifically, 33 people (9.88%) are very satisfied, and 54 people (16.17%) are satisfied. This demonstrates that a segment of the population indeed feels the positive impacts of rural tourism, but this proportion is not high, suggesting that the development of rural tourism needs further enhancement to more broadly meet the expectations and needs of the residents.

On the other hand, the combined total of those dissatisfied and very dissatisfied reaches 24.25%, with 66 people (19.76%) expressing dissatisfaction and 15 people (4.49%) being very dissatisfied. This data highlights a significant group of residents who are discontent with certain aspects of rural tourism, such as environmental impacts, cultural shocks, or economic benefits. Integrating all the data, while the vast majority of residents have a neutral level of satisfaction, there is a noticeable segment that is clearly dissatisfied. This indicates that while there are areas of rural tourism that are

meeting some expectations, significant improvements are needed to address the concerns of those who are unhappy, ensuring a more comprehensive development of rural tourism that aligns better with the wider community's needs and expectations.

7) Current Nature of Employment

Table 9 Current Nature of Employment

Option	Frequency	Percentage (%)
A. Engaged in Tourism Services	57	17.07%
B. Farming	165	49.4%
C. Working Away from Home	88	26.35%
D. Other	24	7.19%
Total	334	100.0%

The data reveals that the majority of residents (49.4%), totaling 165 people, are engaged in agriculture. This high proportion reflects that Zhumadian City is still predominantly an agricultural area, where farming activities are a crucial pillar of the local economy. The significant percentage of residents engaged in farming has a dual impact on rural tourism: on one hand, they can directly benefit from it through providing agricultural products, farm stays, etc.; on the other hand, their daily lives and work are affected by the increase in tourism activities.

Residents who work outside their home area also represent a considerable proportion, amounting to 26.35%, with 88 individuals. This indicates that many residents choose to leave their locality to seek more employment opportunities in urban areas or other regions. Such labor mobility highlights the local inadequacies in providing sufficient job opportunities and suggests that the development of rural tourism needs to create more employment opportunities for this segment of the population or attract them to return.

Residents working in tourism services account for 17.07%, with 57 people. Although this number is smaller compared to the farming community, it still demonstrates that the tourism sector plays a significant role in the local economy and provides employment opportunities for some residents. This group benefits most directly from the development of rural tourism and serves as an active force in advancing this industry.

Residents in other professions represent the smallest group, accounting for just 7.19% of respondents, or 24 individuals. This category includes those involved in non-agricultural and non-tourism-related fields, such as education, healthcare, and various service industries.

Synthesizing these data, the nature of employment in Zhumadian City is diverse, with agriculture dominating, but the tourism service sector also represents a significant proportion, highlighting the potential for further development in rural tourism. This diversity in employment not only underscores the traditional economic base of agriculture but also points to a growing segment that could benefit from and contribute

to the expansion of the tourism industry. The presence of a substantial number of residents engaged in non-local employment suggests a need for local economic development strategies that can retain the workforce and improve living standards, possibly through enhancing rural tourism. These initiatives could foster more comprehensive employment opportunities, capitalize on local cultural and natural resources, and ultimately enhance both the local economy and community cohesion.

8) Types of Tourism Work Participation

Table 10 Types of Tourism Work Participation

Option	Frequency	Percentage (%)
A. Provide accommodation	160	47.9%
B. Provide guided tours and charge fees	77	23.05%
C. Provide transportation services	56	16.77%
D. Operate a farmhouse and provide specialty dishes	41	12.28%
Total	334	100.0%

Table 10 provides a detailed display of the different types of tourism work that residents of Zhumadian City are involved in, reflecting the main components of the local rural tourism industry and their popularity.

Firstly, the number of residents providing lodging services is the highest, reaching 160 people, which accounts for 47.9% of the total. This high proportion indicates that accommodation services play a central role in rural tourism in Zhumadian City and also reflects that a significant proportion of residents see the opportunity to increase income through providing lodging. This includes forms such as guest houses and bed and breakfasts, which are crucial elements of rural tourism.

Secondly, there are 77 people, or 23.05%, providing guided tour services and charging fees for these services. Guided tours act as a bridge connecting tourists with local culture and attractions and are vital for enhancing the tourist experience and adding an educational component. This data indicates that a considerable number of residents utilize their local knowledge to engage in guiding services, providing information and interpretation for tourists.

There are 56 residents, or 16.77%, who provide transportation services. In rural tourism, transportation services are key for connecting different tourist spots and facilitating travel for tourists, including but not limited to car rentals and shuttle services. This percentage indicates that a certain number of residents recognize and seize the opportunity to facilitate tourist convenience and increase personal income through offering transportation services.

Lastly, 41 people, accounting for 12.28%, run agritourism sites and offer specialty dishes. Agritourism, with its unique rural experiences and authentic food, is popular among tourists. It not only offers tourists the opportunity to engage with local culture and lifestyle but also creates economic benefits for local residents.

Overall, these data show that residents of Zhumadian City are engaged in various types of tourism-related work, with each type of service playing an indispensable role in the rural tourism system. This diversity in participation highlights the multifaceted nature of rural tourism, where accommodations, guided tours, transportation, and agritourism all contribute significantly to the local tourism economy. The involvement in these activities not only supports the livelihood of the residents but also enhances the overall tourist experience, demonstrating the symbiotic relationship between tourism development and community engagement.

9) Results of the Main Problems Currently Facing the Development of Rural Tourism in Zhumadian City

Table 11 Frequency Analysis Results of the Main Problems Currently Facing the Development of Rural Tourism in Zhumadian City

Name	Frequency	Percentage (%)
A. Traffic Congestion	191	57.19%
B. Insufficient Investment Funds	210	62.87%
C. Environmental Degradation	193	57.78%
D. Outflow of Benefits	198	59.28%
E. Rising Prices	180	53.89%
F. Low Resident Participation	158	47.31%
Total	334	100%

Table 11 presents a frequency analysis of the primary challenges currently affecting rural tourism development in Zhumadian City. This data highlights the key issues identified by residents, which are essential for informing the optimization of tourism development strategies and addressing related concerns.

Firstly, traffic congestion is considered a major issue, with 191 people (57.19%) indicating its presence. This suggests that as tourism grows, the transportation system has failed to effectively respond to increased demand, affecting the travel experience of both tourists and residents. Additionally, insufficient investment funds are widely regarded as a significant factor restraining the development of rural tourism, with 210 people (62.87%) acknowledging this issue. Lack of funding slows down the construction of tourism infrastructure, limiting the improvement of service quality and the development of new projects.

Environmental degradation is also a broadly recognized issue, with 193 people (57.78%) acknowledging environmental problems. This includes inadequate waste management and harm to natural landscapes, both of which directly impact the appeal

and sustainability of tourism destinations. The problem of benefit outflow, where revenues generated locally are not effectively retained in the local community, is also seen as an issue by a considerable number of residents (198 people, 59.28%). This results in diminished local support for tourism development, as residents do not perceive the economic benefits associated with it.

Rising prices related to tourism development also concern residents, with 180 people (53.89%) feeling the impact of tourism-related price increases, which raises their cost of living and affects their quality of life. Low resident participation is recognized as a problem by 158 people (47.31%), indicating that despite the economic benefits brought by tourism development, some residents are not actively involved in tourism-related activities due to a lack of participation opportunities, lack of transparency in information, or insufficient motivation.

These data highlight the key issues that need to be addressed in the development of rural tourism in Zhumadian City.

10) Willingness to Participate in the Development of Rural Tourism in Zhumadian

Table 12 Willingness to Participate in the Development of Rural Tourism

Option	Frequency	Percentage (%)
A. Unwilling	15	4.49%
B. Somewhat unwilling	54	16.17%
C. Neutral	177	52.99%
D. Somewhat willing	62	18.56%
E. Willing	26	7.78%
Total	334	100%

The data from Table 13 reveals the willingness of Zhumadian City residents to participate in the development of rural tourism. This information is crucial for understanding the level of support and inclination to participate among community members, which can aid tourism developers and policymakers in better adjusting and designing participation mechanisms to foster broader community involvement.

The data shows that a majority of residents (52.99%), totaling 177 people, hold a neutral attitude towards participating in the development of rural tourism. This high proportion indicates that, although many residents recognize the potential benefits of rural tourism development, they lack sufficient motivation or information to decide to participate actively. This neutral stance reflects uncertainty about tourism projects or hesitation about the effort required for participation.

For those who expressed a willingness or somewhat willingness to participate, there were 88 individuals, making up 26.34% of the total. This group has either seen or experienced the direct benefits of rural tourism development, such as increased income or improved community facilities and therefore are more willing to engage.

However, there is also a segment of the population that has expressed a lower willingness to participate, with 69 people, or 20.66%, either somewhat unwilling or

unwilling to participate. This reluctance is due to concerns about the negative impacts of tourism development, such as environmental damage or cultural distortion, or disappointment due to unfulfilled promises from past tourism projects. These insights underscore the need for transparent communication and effective management of tourism projects to enhance trust and participation from the community.

Overall, the data illustrates that the development of rural tourism in Zhumadian City requires greater community involvement and support. To enhance residents' willingness to participate, it is essential to intensify the promotion of the benefits of rural tourism, provide more opportunities for involvement, ensure that the gains from tourism development are distributed more equitably among community members, and address their concerns and issues. This approach will help to build trust and foster a more supportive environment for sustainable tourism initiatives.

11) Basic Statistical Indicators

Table 13 Basic Statistical Indicators for Each Question

Name	Sample Size	MIN	MAX	Mean	S. D	Median
4: How long have you lived in the local area?	334	1.000	4.000	2.877	1.004	3.000
5: What is your attitude towards the development of rural tourism in Zhumadian City?	334	1.000	3.000	1.787	0.680	2.000
6: Are you willing to provide suggestions and opinions for the development of rural tourism in Zhumadian?	334	1.000	5.000	3.231	1.042	3.000
7: How frequently do you participate in decision-making and planning for rural tourism in Zhumadian?	334	1.000	3.000	1.913	0.686	2.000
8: Are you satisfied with the development of rural tourism in Zhumadian?	334	1.000	5.000	2.928	0.965	3.000
9: What is the nature of your current occupation?	334	1.000	4.000	2.237	0.817	2.000
10: If you support the development of rural tourism, what are the main reasons for your support?	334	1.000	146.00	75.74	43.98	77.000
11: What type of tourism work do you participate in?	334	1.000	4.000	1.934	1.066	2.000
12: What are the main problems currently facing the development of rural tourism in Zhumadian City?	334	1.000	60.000	26.25	17.86	25.000
13: Are you willing to participate in the development of rural tourism in Zhumadian?	334	1.000	5.000	3.090	0.913	3.000

The statistical indicators from Table 13 enable a comprehensive analysis of Zhumadian City residents' attitudes towards rural tourism, their level of participation, and the issues they face.

Residents have an average local residence time of 2.877 years, with a median of 3 years, indicating that the majority have a relatively long history of residence in the area. This prolonged residence enhances their concern for and commitment to local development. The average attitude towards the development of rural tourism is 1.787,

with a median of 2, showing that most residents are open or supportive of rural tourism, although some still hold reservations.

Regarding the willingness to provide suggestions and opinions for the development of rural tourism, the average is 3.231, with a median also at 3, indicating a generally neutral to somewhat willing attitude among residents. This suggests that residents are willing to participate in the development process of rural tourism to some extent, offering their views and suggestions. The frequency of participation in decision-making and planning for rural tourism has an average value of 1.913 and a median of 2, reflecting occasional involvement in relevant decision-making and planning activities. While not very frequent, this shows a certain level of participation and concern for the development of rural tourism among residents.

In terms of satisfaction with the development of rural tourism, the average value is 2.928 with a median of 3, indicating that most residents are moderately satisfied with the current results of rural tourism development and believe there is room for improvement. From an occupational standpoint, with an average value of 2.237 and a median of 2, many residents are involved in agriculture-related work, which correlates with the employment opportunities associated with rural tourism.

The average value for the main reasons supporting the development of rural tourism is quite high at 75.740, with a median of 77, showing that residents generally believe that rural tourism can bring multiple benefits, including employment opportunities and improvements in quality of life. Regarding the types of tourism work in which residents participate, the average value is 1.934 with a median of 2, indicating that providing accommodation is the main way residents participate in tourism work, reflecting the importance of lodging services in rural tourism.

Concerning problems in the development of rural tourism, the average value is 26.25 with a median of 25, suggesting that residents are generally aware of several issues that need to be addressed, such as traffic congestion and insufficient funding. Finally, regarding the willingness to participate in the development of rural tourism, the average is 3.090, and the median is 3, showing that most residents have a neutral attitude, with some willingness to participate but not very actively.

B. Analysis of Tourism Questionnaire

Basic Statistical Summary of Survey Sample

From March to April 2024, we distributed questionnaires via social media targeting tourists in Zhumadian, Henan Province. A total of 400 questionnaires were sent out, and 390 responses were collected. After excluding 8 invalid responses, we evaluated the remaining questionnaires based on two criteria: whether the respondent had visited Zhumadian and whether their answers were consistent throughout the survey. This process resulted in 382 valid questionnaires, yielding a valid response rate of 95.43%. The sample characteristics included demographic variables such as gender, age, and monthly income, with detailed statistics presented in Table 14.

Table 14 Basic Statistical Summary of Survey Sample

Name	Option	Frequency	Percentage (%)
Occupation	A. Farmer	36	9.42%
	B. Worker	141	36.91%
	C. Student	40	10.47%
	D. Civil Servant	45	11.78%
	E. Private Business Owner or Manager	65	17.02%
	F. Freelancer	50	13.09%
	G. Other	5	1.31%
Age Group	A. Under 20 years old	29	7.59%
	B. 20-30 years old	150	39.27%
	C. 31-40 years old	96	25.13%
	D. 41-50 years old	65	17.02%
	E. 51-60 years old	37	9.69%
	F. 60 years old and above	5	1.31%
Monthly Income Situation	A. Below 2000 RMB	33	8.64%
	B. 2000-4000 RMB	141	36.91%
	C. 4001-6000 RMB	111	29.06%
	D. Above 6000 RMB	97	25.39%
Total		382	100.0%

In Table 14, the survey sample statistics provide a detailed understanding of the occupational distribution, age composition, and monthly income of residents in Zhumadian City. In terms of occupation, workers are the most common, accounting for 36.91% of the total sample, indicating that manual laborers or factory workers form a significant proportion of the survey sample. Additionally, private business owners or managers and freelancers are also relatively common, accounting for 17.02% and 13.09% respectively, showing that a considerable proportion of residents are engaged in self-employment or freelance work.

Regarding age groups, young adults aged 20-30 years constitute the largest segment at 39.27%, followed by the 31-40 years age group at 25.13%. These two age brackets make up the majority of the sample, reflecting the activity of the middle-aged workforce.

As for monthly income, most residents fall within the middle-income range, with the income brackets of 2000-4000 RMB and 4001-6000 RMB comprising 36.91% and 29.06% respectively. The group earning more than 6000 RMB per month also constitutes a significant proportion at 25.39%, indicating the presence of a higher economic level among the respondents.

1) Results for Ways of Learning About Rural Tourism

Table 15 Frequency Analysis Results for Ways of Learning About Rural Tourism

Option	Frequency	Percentage (%)
A. Newspapers, Magazines	28	7.33%
B. Television, Radio	69	18.06%
C. Online Advertisements	50	13.09%
D. Tourism Brochures	25	6.54%
E. Recommendations from Friends and Family	148	38.74%
F. Social Media Platforms like WeChat, QQ	61	15.97%
G. Other Channels	1	0.26%
Total	382	100.0%

According to the frequency analysis results from Table 15 on the ways residents of Zhumadian City learn about rural tourism, it is evident that recommendations from friends and family are the primary source of information, accounting for 38.74%. This highlights the importance of interpersonal relationships and word-of-mouth in choosing rural tourism options. Television and radio also serve as significant information channels, comprising 18.06%, demonstrating that traditional media still holds considerable influence in promoting rural tourism.

Additionally, social media platforms like WeChat and QQ play an indispensable role, ranking third with a share of 15.97%, which underscores the importance of social media in modern information dissemination. Online advertisements hold a middle position at 13.09%, suggesting that while internet advertising is ubiquitous, its impact may vary due to differences in ad quality or audience receptivity.

Newspapers and magazines, along with tourism brochures, have relatively lower influence, accounting for only 7.33% and 6.54% respectively. This may be linked to the prevalence of digital media and the declining usage of traditional print media. Only a tiny fraction of respondents (0.26%) reported obtaining information about rural tourism through alternative channels, suggesting that some non-mainstream methods of information dissemination exist in the market.

Overall, residents of Zhumadian City rely on multiple channels to gather information about rural tourism, with personal recommendations and social media playing particularly significant roles. Although the influence of traditional media has diminished, it still maintains an important position among certain segments of the population. This diversity in information sources indicates a varied approach to engaging with rural tourism opportunities, underscoring the need for targeted communication strategies that effectively reach different audiences through their preferred channels.

2) Affinity for Rural Tourism in Zhumadian City

Table 16 Affinity for Rural Tourism in Zhumadian City

Option	Frequency	Percentage (%)
A. Really like	101	26.44%
B. like it	100	26.41%
B. Neutral	92	23.95%
C. Don't like very much	76	19.9%
D. Dislike completely	13	3.4%
Total	382	100.0%

According to the data provided in Table 17, we can analyze the level of affection for rural tourism among the residents of Zhumadian City. The data reveals that the majority of residents have a neutral attitude towards rural tourism, accounting for 50.26% of the total survey sample. This may indicate that while many people have some interest in rural tourism, they have not developed a strong liking or special enthusiasm for it.

Comparatively, 26.44% of the residents indicate that they really like rural tourism. Although this percentage is lower than those who are neutral, it also shows that a segment of the population has a higher enthusiasm and preference for rural tourism. These individuals are likely active participants and promoters of rural tourism activities, playing a significant role in fostering the development of rural tourism.

However, there is also a certain percentage of residents who hold a negative view of rural tourism. The data shows that 19.9% of residents do not like rural tourism very much, and 3.4% completely dislike it. The presence of this group suggests that tourism planners and policymakers need to consider the needs and expectations of these groups, as well as potential concerns about the negative impacts of rural tourism. This insight is crucial for developing strategies that address all community segments, enhancing the overall appeal and sustainability of rural tourism initiatives.

Overall, while the affection for rural tourism among the residents of Zhumadian City shows diversity, the majority hold a neutral attitude. A smaller proportion of the population likes rural tourism, but there is also a significant minority who dislike it. This variety in attitudes highlights the need for targeted approaches in tourism planning and development to cater to different preferences and to address the concerns that may deter some from participating in or supporting rural tourism activities.

3) Usual Mode of Transportation Chosen for Rural Tourism

Table 17 Usual Mode of Transportation Chosen for Rural Tourism

Option	Frequency	Percentage (%)
A. Private car/Taxi	144	37.7%
B. Public transportation	99	25.92%
C. Walking	33	8.64%
D. Bicycle	106	27.75%
Total	382	100.0%

According to the data provided in Table 17, we can analyze the usual modes of transportation chosen by residents of Zhumadian City when participating in rural tourism. The data show that private cars or taxis are the most commonly used mode of transportation, accounting for 37.7% of the total sample. This high proportion indicates that for rural tourism, private or rented cars are preferred due to their convenience and flexibility. Bicycles follow closely at 27.75%, suggesting that in some rural areas, bicycles are a popular choice as an eco-friendly and healthy mode of transportation. This may reflect the suitability of the terrain for cycling in rural tourist areas or a preference among tourists for a more nature-close travel experience.

The use of public transportation ranks in the middle at 25.92%, this indicates that while a portion of tourists rely on public transportation systems to access rural tourist destinations, its usage rate might be affected by limited-service coverage or inconvenient schedules. Walking as a mode of transportation accounts for a relatively low proportion of 8.64% in rural tourism, this may be because many rural tourist spots are too far apart to rely solely on walking. However, for tourists seeking a leisurely experience, walking remains an attractive option.

Overall, residents of Zhumadian City exhibit a diverse range of transportation choices when engaging in rural tourism, with private cars or taxis being the most common, followed by bicycles and public transportation, while walking is less frequently used. The selection of these modes of transportation not only reflects their convenience and suitability but may also be influenced by the characteristics of the tourist destinations and personal preferences. This variety ensures that tourists can choose the best transportation option that aligns with their needs and the specific conditions of the rural environment they are visiting.

5) Duration of Rural Tourism Visits

Table 18 Duration of Rural Tourism Visits

Option	Frequency	Percentage(%)
A. Less than 30 minutes	78	20.42%
B. 30-60 minutes	95	24.87%
C. More than 60 minutes	209	54.71%
Total	382	100.0%

From the data in Table 18, it is evident that the duration of rural tourism activities among residents of Zhumadian City shows a clear trend: The majority of tourists prefer rural tourism activities lasting more than 60 minutes, with 209 respondents selecting this option, representing 54.71% of the total sample. This indicates that for many participants, rural tourism is not merely a brief visit but rather a longer experience, likely including a variety of activities such as hiking, sightseeing, and picking, which generally require more time to fully enjoy.

Additionally, a notable 24.87% of tourists prefer activities lasting between 30 and

60 minutes, which may indicate a preference for shorter visits, possibly due to time constraints or a less intense interest in rural tourism. A smaller segment, comprising 20.42% of tourists, opts for activities lasting less than half an hour, reflecting a quick touring option suitable for those simply passing through or making brief stops at specific rural attractions. Overall, these findings suggest that rural tourism in Zhumadian City has compelling features that encourage visitors to invest more time for a richer experience.

Table 19 Frequency of Participating in Rural Tourism

Option	Frequency	Percentage(%)
A. Weekends	31	8.12%
B. Once or twice a month	63	16.49%
C. Holidays	145	37.96%
D. Occasionally	91	23.82%
E. First time	52	13.61%
Total	382	100.0%

From the data provided in Table 19, we can observe the frequency distribution of rural tourism participation among residents of Zhumadian City, revealing varied travel habits and preferences. The data shows that holidays are the most popular time for rural tourism, accounting for 37.96% of the total sample. This popularity likely stems from the additional free time available during holidays, allowing people the opportunity to escape the city and enjoy the tranquility and natural beauty of the countryside.

Additionally, a significant portion of the sample, comprising 23.82%, engages in rural tourism "occasionally." This suggests that while some residents participate sporadically, their involvement lacks a fixed frequency, likely influenced by personal schedules or varying interests. Meanwhile, 16.49% of respondents participate in rural tourism once or twice a month, indicating that a segment of the population frequently seeks out these activities. This trend may reflect their desire to escape the pressures of urban life and find opportunities for leisure and relaxation.

Residents who choose to engage in rural tourism during weekends are relatively few, accounting for only 8.12%. This may be due to the limited time available on weekends, which is insufficient for longer-distance travel, or participants might choose other forms of leisure activities instead. Additionally, 13.61% of residents indicate that this is their first time participating in rural tourism. This data point reveals that rural tourism is still a novel experience for some people, possibly due to recent promotional activities or a gradually increasing interest in rural tourism.

Duration of Stay for Rural Tourism in Zhumadian City.

Table 20 Duration of Stay for Rural Tourism in Zhumadian City

Option	Frequency	Percentage(%)
A. 1-2 days	152	39.79%
B. 3-4 days	110	28.8%
C. 5-6 days	63	16.49%
D. More than 7 days	57	14.92%
Total	382	100.0%

According to the data provided in Table 20, the duration of stay for rural tourism among residents of Zhumadian City shows a preference for shorter travel periods. The data reveals that the majority of residents choose to stay in rural areas for 1-2 days, with this option's frequency reaching 152, accounting for 39.79% of the total sample. This short-term stay is likely favored because it does not require a long commitment of vacation time, allowing tourists to enjoy the natural tranquility of the countryside over a weekend or brief holiday.

Tourists staying for 3-4 days are also quite common, making up 28.8% of the sample. This suggests that some residents prefer to take extended weekends or specific holidays for a longer relaxation period. Such stays facilitate a more immersive travel experience, allowing for participation in various activities and exploration of a wider area. Additionally, 16.49% of tourists opt for stays of 5-6 days, while a significant 14.92% choose to extend their visits to over 7 days. This indicates that many tourists seek a longer break from their daily routines, likely in pursuit of deeper cultural experiences and leisurely pursuits.

Overall, this data reveals the preferences of Zhumadian City residents regarding the duration of their stays in rural tourism, highlighting a range from short-term getaways to longer vacations. This variety indicates that while many seek brief respites in the countryside, others prefer extended stays to deeply explore and enjoy rural environments, reflecting diverse needs and desires in how they engage with rural tourism.

6) Budget for Rural Tourism

Table 21 Budget for Rural Tourism

Option	Frequency	Percentage(%)
A. Below 1000 RMB	140	36.65%
B. 1000-2000 RMB	171	44.76%
C. 2001-3000 RMB	34	8.9%
D. Above 3001 RMB	37	9.69%
Total	382	100.0%

According to the data provided in Table 21, we can analyze the budget distribution for rural tourism among residents of Zhumadian City. The data shows that most tourists have a moderate budget for their trips, with 171 people choosing the 1000-2000 RMB

budget range, accounting for 44.76% of the total sample. This indicates that within this budget range, tourists likely find it sufficient to cover their basic needs for rural tourism, including transportation, accommodations, and some activity expenses.

There are 140 people with a budget of less than 1000 RMB, accounting for 36.65%, which may reflect a segment of tourists who prefer more economical travel options, or whose planned rural tourism activities are relatively simple, such as short trips or visits that do not involve high costs. In the higher budget range, 34 people chose a budget of 2001-3000 RMB, accounting for 8.9%, while 37 people opted for budgets above 3001 RMB, making up 9.69% of the total. These figures indicate that although the number of tourists with higher budgets is not large, there is still a significant proportion of visitors willing to pay more for a richer or more unique rural tourism experience.

7) Purpose of Rural Tourism: Frequency Analysis Results

Table 22 Purpose of Rural Tourism: Frequency Analysis Results

Name	Option	Frequency	Percentage(%)
A. Leisure and Relaxation (accompanying children, playing, etc.)	NO	77	20.16%
	YES	305	79.84%
B. Educational and Practical Activities (teaching, practicing, etc.)	NO	146	38.22%
	YES	236	61.78%
C. Gathering and Team-Building Activities (singing, dancing, games)	NO	122	31.94%
	YES	260	68.06%
D. Sightseeing	NO	131	34.29%
	YES	251	65.71%
E. Other	NO	379	99.21%
	YES	3	0.79%
Total		382	100%

Table 22 reflects the main purposes for which residents of Zhumadian City participate in rural tourism, revealing the diverse preferences of tourists when choosing rural tourism activities.

Firstly, relaxation and recreation are the most popular reasons for rural tourism, with 305 people indicating that their purpose for traveling is to rest and have fun, such as accompanying children and playing, accounting for 79.84% of the total sample. This highlights rural tourism as a means of relaxation and stress relief, attracting many people looking to escape from their busy daily lives.

Secondly, educational and practical activities, including teaching and practical applications, are also significant reasons why some choose rural tourism, with 236 people selecting this option, accounting for 61.78%. This indicates that rural tourism is not only a place for leisure but also a space for learning and practice, especially for families and educational groups wishing to engage with agricultural knowledge or natural sciences.

Gatherings and team-building activities, such as singing, dancing, and games, are another major draw, with 260 people choosing this purpose, accounting for 68.06%. This reflects the social and team interaction opportunities provided by rural tourism sites, which positively impact team cohesion and family bonds.

Sightseeing, a classic tourism motive, is a key reason for choosing rural tourism among 251 respondents, representing 65.71% of the sample. This highlights the appeal of the natural beauty and cultural heritage found at rural tourism sites, which many individuals seek to explore and appreciate. Conversely, other motivations are rarely selected, with only 3 respondents, or 0.79%, indicating very specific or personalized travel interests.

Lastly, other purposes are very rarely chosen, with only 3 people, accounting for 0.79%, which may include very specific or personalized travel motivations.

Overall, these data reveal the broad appeal of rural tourism to different groups, with relaxation being the primary purpose, while education, social interaction, and sightseeing also serve as significant motivations.

10) Reasons for Participating in Rural Tourism: Frequency Analysis Results

Table 23 Reasons for Participating in Rural Tourism: Frequency Analysis Results

Name	Frequency	Percentage(%)
A. Close to home	302	79.06%
B. Variety of activities	285	74.61%
C. Beautiful scenery	256	67.02%
D. Comfortable environment	202	52.88%
E. Other	5	1.31%
Total	382	100%

From the data in Table 23, we can see that residents of Zhumadian City have various reasons for participating in rural tourism, but several key factors significantly influence their choices.

Firstly, "proximity to home" is an important factor, with 302 respondents (79.06%) choosing rural tourism because the destinations are close to their residences. This indicates that convenience is a critical factor in residents' travel decisions. The geographic location of rural tourism sites is evidently crucial for attracting local residents, particularly those seeking short recreational activities.

Secondly, the "variety of activities" is another compelling reason, with 285 respondents (74.61%) indicating that they choose rural tourism for the diverse options available locally. This underscores tourists' desire for their travel experiences to extend

beyond mere sightseeing, allowing them to engage in a range of interesting activities, such as outdoor sports and cultural experiences.

"Beautiful scenery" is also a significant attraction, with 256 people (67.02%) considering it an important reason for choosing rural tourism. Rural areas are often characterized by natural landscapes and pristine environments, which are highly attractive to those who love nature and seek visual enjoyment.

Additionally, a "comfortable environment" is seen as a key factor, with 202 people (52.88%) choosing rural tourism for this reason. This may relate to the accommodation conditions, sanitary environment, and overall leisure atmosphere at the tourism sites, indicating that tourists place great importance on the overall comfort of the environment when selecting rural tourism.

Lastly, the frequency of "other" reasons is quite low, with only 5 respondents (1.31%) selecting this option. This suggests that most people's motivations for choosing rural tourism are relatively focused and largely align with the main factors mentioned earlier.

11) Desired Activities in Zhumadian City's Rural Tourism: Frequency Analysis Results

Table 24 Desired Activities in Zhumadian City's Rural Tourism: Frequency Analysis Results

Name	Frequency	Percentage(%)
A. Learning Handicraft Making	287	75.13%
B. Farmhouse Dining	232	60.73%
C. Watching Activities	229	59.95%
D. Water Fishing	220	57.59%
E. Leisure and Cooling Off	172	45.03%
F. Picking Fruits and Vegetables	176	46.07%
G. Other	3	0.79%
Total	382	100%

According to the data provided in Table 24, we can gain detailed insights into the types of activities residents of Zhumadian City hope to experience during rural tourism. The data analysis reveals that learning handicraft making is the most popular activity, with 287 people indicating a desire to participate, representing 75.13% of the responses. This high demand suggests a strong interest among residents in experiencing traditional

culture and crafts, possibly driven by curiosity about traditional handicrafts or a desire to engage in the crafting process themselves.

Farmhouse dining, a key aspect of experiencing rural life, is also quite popular, with 232 respondents expressing a desire to enjoy authentic farmhouse cuisine during their rural travels, accounting for 60.73%. This highlights the value that visitors place on tasting local foods and engaging with local customs.

The demand for watching activities and fishing is also noteworthy, with 59.95% and 57.59% of tourists, respectively, expressing interest in these options. These activities likely appeal to those who enjoy observing natural scenery and participating in outdoor pursuits.

In comparison, the demand for leisure, cooling off, and picking fruits and vegetables is slightly lower, with 45.03% and 46.07% of tourists expressing interest, respectively. While these percentages are lower, they still indicate that a considerable portion of tourists are open to more relaxed and leisurely activities.

The demand for other types of activities is almost negligible, with only 3 people, or 0.79%, showing interest, which may indicate that most tourists have relatively concentrated expectations of rural tourism focused on a few mainstream activities.

Desired Factors in Zhumadian City's Rural Tourism: Frequency Analysis Results

Table 25 Desired Factors in Zhumadian City's Rural Tourism: Frequency Analysis Results

Name	Frequency	Percentage(%)
A. Lively Atmosphere	157	41.1%
B. Comfortable Climate	155	40.58%
C. Rich Agricultural Experience Activities	211	55.24%
D. Beautiful Ecological Landscapes	260	68.06%
E. Well-Developed Supporting Facilities	243	63.61%
F. Comprehensive Service Facilities	218	57.07%
G. Affordable Prices	191	50%
H. Convenient Transportation, Direct Access to Tourist Sites	189	49.48%
I. Enhancing Friendships and Family Bonds	196	51.31%
Total	382	100%

Table 25 provides frequency analysis results about the importance of various factors in Zhumadian's rural tourism, helping to understand the key considerations tourists have when choosing rural travel destinations.

The data analysis reveals that "Beautiful Ecological Landscapes" is considered one of the most important factors, with 260 people (68.06%) recognizing it as an important consideration. This emphasizes the significance of natural landscapes in attracting visitors to rural areas, indicating a preference for destinations that offer stunning natural environments. "Well-developed supporting Facilities" are also seen as critical, with 243 people (63.61%) considering this important. This indicates that tourists seek not just natural beauty but also adequate facility support like accommodation, dining, and entertainment to ensure a comfortable and convenient travel experience. "Comprehensive Service Facilities" are similarly vital, with 218 people (57.07%) seeing them as important. This might include hygiene facilities, information services, and safety measures, crucial for enhancing visitor satisfaction and the quality of the travel experience. Notably, visitors are sensitive to pricing, with half of them (50%) considering "Affordable Prices" an important factor, reflecting cost as a significant influence on rural travel decisions. Moreover, "Rich Agricultural Experience Activities" are valued by many, with 211 people (55.24%) finding it important, showing a high interest in participating in agricultural activities, and experiencing traditional farming culture. In contrast, other factors such as "Lively Atmosphere," "Comfortable Climate," "Convenient Transportation, Direct Access to Tourist Sites," and "Enhancing Friendships and Family Bonds" are less emphasized but still considered important by nearly half of the visitors.

Frequency analysis results of suggestions for further self-improvement strategies in Zhumadian's rural tourism

Table 26 Frequency analysis results of suggestions for further self-improvement strategies in Zhumadian's rural tourism

Name	Frequency	Percentage(%)
A. Increase entertainment facilities	303	79.32%
B. Provide convenient transportation	300	78.53%
C. Beautify the surrounding environment	279	73.04%
D. Expand the dissemination of information about agricultural parks	215	56.28%
E. Improve service quality	198	51.83%
Total	382	100%

Table 26 displays the frequency analysis results of suggested strategies for self-

improvement in rural tourism in Zhumadian City. These data provide clear guidance on what improvements visitors would like to see in rural tourism.

Firstly, the vast majority of visitors believe that adding entertainment facilities is an important enhancement strategy, supported by 303 people (79.32%). This indicates that current rural tourism areas may lack sufficient entertainment options, and adding amenities such as amusement facilities and interactive activities could significantly improve visitor satisfaction and attraction. Secondly, providing convenient transportation is also a key concern for visitors, with 300 people (78.53%) considering it crucial for enhancing rural tourism. Convenient transportation not only reduces the travel burden for visitors but also increases the visitation rate to rural tourism sites. Beautifying the surrounding environment also received substantial support, with 279 people (73.04%) considering it an important aspect of enhancing the rural tourism experience. The aesthetics of the environment directly affect the mood and experience of visitors, and a beautiful environment can be a significant factor in attracting visitors. Expanding the dissemination of information about agricultural parks is seen as an important improvement strategy by 215 people (56.28%). This may indicate that the promotion and dissemination of information about rural tourism are not yet widespread or effective enough; increasing the transparency and accessibility of information can attract more potential visitors.

Lastly, improving service quality is also seen as a key area for improvement, supported by 198 people (51.83%). High-quality services can significantly enhance the overall satisfaction of visitors, including aspects such as accommodation, dining, and customer service.

14)Frequency Analysis Results of Tourism Products Purchased in the Villag
Table 27Frequency Analysis Results of Tourism Products Purchased in the Village

Name	Frequency	Percentage(%)
A. Strawberries	287	75.13%
B. Grapes	246	64.4%
C. Mushrooms	190	49.74%
D. Honey	198	51.83%
E. Dandelion	139	36.39%
F. Local specialties	172	45.03%
G. Souvenirs	150	39.27%

Name	Frequency	Percentage(%)
H. Other	93	24.35%
I. None	1	0.26%
Total	382	100%

The data from Table 27 provides insights into the products tourists prefer to purchase during rural tourism in Zhumadian. Strawberries are the most popular, with 287 individuals (75.13%) opting to buy them, suggesting their local significance or availability during the tourism period. Grapes also see substantial interest, chosen by 246 people (64.4%), indicating their appeal as a regional specialty. Morel mushrooms and honey are also popular, with close purchasing rates of 49.74% and 51.83% respectively, showing their market presence in rural tourism. Dandelions, local specialties, and souvenirs have lower rates of 36.39%, 45.03%, and 39.27%, respectively, which might reflect lesser popularity or inadequate promotion at tourist sites. Notably, almost all tourists (99.74%) stated they did not purchase 'other' products, suggesting a lack of interest in unconventional or less common items, or a lack of exposure at tourist locations. Additionally, a very small number (0.26%) reported not purchasing any products, indicating that most tourists engage in shopping as part of their rural tourism experience.

15) Frequency Analysis of the Main Reasons for Engaging in Rural Tourism in Zhumadian

Table 28 Frequency Analysis of Main Reasons for Engaging in Rural Tourism

Name	Frequency	Percentage(%)
A. Leisure relaxation and health fitness	265	69.37%
B. Participating in agricultural activities, returning to nature	271	70.94%
C. Alleviating life and work stress	267	69.9%
D. Gaining knowledge, experiencing rural life	235	61.52%
E. Entertainment and recreation	229	59.95%
Total	382	100%

According to data from Table 28, we can delve deeper into the primary motivations driving visitors to engage in rural tourism in Zhumadian. These data not only reveal the major demands of tourists but also provide essential guidance for the strategic planning of rural tourism.

Firstly, leisure relaxation and fitness are the predominant motivators, with 265

individuals (69.37% of the sample) choosing rural tourism primarily for these reasons. This highlights that most tourists value the relaxation and health benefits of rural tourism, seeking to escape the busyness of life by engaging with nature and participating in relaxing activities. Secondly, engaging in agricultural activities and returning to nature is also a significant attraction, with 271 people (70.94%) stating this as their reason for choosing rural tourism. This reflects a modern desire for the primitive natural and traditional agricultural lifestyle, wanting to experience and learn through direct participation in farming and natural activities. Alleviating stress from life and work is also a key motivation, with 267 individuals (69.9%) choosing rural tourism to relieve stress. This underscores rural tourism as a means to escape daily pressures, offering a valuable outlet for many coping with urban life stresses. Increasing knowledge and experiencing rural life is another motivation, with 235 people (61.52%) valuing the educational and experiential aspects of rural tourism. This indicates that some tourists seek to enhance their understanding of rural and natural environments, potentially including educating children or learning life skills themselves. Lastly, entertainment and leisure activities are chosen by 229 individuals (59.95%), although this proportion is relatively lower, it still demonstrates that rural tourism can offer sufficient entertainment and leisure activities to attract visitors.

In summary, the data reveal that rural tourism in Zhumadian has multiple attractions, from relaxation and health benefits to educational experiences, driving different tourist groups to choose this form of tourism.

16) Basic Statistical Indicators

Table 29 Basic Statistical Indicators for Each Question

Name	Sample Size	MIN	MAX	Mean	S. D	Median
What channels do you usually use to learn about rural tourism?	382	1.000	7.000	4.003	1.603	5.000
Do you like rural tourism in Zhumadian City?	382	1.000	4.000	2.003	0.775	2.000
What mode of transportation do you usually choose when participating in rural tourism?	382	1.000	4.000	2.264	1.228	2.000
How long do you usually spend on rural tourism?	382	1.000	3.000	2.343	0.797	3.000
How frequently do you participate in rural tourism?	382	1.000	5.000	3.183	1.114	3.000
How long do you usually stay when participating in rural tourism in Zhumadian City?	382	1.000	4.000	2.065	1.076	2.000
What is your budget for tourism?	382	1.000	4.000	1.916	0.915	2.000

Name	Sample Size	MIN	MAX	Mean	S. D	Median
What is the purpose of your rural tourism?	382	1.000	17.000	6.243	3.793	5.000
What are the reasons that attract you to participate?	382	1.000	19.000	6.170	4.551	4.000
What activities do you hope to experience in rural tourism in Zhumadian City?	382	1.000	60.000	22.270	17.799	19.000
What factors are most important to you in rural tourism in Zhumadian City?	382	1.000	242.000	125.021	67.838	129.500
How do you think rural tourism in Zhumadian City can further improve itself?	382	1.000	28.000	9.550	6.988	6.000
What tourism products do you buy in this village?	382	1.000	147.000	59.034	44.650	52.000
What are the main reasons that prompt you to participate in Zhumadian?	382	1.000	27.000	11.343	7.511	9.000
What are the main problems facing the development of rural tourism in Zhumadian City?	382	1.000	56.000	21.018	16.224	16.500

Drawing on the basic statistical indicators presented in Table 29, we can conduct a thorough analysis of the behaviors and preferences of participants in rural tourism in Zhumadian City. The data provides valuable insights into various aspects, including how tourists discover rural tourism opportunities, their preferences, transportation choices, duration and frequency of visits, length of stay, budget considerations, travel purposes, motivations for participation, preferred activities, key factors influencing their decisions, suggestions for improvement, purchasing habits related to tourism products, and the main challenges they encounter.

4.1.3 Satisfaction Analysis

1) Tourist Satisfaction Analysis

Table 30 Tourists Satisfaction of Basic Statistical Indicators

Name	Mean	SD
The service staff of rural tourism are enthusiastic and attentive, able to meet the needs of tourists.	3.619	1.098
Rural tourism lacks innovative and personalized service	2.579	1.221

Name	Mean	SD
experiences.		
The facilities and equipment of rural tourism are maintained timely and in good condition.	2.416	1.088
The safety guarantee and emergency response mechanisms for rural tourism are well-established.	1.964	0.911
Rural tourism has a superior geographical location with beautiful natural scenery.	3.492	1.109
Rural tourism is easily accessible with convenient transportation.	3.599	1.033
The prices for rural tourism are reasonable with good value for money.	2.117	1.093
There is abundant online information about rural tourism, facilitating inquiries and bookings.	3.553	1.184

Tourists rate the enthusiasm and attentiveness of Zhumadian's rural tourism service staff highly (mean 3.619, standard deviation 1.098), indicating overall satisfactory service quality, with room for improvement. The negative skewness (-0.716) indicates that most ratings are concentrated at higher values, a positive signal. However, there is a notable lack of innovative and personalized service experiences (mean 2.579, standard deviation 1.221), with positive skewness (0.700) indicating that many tourists gave lower ratings, which should be a focus for future improvement. Ratings for facility maintenance (mean 2.416) and safety mechanisms (mean 1.964) are low, especially the latter, with its low mean and positive skewness (0.765) indicating that most tourists are dissatisfied with safety measures, areas that urgently need strengthening rate Zhumadian's geographical location and natural scenery highly (mean 3.492, standard deviation 1.109), with negative skewness (-0.547) indicating that more tourists tend to give above-average ratings. This factor is crucial for enhancing attractiveness and should be fully leveraged in future marketing strategies. Both transportation convenience (mean 3.599, standard deviation 1.033) and the richness of online information (mean 3.553, standard deviation 1.184) received high ratings, indicating their effectiveness in drawing more tourists. The negative skewness for these factors (-0.507 and -0.678, respectively) suggests that most tourists hold positive views about them.

In contrast, the rating for price reasonableness is notably low (mean 2.117, standard deviation 1.093), with a high positive skewness of 1.114. This indicates that

many tourists perceive prices as too high, highlighting a need to reassess pricing strategies or enhance service quality to better align with current price levels.

4) Local Resident Satisfaction Analysis

Table 31 Residents Satisfaction of basic statistical indicators

Name	Mean	SD
Rural tourism in Zhumadian provides ample employment opportunities for local residents.	4.076	0.808
The development of rural tourism resources is reasonable, considering sustainable development.	2.127	1.073
Rural tourism promotes the protection and inheritance of local cultural heritage.	3.558	1.094
The development of rural tourism has put some pressure on the local ecological environment.	2.411	1.138
The development of rural tourism has driven local economic growth.	3.964	0.939
Rural tourism in Zhumadian faces fierce competition among similar tourist destinations.	2.482	1.146
The local government has introduced strong policies to provide funding and infrastructure support for rural tourism in Zhumadian.	3.675	1.038
Zhumadian has taken effective measures to retain talent and prevent brain drain.	2.401	1.168

Local residents generally believe that rural tourism has provided them with ample employment opportunities (mean 4.076, standard deviation 0.808). The low standard deviation and negative skewness (-0.492) indicate high consistency in this view among residents, a very positive signal showing that tourism has a significant and stable contribution to the local job market. Evaluation of the sustainability of tourism resource development is low (mean 2.127, standard deviation 1.073), with high positive skewness (1.070) indicating that most residents gave lower ratings, reflecting potential issues of overdevelopment or improper resource utilization locally. Cultural heritage protection and inheritance are well-evaluated (mean 3.558, standard deviation 1.094), with negative skewness (-0.682) showing that most residents recognize efforts in this area. Concerns about ecological environmental pressure are moderate (mean 2.411, standard deviation 1.138), with positive skewness (0.652) indicating that a considerable

portion of residents express concerns about environmental impacts. Residents generally believe that rural tourism has driven local economic growth (mean 3.964, standard deviation 0.939), with high negative skewness (-0.901) and high kurtosis (0.902) indicating high consistency in this view. However, they are also aware of industry competition (mean 2.482, standard deviation 1.146), with positive skewness (0.661) indicating that many residents perceive high competitive pressure, which will drive further innovation and development. The local government's policy support is well recognized (mean 3.675, standard deviation 1.038), with negative skewness (-0.476) indicating overall positive evaluation. This shows that the government has played a positive role in promoting rural tourism development. However, measures for talent retention are ineffective (mean 2.401, standard deviation 1.168), with positive skewness (0.766) showing that most residents are dissatisfied with existing talent policies, which will be a key issue for future focus.

Overall, Zhumadian's rural tourism performs well in service attitude, job creation, cultural heritage protection, and economic stimulation. However, there is still significant room for improvement in innovative services, facility maintenance, safety assurance, sustainable development, and talent retention. Future development strategies should focus on improving service quality, strengthening infrastructure construction, optimizing pricing strategies, enhancing ecological protection, and improving talent retention mechanisms.

Table 32 Questionnaire Swot Analysis

Strengths	Weaknesses
1. Level of service staff's enthusiasm and attentiveness	1. Level of service innovation and personalization
2. Degree of meeting tourists' needs	2. Timeliness of facility and equipment maintenance
3. Advantageousness of geographical location	3. Degree of good condition of facilities and equipment
4. Beauty of natural scenery	4. Reasonableness of prices
5. Convenience of transportation	5. Level of cost-effectiveness
6. Extent of providing employment opportunities for local residents	6. Degree of considering sustainable development in resource exploitation
7. Degree of driving local economic growth	
8. Strength of local government's supportive policies	

<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. Abundance of online information 2. Convenience of online query and booking 3. Extent of promoting the protection and inheritance of local cultural heritage 	<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. Completeness of safety assurance and emergency response mechanisms 2. Degree of pressure on the local ecological environment caused by development 3. Intensity of competition from similar tourist destinations 4. Effectiveness of measures to retain talents and prevent brain drain
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When analyzing the SWOT indicators of rural tourism in Zhumadian, a score of 3 serves as the benchmark for assessing strengths, weaknesses, opportunities, and threats. The analysis reveals that the average scores for several key indicators—including the enthusiasm and attentiveness of service personnel, the ability to meet tourists' needs, the advantages of geographical location, the beauty of natural scenery, transportation convenience, the provision of employment opportunities for local residents, the impact on local economic growth, the strength of government support policies, the richness of online information, and the ease of online inquiries and bookings—are all above 3. This indicates that these elements are strengths of Zhumadian's rural tourism and highlight significant opportunities for the protection and promotion of cultural heritage. However, the average scores of indicators such as the degree of service innovation and personalization, the timeliness of facility and equipment maintenance, the good condition of facilities and equipment, the reasonableness of prices, the level of cost-effectiveness, and the consideration of sustainable development in resource development are lower than 3, indicating that these aspects are the relative weaknesses of Zhumadian's rural tourism and need further improvement and enhancement. At the same time, Zhumadian's rural tourism also faces certain threats and challenges in terms of the perfection of safety and emergency response mechanisms, the pressure on the local ecological environment, the fierce competition from similar tourist destinations, and the effectiveness of measures to retain talents and prevent brain drain. Therefore, Zhumadian's rural tourism should give full play to its own advantages, actively respond to opportunities, and at the same time take effective measures to overcome weaknesses and address potential threats to achieve sustainable development.

Summary of Survey Results on Rural Tourism in Zhumadian

Tourist Survey Results:

1. Service Management:

Tourists have diverse and changing needs for rural tourism services, requiring timely updates and optimization of tourism projects and services to meet the needs of different groups. Challenges exist in improving scenic spot management, service quality, and strengthening safety measures.

2. Resource Management:

Zhumadian has rich tourism resources and a beautiful natural environment. Strengthening online marketing strategies is necessary, as online promotion channels have proven effective with significant publicity efforts. Further enhancement of digital marketing is required to expand promotion and attractiveness, using new media to establish and expand brand effects and sustainable tourism strategies.

3. Market Demand:

The primary consumer group in Zhumadian's rural tourism market consists of middle-income tourists with an average income of 3000 yuan. This group has relatively strong spending power and a high willingness to participate, positively impacting market quality and revenue. In contrast, the participation of high-income and low-income groups is relatively low. Therefore, it is necessary to develop more affordable and diverse rural tourism products to expand market coverage and promote local economic growth.

4. Policy Support:

Although relevant government policies are supporting rural tourism, coordination and communication between departments need improvement. Environmental protection policies must be implemented promptly to protect and manage the existing rural tourism environment, ensuring the sustainable development of resources.

Local Resident Survey Results:

1. Service Management:

Although there are many personnel, there is a lack of knowledge about rural tourism management. Employees lack sufficient understanding of attractions and rural tourism, and service quality needs improvement.

2. Tourism Resource Development:

Many believe that Zhumadian has certain regional advantages in rural tourism resources, including historical and cultural resources, site resources, and water systems. The diverse natural and man-made facilities, from historical culture to modern infrastructure, provide potential for diversified rural tourism development.

3. Market Demand:

While the rural tourism market is gradually maturing, market demand is insufficient, or resource development has not reached an adequate level. Further market promotion and resource development are needed to attract more tourists and investment. Market promotion efforts are inadequate, with low publicity intensity and market recognition, resulting in weak influence.

Policy Support:

The local government strongly supports and guarantees the development of rural tourism resources, providing substantial support for project implementation. However, many residents lack a thorough understanding of policies, necessitating strengthened policy dissemination and promotion.

Summary of Questionnaire Results:

Researchers summarized the survey results of tourists and local residents involved in rural tourism:

1. Service Management:

Tourists have diverse and constantly changing needs for rural tourism, requiring timely adjustments and optimization of tourism projects and services to meet different groups' demands. Existing challenges include improving scenic spot management efficiency, service quality, and safety measures, which need further enhancement of management mechanisms.

2. Tourism Resource Development:

Zhumadian has rich tourism resources, including historical and cultural heritage, natural landscapes, and site facilities, offering broad development prospects for rural tourism. However, the current resource development and integration are suboptimal, lacking a distinctive brand feature. Further planning and integration are needed to enhance attractiveness and market competitiveness.

3. Market Demand:

The rural tourism market in Zhumadian is mainly composed of high-income and highly educated tourists, who have strong consumption power and willingness to participate, positively impacting market quality and revenue. In contrast, the participation of low-income groups is low, necessitating the development of more affordable rural tourism products to expand market coverage and promote local economic growth.

4. Policy Support:

The local government supports rural tourism resource development, but coordination between departments and policy dissemination needs strengthening. Many residents do not fully understand policy content, requiring effective policy interpretation measures to achieve sustainable development of rural tourism.

In conclusion, Zhumadian has a solid foundation and potential in rural tourism but needs to enhance resource integration, market development, service optimization, and policy promotion. Improving management mechanisms and strengthening policy support can further enhance the attractiveness and competitiveness of rural tourism, promoting sustainable local economic development.

4.1.4 Analysis of Interviews

In order to understand the current situation of rural tourism in Zhumadian, seven rural government employees, seven Zhumadian tourism officials, and seven scenic spot managers were interviewed. Use face-to-face interviews through goal-setting, outline-setting, target group selection, and organizational phases, and then aggregate and analyze the information gained from the group dialogue.

Interviews with rural tourism managers and staff in Zhumadian

Zhumadian rural tourism managers and staff interview outline design

The outline of the interview mainly includes six aspects: service management, Resource Management, Market Demand, and Policy Support.

The outline of the interview through literature, guidance, expert after testing, the final confirmation of the outline of the interview as follows:

1. What types of rural tourism exist in Zhumadian? Who are the different types of investors?
2. What is the municipal government's attitude toward the development of rural tourism? What specific measures have been taken?
3. How many individuals in Zhumadian are in the tourism and farmhouse business?
4. What problems have been encountered in the construction of infrastructure?
5. What are the different views on the development of rural tourism in Zhumadian?
6. What are the problems in land transfer in the context of rural tourism development?
7. What are the constraints in development planning?
8. What are the challenges in investing capital?
9. What are the major reflections on the practice of good faith management?
10. Are there any new developments in personnel training?
11. What other problems are there?

interviews with rural tourism managers and staff in Zhumadian

1. What types of rural tourism exist in Zhumadian? Who are the different types of investors? Agricultural tourism, cultural experience tourism, leisure vacation tourism, health tourism, and eco-tourism. Types of investors: local farmers, government agencies, foreign enterprise groups, and travel professional companies. Village cadres 1,2, management workers 5

Most of the investment in the infrastructure construction of rural tourist resorts comes from government agencies. The site, the fund source, and the investment channel are too unitary. Foreign enterprise groups and travel professional companies accounted for a very small proportion of investment. (Staff 6,10)

Zhumadian's rural tourism is mainly based on eco-tourism, followed by leisure tourism. Agricultural tourism, cultural experience tourism because of the site reasons and greater investment, the development of relatively backward. (Managers 3,4)

According to the interview, rural tourism in Zhumadian relies on government investment, which is too unitary. Types of rural tourism in Zhumadian should develop agricultural tourism and cultural experience tourism to enrich the types of rural tourism in Hong Kong. To better develop rural tourism.

What is the attitude of the municipal government towards the development of rural tourism? What specific measures have been taken?

Taking rural tourism as an important part of rural revitalization strategy, actively promote the integration of rural tourism and agriculture, culture, ecology, and other industries. A series of policy documents were issued to help the development of rural

tourism, emphasizing ecological environment protection, promoting green development, and ensuring the sustainability of rural tourism. Village cadre 1

Attitude: 1. Active support, the municipal government attaches great importance to rural tourism, as an important part of rural revitalization.

2. To provide financial and technical support and encourage the participation of various stakeholders in the implementation of policies such as “zhumadian deployment of rural tourism and poverty alleviation through tourism” and “Opinions on accelerating rural tourism in Zhumadia (village cadres 4.7)

Concrete measures: infrastructure construction to increase rural roads, water supply, power supply, communications, and other infrastructure investment, improve tourism and transport conditions, and public service facilities. (village government cadres, managers and workers3.7)

Most of rural tourism is based on the eco-tourism of the farmhouse, without a clear theme, lacks brand characteristics, and the service needs to be improved. (Staff 2)

Government funds are invested in basic public facilities, local residents, practitioners enjoy few preferential policies, practitioners lack marketing experience, the service level is not high, lack of management experience. (Staff 3,4)

According to the interview, Zhumadian Rural Tourism has set up special funds for local investment, providing low-interest loans and subsidies to support rural tourism projects. To train local tourism practitioners, improve the service level, and train professional personnel. Step up publicity efforts, using new media and internet platforms to promote Zhumadian's rural tourism brand and attract more tourists. Develop tourism projects with local characteristics, enrich tourism content, and meet diversified needs.

3. How many individuals in Zhumadian are in the tourism and farmhouse business?

By 2023, the number of individuals operating in Zhumadian's tourism and farmhouse businesses was growing. The city has more than 500 farm and rural tourism business units. These operators attract large numbers of tourists by offering a diverse range of tourism products and services, contributing to local economic development and rural revitalization (Staff 1,6)

Local residents rely on mountains and mountains to feed on water, resources development model, lack of innovation in rural tourism projects, resulting in a cluster of forms, do not pay attention to environmental protection, and resource constraints. (Staff 5)

According to the above information, Zhumadian's rural tourism has strengthened ecological and environmental protection, promoted the green development of rural tourism, and maintained the original beauty of the natural landscape and ecological environment.

What problems have been encountered in the construction of infrastructure?

Although the government has strengthened the rural roads, water supply, power

supply, communications, and other infrastructure investments. However, infrastructure still needs a lot of money to be maintained and repaired regularly in order to achieve sustainable rural tourism in Zhumadian in the long term. Government financial support is limited, leading to a significant capital shortfall. (Staff 2)

In some rural tourist areas, Traffic conditions are subpar, and road facilities are inadequate, creating challenges for tourists. Additionally, safety measures are insufficient, with fork junctions lacking reflective signals and guide signs, resulting in potential hazards. (Village cadre 1)

Lack of modern infrastructure, wireless network facilities, and video surveillance management cannot be fully covered, lack of modern infrastructure personnel and technical resources. (Village cadres 3,4).

According to the interview, rural tourism in Zhumadian needs to bring in social capital and corporate investment to broaden its sources of funding and ease the pressure on government finances. Establish a sound maintenance and management mechanism, regularly inspect and repair infrastructure to ensure its long-term effective use to promote the sustainable development of rural tourism in Zhumadian. To strengthen cooperation with universities and scientific research institutions, introduce professional and technical personnel, enhance the level of infrastructure construction, and enhance the competitiveness of Zhumadian's rural tourism.

What are the different views on the development of rural tourism in Zhumadian?

The government views rural tourism as a vital driver for rural revitalization and economic development and has implemented several supportive policies. However, it also acknowledges the challenges related to funding, infrastructure, and management models, which require further improvement. A small number of villagers are old-fashioned, afraid of breaking the traditional way of life, and unwilling to support the development of rural tourism. (village cadre 5)

Some enterprises see the market potential of rural tourism and hope to gain economic returns through investment. However, most people think that rural tourism has a long return cycle and worry that large-scale tourism development will damage the local ecological environment and traditional way of life. Higher investment risk. (management 1,7)

Local workers are concerned that investment will yield slow and low returns, disrupting their traditional way of life. They worry about potential damage to their buildings, as well as disparities in pay and reporting.

According to the interview, Zhumadian's rural tourism needs the government to offer investors preferential terms, low-interest loans, and interest-free loans to attract investment from businesses and local villagers, to join the construction of rural tourism in Zhumadian. Make a scientific development plan with, a reasonable layout of infrastructure, introduce a professional management model, improve the efficiency of operation, and strengthen the protection of the environment to ensure sustainable

development.

In the context of rural tourism development, what are the problems in land transfer?

Land ownership relationships are complex, leading to disputes during the circulation process that hinder efficient land use. Additionally, the lengthy and cumbersome procedures for land circulation place a significant burden on both enterprises and farmers. (Staff 2,6)

Part of the land was changed after the transfer of use, resulting in the reduction of arable land and environmental damage. In the process of land transfer, the interests of farmers and enterprises are unevenly distributed, and the interests of farmers are vulnerable to damage (Staff 4,5).

The lack of an effective supervision mechanism in the process of land transfer leads to illegal operations and illegal acts. (Village cadres 3)

According to the interview, officials in Zhumadian's rural tourism villages should step up efforts to identify land rights, ensure that land ownership is clear, and reduce disputes. Improve the land transfer system, simplify procedures, and improve the efficiency of handling. We will strictly manage changes in land use and protect arable land and the ecological environment. To formulate a reasonable mechanism for the distribution of interests and protect the rights and interests of farmers. Establish a sound regulatory system to strengthen the process of land transfer supervision and management.

7. What are the constraints in development planning?

Lack of management level, many rural tourism operators lack modern management experience and knowledge, resulting in low management efficiency and confusion of management order. Market competition is fierce, with the development of rural tourism, market competition intensifies, some operators find it difficult to adapt to market changes, the market is uniform, lack of innovation. (village cadre 7)

Service quality is inconsistent, with varying standards among some farm and tourism projects, negatively impacting the tourist experience. The absence of a unified brand promotion strategy has led to low brand awareness and influence. Additionally, resource integration is challenging due to the scattered nature of tourism resources, making it difficult to leverage a collective strength and diminishing overall competitiveness. (Manager 3, 5)

Residents have different opinions, and a small number of old residents who have lived for a long time are solidified and worried that rural tourism will change the original peaceful life. There are also a small number of middle-aged people with low education who have little savings in their hands, and the transformation of a new model of modern rural tourism worries that after investment, business is poor and there is no return. (Staff 3, 7)

8. According to the interview, Zhumadian's rural tourism industry should improve its management level, conduct training and exchange activities, and enhance operators'

management ability and service awareness. We should innovate business models and explore diversified business models, such as “Combination of agriculture and tourism” and “Integration of literature and tourism”, so as to improve market competitiveness. To formulate service standards, implement uniform service standards and norms, and improve the overall service quality. Brand promotion to develop brand construction planning, use a variety of channels for publicity, and enhance brand awareness. Strengthen the integration of resources to promote regional cooperation and integration of resources to form an integrated pattern of tourism development.

9. What are the challenges encountered in terms of financial input?

Funding sources are limited, primarily relying on government subsidies and farmers’ self-financing, which results in minimal external investment. Additionally, there are few channels for raising awareness of rural tourism in Zhumadian among foreign visitors. (Village cadres 6)

Access to financing is challenging, as banks have stringent approval processes for loans, particularly for farmers, and lack low-interest preferential policies. Rural banks offer limited loan options, making it difficult for many farmers and small businesses to secure funding. (managers 1,6)

Villagers have little savings to begin with and worry about long return cycles. Rural tourism projects often take a long time to see economic benefits, leading to long return cycles. Market fluctuations and policy changes may affect the projected income, and increase investment risk so the villagers worry more. (Staff 3,5)

According to the interview, Zhumadian should provide low-interest loans and tax breaks for rural tourism projects to ease the financial pressure on businesses and farmers. Diversify financing channels, attract social capital, foreign capital, and non-governmental investment, and establish a diversified financing mechanism. Fostering win-win cooperation is essential for promoting collaboration between the government and enterprises. Establishing a public-private partnership model will help share both risks and benefits effectively.

9. What are the major reflections on the practice of good faith management?

False propaganda, through exaggeration or false advertising to attract tourists, the actual service and propaganda do not match, damages the trust of tourists. Price is not transparent, there are arbitrary price increases, forced consumption, and other issues, affecting tourist satisfaction. (managers 1,4)

Over-commercialization has undermined the original essence of rural tourism. Some operators, driven by short-term profits, compromise the quality of tourism services and over-exploit resources, leading to a diminished experience for tourists. (Manager 5)

The same thing, the street and street pricing gap between the large prices is not open and opaque, so tourists do not feel-good experience. Service attitude is part of the practitioner’s lack of professional training, service attitude is not good, affecting the

overall image of tourism. (Staff 4,6,7)

According to the interview, Zhumadian should strengthen market supervision for rural tourism and establish a mature operation management mechanism to train management personnel. Improve the quality of service to carry out service training, improve the level of staff services and quality, and enhance tourist satisfaction. Transparent prices shall be marked with clear codes and transparent prices shall be made public to put an end to arbitrary price increases and forced consumption. Credibility propaganda attracts tourists through true propaganda, establishes long-term trust relations, and enhances the tourist's re-visit rate and word-of-mouth dissemination.

10. Are there any new developments in personnel training?

In recent years, Zhumadian has provided training through a variety of channels, both theoretical and practical. For example, in 2023 Zhumadian introduced several tourism programmers and a series of training courses for rural tourism practitioners covering areas such as business management, customer service, and cultural guides. The training courses are not limited to urban areas but also cover rural tourist sites, ensuring that every practitioner has access to systematic learning and promotion opportunities. (village cadre 4)

The training activities have significantly enhanced the professional quality and service capability of the practitioners and contributed to the overall quality of rural tourism in Zhumadian and the satisfaction of tourists. In the future, Zhumadian will continue to strengthen the training of rural tourism practitioners to provide strong talent support for the sustainable development of rural tourism. (village cadre 5)

According to the above information, Zhumadian Rural Tourism should offer more training in management, customer service, cultural tour guides, etc. Invite good rural tourism practitioners to come in, let's go to a well-run village to learn about rural tourism. The combination of coming in and going out will help improve the overall quality of rural tourism in Zhumadian and the satisfaction of tourists.

11. How to develop tourism projects according to local characteristics?

Zhumadian is rich in farmland resources and can develop agricultural sightseeing and picking gardens. Visitors can participate in the farming experience and enjoy picking. (Manager 1)

Zhumadian features four distinct seasons and diverse natural landscapes, including forests and lakes. The development of eco-parks and wetland protection areas offers opportunities for eco-tourism services. (Manager 2)

Zhumadian is renowned for its connection to the famous theme song "Butterfly Lovers," the notable Qin dynasty figure Li Si, and the military hero Yang Jingyu. This rich cultural heritage provides opportunities to develop traditional cultural experience projects, including guqin performances, traditional handicraft workshops, and folk shows. (managers 4,5)

Zhumadian's rich agricultural products can be the theme of a variety of cultural festivals, such as Folk Festival, and Farmers' Harvest Festival, to attract visitors to participate. (Manager 6)

Zhumadian, Shangcai County, Suiping County, and Xiping County all have hot spring resources. They can develop hot spring resources, build hot spring spa bases, provide health care services, and set up rural leisure vacation tours.

(Manager 7)

Based on the above information, Zhumadian's rural tourism development is diversified in terms of tourism items, diversified development, providing more rural tourism options for tourists, and promoting ecological and sustainable development of rural tourism.

12. What can be done to regulate management?

The township government issued rural tourism management regulations, cleared the rights and obligations of operators, and regulated business behavior. Formulate rural tourism service standards, covering accommodation, catering, tour guides, and other aspects, to ensure uniform service quality. (Village Cadre 2)

Establish a regular inspection system to inspect the environment, services, and facilities of rural tourist sites to ensure compliance with standards. Set up a complaint and reporting mechanism for tourists, handle tourists' comments and suggestions promptly, and improve the quality of service. (village cadres 5,6)

To improve the quality of practitioners, conduct regular training for rural tourism practitioners, upgrade their professional knowledge and service skills, and implement a system of qualification certification for practitioners, ensure that practitioners have the appropriate qualifications and capabilities. (Village cadre 1)

Promote the integration of rural tourism resources, form regional linkage, and enhance the overall competitiveness. We encourage the government to cooperate with enterprises to promote the development and management of rural tourism projects and jointly improve service levels. (Village cadres 3)

Promote the concept of green tourism, take environmental protection measures to protect the ecological environment, and reduce the impact of tourism development on the environment. Draw up a Sustainable Development Plan for rural tourism, balance development and protection, and ensure the sustainable use of resources. Make the brand construction plan for rural tourism, promote the brand through various channels, and improve its popularity and attractiveness. (village cadre 4)

According to the above information, in order to standardize the management of rural tourism in Zhumadian, we can develop and implement a standardized management system, strengthen supervision and law enforcement, enhance the quality of practitioners, and promote resource integration and cooperation, ecological protection and sustainable development, promotion of smart tourism, strengthening brand building to regulate the management of rural tourism in Zhumadian.

13. How can investment be further increased from existing facilities?

In addition to government investment and bank interest rate cuts, practitioners and managers improve the quality of service: through training and management to improve the quality of service, attract more tourists, improve project returns, and thus attract more investment. Innovative tourism products to develop new tourism products and activities, increase the attractiveness of tourism projects and market competitiveness. (Village Cadre 2, manager 7)

Sound laws and regulations to provide investors with a stable and reliable investment environment. Improve transportation, communications, hydropower, and other infrastructure, to provide convenient conditions for investors. (managers 5,6)

Strengthen publicity through television, the Internet, and other media publicity rural tourism investment opportunities, improve social awareness and attention. To build Zhumadian rural tourism brand, improve its visibility and reputation, to attract more investors. (Village cadre 1 manager 4)

According to the interview, rural tourism in Zhumadian can increase investment by making the project more attractive, creating a good investment environment, and increasing social publicity and promotion.

14. How to improve the service quality of rural tourists in Zhumadian?

Organize employees to attend professional service training regularly, including reception etiquette, customer communication skills, emergency handling, and so on. In cooperation with vocational and technical colleges and training institutions, to provide systematic courses in tourism management and services to train professionals. (managers 2,6)

Develop service standards and implement uniform service standards and processes to ensure that every practitioner can provide high-quality services. Establish regular inspection and evaluation mechanisms to ensure the implementation and improvement of service standards. (Manager 1)

Implementing a performance appraisal system will assess staff performance based on service quality, linking pay to encourage continuous improvement. Additionally, a rewards system will establish service awards to recognize outstanding employees, who serve as role models and motivate others to enhance their service quality. (manager 3 staff 7)

Establish a feedback mechanism that includes a suggestion box and an online feedback channel to gather visitor comments and suggestions. Use this input to implement timely improvements in services, ensuring that the needs of tourists are met and enhancing overall tourist satisfaction. (Manager 5)

Ensure the provision of high-quality facilities by regularly maintaining and upgrading tourism amenities to enhance the user experience. Implement smart services, such as intelligent navigation and online booking systems, to improve service efficiency and quality. (Manager 7)

According to the interview, rural tourism in Zhumadian can be professionally trained through training and education. Formulate service standards, establish regular inspection and evaluation, and carry out performance evaluation of incentive mechanisms, and incentive systems. Customer feedback, establish feedback mechanisms, and set up improvement measures. Provide high-quality facilities, facilities maintenance, and intelligent services.

Based on the interview results and 4M theory, researchers summarized the following strengths (3), weaknesses (6), opportunities (3), and threats (3).

Table 33 Interview Swot Analysis

Strength	Weaknesses
1. Government support for infrastructure 2. Development. Superior geographical location. 3. Numerous service personnel	1. The resource development model is single and lacks innovation. 2. Equipment maintenance and updates are not timely. 3. Insufficient management level. 4. Fee standards need improvement. 5. Lack of operational management. 6. Performance evaluation methods need to be improved.
Opportunities	Treats
1. Strong government support. 2. High market demand for short-distance rural tourism.	1. Limited investment channels. 2. Single promotional model. 3. Complex land ownership relations.

4.1.4 Step 1(R1) summarizes

Based on documents, the 4M theory, questionnaires, and interviews, the researchers concluded:

Service Management

Zhumadian rural tourism services management Strengths:

a. Environmental Site: Location Advantage, in the plain, convenient transportation, Zhumadian is a major agricultural city, there are rich farmlands and fruit fields. (questionnaires, interviews, documents)

b. infrastructure: the government strongly supports the construction of beautiful villages, improving transportation, communication, water, and electricity facilities. (interview)

c. Service: large staff base, enough manpower. (questionnaire)

The weaknesses of service management include:

Environmental Site: over-utilization of resources, the phenomenon of clustering, not considering sustainable use, and circular development. (questionnaires, interviews)

b. Infrastructure: Traffic Security Risks, lighting, mirrors, WIFI, and monitoring

are not fully covered, and facilities are not intelligent enough. (questionnaires, interviews)

c. Service: there is no unified standard, there is a dishonest business phenomenon, customer consumption experience is not good. The population is aging. (questionnaires, interviews)

Opportunities for service management include:

a. The beautiful scenery around Zhumadian is conducive to the development of rural tourism (document)

b. Zhumadian has a large population and large market demand (document)

The threats to service management include:

a. The initial investment in equipment is substantial, but there is a lack of ongoing maintenance support. (Questionnaires, interviews)

b. The safety protection measures are not in place, the existence security risks and rural roads are bumpy, and crooked angles are too large to exist security risks. (questionnaires, interviews)

c. Rural infrastructure is not strong enough, there are security risks in the housing, the lack of first-aid facilities, and emergency management plans. (questionnaires, interviews)

2) Resource Management

The strengths of zhumadian's rural tourism resource management include:

a. Funds: the government has given great financial help and support. (questionnaires, interviews, documents)

b. Sufficient staff, each post can be allocated sufficient staff. (questionnaire)

c. The propaganda material is abundant, and the farmland, the orchard, and the water system are rich. (the document)

The weaknesses of Zhumadian's rural tourism Resource management include :

a. government support alone is not enough; it requires low-interest loans from banks and corporate investment. (questionnaire)

b. Implementation of uniform service standards and procedures to ensure that every practitioner can provide high-quality services. Establish regular inspection and evaluation mechanisms to ensure the implementation and improvement of service standards. (questionnaires, interviews)

c. Promote investment opportunities in rural tourism through media channels like television and the Internet to raise public awareness. Build Zhumadian's rural tourism brand to enhance its reputation and attract more investors. (Questionnaires, interviews)

Zhumadian rural Tourism Resource management opportunities :

a. Zhumadian's rural tourism sector is starved of investment and has low barriers to entry

b. The operations management team has few competitors

Threats to Zhumadian's rural tourism Resources include:

a. Single investment channels, cannot well finance the development of rural tourism.

b. Transportation for rural tourism is insufficiently convenient, and the remote locations make it challenging to retain the operational management team.

c. The loss of high-quality young and middle-aged talent, part of the elderly, solidified villagers, fear of breaking the traditional life, is estimated to hinder the operation of rural tourism teams.

3) Market Demand

Zhumadian rural tourism market demand strengths:

a. Rich land resources, rich property resources, the climate four seasons, there are rich agricultural, rich water resources.

b. Beautiful ecological environment, a variety of vegetation coverage ;

c. It has a long history and profound culture.

Zhumadian's rural tourism market demand weaknesses:

a. There is a lack of innovation in the offerings, with limited combinations of activities such as farm music, fruit picking, fishing, and leisure health care.

b. Do not pay attention to ecological protection, resulting in excessive use of resources, not circular development.

c. Limited cultural level, lack of experience, professional management team to develop rural cultural experience tourism.

4) Management and development of rural tourism in Zhumadian

Opportunities in the management and development of rural tourism in Zhumadian:

a. Internet technology innovation and utilization (staff interviews, questionnaires)

b. public awareness of consumption (documents, questionnaires, interviews)

c. Rural tourism development (documents, interviews)

d. Income of family economic development increased (questionnaire)

e. The government gave its full support (interviews, papers)

The threats include:

a. Too single investment channels (interviews, questionnaires)

b. Rural tourism location is remote, transportation is not convenient (questionnaire)

c. The feedback mechanism of evaluation is not perfect. (interview, document)

4.2 Preliminary development of a policy guide on rural tourism in Zhumadian (D1)

Rural tourism in Zhumadian serves as a hub for leisure and sports activities, and the development of policy guidelines significantly influences public interest in participating in these activities. To address this, the research included a questionnaire survey, interviews, and an analysis of relevant government policy documents involving key stakeholders. The collected survey data were then summarized, followed by a SWOT analysis. Based on the findings from the SWOT matrix, a preliminary policy guide for rural tourism in Zhumadian has been proposed.

4.2.1 SWOT analysis

1). SWOT analysis of rural tourism in Zhumadian

Using the 4M Theory, researchers will compile results from stakeholder questionnaires, interviews, and relevant government policy documents. Based on these findings, we have identified 6 strengths, 12 weaknesses, 6 opportunities, and 6 threats related to sports parks, as outlined in the accompanying table.

Strengths [↵]	Weakness [↵]
<ol style="list-style-type: none"> 1. Superior geographical location, beautiful scenery (questionnaire, interview)[↵] 2. Climate four seasons, Rich Agricultural Products (questionnaire, interviews)[↵] 3. Profound cultural heritage, historical city (questionnaire, interviews)[↵] 4. Convenient transportation, many surrounding cities (documents)[↵] 5. The service is easy to carry out and the personnel base is large (questionnaire, interview)[↵] 6. The government issued policies to help fund, infrastructure (interviews, questionnaires)[↵] 	<ol style="list-style-type: none"> 1. The development of resources is unreasonable and sustainable development is not considered (questionnaire)[↵] 2. Lack of innovation and personalized service (interview)[↵] 3. Equipment Maintenance and replacement is not timely (questionnaire)[↵] 4. The <u>intelligentization</u> and informatization of rural tourism need to be popularized and promoted (questionnaire)[↵] 5. Management style and performance appraisal need to be improved (questionnaire)[↵] 6. Lack of operation management, and insufficient management personnel. (questionnaire)[↵] 7. Lack of security, emergency plans (questionnaire)[↵] 8. The charging standard needs to be improved, and some priced at will (questionnaire)[↵]
Opportunity [↵]	Threats [↵]
<ol style="list-style-type: none"> 1. Internet technology innovation and utilization (staff interview)[↵] 2. Public leisure consumption health awareness promotion (documents, questionnaires)[↵] 3. At present, there are few qualified teams of rural tourism management (documents, interviews)[↵] 4. Income growth of family economic development (questionnaire)[↵] 5. The government gave its full support (interviews, papers)[↵] 6. Short vacation time of residents around, short-distance rural tourism market demand (questionnaire, literature)[↵] 	<ol style="list-style-type: none"> 1. Brain Drain (questionnaire, interview)[↵] 2. A competitor (interview)[↵] 3. The feedback mechanism of evaluation is not perfect (questionnaires, interviews).[↵] 4. Too single investment channel (interview)[↵] 5. The propaganda means is too unitary, and the promotion propaganda dynamics are not big enough (Interviews, managers staff) [↵] 6. The ecological environment has been destroyed, and the lack of sustainable development (questionnaire)[↵]

4.2.2 Zhumadian Rural Tourism Policy Guide

Based on the SWOT analysis results, the author puts forward the corresponding Zhumadian rural tourism policy guide. The guide includes four aspects: service management (8), resource management (6), Market Demand (7), and policy support (7) the details are as follows:

1) Service Management

Policy 1: Enhance the quality of rural tourism services by offering more professional, attentive, and personalized services to meet the diverse needs of tourists.

Policy 2: Establish an information service platform, realize rural tourism tours, room ordering, holiday mode selection online product ordering, etc., improve work efficiency, attract more tourists to participate in rural tourism, and meet the tourists' sense of experience.

Policy 3: Strengthen the construction and management of high-quality work teams, allocate reasonable personnel, improve work efficiency and service quality, and strengthen personalized service and rural tourism service capabilities.

Policy 4: Establish an information management platform for rural tourism facilities, realize the maintenance and update of rural tourism foundation, room reservation system, and venue monitoring system, improve the maintenance level and efficiency, improve the service quality and management level of rural tourism, and improve the user experience.

Policy 5: To establish and improve the personnel management mechanism, a clear performance appraisal system, talent incentive mechanism, welfare benefits, vocational training and promotion mechanism should be formulated, working conditions and salary and welfare benefits should be improved, individual needs of employees should be paid attention to, work pressure should be reduced, employees' sense of belonging and teamwork should be further enhanced, and loyalty and satisfaction of employees should be enhanced.

Policy 6: Promote the standardization and standardization of safety management training, strengthen the safety management and safety knowledge training of rural tourism, including improving the first aid awareness and skills of employees, training professional safety management team, to improve the overall safety level of rural tourism and meet the needs of tourists for safety.

Policy 7: Formulate and improve the safety management system and emergency plans, organize emergency drills regularly, improve the ability of crowd control and order maintenance, and improve the safety awareness and safety skills of employees, to meet the needs of rural tourism consumption.

Policy 8: Intelligent equipment should be comprehensively promoted and optimized, including related equipment such as room intelligence, intelligent large screen, and hot spring system, to create family, smart health care, intelligent cultural learning, and improve service experience and management efficiency.

2) Resource Management

Policy 1: Provide more options for rural tourism types such as parent-child amusement parks, family farms, health resorts, health hiking Tours, and cultural experiences.

Policy 2: Improve the maintenance and renewal system of infrastructure, strengthen investment in land construction and project innovation, and rationally divide land and projects.

Policy 3: Diversify cultural-themed tourism routes and activities, and support local festivals and traditional craft experiences. Promote active community involvement in cultural tourism through community training, financial support, and the development of local highlight products.

Policy 4: Utilize Zhumadian's rich water resources to develop high-quality spa centers and health resorts, offering services such as hot springs and mineral therapy. Design health tourism routes that include hot spring resorts and lakeside walks.

Policy 5: Zhumadian's accessible transportation offers an excellent foundation for the growth of short-distance rural tourism. It is advisable to capitalize on this advantage by developing and promoting convenient short-distance travel routes, including day trips and weekend getaways, that highlight featured rural attractions and cultural experiences.

Policy 6. Adopt flexible operation methods, such as contracting operation, enterprise management, entrusting operation or renting space, etc., to introduce more investment projects and service projects and increase Zhumadian rural tourism income.

3) Market Demand

Policy 1. Zhumadian abundance of agricultural products provides a solid foundation for developing short-distance, multi-variety pick-your-own rural tourism. It is recommended to leverage this advantage by planning and launching diversified picking tourism routes, covering experiences such as fruit, vegetable, and flower picking, to attract families, students, and urban residents.

Policy 2. Zhumadian has a rich history and cultural heritage, boasting abundant intangible cultural heritage projects such as Iron Flower performances, Hanfu experiences, and Liang Zhu cultural experiences. These unique cultural resources provide excellent conditions for developing short-distance cultural experience-themed rural tourism.

Policy 3. Zhumadian is home to abundant rural cultural resources. It is recommended to develop a range of culturally creative products centered around these themes, such as Liang Zhu music boxes, character figurines, historical books about ancient kingdoms, and scented candles inspired by ancient traditions. These products can enhance the income of local residents while also attracting tourists, ultimately stimulating consumption in rural tourism.

Policy 4: It is recommended to utilize social media platforms like Douyin for live streaming to conduct online agricultural product sales. Through live streaming, showcase the production process of high-quality local agricultural products and attract viewers to make instant purchases. This not only makes it convenient for consumers to buy fresh produce but also increases the income of local residents.

Policy 5: Based on market demand, develop targeted marketing strategies to enhance the visibility of rural tourism through multi-channel and multi-form promotional activities. Utilize social media, travel websites, and travel agencies to promote and build a brand image. Strengthen partnerships with travel agencies and online travel platforms, offering discounted packages and promotional activities to stimulate market demand and expand tourism market share.

Policy 6: Improve the quality of rural tourism services by establishing an efficient visitor service system that includes information consultation, transportation connections, accommodation reservations, and emergency assistance. Enhance the professionalism of service staff through training and raising service standards to ensure visitor satisfaction and safety.

Policy 7: Develop diverse rural tourism products based on different market demands, covering types such as leisure sightseeing, agricultural experiences, cultural exploration, and wellness retreats. Design multiple themed tourism routes incorporating featured resources to cater to various tourist groups, including families, couples, and student groups.

4) policy support

Policy 1: It is recommended that the government offer low-interest loan support to local residents and rural businesses specifically for developing rural tourism infrastructure and service facilities. This funding could be used to build guesthouses, renovate amenities in scenic areas, and improve transportation accessibility, ultimately enhancing the capacity to receive tourists and the overall quality of service.

Policy 2: The government should establish clear loan application procedures and streamline the approval process, provide detailed guidelines for fund usage, and set up dedicated loan service institutions to offer consultation and support to applicants. Additionally, implementing loan repayment subsidies and incentive mechanisms, encourage more rural tourism projects to be implemented.

Policy 3: Provide tax incentives to local residents and businesses involved in rural tourism development by reducing or exempting business taxes, value-added taxes, and relevant local taxes. This approach alleviates the financial burden on investors and encourages them to allocate more resources to the construction and operation of rural tourism projects.

Policy 4: It is recommended that the government provide incentive support to businesses that offer training in rural areas. This could include financial subsidies, tax incentives, or rewards for businesses that deliver professional training services to local

residents and enterprises. Such support will help rural practitioners acquire advanced skills and knowledge, enhancing their capabilities and improving the quality of rural tourism.

Policy 5: It is recommended that the government use official Douyin and Weibo accounts to systematically promote rural tourism. Publish content such as attraction introductions, tourism activities, and visitor experiences, showcasing the charm of rural areas through short videos and visual posts. Regularly host online interactive activities like lotteries and live broadcasts to boost public engagement.

Policy 6: Implement a series of projects to protect and promote local cultural heritage and natural resources. The government should support and fund initiatives that enhance cultural experiences, such as traditional craft restoration, historical site preservation, and cultural event organization, ensuring that rural tourism authentically showcases and preserves local culture. Protect natural landscapes and ecosystems to prevent negative environmental impacts from overdevelopment.

Policy 7: The government should organize regular forums and workshops to facilitate information sharing and resource integration, addressing issues in collaboration. Additionally, support the establishment of public-private partnership projects to jointly develop tourism facilities and services, enhancing the attractiveness of tourism.

4.3 Implementation of policy guidelines

Policymaking lays the foundation, while policy implementation is crucial for achieving established objectives. According to renowned scholar Chen (2003) in his book "Public Policy Analysis," the policy implementation process involves several key stages: 1) policy promotion, 2) policy breakdown, 3) organizational preparation, 4) material preparation, 5) policy experimentation, 6) full implementation, 7) coordination, and 8) monitoring. The researchers analyzed the implementation of Zhumadian's rural tourism policy guidelines within the framework of these key stages. The details are as follows:

4.3.1 policy Publicity

Policy promotion is the first and most crucial step in the policy implementation process. The implementation of the Zhumadian Rural Tourism Policy Guide is advanced through the following methods:

1) Unity of thought serves as the foundation for cooperation. When policy executors fully understand the policy content, they are more likely to implement it effectively. Similarly, only when the target groups fully grasp and accept the policy will they actively engage and participate in its execution.

2) Propaganda by the policy enforcement department. The government uses official Douyin and Weibo accounts to systematically promote rural tourism in Zhumadian. High-quality content, such as attractions, travel events, and visitor experiences, showcases rural charm through the power of official short videos.

3) Employing a diversified approach to promotion is essential. By utilizing an "Online + Offline" two-way publicity model, we can organize promotional activities through a star-driven strategy. Inviting celebrities to visit the countryside leverages their broad influence and fan base to attract more attention to Zhumadian's rural tourism. Celebrities can showcase the area's natural beauty, cultural heritage, and unique tourism products via social media, live streaming, and short video sharing, significantly enhancing the visibility and appeal of these destinations. Moreover, their personal experiences and recommendations can build trust and interest among potential tourists, further promoting rural tourism in Zhumadian. Additionally, arranging for celebrities to interact with local residents and participate in rural activities allows them to highlight the unique charm of Zhumadian's rural tourism, drawing even more visitors to experience the local culture firsthand.

4.3.2 Policy Decomposition:

Policy analysis will carry out specific policy details and, clear work "Road Map" for the realization of policy objectives pointed out the way forward.

1) A detailed breakdown of the scope of implementation, objectives, and completion criteria of the Zhumadian Rural Tourism Policy Guide.

2) Break down policy objectives into specific tasks and responsibilities to ensure smooth implementation and avoid ambiguity or duplication. Clearly define the roles and responsibilities of departments and individuals, making sure every aspect of the policy is addressed effectively. This approach enhances accountability and promotes seamless collaboration.

3) Develop implementation rules and operational guidelines, clear work processes and standards, and ensure that the specific steps of policy implementation are clear and clear, including the specific steps of the work, time nodes, quality standards, resource requirements, and other details. It can ensure that the concrete steps of policy implementation are clear and clear and avoid confusion and ambiguity. The service management is organized by the village cadre training study, using "Please come in" and "Goes out" as the way that unifies. Specifically, it helps rural tourism practitioners improve their service skills and management level by inviting well-known experts to special training in villages. At the same time, the organization of practitioners to rural tourism development better areas of field visits and study, learn from successful experiences, broaden horizons, and improve service quality and management capacity. Through this two-way interactive learning, ensure that the level of service management and steady improvement.

In the area of resource management, the government has formulated a practical land management policy and a resource-sustainable development management policy. These policies should not only protect and rationalize the use of local natural resources but also balance economic development with the balance of nature. To this end, the government has streamlined procedures to ensure policy transparency and Operability

so that local residents can go through the relevant procedures quickly and easily. In addition, the government will strengthen the monitoring and evaluation of resources to ensure the long-term sustainable use of resources to ensure the healthy development of rural tourism. Scientific and rational resource management not only protects the ecological environment but also promotes economic development and provides a solid guarantee for the sustainable development of rural tourism in Zhumadian.

4.3.3 Organizational preparation

Organizational preparation is the guarantee mechanism of effective policy implementation. The organizational preparation of policy implementation needs leaders, organizations, executive personnel, and rules and regulations to be well prepared.

1) Assign a special person to be responsible for policy implementation and establish a special implementation team or working group. Establishing dedicated implementation teams or working groups is crucial to ensuring that members possess the relevant expertise and experience for effective policy execution. This focus enhances collaboration, improves efficiency, and facilitates the orderly implementation of policies. At the same time, there is a need to clarify their responsibilities and ensure that they are adequately empowered and resourced to support effective policy implementation.

2) Organize relevant personnel to conduct training. The government needs to design a specialized service management organization after the training and establish a clear organizational structure. This body will be responsible for coordinating and supervising the management of services in rural tourism and ensuring that training results are implemented. Clear lines of responsibility are essential, and each department and position should be defined to ensure that everyone is clear about their tasks and objectives. At the same time, it is important to establish a scientific and reasonable talent management and incentive policy, through the introduction of incentives, a promotion system, and other means to stimulate staff enthusiasm and enthusiasm. Performance appraisal system should also be fully implemented, regularly at all levels of staff performance assessment, according to the results of the assessment of rewards and punishments. This will not only ensure the continuous improvement of service quality but also promote the professional and professional development of the whole team. In addition, the government needs to establish feedback and improvement mechanisms to regularly collect and analyze problems and challenges in service management and to adjust and optimize management measures promptly to ensure the efficient functioning of service management bodies, to provide solid support, and guarantee the sustainable development of rural tourism in Zhumadian.

4.3.4 Material preparation

Material preparation is the basis for the implementation of rural tourism policy. Adequate material guarantee can guarantee the smooth implementation of a policy. Material preparation includes financial and material preparation, that is, funds and

equipment input. In the implementation of Zhumadian's rural tourism policy guidelines, material preparation mainly refers to both funding and infrastructure.

1) Investment

Determine the resource allocation and coordination mechanism to ensure that the human, material, and financial resources needed for policy implementation are in place. Before the implementation of the policy, we need to determine the resource allocation and coordination mechanism to ensure that the human, material, and financial resources needed for the implementation of the policy are in place. This may include the determination of the budget, the deployment of manpower, the coordination of relevant departments and agencies, and so on. Through the establishment of resource allocation and coordination mechanisms, we can ensure that the resources needed for policy implementation can be timely and provide strong support for the smooth implementation of the policy. At the same time, there is a need to establish sound monitoring and evaluation mechanisms to ensure the effective and efficient use of resources.

2) Investment in rural tourism infrastructure is not only a one-time construction fund but also needs to pay attention to later maintenance and Operation Management. This includes regular inspection and maintenance of the infrastructure to ensure that it remains in good condition and meets the needs of visitors. Continuous Operation Management is also the key, involving the daily maintenance of facilities, the rational allocation of resources, and effective use. To ensure the sustainable and profitable development of rural tourism, the government and relevant management departments need to formulate long-term maintenance plans and financial guarantee mechanisms. To ensure the maintenance and upgrading of infrastructure through the establishment of special funds or the introduction of social capital. In addition, there is a need to train professional maintenance personnel to ensure the safety and reliability of the facilities. At the same time, infrastructure management should be integrated with the concept of smart tourism through the introduction of advanced technologies, such as smart management systems and big data analysis. This approach can not only enhance tourist satisfaction but also optimize resource allocation through data analysis, reduce operating costs, and achieve sustainable, profitable development. Overall, continuous infrastructure maintenance and effective operational management are essential guarantees for the healthy development of rural tourism. With well-developed facilities and high-quality services, more tourists can be attracted, promoting the long-term prosperity of rural tourism.

4.3.5 Policy experiment

Policy piloting is the key to the steady implementation of policies. It can be carried out in the form of piloting and detecting policy deviations promptly. The Zhumadian rural tourism policy guidelines should include the following:

1) Selection of pilot sites: an appropriate village needs to be selected as a policy pilot site. The village is representative and includes different types and types of rural tourism in order to conduct a comprehensive test of the applicability of the policy.

2) Policy implementation: following the rural tourism policy guide content, as well as the implementation of policy analysis, operational guidelines, tasks, and responsibilities. The gradual implementation of policy elements in selected villages began.

3) Data collection and assessment: Active Collection of relevant data and information during policy pilots, including rural tourism operations, user satisfaction, service management, sustainable development of resources, and infrastructure safety accident rate, to assess the effectiveness of the policy.

4) Collect opinions and suggestions: encourage the public, employees, and relevant stakeholders to provide opinions and suggestions on the issues in the policy pilot process, and provide reference for policy improvement.

5) Evaluation Results and Policy Adjustment:

Through the evaluation of the pilot program's effectiveness, we will summarize the experiences and lessons learned. Based on this evaluation, necessary adjustments and improvements will be made to the policy content in preparation for its full implementation.

4.3.6 Full implementation:

Rural tourism policy guide should promote the implementation of the policy in an all-round way and ensure that all tasks are completed on time to achieve the expected goals.

1. Comprehensive assessment of the results of the pilot experiment: analysis of the results and problems in the implementation of the pilot experiment policy, identification of the need to adjust and improve the details of the policy, and the development of a detailed plan for the full implementation of the policy

2. Experience sharing: By analyzing the structure of the pilot program and its implementation process, we will share insights and challenges with rural tourism managers and staff. This will raise their awareness of the specific content and implementation requirements of the new policy, ensuring that it is executed effectively.

3. Establish Performance Evaluation Criteria: Develop a clear system of performance evaluation criteria and indicators to facilitate regular assessments of task completion and effectiveness

4. Provide incentives: provide appropriate incentives to departments and individuals who have achieved outstanding results in the implementation of policies to enhance motivation and motivation.

5. Risk Response: to respond to the risks and problems in the implementation of the policy in a timely manner and develop corresponding risk response measures to ensure the stability and sustainability of policy implementation.

4.3.7 Coordination

Policy Communication and coordination are the driving forces of policy promotion. Strengthen the coordination, communication, and cooperation between the policy implementation agencies and personnel can improve the efficiency of policy implementation and make the policy implementation activities in an orderly manner. The policy communication coordination mainly includes the internal communication between all levels and departments and the external communication with the society.

1) Internal Communication: fully communicate and coordinate with relevant departments and stakeholders, clarify the tasks and responsibilities of all parties, and promote the smooth progress of the overall implementation plan. Report policy implementation to the superior department and relevant stakeholders regularly, communicate and solve problems promptly.

2) Outward Communication: mainly for tourists to communicate. Zhumadian villages should actively carry out publicity activities, distribute pamphlets, and paste posters. And using a variety of media channels, public accounts, live broadcasts, and other ways, to strengthen rural tourism publicity, through the issuance of rural tourism vouchers and other forms, to invite more tourists into rural tourism, to understand the real needs of tourists, to improve the relevant policies and promote the effective implementation of various policy activities.

4.3.8 Monitoring

Establish a monitoring and inspection mechanism to regularly review and evaluate the implementation of policy guidelines, and identify and correct problems promptly to ensure the smooth implementation of policies.

4.4 Policy Evaluation

Policy evaluation is a comprehensive evaluation of the implementation of rural tourism policy guidelines, summarizing experience and lessons, and timely adjustment and improvement of the policy guidelines. Policy evaluation is generally divided into three interrelated stages: organizational preparation, implementation evaluation, writing evaluation report, and summary.

4.4.1 Organizational Preparation

In the organizational preparation phase, the main tasks include identifying the evaluation target, developing the evaluation program, and selecting and training the evaluators. The details are as follows

The organizational preparation phase of an assessment project usually includes the following main tasks:

1) identify the evaluation target

Rural tourism policy guidelines are assessed in two main categories.

1. Rural tourism in Zhumadian: including the implementation of policy guidelines, Service Management, resource management, market demand, policy support, etc.

2. Value for money: Zhumadian rural tourism policy guides generate economic

returns, social benefits and user satisfaction

2) Develop an evaluation plan

1. The assessment schedule and milestones need to be organized according to the content and scope of the assessment (Table 34).

Table 34 Evaluation Process and Key Activities Framework

Preparation phase	To determine the objectives and scope of the evaluation, the development of the evaluation program
Implementation phase	Field Research, data collection and analysis
Report stage	Write evaluation report, report and feedback

2. The methodology of evaluation: The policy evaluation will employ a combination of qualitative and quantitative approaches. Qualitative methods will include interviews with stakeholders involved in the implementation of relevant management policies, focusing on user needs and satisfaction. Quantitative methods will involve analyzing operational data, financial metrics, and resource management in rural tourism through questionnaires and statistical analysis. This dual approach will provide an objective assessment of the development of rural tourism.

3. Assessment techniques and tools: Data Analysis Software, questionnaire design software, and other tools can be used to assess. At the same time, we can make use of professional evaluation teams and consulting agencies, and use their rich experience and expertise to conduct evaluations

4. Develop Evaluation Criteria and guidelines to ensure the objectivity and comparability of the evaluation process.

The development of evaluation standards and guidelines can refer to relevant management policy documents, industry standards, and guidelines to ensure the objectivity and comparability of the evaluation process. The evaluation criteria may include indicators of compliance with management policies, quality of services, safety, resource utilization, operation, and economic and social benefits generated, to conduct a comprehensive assessment of rural tourism. At the same time, in the evaluation process, we need to ensure the independence and professionalism of the evaluation team, and avoid conflicts of interest and bias, to ensure the objectivity of the evaluation results.

3) Selection and training of evaluators:

The selection and training of evaluators to better complete the evaluation of the implementation of the Zhumadian Rural Tourism Policy Guide is mainly composed of several aspects:

1. Identify and select individuals to participate in the assessment to ensure that they have the necessary expertise and skills.

2. Provide training and preparation for evaluators to familiarize them with evaluation programs, methods, and tools.

3. Ensure that evaluators understand the objectives and expectations of the assessment in order to be able to perform accurate and effective assessments.

Enhanced training in the selection of evaluators will help to ensure the effectiveness of the assessment process and the accuracy of the results, thus providing the organization with valuable assessment findings and recommendations.

4.4.2 Implementation Assessment

The main elements of the implementation evaluation phase include:

(1) widely collect information on the implementation of Zhumadian's rural tourism policy guidelines using a variety of survey tools.

Assessors can use a combination of qualitative and quantitative approaches to assess. Qualitative methods can be used to interview the implementation of relevant management policies, user needs, and satisfaction. The quantitative method can be used to analyze the operation data, financial data, and site management of rural tourism using questionnaires and statistical analysis.

(2) Analyze the collected data.

The evaluator uses data analysis software to analyze the survey data.

(3) Comprehensive application of the corresponding assessment methods and assessment standards and guidelines for specific assessment. According to the evaluation data analysis results, and evaluation standards and criteria for comparative analysis.

4.4.3 Write the evaluation report

The preparation of the assessment report and summary needs to include the following:

1) Report cover and Overview: includes basic information about the title, date, unit of assessment, and an overview of the purpose, scope, and methodology of the assessment.

2) Report cover and Overview: includes basic information about the title, date, unit of assessment, and an overview of the purpose, scope, and methodology of the assessment.

3) Assessment methods and processes: A detailed description of the methods and tools used in the assessment, including qualitative and quantitative methods, as well as data collection pathways and procedures, describing the process and steps of the assessment.

4) Results: objective analysis and evaluation of the implementation of the rural tourism Policy Guide, Service Management, resource management, market demand, policy support, and social benefits, present specific data and conclusions from the assessment.

5) Issues and recommendations: identify problems and shortcomings identified in the assessment process and propose improvements and measures to improve the management and operational efficiency of rural tourism, and enhance its social impact

and capacity for sustainable development.

6) Conclusion: This paper summarizes the whole assessment process, summarizes the main findings and conclusions of the assessment, emphasizes the value and significance of the assessment, points out the strengths and weaknesses of the Zhumadian Rural tourism policy guidelines, and looks forward to the future development direction.

7) Recommendations and action plans: Based on the results of the evaluation, concrete recommendations, and improvement measures are put forward, action plans and implementation programs are drawn up, and responsible departments and time points are identified to promote the implementation of improvement measures.

The assessment report should follow scientific, objective, accurate, and clear principles to ensure the readability and comprehensibility of the report. At the same time, we need to focus on the practicability and operability of the report, so that the evaluation results can provide an effective reference for the decision-making and management of relevant departments.

Step 3: Evaluation of Rural Tourism Policy Guidelines (Research R2)

Researchers conducted an expert panel discussion to validate the appropriateness of rural tourism policy guidelines and their impact on rural tourism management.

1. Participant Selection

Researchers purposively selected 9 experts for the discussion. The specific participants are as follows:

- 1) Rural Tourism Managers: 2 individuals
- 2) Government Officials: 2 individuals
- 3) Relevant Experts: 5 individuals

2. Implementation Process

2.1 Method: The online meeting was conducted via the Tencent Meeting app.

2.2 Date and Time: Sunday, Sep 1, 2024, from 14:00 to 16:00.

2.3 Main Procedures of the Expert Panel Discussion:

1) Researchers introduced the participants and expressed gratitude for their involvement.

2) The researchers presented the content of the expert panel discussion, including the research background, methodology, and policy guideline details.

3) Discussion and Interaction: Participants engaged in in-depth discussions and exchanges on the topic, sharing their views and experiences.

4) Before concluding the expert panel discussion, researchers raised questions or addressed any concerns.

5) Researchers compiled the content of the expert panel discussion and summarized the outcomes: reviewing all activities recorded in the meeting video.

3. Results of the Expert Panel Discussion

After an in-depth discussion, the researchers comprehensively reviewed and

summarized the content of the meeting. The results of the discussion are organized and presented in the table below.

Table 35 connoisseurship Feedback Form

Draft of the guidance policy	Opinions and Suggestions	After modification
1.1 Improve the quality of rural tourism services by offering more professional, attentive, and personalized services to meet the diverse needs of tourists	7 experts consider this policy to be reasonable, while 2 experts recommend changing "attentive" to "locally distinctive" services. They argue that emphasizing local characteristics and appeal would attract more rural tourists.	Enhance the quality of rural tourism services by offering more professional and locally distinctive personalized services to meet the diverse needs of tourists.
2.4 Utilize abundant water resources to develop high-quality hot spring centers and wellness resorts, offering services such as hot springs and mineral therapy. Design wellness tourism routes that include hot spring resorts and lakeside walks.	eight experts agree that the policy is reasonable, while one expert emphasizes the importance of prioritizing sustainable development and ecological balance in water resource management. This focus on environmental protection can effectively support the sustainable development of rural tourism.	Leverage Zhumadian's abundant water resources to develop high-quality hot spring centers and wellness resorts, offering services such as hot springs and mineral therapy. Design wellness tourism routes that include hot spring resorts and lakeside walks, and implement green ecological measures to ensure the sustainable use of water resources.
3.1 rich agricultural products provide a solid foundation for developing short-distance, multi-variety pick-your-own rural tourism. It is recommended to leverage this advantage by planning and launching diversified picking tourism routes that include experiences such as fruit, vegetable, and flower picking, to attract	seven experts agree that the policy is reasonable, while two experts suggest that it is crucial to pay attention to resource sustainability and ecological balance during fruit, vegetable, and flower picking. They emphasize that protecting the environment should be the foundation for promoting the sustainable	Abundance of agricultural products provides a solid foundation for developing short-distance, multi-variety pick-your-own rural tourism. It is recommended to leverage this advantage by planning and launching diversified picking tourism routes that include fruit, vegetable, and flower picking experiences to attract families,

Draft of the guidance policy	Opinions and Suggestions	After modification
families, students, and urban residents.	development of rural tourism.	students, and urban residents. At the same time, incorporate sustainable development principles into the planning to ensure that picking activities do not negatively impact the local environment and resources, achieving a win-win situation for both economic benefits and ecological balance.
4.5 It is recommended that the government systematically promote Zhumadian rural tourism using official TikTok and Weibo accounts. Publish content such as attraction introductions, tourism activities, and visitor experiences, showcasing the charm of rural areas through short videos and visual posts. Regularly host online interactive activities, such as lotteries and live broadcasts, to boost public engagement.	seven experts agree that the policy is reasonable, while two experts suggest that, since official accounts represent the government's image, it is crucial to emphasize "high-quality" content in the posts. Incorporating the term "high-quality" underscores the importance of maintaining content standards and enhancing the overall image.	It is recommended that the government utilize official TikTok and Weibo accounts to systematically promote rural tourism. Publish high-quality content such as attraction introductions, tourism activities, and visitor experiences, showcasing the charm of the countryside through short videos and visual posts. Regularly host online interactive activities, such as lotteries and live broadcasts, to enhance public engagement.

1) Service Management

Policy 1: Enhance the quality of rural tourism services by offering more professional and locally distinctive personalized services to meet the diverse needs of tourists.

Policy 2: Establish an information service platform, realize rural tourism tours, room ordering, holiday mode selection online product ordering, etc., improve work efficiency, attract more tourists to participate in rural tourism, and meet the tourists' sense of experience.

Policy 3: Strengthen the construction and management of high-quality work teams, allocate reasonable personnel, improve work efficiency, and service quality, and strengthen personalized service and rural tourism service capabilities.

Policy 4: Establish an information management platform for rural tourism facilities, realize the maintenance and update of rural tourism foundation, room reservation system, and venue monitoring system, improve the maintenance level and efficiency, improve the service quality and management level of rural tourism, and improve the user experience.

Policy 5: To enhance our personnel management system, we need to establish a robust performance appraisal framework, an effective talent incentive program, and comprehensive welfare benefits. It's essential to implement vocational training and clear promotion pathways while improving working conditions, salaries, and benefits. We should also focus on addressing individual employee needs, reducing work-related stress, and fostering a strong sense of belonging and teamwork. By doing so, we can significantly boost employee loyalty and satisfaction.

Policy 6: Promote the standardization and standardization of safety management training, strengthen the safety management and safety knowledge training of rural tourism, including improving the first aid awareness and skills of employees, training professional safety management team, so as to improve the overall safety level of rural tourism and meet the needs of tourists for safety.

Policy 7: Formulate and improve the safety management system and emergency plans, organize emergency drills regularly, improve the ability of crowd control and order maintenance, and improve the safety awareness and safety skills of employees, so as to meet the needs of rural tourism consumption.

Policy 8: Intelligent equipment should be comprehensively promoted and optimized, including related equipment such as room intelligence, intelligent large screen and hot spring system, to create family, smart health care, intelligent cultural learning, and improve service experience and management efficiency.

2) Resource Management

Policy 1: Provide more options for rural tourism types such as parent-child amusement parks, family farms, health resorts, health hiking Tours, and cultural experiences.

Policy 2: Improve the maintenance and renewal system of infrastructure, strengthen investment in land construction and project innovation, and rationally divide land and projects.

Policy 3: Diversify cultural-themed tourism routes and activities, and support local festivals and traditional craft experiences. Promote active community involvement in cultural tourism through community training, financial support, and the development of local highlight products.

Policy 4: Leverage abundant water resources to develop high-quality hot spring centers and wellness resorts, offering services such as hot springs and mineral therapy. Design wellness tourism routes that include hot spring resorts and lakeside walks and implement green ecological measures to ensure the sustainable use of water resources.

Policy 5: Convenient transportation provides a favorable condition for developing short-distance rural tourism. It is recommended that this advantage be leveraged by planning and launching convenient short-distance tourism routes, including day trips and weekend trips, that cover featured rural attractions and cultural experiences.

Policy 6: Adopt flexible operation methods, such as contracting operation, enterprise management, entrusting operation or renting space, etc., to introduce more investment and service projects and increase rural tourism income.

3) Market Demand

Policy 1: abundance of agricultural products provides a solid foundation for developing short-distance, multi-variety pick-your-own rural tourism. It is recommended to leverage this advantage by planning and launching diversified picking tourism routes that include fruit, vegetable, and flower picking experiences to attract families, students, and urban residents. At the same time, incorporate sustainable development principles into the planning to ensure that picking activities do not negatively impact the local environment and resources, achieving a win-win situation for both economic benefits and ecological balance.

Policy 2: Zhumadian has a rich history and cultural heritage, boasting abundant intangible cultural heritage projects such as Iron Flower performances, Hanfu experiences, and Liang Zhu cultural experiences. These unique cultural resources provide excellent conditions for developing short-distance cultural experience-themed rural tourism.

Policy 3: Zhumadian boasts rich rural cultural resources. It is advisable to create a diverse range of culturally inspired products centered on these themes. Examples include Liang Zhu music boxes, character figurines, historical books about ancient kingdoms, and scented candles that evoke the essence of that era. These products can not only increase local residents' income but also attract tourists to purchase, thereby stimulating rural tourism consumption.

Policy 4: It is advisable to leverage social media platforms like Douyin for live-streaming online sales of agricultural products. By showcasing the production process of high-quality local goods in real-time, we can engage viewers and encourage immediate purchases. This approach not only offers consumers convenient access to fresh produce but also boosts the income of local residents.

Policy 5: Based on market demand, develop targeted marketing strategies to enhance the visibility of Zhumadian's rural tourism through multi-channel and multi-form promotional activities. Utilize social media, travel websites, and travel agencies to promote and build a brand image. Strengthen partnerships with travel agencies and online travel platforms, offering discounted packages and promotional activities to stimulate market demand and expand tourism market share.

Policy 6: Improve the quality of rural tourism services by establishing an efficient visitor service system that includes information consultation, transportation

connections, accommodation reservations, and emergency assistance. Enhance the professionalism of service staff through training, and raising service standards to ensure visitor satisfaction and safety.

Policy 7: Develop diverse rural tourism products based on different market demands, covering types such as leisure sightseeing, agricultural experiences, cultural exploration, and wellness retreats. Design multiple themed tourism routes incorporating featured resources to cater to various tourist groups, including families, couples, and student groups.

3) policy support

Policy 1: It is recommended that the government offer low-interest loans to local residents and rural businesses to support the development of rural tourism infrastructure and service facilities. This could include constructing guesthouses, renovating attractions, and improving transportation accessibility, ultimately enhancing the capacity and quality of tourism services.

Policy 2: The government should establish clear loan application procedures and streamline the approval process, provide detailed guidelines for fund usage, and set up dedicated loan service institutions to offer consultation and support to applicants. Additionally, implementing loan repayment subsidies and incentive mechanisms, encourage more rural tourism projects to be implemented.

Policy 3: Provide tax incentives to local residents and businesses involved in rural tourism development. Reducing or exempting business tax, value-added tax, and relevant local taxes alleviates the financial burden on investors and encourages them to allocate more resources to the construction and operation of rural tourism projects.

Policy 4: It is recommended that the government offer incentives to businesses that provide training in rural areas. This could involve financial subsidies, tax breaks, or rewards for companies delivering professional training services to local residents and enterprises. Such support would enable rural practitioners to acquire advanced skills and knowledge, ultimately enhancing their capabilities and improving the quality of rural tourism.

Policy 5: It is recommended that the government utilize official TikTok and Weibo accounts to systematically promote rural tourism. Publish high-quality content such as attraction introductions, tourism activities, and visitor experiences, showcasing the charm of the countryside through short videos and visual posts. Regularly host online interactive activities, such as lotteries and live broadcasts, to enhance public engagement.

Policy 6: Implement a series of projects to protect and promote local cultural heritage and natural resources. The government should support and fund initiatives that enhance cultural experiences, such as traditional craft restoration, historical site preservation, and cultural event organization, ensuring that rural tourism authentically showcases and preserves local culture. Protect natural landscapes and ecosystems to

prevent negative environmental impacts from overdevelopment.

Policy 7: The government should organize regular forums and workshops to facilitate information sharing and resource integration, addressing issues in collaboration. Additionally, support the establishment of public-private partnership projects to jointly develop tourism facilities and services, enhancing the attractiveness of tourism.



Chapter 5:

Conclusion, Discussion, and Recommendations

In the study on the policy guidelines for rural tourism in Zhumadian, the primary objective was to explore the current state of rural tourism development in Zhumadian, propose policy guidelines that would foster sustainable rural tourism development, and aim to increase local residents' income. The researcher employed a Research and Development (R&D) approach, combining quantitative and qualitative research methods.

Quantitative Research:

For the quantitative part of the study, the researcher designed a survey based on theories related to rural tourism and policy guidelines. The survey targeted residents and tourists in rural Zhumadian, collecting a total of 334 responses. The data were analyzed using statistical methods such as frequency distribution, percentage, arithmetic mean, and standard deviation.

Qualitative Research:

In the qualitative research, data were analyzed through interviews, document analysis, observations, and discussions. The data were primarily collected from key informants, including village officials, cultural company leaders and employees, local residents, and tourists. Purposeful sampling was used to select these participants. The data were then processed using content analysis and descriptive analysis.

The study employed the Index of Consistency (IOC) to ensure the consistency and reliability of the data. Finally, the collected data were systematically organized and analyzed, with the results presented in various chapters of the report to address the research questions. This approach ensured the depth and breadth of the research findings, effectively enhancing the quality and applicability of the study.

5.1 Research Conclusion

The study's findings on the sustainable development of rural tourism in Zhumadian and the increase in local residents' income are summarized as follows:

Tourist and Resident Surveys:

Data collected from the surveys targeting tourists and local residents revealed insights into tourists' travel budgets, perceptions of the economic impact of tourism, service quality assessments, and overall satisfaction with tourism products and services. The survey data indicated that tourists' budgets were mainly concentrated among the middle-income group with a budget of around 3,000 RMB, reflecting that rural tourism primarily attracts middle-income tourists. Economic benefit results showed that while some respondents experienced significant economic benefits, most reported only minor economic impacts, indicating an uneven distribution of economic benefits.

Service Management:

Although Zhumadian has an adequate number of local service personnel for its rural tourism, there is still a pressing need to enhance both service quality and the range of products offered. Specific challenges include the lack of convenient one-stop services and digitalized services, areas where the service level significantly falls short of tourists' expectations. Challenges such as improving scenic area management efficiency, enhancing service quality, and strengthening safety measures require further improvement in management mechanisms.

Tourism Resource Development:

Zhumadian boasts rich tourism resources, including historical and cultural heritage, natural landscapes, and facilities, providing vast potential for rural tourism development. However, the current development and integration of resources are insufficient, failing to create a unique brand identity. Further planning and integration are needed to enhance attractiveness and market competitiveness.

Market Demand:

rural tourism market mainly comprises middle-income tourists with a budget of 3,000 RMB, showing strong spending power and willingness to participate, positively impacting market quality and revenue growth. In contrast, participation among high-income and low-income groups is low, necessitating the development of more affordable and diverse rural tourism products to expand market coverage and promote local economic growth.

Policy Support:

The local government has supported the development of rural tourism resources, but there is still a need to strengthen interdepartmental coordination and policy dissemination. Many residents do not understand the policy content, making it necessary to adopt effective policy interpretation measures to achieve sustainable development in sports tourism.

Based on the above analysis, although rural tourism industry has shown success in attracting tourists and meeting their needs, challenges remain in improving service quality, ensuring the sustainable development of tourism resources, and meeting market demand. Future development strategies should focus on enhancing the quality of tourism products, strengthening market marketing and brand building, and effectively leveraging government support while mobilizing local residents to actively participate in promoting the sustainable development of the tourism industry. These strategies will help further develop rural tourism and bring broader economic and sustainable development benefits to the local community.

2. Summary of Qualitative Research Findings

Based on the above analysis, although rural tourism industry has shown success in attracting tourists and meeting their needs, challenges remain in improving service quality, ensuring the sustainable development of tourism resources, and meeting market

demand. Future development strategies should focus on enhancing the quality of tourism products, strengthening market marketing and brand building, and effectively leveraging government support while mobilizing local residents to actively participate in promoting the sustainable development of the tourism industry. These strategies will help further develop rural tourism and bring broader economic and sustainable development benefits to the local community.

In the future, rural tourism aims to elevate the quality of its products and experiences by further integrating the area's abundant natural resources and cultural heritage. Specific initiatives will include developing a variety of tourism offerings, such as agricultural experiences, cultural tours, and wellness resorts, to cater to diverse visitor preferences. Additionally, providing professional rural tour guide services, organizing cultural festivals and folk activities, and promoting agricultural leisure projects will help attract more domestic and international tourists. Government support has been crucial in providing funding, optimizing policy frameworks, encouraging community involvement, and ensuring the sustainable development of tourism while effectively protecting local resources. Future development strategy also includes strengthening community participation and benefit-sharing, ensuring that tourism development results benefit local residents, enhancing community cohesion through increased resident participation, and fostering local cultural identity through education and cultural activities. Overall, the development of rural tourism is not only an important platform for cultural heritage but also a key force in promoting regional economic and social progress.

5.2 Discussion

From the overall quantitative data analysis results, the data collected primarily from tourists and residents highlight several key findings:

Service Management:

Regarding the tourism services in Zhumadian, despite the abundance of local service personnel, a significant portion of tourists expressed the need for further improvement in service quality and products. Specifically, accommodation comfort, digital services, and infrastructure were identified as critical areas requiring attention.

This phenomenon aligns with the analysis by (J. Zhang et al., 2023) in the study "Spatial Distribution and Optimization Strategies of Rural Leisure Tourism in Beijing," which used quantitative analysis methods to suggest that rural tourism accommodations rely on the radiation-driven effect of national-level scenic spots and transportation convenience. The best homestays are distributed in plains and mountainous agricultural development areas, strongly driven by national-level scenic spots, with the transportation network needing improvement.

Additionally, this is consistent with (Liu, 2023) study on "Sustainable Development Strategies for Rural Tourism in Yu County under the Background of Rural Revitalization," which suggests that enhancing unified planning, improving

infrastructure, developing creative products, building four-season tourist attractions, and establishing a high-level talent team are necessary to improve service quality. (Zhang 2023) also proposed effective strategies in "Strategies for Rural Revitalization Driven by Rural Tourism Development" through quantitative analysis, including scientific planning and layout, diversified product development, strengthening infrastructure construction, introducing professional operation management models, supporting entrepreneurial development, and enhancing brand building.

Information technology construction is a fundamental area that rural tourism needs to strengthen today. This viewpoint aligns with (Zhu & Shang, 2021) analysis in "Smart Rural Tourism under the Background of Internet+," which, through experimental analysis, assessed the performance of rural smart tourism systems and highlighted the importance of intelligent services in rural tourism. These studies collectively emphasize the importance of improving service quality and infrastructure, pointing out that these factors are crucial for enhancing tourist satisfaction and promoting the sustainable development of the tourism industry.

Local Resident Participation:

In Zhumadian's rural tourism development, many local residents are engaged, primarily older adults. While there is a generally positive attitude toward this initiative, the absence of effective personnel management mechanisms, clear performance evaluation systems, and talent incentive programs interrupt the ability to meet individual employee needs.

This phenomenon resonates with the viewpoints of (Wilson et al., 2001) in "Factors for Successful Rural Tourism Development," which emphasizes that community participation is a critical factor for the sustainable development of destination tourism. Wilson pointed out that community participation is key to tourism development success, and rural tourism development and entrepreneurship depend on the cooperation of entrepreneurs directly and indirectly involved in tourism. Since the 1970s, the economic challenges faced by rural communities have persisted, making non-traditional development strategies like tourism and entrepreneurship vital responses to these challenges.

Furthermore, this is consistent with (Gong & Li, 2014) analysis in "Development Strategies for the Homestay Industry in Shandong Province," which explores different levels of participation and their inherent mechanisms. The study proposes specific methods and measures to address issues in rural tourism service management. These perspectives highlight a clear alignment with the specific needs of local residents regarding the organization of tourism projects. There is a call for clearer information about activities and enhanced personnel training, emphasizing the crucial role of local residents in driving tourism development forward.

Zhumadian's rural tourism boasts rich historical and cultural resources and local characteristics, but it currently offers a limited variety of tourism products and route

options. The development of themed rural tourism centered on local cultural features is relatively scarce. It is recommended that future development policies focus on enhancing the quality and diversity of tourism products, providing more options for tourists to promote the sustainable development of the tourism industry. These policies will further the development of rural tourism in Zhumadian and bring broader economic and cultural benefits to local residents, aligning with the views of (Guo & Han, 2010) in their summary of rural tourism development in China.

The author suggests further expanding the development of rural tourism in Zhumadian by offering more diverse rural tourism options, such as parent-child amusement parks, family farms, wellness resorts, health hiking tours, and cultural experiences. The approach includes exploring the cultural significance of local features, protecting rural tourism heritage, leveraging the active role of the government to enhance environmental awareness, strengthening government guidance to implement policy planning, developing digital information platforms, and promoting data openness and sharing to ensure sustainable development in rural tourism. This aligns with the findings of (Du & Xiang, 1999) in their study on sustainable rural tourism development.

From the qualitative research results, through document analysis, interviews, and discussions, researchers collected data from key informants, including local residents and tourism participants. The development of rural tourism still faces issues such as policy consistency and insufficient development. Problems like underutilized cultural resource development, inadequate renovation projects, difficulty in coordinating interests, the outflow of young and middle-aged rural populations, and weak promotion efforts were exposed during the process. It is suggested that government departments focus on planning and guidance, strengthen key industry construction, and follow eco-friendly development strategies and related recommendations. These resources are key to advancing rural tourism in Zhumadian, which is similar to the views of (M. Yang, 2023) in analyzing the comparative advantages and safeguard strategies for high-quality rural tourism development in Fuzhou, Fujian Province.

The author proposes adopting flexible operational methods, such as contracted operations, enterprise management, commissioned operations, or leasing spaces, introducing more investment projects and services, and increasing local residents' income. This view aligns with (Wang et al., 2023) in their analysis of the value significance, challenges, and strategies of rural sports tourism in supporting rural revitalization.

Discuss that the development of rural sports tourism necessitates the integration of "sports, tourism, and agriculture." This involves adopting new development concepts, implementing a talent-driven tourism strategy, and establishing a benefit-sharing coordination mechanism to achieve the integration of rural industries. Additionally, addressing the homogenization of tourism products, enhancing the soft power of rural

sports culture, and creating a collaborative governance model for rural sports tourism are crucial considerations(Wang & Wang, 2023).

According to the survey results, the convenience of transportation in Zhumadian provides favorable conditions for the development of short-distance rural tourism. It is recommended to plan and launch convenient short-distance tourism routes, including day trips and weekend tours, covering distinctive rural attractions and cultural experiences. Establishing an efficient transportation connection system, such as customized buses and shared transportation services, is encouraged to ensure convenient travel for tourists from urban centers to rural attractions. By optimizing tourism information dissemination and promotion channels, tourists' awareness and attraction to short-distance tourism products can be enhanced. Additionally, establishing information consultation and service centers to provide tourists with thoughtful travel services and advice will help leverage the advantages of convenient transportation, promoting the growth of short-distance rural tourism and enhancing Zhumadian's appeal as a short-distance travel destination. This development policy aligns with (Fu, 2010)views in the analysis of tourism resource development at the Chayashan Scenic Area.

Zhumadian's abundant water resources offer the opportunity to develop high-quality wellness centers and health resorts, providing various services such as hot spring baths and mineral therapy. Designing wellness tourism routes that include hot spring resorts and lakeside walks and promoting green ecological construction to ensure the sustainable use of water resources are recommended. Encouraging investment and enterprise cooperation, providing financial support, and attracting domestic and international wellness brands are crucial. Enhancing service quality and market promotion, utilizing online and offline channels for publicity, and increasing the visibility and attractiveness of wellness vacation products are necessary measures. These initiatives will effectively promote the development of wellness-oriented rural tourism, while also driving regional economic sustainability and ecological protection. This viewpoint is consistent with (Guo & Han, 2010) study on rural tourism development in China, which highlights the use of local natural resources for tourism activities, including unique natural landscapes and traditional villages.

Researchers discovered through a questionnaire survey that Zhumadian's rich agricultural products provide a solid foundation for the development of short-term, multi-variety picking-themed rural tourism. It is suggested to plan and launch diversified picking tourism routes, covering various agricultural products such as fruits, vegetables, and flowers, attracting families, students, and urban residents to participate. Building modern picking parks, improving infrastructure, and ensuring a comfortable and safe environment for visitors to enjoy the picking experience is recommended. This viewpoint aligns with (Mu et al., 2023) in their study on rural tourism development strategies in Chongqing County, where they advocate for diversified tourism products,

promoting diverse development, improving infrastructure construction, enhancing service quality, and enriching promotion channels to better match supply and demand.

Zhumadian has a long history and rich intangible cultural heritage projects, such as iron flower performances, Hanfu experiences, and Liang Zhu cultural experiences. These unique cultural resources provide excellent conditions for developing short-distance cultural experience-themed rural tourism. It is recommended to plan and launch short-distance cultural experience routes around these cultural features, covering activities like iron flower performances, Hanfu dress-up and photography, Liang Zhu cultural explanations, and interactive experiences. Building cultural experience centers and exhibition halls, improving infrastructure, and providing comprehensive cultural education and interactive experiences are essential. This viewpoint is consistent with (Wang & Feng, 2006) study on rural tourism research, where they conclude that rural tourism integrates with themed tourism, special tourism, and traditional sightseeing tourism, promoting tourism development in harmony. (He, 2006)"Tourism Culture from an Ecological Perspective" also suggests that rural tourism is a tourism service model developed using rural ecological environments, rural agricultural activities, and natural and cultural resources, integrating leisure vacations, eco-sightseeing, and agricultural experiences.

For future development, Zhumadian's rural tourism industry plans to further diversify its tourism offerings to enhance the quality of tourism products and experiences. This includes offering experiences such as fruit and vegetable picking, farmer cultural festivals, Hanfu cultural learning, and wellness spa rehabilitation projects, all designed to attract more domestic and international tourists. Government support is vital for providing funding, optimizing the policy environment, promoting community engagement, ensuring the sustainable development of tourism businesses, and effectively protecting cultural heritage. Zhumadian's rural tourism development policies also include strengthening local residents' participation and benefit-sharing to ensure that the fruits of tourism development benefit local residents.

The development of rural tourism can be further advanced by increasing local residents' participation, thus enhancing their income. This can be achieved by offering low-interest loans and simplifying loan procedures, among other policies, to encourage local residents to participate in the construction of rural tourism. This viewpoint aligns with (Dong et al., 2023) in "Evaluating China's Rural Tourism Policy from the Perspective of Policy Tools," where they conclude through a three-dimensional analysis framework that the research results provide a deeper understanding of the structures, characteristics, and priorities of China's rural tourism policies, offering clearer guidance to policymakers and rural tourism developers to support sustainable growth in this field.

Zhang, Zhong, et al. (2012) in their study "Exploration of Rural Tourism Development Models in China Based on Tourism System Theory" (Zhang et al., 2012) selected several typical cases and applied tourism system theory to understand the

complexity of rural tourism better, providing a foundation for strategic planning to promote sustainable rural tourism development and enhance its economic and social benefits. Additionally, (He, Yang et al. 2014) in "The Impact of Rural Tourism Development on Farmers' Livelihoods—A Case Study of Rural Tourism Spots on the Northern Slope of the Qinling Mountains" also presents a similar viewpoint. He suggests that rural tourism plays a significant role in improving rural quality of life, driving local employment, and broadening income channels. After the 19th National Congress of the Communist Party of China, Chinese scholars have increased their research on rural tourism, but the connotation of rural tourism has yet to be unified (He et al., 2014).

5.3 Application of Research Results

Recommendations for Applying Research Results

1) Policy Formulation as the Foundation, Policy Implementation as the Key: The Zhumadian Rural Tourism Policy Guide should include the following in its implementation process:

1. Policy Publicity: Policy promotion is a crucial step in ensuring the smooth implementation of policies. Multiple methods should be used to convey the content and objectives of the policies to all parties involved.

2. Policy Decomposition: The guiding policies for rural tourism in Zhumadian should be broken down into specific operational procedures, with clear task division and work processes to ensure smooth policy implementation and achieve the desired outcomes.

3. Organizational Preparation: Organizational preparation is a guarantee mechanism for the effective implementation of policies, requiring the establishment of specialized teams, training of relevant personnel, and enhancement of implementation capacity and efficiency.

4. Material Preparation: Material preparation is the "cornerstone" for implementing the guiding policies of rural tourism. Adequate material support, including financial and physical resources, is essential for the smooth implementation of policies.

5. Policy experiment: Policy experimentation is essential for the effective implementation of policies. By conducting pilot programs and gathering data for evaluation, we can assess the effectiveness and adaptability of these policies.

6. Full implementation: The comprehensive implementation of rural tourism guiding policies involves a thorough evaluation of pilot results, experience sharing, setting performance standards, providing incentives, and managing risks.

7. Coordination: Effective communication and coordination are key to ensuring the smooth implementation of rural tourism management policies. This includes facilitating efficient communication and coordination within internal departments and with the public.

8. Monitoring: Establish a monitoring and inspection mechanism to regularly assess the implementation of policy guidelines. Identify any issues promptly and make necessary corrections to ensure the policies are implemented successfully.

Policy Evaluation

Policy evaluation involves a comprehensive assessment of Zhumadian's rural tourism management guidelines, summarizing lessons learned, and making timely adjustments and improvements to the policies. This includes the following stages:

1. Preparation Stage: In this stage, the objectives, scope, and methods of the evaluation are determined. Evaluation personnel are selected and trained, and sufficient resources and support are ensured to facilitate the evaluation process smoothly.

2. Implementation Stage: This stage involves carrying out the evaluation plan, collecting and analyzing relevant data, assessing the effectiveness of policy implementation, and the degree to which objectives have been achieved, as well as identifying potential issues and challenges.

3. Reporting and Summary Stage: During this stage, the evaluation results are systematically organized and analyzed. An evaluation report is written, and a summary is provided, including suggestions for improvement and policy adjustments to optimize and enhance future policy implementation.

Further Research

1. Expanding the Scope of Research: Future research should broaden the scope to include a comprehensive analysis of rural tourism management policies considering geographical distribution and the scale of tourism. Specifically, the research should cover rural tourism areas within Henan Province and nationwide, categorized by size (large, medium, small, and micro rural tourism areas) to enhance the depth and value of the study.

2. Expanding Research Dimensions: Subsequent research should further expand the dimensions of rural tourism management studies to include aspects like information management and environmental management. This will help more effectively improve the management level of rural tourism, enhance service quality and efficiency, and strive to create a high-quality rural tourism area that integrates multiple functions.

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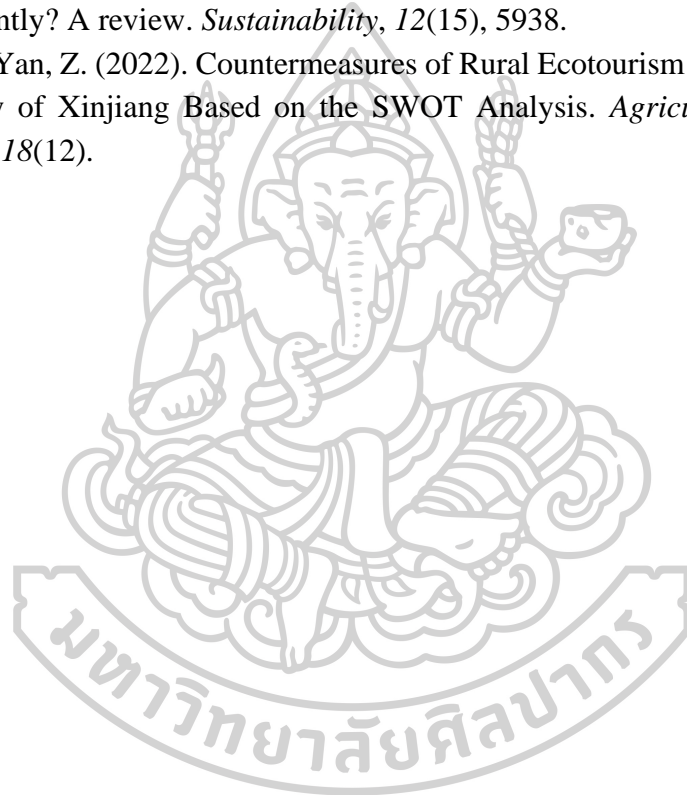
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Attachment

Appendix 1

Questionnaire of Rural Tourism in Zhumadian City (I)

Dear Visitor,

Hello! I am a doctoral candidate currently working on my doctoral thesis. I am conducting a survey on the current status of rural tourism in Zhumadian City, Henan Province. I have prepared this questionnaire for the survey. Kindly provide information based on your actual experiences to help us understand the situation better. The aim is to enhance the rural tourism environment in Zhumadian City, promote the prosperity of the rural tourism market, and contribute theoretical support to the economic development of Zhumadian City. Please be assured that this questionnaire is for research purposes only, and your responses will remain anonymous, with no negative impact on the respondents. We sincerely appreciate your participation!

Thank you for your understanding and support!

Best regards.

Q1: What is your current occupation?

- A. Farmer
- B. Laborer
- C. Student
- D. Public sector employee
- E. Private business owner or corporate manager
- F. Freelancer
- G. Other

Q2: Which age group do you belong to?

- A. Below 20 years old
- B. 20-30 years old
- C. 31-40 years old
- D. 41-50 years old
- E. 51-60 years old
- F. 60 years old and above

Q3: Which of the following best describes your monthly income?

- A. Below 2000 RMB
- B. 2000-4000 RMB
- C. 4001-6000 RMB
- D. Above 6000 RMB

- Q4: How do you typically learn about rural tourism? (Select multiple options) A. Newspapers, magazines
 B. Television, radio
 C. Online advertising
 D. Travel brochures
 E. Recommendations from friends and family
 F. Social media platforms such as WeChat, QQ, etc.
 G. Other channels
- Q5: Do you like rural tourism in Zhu madian?
 A. Love it
 B. Like it
 C. neutral
 D. Don't really like it
 E. Dislike it
- Q6: Mode of transportation for rural outings: ()
 A. Private car/taxi
 B. Public transportation
 C. Walking
 D. Bicycle
- Q7: Duration of rural outings (total time spent at the destination) : ()
 A. Less than half an hour
 B. 30-60 minutes
 C. More than 60 minutes
- Q8: Frequency of rural outings: ()
 A. Weekends
 B. 1-2 times per month
 C. Holidays
 D. Occasionally
 E. First time
- Q9: Your stay time for sports tourism in Zhumadian City is:
 A. For 1-2 days
 B. For 3-4 days
 C. For 5-6 days
 D. 7 Days and more
- Q10: "What is your budget for rural tourism expenses?
 A. Below 1000 yuan
 B. 1000-2000 yuan
 C. 2001-3000 yuan
 D. Above 3001 yuan"
- Q11: Purpose of rural outings: (Select multiple options)
 A. Relaxation and recreation (accompanying children, tourism, playing, etc.) B. Educational and practical activities (teaching, practice, etc.)
 C. Gathering and team-building activities (singing, dancing, games)
 D. Scenic viewing
 E. Other

Q12: Reasons that attract you (Select multiple options)

- A. Close to home
- B. Rich activities
- C. Beautiful scenery
- D. Comfortable environment
- E. Other

Q13: Which activities would you like to experience during rural tourism in Zhumadian? (Select multiple options)

- A. Learn the production of crafts
- B. Rural family dining
- C. Watching events
- D. Fishing in water
- E. Leisure and escape from heat
- F. Picking fruits and vegetables
- G. Other

Q14: What are the most important factors for you among the factors related to rural tourism in Zhumadian? (Select multiple options)

- A. High popularity
- B. Comfortable climate
- C. Rich agricultural experience activities
- D. Beautiful ecological landscape
- E. Complete supporting facilities
- F. Complete service facilities
- G. Reasonable prices that you can afford
- H. Convenient transportation with direct access to tourist destinations

I. Strengthening friendships and family bonds

Q15: How do you think rural tourism in Zhumadian can further improve itself? (Select multiple options)

- A. Adding amusement facilities
- B. Providing convenient transportation
- C. Beautifying the surrounding environment
- D. Expanding the dissemination of agricultural park information
- E. Enhancing service quality

Q16: Tourism products you purchased in this village (Select multiple options) A. Strawberries

- A. Grapes
- B. Wood ear mushrooms
- C. Honey
- D. Dandelions
- E. Folk food
- F. Souvenirs
- F. Other
- G. None

Q17: What are the main reasons that compel you to come for rural tourism in Zhumadian? (Select multiple options)

- A. Leisure, relaxation, health and fitness
- B. Participation in agricultural activities, returning to nature

- C. Relieving stress from life and work
- D. Gaining knowledge, experiencing rural life
- E. Entertainment

Q18: What are the main problems that Zhumadian faces in the development of rural tourism? (Select multiple options)

- A. Congested transportation
- B. Insufficient investment funds
- C. Deteriorating environment
- D. Outflow of benefits
- E. Rising prices
- F. Low resident participation

Q19. The service staff of Zhumadian rural tourism are enthusiastic and attentive, meeting the needs of tourists.

1 2 3 4 5

Q20. Zhumadian rural tourism lacks innovative and personalized service experiences.

1 2 3 4 5

Q21. The facilities and equipment of Zhumadian rural tourism are well-maintained and in good condition.

1 2 3 4 5

Q22. Zhumadian rural tourism has a comprehensive safety assurance and emergency response mechanism.

1 2 3 4 5

Q23. Zhumadian rural tourism has a superior geographical location and beautiful natural scenery.

1 2 3 4 5

Q24. Zhumadian rural tourism is easily accessible with convenient transportation.

1 2 3 4 5

Q25. Zhumadian rural tourism offers reasonable prices and high cost-effectiveness.

1 2 3 4 5

Q26. The online information about Zhumadian rural tourism is abundant, making it easy to search and book.

1 2 3 4 5

Q27. After filling in this questionnaire, do you have any other suggestions on the future layout and development of rural tourism in Zhumadian City? If so, please write it down below.

Appendix 2

Questionnaire of Rural Tourism in Zhumadian City(II)

Dear citizen,

Hello! I am a doctoral candidate currently working on my doctoral thesis. I am conducting a survey on the current status of rural tourism in Zhumadian City, Henan Province. I have prepared this questionnaire for the survey. Kindly provide information based on your actual experiences to help us understand the situation better. The aim is to enhance the rural tourism environment in Zhumadian City, promote the prosperity of the rural tourism market, and contribute theoretical support to the economic development of Zhumadian City. Please be assured that this questionnaire is for research purposes only, and your responses will remain anonymous, with no negative impact on the respondents. We sincerely appreciate your participation! Thank you for your understanding and support!

Best regards.

Q1: What is your gender?

- A. Male
- B. Female

Q2: Which age group do you belong to?

- A. 18-30years B. 31-40 years C. 41-50 years D. 50-60 years
- E. 61 years and above

Q3: What is your educational level?

- A. Junior high school or below
- B. High school or vocational school
- C. College including associate degree
- D. Master's degree or above

Q4: How long have you stayed in the local area?

- A. 5 years and below
- B. 6-20 years
- C. 21-30 years
- D. 31 years and above

Q5: What is your attitude towards the development of rural tourism in Zhumadian?

- A. Strongly supports
- B. support
- C. Neutral
- D. Don't really support
- E. Oppose

Q6: Are you willing to provide suggestions and opinions for the development of Zhumadian rural tourism?

- A. Unwilling
- B. Not very willing
- C. Neutral
- D. Quite willing
- E. Willing

Q7: How often do you participate in the decision-making and planning of Zhumadian?

- A. Never participated
- B. Occasionally participates

C. Frequently participates

Q8: Are you satisfied with the development of rural tourism in Zhumadian?

A. Very satisfied

B. Satisfied

C. Average

D. Dissatisfied

E. Very dissatisfied

Q9: What is the nature of your current occupation?

A. Engaged in tourism services

B. Farming

C. Working outside the village

D. Other

Q10: If you support the development of rural tourism in Zhumadian, what are the main reasons for your support? (Multiple choices allowed)

A. Enhances the cohesion of villagers

B. Expands employment opportunities

C. Provides locals with more opportunities to understand foreign cultures

D. Increases local fiscal revenue

E. Improves the quality of life and environment for villagers

F. Raises the personal income of villagers

G. Improves transportation conditions

H. Sound infrastructure

Q11: What type of tourism work are you involved in?

A. Providing accommodation

B. Providing guidance and charging corresponding service fees

C. Providing transportation services

D. Establishing farmhouse inns and offering specialty dishes

E. Other

Q12: What are the main problems that currently exist in the development of rural tourism in Zhu madian? (Multiple choices allowed)

A. Traffic congestion

B. Insufficient investment funds

C. Deteriorating environment

D. Outflow of benefits

E. Rising prices

F. Low level of resident participation

G. Lack of local marketing and promotion

Q13: Would you be willing to participate in the development of rural tourism in Zhu madian?

A. Unwilling

B. Not very willing

C. Neutral

D. Quite willing

E. Willing

Q14. Zhumadian rural tourism provides ample employment opportunities for local residents.

1 2 3 4 5

Q15. The development of Zhumadian rural tourism resources is reasonable and considers sustainable development.

1 2 3 4 5

Q16. Zhumadian rural tourism promotes the protection and inheritance of local cultural heritage.

1 2 3 4 5

Q17. The development of Zhumadian rural tourism has put some pressure on the local ecological environment.

1 2 3 4 5

Q18. The development of Zhumadian rural tourism has driven local economic growth.

1 2 3 4 5

Q19. Zhumadian rural tourism faces fierce competition among similar tourism destinations.

1 2 3 4 5

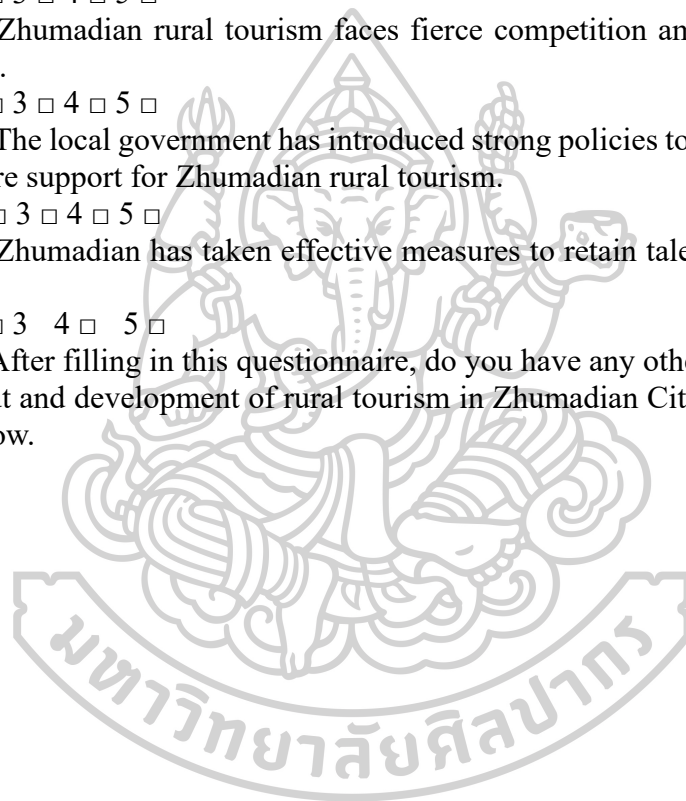
Q20. The local government has introduced strong policies to provide funding and infrastructure support for Zhumadian rural tourism.

1 2 3 4 5

Q21. Zhumadian has taken effective measures to retain talent and prevent brain drain.

1 2 3 4 5

Q 22. After filling in this questionnaire, do you have any other suggestions on the future layout and development of rural tourism in Zhumadian City? If so, please write it down below.



Appendix 3

Interview outline of experts and tourism bureau staff

Dear Bureau Staff,

Hello! I am a doctoral candidate currently working on my doctoral thesis. I am conducting a survey on the current status of rural tourism in Zhumadian City, Henan Province. I have prepared this questionnaire for the survey. Kindly provide information based on your actual experiences to help us understand the situation better. The aim is to enhance the rural tourism environment in Zhumadian City, promote the prosperity of the rural tourism market, and contribute theoretical support to the economic development of Zhumadian City. Please be assured that this questionnaire is for research purposes only, and your responses will remain anonymous, with no negative impact on the respondents. We sincerely appreciate your participation! Thank you for your understanding and support!

Best regards.

Rural Tourism Operations in Zhumadian

1. What types of rural tourism are present in Zhumadian? What are the different types of investors involved?

2. How does the municipal government consider the development of rural tourism? What specific initiatives have been undertaken?

3. How many individuals are engaged in tourism operations and farmhouse inns in Zhumadian?

Challenges and Difficulties in the Development of Rural Tourism in Zhumadian

1. What issues have been encountered in the construction of infrastructure?

2. What are the various perspectives on the development of rural tourism in Zhumadian?

3. What problems have arisen regarding land transfer in the context of rural tourism development?

4. What constraints are faced in terms of development planning?

5. What challenges are encountered in terms of financial investment?

6. What major reflections are there regarding the practice of operating with integrity?

7. Regarding the training of personnel, are there any new developments?

8. In other aspects, what other issues exist?

Future Work Plans for the Development of Rural Tourism in Zhumadian

1. How can tourism projects be developed based on local characteristics?

2. What measures can be taken to standardize management?

3. How can further investment be made based on existing facilities?

4. How can policy support be provided?

5. How can the service quality of rural tourism personnel in Zhumadian be improved?

Expert scoring results (IOC)

Table 36 Questionnaire of Rural Tourism in Zhu madian City (I)

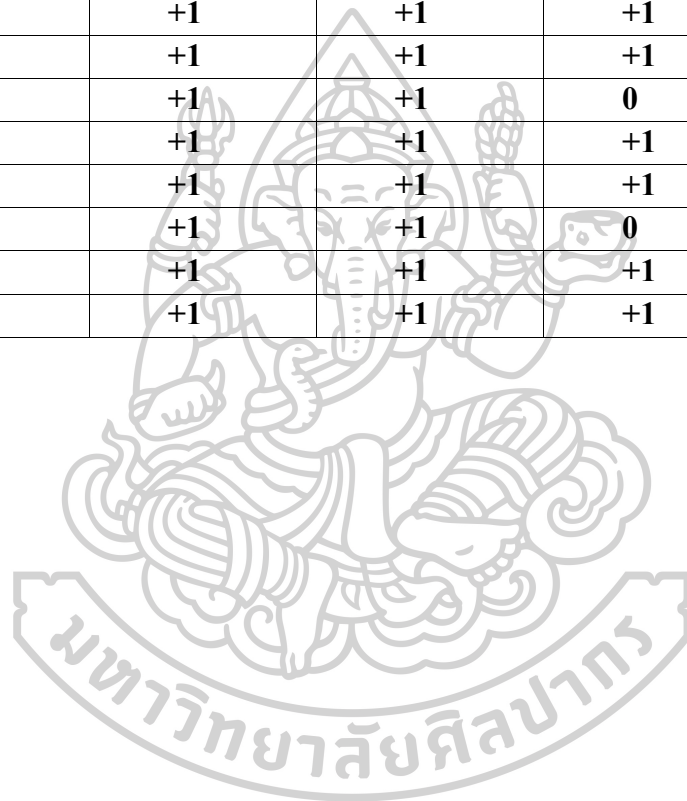
Topic	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	+1	+1	1
4	+1	+1	+1	1
5	+1	+1	+1	1
6	+1	+1	+1	1
7	0	+1	+1	0.666667
8	+1	+1	+1	1
9	+1	+1	+1	1
10	+1	+1	+1	1
11	+1	+1	+1	1
12	+1	+1	+1	1
13	+1	+1	+1	1
14	+1	+1	+1	1
15	+1	+1	+1	1
16	+1	+1	+1	1
17	+1	+1	+1	1
18	+1	+1	+1	1
19	+1	+1	+1	1
20	+1	+1	+1	1
21	+1	+1	+1	1
22	+1	+1	+1	1
23	+1	+1	+1	1
24	+1	+1	+1	1
25	+1	+1	+1	1
26	+1	+1	+1	1
27	+1	+1	+1	1

Table 37 Questionnaire of Rural Tourism in Zhu madian City(II)

Topic	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	+1	+1	1
4	+1	+1	+1	1
5	+1	+1	+1	1
6	+1	+1	+1	1
7	+1	+1	+1	1
8	+1	+1	+1	1
9	+1	+1	+1	1
10	+1	+1	+1	1
11	+1	+1	+1	1
12	+1	0	+1	0.666667
13	+1	+1	+1	1
14	+1	+1	+1	1
15	+1	+1	+1	1
16	+1	+1	+1	1
17	+1	+1	+1	1
18	+1	+1	+1	1
19	+1	+1	+1	1
20	+1	+1	+1	1
21	+1	+1	+1	1
22	+1	+1	+1	1

Table 38 Interview Outline on the Rural Tourism in Zhu madian City

Topic	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	0	+1	0.666667
4	+1	+1	+1	1
5	+1	+1	0	1
6	+1	+1	+1	1
7	+1	+1	+1	1
8	+1	+1	0	1
9	+1	+1	+1	1
10	+1	+1	+1	1
11	+1	+1	0	1
12	+1	+1	+1	1
13	+1	+1	+1	1
14	+1	+1	0	1
15	+1	+1	+1	1
16	+1	+1	+1	1



Dear experts:

Hello!

According to the needs of the research content a relevant survey questionnaire titled "Tourist Questionnaire for Rural Tourism Policy Guidelines in Zhumadian " was designed

2 is the Local Residents Questionnaire, and 3 is the Manager Questionnaire

The purpose of this questionnaire is to evaluate the effectiveness of the questionnaire. Please note that the following questions do not require you to answer, but rather to evaluate the effectiveness of each question. These issues include

+1: Indicates whether the measurement problem meets its objectives

0: indicates uncertainty about whether the measurement problem has achieved the target

- 1: Indicates that the measurement issue did not meet the target

In order to ensure the objectivity and effectiveness of the survey results, we hope that you can take the time out of your busy schedule to review the content of the questionnaire

Objectively evaluate the effectiveness and provide your various opinions and suggestions!

Part 1: Basic Information

1. Your Name: WEN BIN

2. Your workplace: Huaibei Normal University

3. Your educational background: PHD

4. Your professional title: Professor

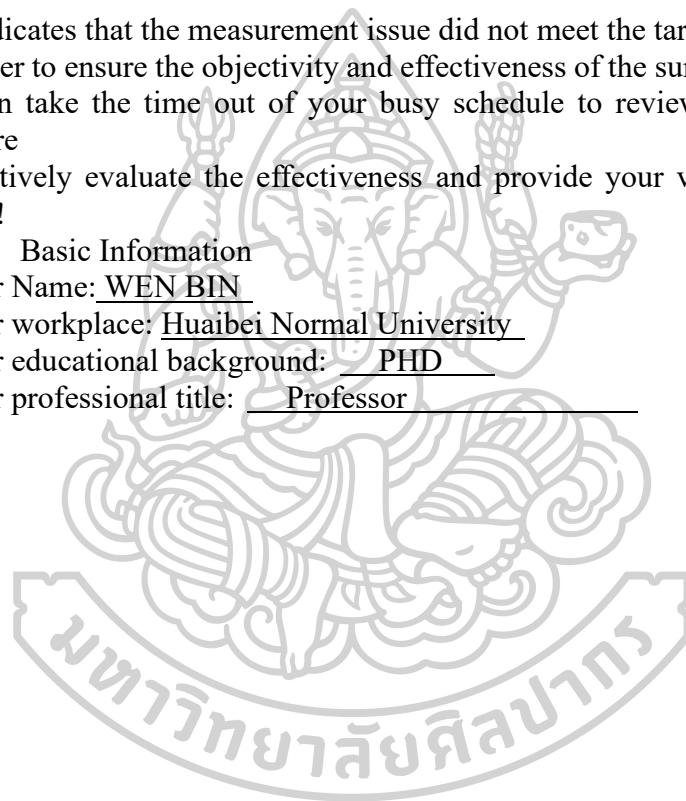


Table 39 Questionnaire 1: Visitor Questionnaire

Serial number	Question	Options	Score			Improve nt suggestions
			+1	0	-1	
1	Your current occupation is:	A. Farmer B. Laborer C. Student D. Public sector employee E. Private business owner or corporate manager F. Freelancer G. Other	√			
2	Which age group do you belong to:	A. Below 20 years old B. 20-30 years old C. 31-40 years old D. 41-50 years old E. 51-60 years old F. 60 years old and above	√			
3	Which stage does your monthly income belong to:	A. Below 2000 RMB B. 2000-4000 RMB C. 4001-6000 RMB D. Above 6000 RMB	√			
4	What channels did you use to learn about The information of rural tourism in Zhumadian?	A. Newspapers, magazines B. Television, radio C. Online advertising D. Travel brochures E. Recommendations from friends and family F. Social media platforms such as WeChat, QQ, etc. G. Other channels	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
5	Do you enjoy rural tourism in Zhumadian ?	A. Very much B. Somewhat C. Not really D. Not at all	√			
6	What is the mode of transportation for rural travel?	A. Private car/taxi B. Public transportation C. Walking D. Bicycle	√			
7	Rural travel time?	A. Less than half an hour B. 30-60 minutes C. More than 60 minutes	√			Add a clarification regarding whether the duration refers to the one-way travel time or the total time spent at the destination
8	What is the purpose of rural travel?	A. Weekends B. 1-2 times per month C. Holidays D. Occasionally E. First time	√			
9	The reasons why rural tourism in Zhumadian attracts you?	A. For 1-2 days B. For 3-4 days C. For 5-6 days D. 7 Days and more	√			
10	What projects do you hope to experience during rural tourism in Zhumadian?	A. Below 1000 yuan B. 1000-2000 yuan C. 2001-3000 yuan D. Above 3001 yuan	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
11	What are the factors that you are most concerned about in rural tourism in Zhumadian?	<p>A. Relaxation and recreation (Accompanying children, tourism, playing, etc.)</p> <p>A. Education and practical activities (Teaching, practice, etc.)</p> <p>C. Gathering and team-building activities (Singing, dancing, games)</p> <p>D. Scenic viewing</p> <p>E. Other</p>	√			
12	What aspects do you think rural tourism in Zhumadian can be further improved through?	<p>A. Close to home</p> <p>B. Rich activities</p> <p>C. Beautiful scenery</p> <p>D. Comfortable environment</p> <p>E. Other</p>	√			
13	What tourism products did you purchase in this village?	<p>A. Learn the production of crafts</p> <p>B. Rural family dining</p> <p>C. Watching events</p> <p>D. Fishing in water</p> <p>E. Leisure and escape from heat</p> <p>F. Picking fruits and vegetables</p> <p>G. Other</p>	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
14	Which of the following factors are the main reasons that prompted you to come to Zhumadian for rural tourism?	<p>A. High popularity</p> <p>B. Comfortable climate</p> <p>C. Rich agricultural experience activities</p> <p>D. Beautiful ecological landscape</p> <p>E. Complete supporting facilities</p> <p>F. Complete service facilities</p> <p>G. Reasonable prices that you can afford</p> <p>H. Convenient transportation with direct access to tourist destinations</p> <p>I. Strengthening friendships and family bonds</p>	√			
15	What do you think is the most important factor in rural tourism in Zhumadian?	<p>A. Adding amusement facilities</p> <p>B. Providing convenient transportation</p> <p>C. Beautifying the surrounding environment</p> <p>D. Expanding the dissemination of agricultural park information</p> <p>E. Enhancing service quality</p>	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
16	What activities do you want to experience in rural tourism in Zhumadian	A. Strawberries B. Grapes C. Wood ear mushrooms D. Honey E. Dandelions F. Folk food G. Souvenirs H. Other I. None	√			
17	Transportation for rural Outings?	A. Leisure, relaxation, health and fitness B. Participation in agricultural activities, returning to nature C. Relieving stress from life and work D. Gaining knowledge, experiencing rural life E. Entertainment	√			
18	Do you enjoy rural tourism?	A. Congested transportation B. Insufficient investment funds C. Deteriorating environment D. Outflow of benefits E. Rising prices F. Low resident participation	√			
19	The service staff of Zhumadian rural tourism are enthusiastic and	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
	attentive, meeting the needs of tourists.					
20	Zhumadian rural tourism lacks innovative and personalized service experiences.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
21	The facilities and equipment of Zhumadian rural tourism are well-maintained and in good condition.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
22	Zhumadian rural tourism has a comprehensive safety assurance and emergency response mechanism.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
23	Zhumadian rural tourism has a superior geographical location and beautiful natural scenery	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
24	Zhumadian rural tourism is easily accessible with convenient transportation.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
25	Zhumadian rural tourism offers reasonable prices and high cost-effectiveness.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
26	The online information about Zhumadian rural tourism is abundant, making it easy to search and book.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
27	After filling out this questionnaire do you have any suggestions for the future layout and development of rural tourism in Zhumadian City? If so, please write it below.		√			

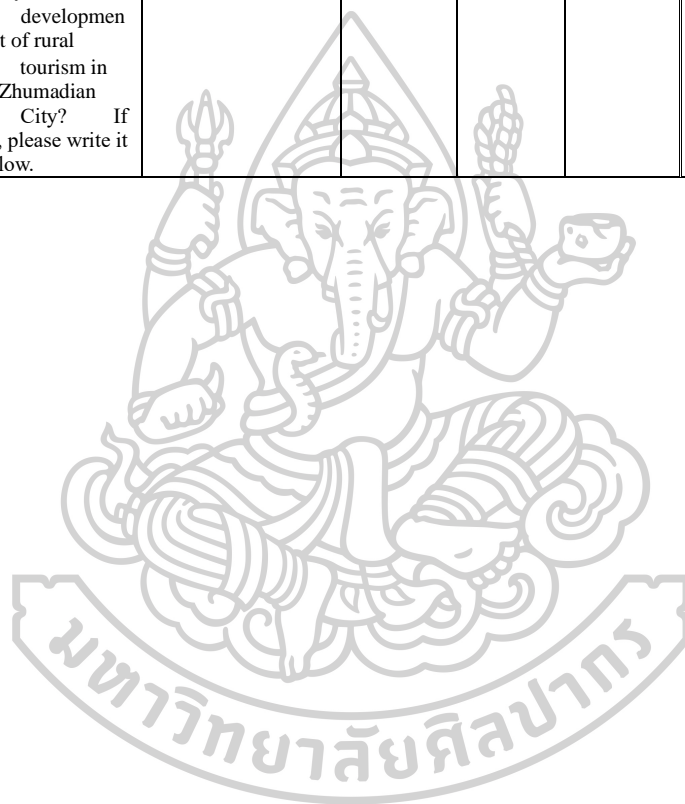


Table 40 Local resident questionnaire

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
1	What is your gender?	A. Male B. Female	√			
2	Which age group do you belong to?	A. 18-30 B. 31-40 C. 41-50 D. 50-60 E. 61 years and above	√			
3	What is your educational level?	A. Junior high school or below B. High school or vocational school C. College including associate degree D. Master's degree or above	√			
4	How long did you stay in the local area?	A. 5 years and below B. 6-20 years C. 21-30 years D. 31 years and above	√			
5	What is your attitude towards the development of rural tourism in Zhumadian?	A. Supportive B. Indifferent C. Opposed	√			
6	Are you willing to provide suggestions and opinions for the development of rural tourism in Zhumadian?	A. Unwilling B. Not very willing C. Neutral D. Quite willing E. Willing	√			
7	How often do you participate in the decision-making and planning of Zhumadian?	A. Never participated B. Occasionally participate C. Frequently participate	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
8	Are you satisfied with the development of rural tourism in Zhumadian?	A. Very satisfied B. Satisfied C. Average D. Dissatisfied E. Very dissatisfied	√			
9	What is the current nature of your profession?	A. Engaged in tourism services B. Farming C. Working outside the village D. Other	√			
10	If you support the development of rural tourism in Zhumadian, what are the main reasons for your support?	A. Enhances the cohesion of villagers B. Expands employment opportunities C. Provides locals with more opportunities to understand foreign cultures D. Increases local fiscal revenue E. Improves the quality of life and environment for villagers F. Raises the personal income of villagers G. Improves transportation conditions H. Sound infrastructure	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
11	What type of tourism work do you engage in?	A. Providing accommodation B. Providing guidance and charging corresponding service fees C. Providing transportation services D. Establishing farmhouse inns and offering specialty dishes E. Others	√			
12	What are the main problems in the current development of rural tourism in Zhumadian?	A. Traffic congestion B. Insufficient investment funds C. Deteriorating environment D. Outflow of benefits E. Rising prices F. Low level of resident participation	√			
13	Are you willing to participate in the development of rural tourism in Zhumadian?	A. Unwilling B. Not very willing C. Neutral D. Quite willing E. Willing	√			
14	Zhumadian rural tourism provides ample employment opportunities for local residents.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
15	The development of Zhumadian rural tourism resources is reasonable and considers sustainable development.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
16	Zhumadian rural tourism promotes the protection and inheritance of local cultural heritage.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
17	The development of Zhumadian rural tourism has put some pressure on the local ecological environment.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
18	The development of Zhumadian rural tourism has driven local economic growth.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
19	Zhumadian rural tourism faces fierce competition among similar tourism destinations.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
20	The local government has introduced strong policies to provide funding and infrastructure support for Zhumadian rural tourism.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
21	Zhumadian has taken effective measures to retain talent and prevent brain drain.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
22	After filling in this questionnaire, do you have any other suggestions on the future layout and development of rural tourism in Zhumadian City? If so, please write it down below.		√			

Table 41 Questionnaire3 "Manager Questionnaire"

Serial Number	Questions	Score			Improvement suggestions
		+1	0	-1	
1	What types of rural tourism are there in Zhumadian? What different types of investors are involved?	√			
2	How does the municipal government consider developing rural tourism? What specific measures have been taken?	√			
3	How many people in Zhumadian are engaged in tourism management and rural tourism?	√			
4	What problems have been encountered in infrastructure construction?	√			
5	What are the different perspectives on the development of rural tourism in Zhumadian?	√			
6	What problems have arisen in land transfer in the context of rural tourism development?	√			
7	What constraints are facing in development planning?	√			
8	What challenges have been encountered in financial investment?	√			
9	What are the main reflections on the practice of honest management?	√			
10	Are there any new developments regarding personnel training?	√			
11	In other aspects, what are the remaining issues?	√			
12	How to develop tourism projects based on local characteristics?	√			
13	What measures can be taken to standardize management?	√			
14	How to further invest on the basis of existing facilities?	√			
15	How to provide policy support?	√			
16	How to improve the service quality of rural tourism personnel in Zhumadian?	√			

Dear experts:

Hello!

According to the needs of the research content, a relevant survey questionnaire titled "Tourist Questionnaire for Rural Tourism Policy Guidelines in Zhumadian " was designed

2 is the Local Residents Questionnaire, and 3 is the Manager Questionnaire

The purpose of this questionnaire is to evaluate the effectiveness of the questionnaire. Please note that the following questions do not require you to answer, but rather to evaluate the effectiveness of each question. These issues include

+1: Indicates whether the measurement problem meets its objectives

0: indicates uncertainty about whether the measurement problem has achieved the target

- 1: Indicates that the measurement issue did not meet the target

In order to ensure the objectivity and effectiveness of the survey results, we hope that you can take the time out of your busy schedule to review the content of the questionnaire

Objectively evaluate the effectiveness and provide your various opinions and suggestions!

Part 1: Basic Information

1. Your Name: Wang HaiHong

2. Your workplace: HuaingHuai University

3. Your educational background: Master

4. Your professional title: Professor



Table 42 Questionnaire 1: Tourism Questionnaire

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
1	Your current occupation is:	A. Farmer B. Laborer C. Student D. Public sector employee E. Private business owner or corporate manager F. Freelancer G. Other	√			
2	Which age group do you belong to:	A. Below 20 years old B. 20-30 years old C. 31-40 years old D. 41-50 years old E. 51-60 years old F. 60 years old and above	√			
3	Which stage does your monthly income belong to:	A. Below 2000 RMB B. 2000-4000 RMB C. 4001-6000 RMB D. Above 6000 RMB	√			
4	What channels did you use to learn about the information of rural tourism in Zhumadian?	A. Newspapers, magazines B. Television, radio C. Online advertising D. Travel brochures E. Recommendations from friends and family F. Social media platforms such as WeChat, QQ, etc. G. Other channels	√			
5	Do you enjoy rural tourism in Zhumadian ?	A. Very much B. Somewhat C. Not really D. Not at all	√			
6	What is the mode of transportation for rural travel?	A. Private car/taxi B. Public transportation C. Walking D. Bicycle	√			
7	Rural travel time ?	A. Less than half an hour B. 30-60 minutes C. More than 60 minutes	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
8	What is the purpose of rural travel?	A. Weekends B. 1-2 times per month C. Holidays D. Occasionally E. First time	√			
9	The reasons why rural tourism in Zhumadian attracts you?	A. For 1-2 days B. For 3-4 days C. For 5-6 days D. 7 Days and more	√			
10	What projects do you hope to experience during rural tourism in Zhumadian?	A. Below 1000 yuan B. 1000-2000 yuan C. 2001-3000 yuan D. Above 3001 yuan	√			
11	What are the factors that you are most concerned about in rural tourism in Zhumadian?	A. Relaxation and recreation (Accompanying children, tourism, playing, etc.) B. Education and practical activities (Teaching, practice, etc.) C. Gathering and team-building activities (Singing, dancing, games) D. Scenic viewing E. Other	√			
12	What aspects do you think rural tourism in Zhumadian can be further improved through?	A. Close to home B. Rich activities C. Beautiful scenery D. Comfortable environment E. Other	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
13	What tourism products did you purchase in this village?	<p>A. Learn the production of crafts</p> <p>B. Rural family dining</p> <p>C. Watching events</p> <p>D. Fishing in water</p> <p>E. Leisure and escape from heat</p> <p>F. Picking fruits and vegetables</p> <p>G. Other</p>	√			
14	Which of the following factors are the main reasons that prompted you to come to Zhumadian for rural tourism?	<p>A. High popularity</p> <p>B. Comfortable climate</p> <p>C. Rich agricultural experience activities</p> <p>D. Beautiful ecological landscape</p> <p>E. Complete supporting facilities</p> <p>F. Complete service facilities</p> <p>G. Reasonable prices that you can afford</p> <p>H. Convenient transportation with direct access to tourist destinations</p> <p>I. Strengthening friendships and family bonds</p>	√			
15	What do you think is the most important factor in rural tourism in Zhumadian?	<p>A. Adding amusement facilities</p> <p>B. Providing convenient transportation</p> <p>C. Beautifying the surrounding environment</p> <p>D. Expanding the dissemination of agricultural park information</p> <p>E. Enhancing service quality</p>	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
16	What activities do you want to experience in rural tourism in Zhumadian	A. Strawberries B. Grapes C. Wood ear mushrooms D. Honey E. Dandelions F. Folk food G. Souvenirs H. Other I. None	√			
17	Transportation for rural Outings?	A. Leisure, relaxation, health and fitness B. Participation in agricultural activities, returning to nature C. Relieving stress from life and work D. Gaining knowledge, experiencing rural life E. Entertainment	√			
18	Do you enjoy rural tourism?	A. Congested transportation B. Insufficient investment funds C. Deteriorating environment D. Outflow of benefits E. Rising prices F. Low resident participation	√			
19	The service staff of Zhumadian rural tourism are enthusiastic and attentive, meeting the needs of tourists.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
20	Zhumadian rural tourism lacks innovative and personalized service experiences.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
21	The facilities and equipment of Zhumadian rural tourism are well-maintained and in good condition.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
22	Zhumadian rural tourism has a comprehensive safety assurance and emergency response mechanism.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
23	Zhumadian rural tourism has a superior geographical location and beautiful natural scenery	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
24	Zhumadian rural tourism is easily accessible with convenient transportation.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
25	Zhumadian rural tourism offers reasonable prices and high cost-effectiveness.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
26	The online information about Zhumadian rural tourism is abundant, making it easy to search and book.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
27	After filling out this questionnaire do you have any suggestions for the future layout and development of rural tourism in Zhumadian City? If so, please write it below.		√			

Table 43 Local resident questionnaire

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
1	What is your gender?	A. Male B. Female	√			
2	Which age group do you belong to?	A. 18-30 B. 31-40 C. 41-50 D. 50-60 E. 61 years and above	√			
3	What is your educational level?	A. Junior high school or below B. High school or vocational school C. College including associate degree D. Master's degree or above	√			
4	How long did you stay in the local area?	A. 5 years and below B. 6-20 years C. 21-30 years D. 31 years and above	√			
5	What is your attitude towards the development of rural tourism in Zhumadian?	A. Supportive B. Indifferent C. Opposed	√			
6	Are you willing to provide suggestions and opinions for the development of rural tourism in Zhumadian?	A. Unwilling B. Not very willing C. Neutral D. Quite willing E. Willing	√			
7	How often do you participate in the decision-making and planning of Zhumadian?	A. Never participated B. Occasionally participate C. Frequently participate	√			
8	Are you satisfied with the development of rural tourism in Zhumadian?	A. Very satisfied B. Satisfied C. Average D. Dissatisfied E. Very dissatisfied	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
9	What is the current nature of your profession?	<p>A. Engaged in tourism services</p> <p>B. Farming</p> <p>C. Working outside the village</p> <p>D. Other</p>	√			
10	If you support the development of rural tourism in Zhumadian, what are the main reasons for your support?	<p>A. Enhances the cohesion of villagers</p> <p>B. Expands employment opportunities</p> <p>C. Provides locals with more opportunities to understand foreign cultures</p> <p>D. Increases local fiscal revenue</p> <p>E. Improves the quality of life and environment for villagers</p> <p>F. Raises the personal income of villagers</p> <p>G. Improves transportation conditions</p> <p>H. Sound infrastructure</p>	√			
11	What type of tourism work do you engage in?	<p>A. Providing accommodation</p> <p>B. Providing guidance and charging corresponding service fees</p> <p>C. Providing transportation services</p> <p>D. Establishing farmhouse inns and offering specialty dishes</p> <p>E. Others</p>	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
12	What are the main problems in the current development of rural tourism in Zhumadian?	A. Traffic congestion B. Insufficient investment funds C. Deteriorating environment D. Outflow of benefits E. Rising prices F. Low level of resident participation		√		Consider adding an option for "Lack of local marketing and promotion" as a potential challenge.
13	Are you willing to participate in the development of rural tourism in Zhumadian?	A. Unwilling B. Not very willing C. Neutral D. Quite willing E. Willing		√		
14	Zhumadian rural tourism provides ample employment opportunities for local residents.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
15	The development of Zhumadian rural tourism resources is reasonable and considers sustainable development.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
16	Zhumadian rural tourism promotes the protection and inheritance of local cultural heritage.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
17	The development of Zhumadian rural tourism has put some pressure on the local ecological environment.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
18	The development of Zhumadian rural tourism has driven local economic growth.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
19	Zhumadian rural tourism faces fierce competition among similar tourism destinations.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
20	The local government has introduced strong policies to provide funding and infrastructure support for Zhumadian rural tourism.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			

Serial number	Question	Options	Score			Improvement suggestions
			+1	0	-1	
21	Zhumadian has taken effective measures to retain talent and prevent brain drain.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>	√			
22	After filling in this questionnaire, do you have any other suggestions on the future layout and development of rural tourism in Zhumadian City? If so, please write it down below.		√			

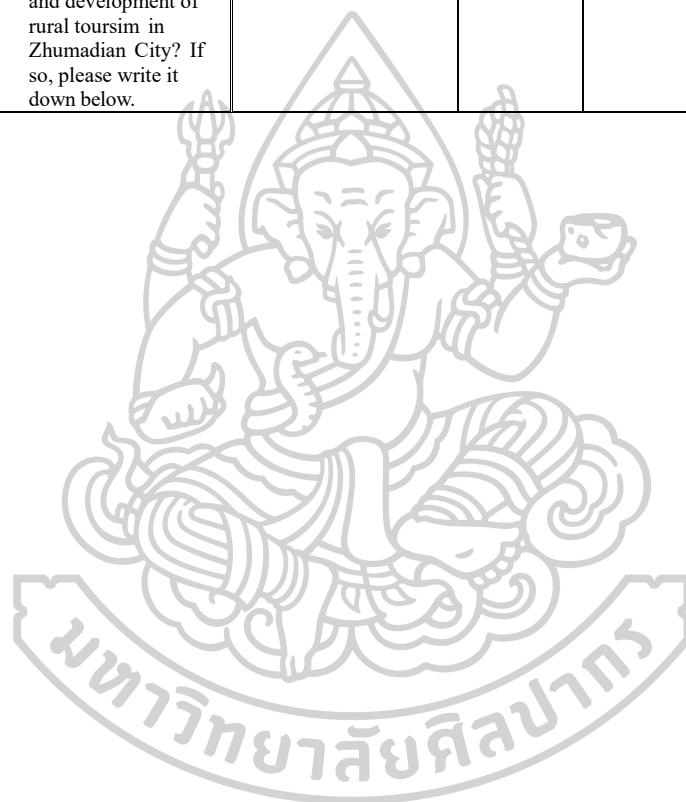


Table 44 Questionnaire3 "Manager Questionnaire"

Serial Number	Questions	Score			Improvement suggestions
1	What types of rural tourism are there in Zhumadian? What different types of investors are involved?	√			
2	How does the municipal government consider developing rural tourism? What specific measures have been taken?	√			
3	How many people in Zhumadian are engaged in tourism management and rural tourism?	√			
4	What problems have been encountered in infrastructure construction?	√			
5	What are the different perspectives on the development of rural tourism in Zhumadian?	√			
6	What problems have arisen in land transfer in the context of rural tourism development?	√			
7	What constraints are facing in development planning?	√			
8	What challenges have been encountered in financial investment?	√			
9	What are the main reflections on the practice of honest management?	√			
10	Are there any new developments regarding personnel training?	√			
11	In other aspects, what are the remaining issues?	√			
12	How to develop tourism projects based on local characteristics?	√			
13	What measures can be taken to standardize management?	√			
14	How to further invest on the basis of existing facilities?	√			
15	How to provide policy support?	√			
16	How to improve the service quality of rural tourism personnel in Zhumadian?	√			

Dear experts:

Hello!

According to the needs of the research content, a relevant survey questionnaire titled "Tourist Questionnaire for Rural Tourism Policy Guidelines in Zhumadian " was designed

2 is the Local Residents Questionnaire, and 3 is the Manager Questionnaire

The purpose of this questionnaire is to evaluate the effectiveness of the questionnaire. Please note that the following questions do not require you to answer, but rather to evaluate the effectiveness of each question. These issues include

+1: Indicates whether the measurement problem meets its objectives

0: indicates uncertainty about whether the measurement problem has achieved the target

- 1: Indicates that the measurement issue did not meet the target

In order to ensure the objectivity and effectiveness of the survey results, we hope that you can take the time out of your busy schedule to review the content of the questionnaire

Objectively evaluate the effectiveness and provide your various opinions and suggestions!

Part 1: Basic Information

1. Your Name: Zhang JianHua

2. Your workplace: HuaingHuai University

3. Your educational background: PH.D.

4. Your professional title: Assistant Professor



Table 45 Questionnaire 1: Visitor Questionnaire

Serial number	Question	Options	Score			Improvement suggestions
1	Your current occupation is:	A. Farmer B. Laborer C. Student D. Public sector employee E. Private business owner or corporate manager F. Freelancer G. Other				
2	Which age group do you belong to:	A. Below 20 years old B. 20-30 years old C. 31-40 years old D. 41-50 years old E. 51-60 years old F. 60 years old and above				
3	Which stage does your monthly income belong to:	A. Below 2000 RMB B. 2000-4000 RMB C. 4001-6000 RMB D. Above 6000 RMB				
4	What channels did you use to learn about the information of rural tourism in Zhumadian?	A. Newspapers, magazines B. Television, radio C. Online advertising D. Travel brochures E. Recommendations from friends and family F. Social media platforms such as WeChat, QQ, etc. G. Other channels				
5	Do you enjoy rural tourism in Zhumadian ?	A. Very much B. Somewhat C. Not really D. Not at all				
6	What is the mode of transportation for rural travel?	A. Private car/taxi B. Public transportation C. Walking D. Bicycle				

Serial number	Question	Options	Score			Improvement suggestions
7	Rural travel time ?	A. Less than half an hour B. 30-60 minutes C. More than 60 minutes				
8	What is the purpose of rural travel?	A. Weekends B. 1-2 times per month C. Holidays D. Occasionally E. First time				
9	The reasons why rural tourism in Zhumadian attracts you?	A. For 1-2 days B. For 3-4 days C. For 5-6 days D. 7 Days and more				
10	What projects do you hope to experience during rural tourism in Zhumadian?	A. Below 1000 yuan B. 1000-2000 yuan C. 2001-3000 yuan D. Above 3001 yuan				
11	What are the factors that you are most concerned about in rural tourism in Zhumadian?	A. Relaxation and recreation (Accompanying children, Tourism, playing, etc.) B. Education and practical activities (Teaching, practice, etc.) C. Gathering and team-building activities (Singing, dancing, games) D. Scenic viewing E. Other				
12	What aspects do you think rural tourism in Zhumadian can be further improved through?	A. Close to home B. Rich activities C. Beautiful scenery D. Comfortable environment E. Other				

Serial number	Question	Options	Score			Improvement suggestions
13	What tourism products did you purchase in this village?	<ul style="list-style-type: none"> A. Learn the production of crafts B. Rural family dining C. Watching events D. Fishing in water E. Leisure and escape from heat F. Picking fruits and vegetables G. Other 				
14	Which of the following factors are the main reasons that prompted you to come to Zhumadian for rural tourism?	<ul style="list-style-type: none"> A. High popularity B. Comfortable climate C. Rich agricultural experience activities D. Beautiful ecological landscape E. Complete supporting facilities F. Complete service facilities G. Reasonable prices that you can afford H. Convenient transportation with direct access to tourist destinations I. Strengthening friendships and family bonds 				
15	What do you think is the most important factor in rural tourism in Zhumadian?	<ul style="list-style-type: none"> A. Adding amusement facilities B. Providing convenient transportation C. Beautifying the surrounding environment D. Expanding the dissemination of agricultural park information E. Enhancing service quality 				

Serial number	Question	Options	Score			Improvement suggestions
16	What activities do you want to experience in rural tourism in Zhumadian	A. Strawberries B. Grapes C. Wood ear mushrooms D. Honey E. Dandelions F. Folk food G. Souvenirs H. Other I. None				
17	Transportation for rural Outings?	A. Leisure, relaxation, health and fitness B. Participation in agricultural activities, returning to nature C. Relieving stress from life and work D. Gaining knowledge, experiencing rural life E. Entertainment				
18	Do you enjoy rural tourism?	A. Congested transportation B. Insufficient investment funds C. Deteriorating environment D. Outflow of benefits E. Rising prices F. Low resident participation				
19	The service staff of Zhumadian rural tourism are enthusiastic and attentive, meeting the needs of tourists.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5				
20	Zhumadian rural tourism lacks innovative and personalized service experiences.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5				
21	The facilities and equipment of Zhumadian rural tourism are well-maintained and in good condition.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5				
22	Zhumadian rural tourism has a comprehensive safety assurance and emergency response mechanism.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5				

Serial number	Question	Options	Score			Improvement suggestions
23	Zhumadian rural tourism has a superior geographical location and beautiful natural scenery	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>				
24	Zhumadian rural tourism is easily accessible with convenient transportation.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>				
25	Zhumadian rural tourism offers reasonable prices and high cost-effectiveness.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>				
26	The online information about Zhumadian rural tourism is abundant, making it easy to search and book.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>				
27	After filling out this questionnaire do you have any suggestions for the future layout and development of rural tourism in Zhumadian City? If so, please write it below.					

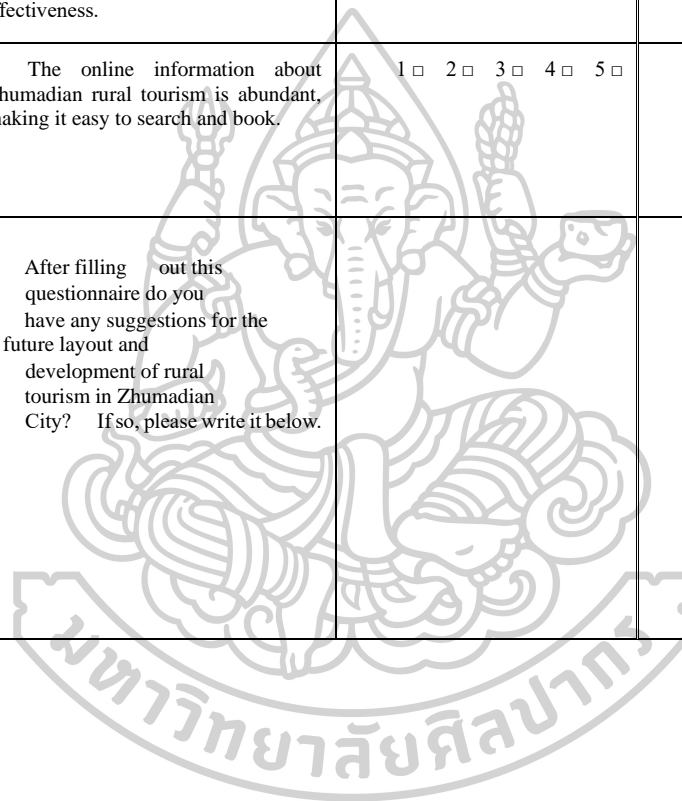


Table 46 Local resident questionnaire

Serial number	Question	Options	Score			Improvent Suggestionns
1	What is your gender?	A. Male B. Female				
2	Which age group do you belong to?	A. 18-30 B. 31-40 C. 41-50 D. 50-60 E. 61 years and above				
3	What is your educational level?	A. Junior high school or below B. High school or vocational school C. College including associate degree D. Master's degree or above				
4	How long did you stay in the local area?	A. 5 years and below B. 6-20 years C. 21-30 years D. 31 years and above				
5	What is your attitude towards the development of rural tourism in Zhumadian?	A. Supportive B. Indifferent C. Opposed				
6	Are you willing to provide suggestions and opinions for the development of rural tourism in Zhumadian?	A. Unwilling B. Not very willing C. Neutral D. Quite willing E. Willing				
7	How often do you participate in the decision-making and planning of Zhumadian?	A. Never participated B. Occasionally participate C. Frequently participate				
8	Are you satisfied with the development of rural tourism in Zhumadian?	A. Very satisfied B. Satisfied C. Average D. Dissatisfied E. Very dissatisfied				
9	What is the current nature of your profession?	A. Engaged in tourism services B. Farming C. Working outside the village D. Other				

Serial number	Question	Options	Score			Improvent Suggestionns	
10	If you support the development of rural tourism in Zhumadian, what are the main reasons for your support?	<p>A. Enhances the cohesion of villagers</p> <p>B. Expands employment opportunities</p> <p>C. Provides locals with more opportunities to understand foreign cultures</p> <p>D. Increases local fiscal revenue</p> <p>E. Improves the quality of life and environment for villagers</p> <p>F. Raises the personal income of villagers</p> <p>G. Improves transportation conditions</p> <p>H. Sound infrastructure</p>					
11	What type of tourism work do you engage in?	<p>A. Providing accommodation</p> <p>B. Providing guidance and charging corresponding service fees</p> <p>C. Providing transportation services</p> <p>D. Establishing farmhouse inns and offering specialty dishes</p> <p>E. Others</p>					
12	What are the main problems in the current development of rural tourism in Zhumadian?	<p>A. Traffic congestion</p> <p>B. Insufficient investment funds</p> <p>C. Deteriorating environment</p> <p>D. Outflow of benefits</p> <p>E. Rising prices</p> <p>F. Low level of resident participation</p>					
13	Are you willing to participate in the development of rural tourism in Zhumadian?	<p>A. Unwilling</p> <p>B. Not very willing</p> <p>C. Neutral</p> <p>D. Quite willing</p> <p>E. Willing</p>					
14	Zhumadian rural tourism provides ample employment opportunities for local residents.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>					

Serial number	Question	Options	Score			Improvent Suggestionns	
15	The development of Zhumadian rural tourism resources is reasonable and considers sustainable development.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>					
16	Zhumadian rural tourism promotes the protection and inheritance of local cultural heritage.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>					
17	The development of Zhumadian rural tourism has put some pressure on the local ecological environment.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>					
18	The development of Zhumadian rural tourism has driven local economic growth.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>					
19	Zhumadian rural tourism faces fierce competition among similar tourism destinations.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>					
20	The local government has introduced strong policies to provide funding and infrastructure support for Zhumadian rural tourism.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>					
21	Zhumadian has taken effective measures to retain talent and prevent brain drain.	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>					
22	After filling in this questionnaire, do you have any other suggestions on the future layout and development of rural tourism in Zhumadian City? If so, please write it down below.						

Table 47 Questionnaire3 "Manager Questionnaire"

Serial Number	Questions	Score			Improvement suggestions
1	What types of rural tourism are there in Zhumadian? What different types of investors are involved?	√			
2	How does the municipal government consider developing rural tourism? What specific measures have been taken?	√			
3	How many people in Zhumadian are engaged in tourism management and rural tourism?				Include "Not Applicable" Option: Allow respondents to skip questions that may not be applicable to them.
4	What problems have been encountered in infrastructure construction?	√			
5	What are the different perspectives on the development of rural tourism in Zhumadian?	√			
6	What problems have arisen in land transfer in the context of rural tourism development?	√			
7	What constraints are facing in development planning?	√			
8	What challenges have been encountered in financial investment?	√			
9	What are the main reflections on the practice of honest management?	√			
10	Are there any new developments regarding personnel training?	√			
11	In other aspects, what are the remaining issues?	√			
12	How to develop tourism projects based on local characteristics?	√			
13	What measures can be taken to standardize management?	√			
14	How to further invest on the basis of existing facilities?	√			
15	How to provide policy support?	√			
16	How to improve the service quality of rural tourism personnel in Zhumadian?	√			

Table 48connoisseurship feedback form.

Serial Number	Concrete Content	Expert Opinion						
		1	2	3	4	5	6	7
Service Management	1.Enhance the quality of rural tourism services by offering more professional, attentive, and personalized services to meet the diverse needs of tourists.	√		√	√	√	√	√
	2.Establish an information service platform, realize rural tourism tour, room ordering, holiday mode selection online product ordering, etc., improve work efficiency, attract more tourists to participate in rural tourism, and meet the tourists' sense of experience.	√	√	√	√	√	√	√
	3.Strengthen the construction and management of high-quality work teams, allocate	√	√	√	√	√	√	√

<p>reasonable personnel, improve work efficiency and service quality, strengthen personalized service and rural tourism service capabilities.</p>								
<p>4.Establish an information management platform for rural tourism facilities, realize the maintenance and update of rural tourism foundation, room reservation system and venue monitoring system, improve the maintenance level and efficiency, improve the service quality and management level of rural tourism, and improve the user experience.</p>	√	√	√	√	√	√	√	√

<p>5.To establish and improve the personnel management mechanism, a clear performance appraisal system, talent incentive mechanism, welfare benefits, vocational training and promotion mechanism should be formulated, working conditions and salary and welfare benefits should be improved, individual needs of employees should be paid attention to, work pressure should be reduced,</p>	√	√	√	√	√	√	√
<p>6.Promote the standardization and standardization of safety management training, strengthen the safety management and safety knowledge training of rural tourism, including improving the first aid awareness and skills of employees,</p>	√	√	√	√	√	√	√

<p>training professional safety management team, so as to improve the overall safety level of rural tourism and meet the needs of tourists for safety..</p>								
<p>7. Formulate and improve the safety management system and emergency plans, organize emergency drills regularly, improve the ability of crowd control and order maintenance, improve the safety awareness and safety skills of employees, so as to meet the needs of rural tourism consumption.</p>	√	√	√	√	√	√	√	
<p>8. Intelligent equipment should be comprehensively promoted and optimized, including related equipment such as room intelligence, intelligent large</p>	√	√	√	√	√	√	√	

	screen and hot spring system, to create family, smart health care, intelligent cultural learning, and improve service experience and management efficiency								
Resource Management	1.Should provide more options for rural tourism types such as parent-child amusement parks, family farms, health resorts, health hiking Tours, and cultural experiences.	√	√	√	√	√	√	√	√
	2.Improve the maintenance and renewal system of infrastructure, strengthen investment in land construction and project innovation, rationally divide land and projects.	√	√	√	√	√	√	√	√
	3.Diversify cultural-themed tourism routes and activities, support local festivals and	√	√	√	√	√	√	√	√

<p>traditional craft experiences.</p> <p>Promote active community involvement in cultural tourism through community training, financial support, and the development of local highlights product.</p>								
<p>4.Utilize Zhumadian's rich water resources to develop high-quality spa centers and health resorts, offering services such as hot springs and mineral therapy. Design health tourism routes that include hot spring resorts and lakeside walks.</p>	√	√	√	√	√		√	

	introduce more investment projects and service projects and increase Zhumadian rural tourism income.								
Market Demand	<p>1.Zhumadian's abundance of agricultural products provides a solid foundation for developing short-distance, multi-variety pick-your-own rural tourism. It is recommended to leverage this advantage by planning and launching diversified picking tourism routes, covering experiences such as fruit, vegetable, and flower picking, to attract families, students, and urban residents.</p>	√	√	√	√	√			
	<p>2.Zhumadian has a rich history and cultural heritage, boasting</p>	√	√	√	√	√	√	√	√

	<p>abundant intangible cultural heritage projects such as Iron Flower performances, Hanfu experiences, and Liang Zhu cultural experiences. These unique cultural resources provide excellent conditions for developing short-distance cultural experience-themed rural tourism.</p>								
	<p>3.Zhumadian boasts rich rural cultural resources. It is recommended to develop a series of culturally creative products around these themes, such as Liang Zhu music boxes, Liang Zhu character figurines, ancient kingdom history books, and ancient kingdom scented candles. These products can not only increase local residents' income but also</p>	√	√	√	√	√	√	√	

	attract tourists to purchase, thereby stimulating rural tourism consumption.								
	4.It is recommended to utilize social media platforms like Douyin for live-streaming to conduct online agricultural product sales. Through live-streaming, showcase the production process of high-quality local agricultural products and attract viewers to make instant purchases. This not only makes it convenient for consumers to buy fresh produce but also increases the income of local residents.	√	√	√	√	√	√	√	√
	5.Based on market demand, develop targeted marketing strategies to enhance the visibility of	√	√	√	√	√	√	√	√

	<p>Zhumadian's rural tourism through multi-channel and multi-form promotional activities. Utilize social media, travel websites, and travel agencies to promote and build a brand image. Strengthen partnerships with travel agencies and online travel platforms, offering discounted packages and promotional activities to stimulate market demand and expand tourism market share.</p>								
6.	<p>Improve the quality of rural tourism services by establishing an efficient visitor service system that includes information consultation, transportation connections, accommodation reservations, and</p>	√	√	√	√	√	√	√	√

	<p>emergency assistance.</p> <p>Enhance the professionalism of service staff through training, raising service standards to ensure visitor satisfaction and safety.</p>								
	<p>7. Develop diverse rural tourism products based on different market demands, covering types such as leisure sightseeing, agricultural experiences, cultural exploration, and wellness retreats. Design multiple themed tourism routes incorporating Zhumadian's featured resources to cater to various tourist groups, including families, couples, and student groups.</p>	√	√	√	√	√	√	√	√
policy support	1. It is recommended that	√	√	√	√	√	√	√	√

	<p>the government provide low-interest loan support to local residents and rural businesses specifically for the construction of rural tourism infrastructure and service facilities. Such as building guesthouses, renovating scenic area facilities, and improving transportation convenience, thereby enhancing tourism reception capacity and service quality.</p>								
2.	<p>The government should establish clear loan application procedures and streamline the approval process, provide detailed guidelines for fund usage, and set up dedicated loan service institutions to offer consultation and support to</p>	√	√	√	√	√	√	√	

	<p>applicants. Additionally, by implementing loan repayment subsidies and incentive mechanisms, encourage more rural tourism projects to be implemented.</p>								
	<p>3. Provide tax incentives to local residents and businesses involved in rural tourism development. By reducing or exempting business tax, value-added tax, and relevant local taxes, alleviate the financial burden on investors and encourage them to allocate more resources to the construction and operation of rural tourism projects.</p>	√	√	√	√	√	√	√	
	<p>4. It is recommended that the government provide incentive</p>	√	√	√	√	√	√	√	

	<p>support to businesses that conduct training in rural areas. This could include offering financial subsidies, tax incentives, or rewards to businesses that provide professional training services for local residents and enterprises. This support will help rural practitioners acquire advanced skills and knowledge, enhancing their capabilities and improving the quality of rural tourism.</p>								
	<p>5.It is recommended that the government use official TikTok and Weibo accounts to systematically promote Zhumadian rural tourism. Publish content such as attraction's introductions,</p>	√	√	√	√	√	√		

	<p>tourism activities, and visitor experiences, showcasing the charm of rural areas through short videos and visual posts. Regularly host online interactive activities like lotteries and live broadcasts to boost public engagement.</p>								
	<p>6.Implement a series of projects to protect and promote local cultural heritage and natural resources. The government should support and fund initiatives that enhance cultural experiences, such as traditional craft restoration, historical site preservation, and cultural event organization, ensuring that rural tourism authentically showcases and preserves local</p>	√	√	√	√	√	√	√	

	culture. Protect natural landscapes and ecosystems to prevent negative environmental impacts from overdevelopment.								
	7.The government should organize regular forums and workshops to facilitate information sharing and resource integration, addressing issues in collaboration. Additionally, support the establishment of public-private partnership projects to jointly develop tourism facilities and services, enhancing the attractiveness of tourism.	√	√	√	√	√	√	√	

Figure 3 Expert invitation letter



Figure 4 Expert invitation letter



วิทยาลัยศิลป

Figure 5 Expert invitation letter



วิทยาลัยศิลป

Figure 6 Expert invitation letter

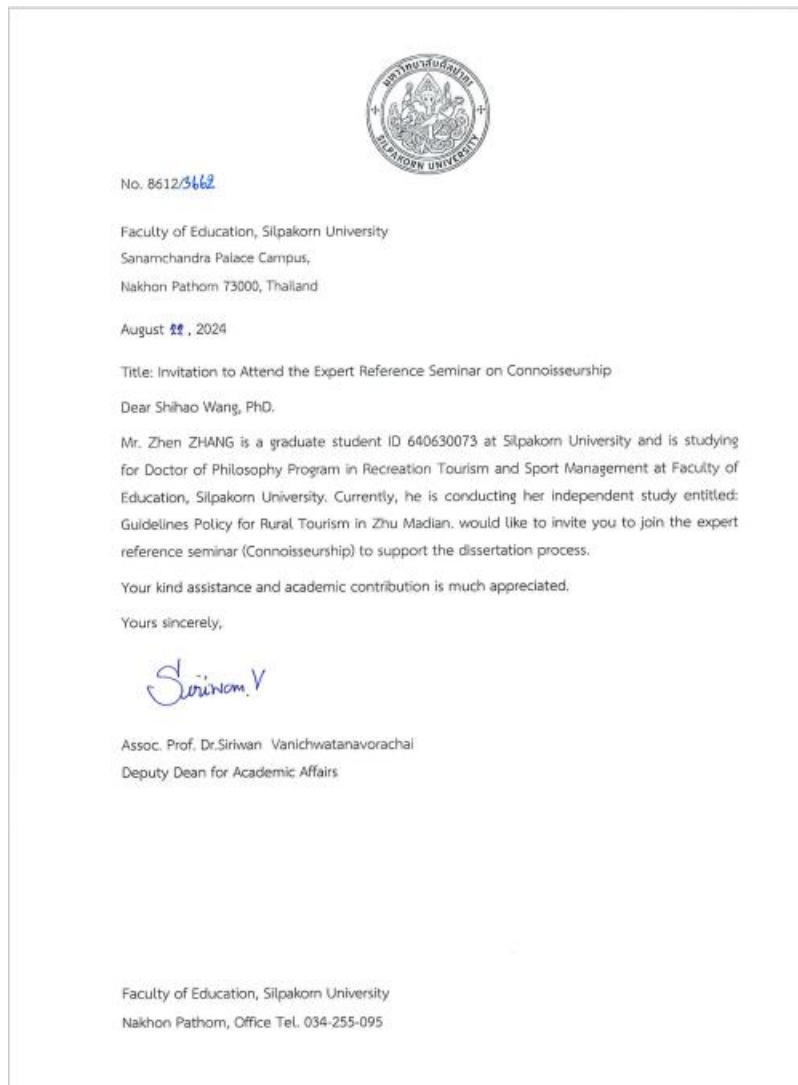


Figure 7 Expert invitation letter



Figure 8 Expert invitation letter



Figure 9 Expert invitation letter



Figure 10 Expert invitation letter



Figure 11 Expert invitation letter




Figure 12 Expert invitation letter



Figure 13 Expert invitation letter



Figure 14 Expert invitation letter



No. 8612/9654

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 08, 2024


Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Haibin Zhang,

Mr. Zhen ZHANG is a graduate student ID 640630073 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her independent study entitled: Guidelines Policy for Rural Tourism in Zhu Madian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,



Assoc. Prof. Dr. Siriwat Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

Figure 15 Photos of questionnaire distribution



Figure 16 Interview photos



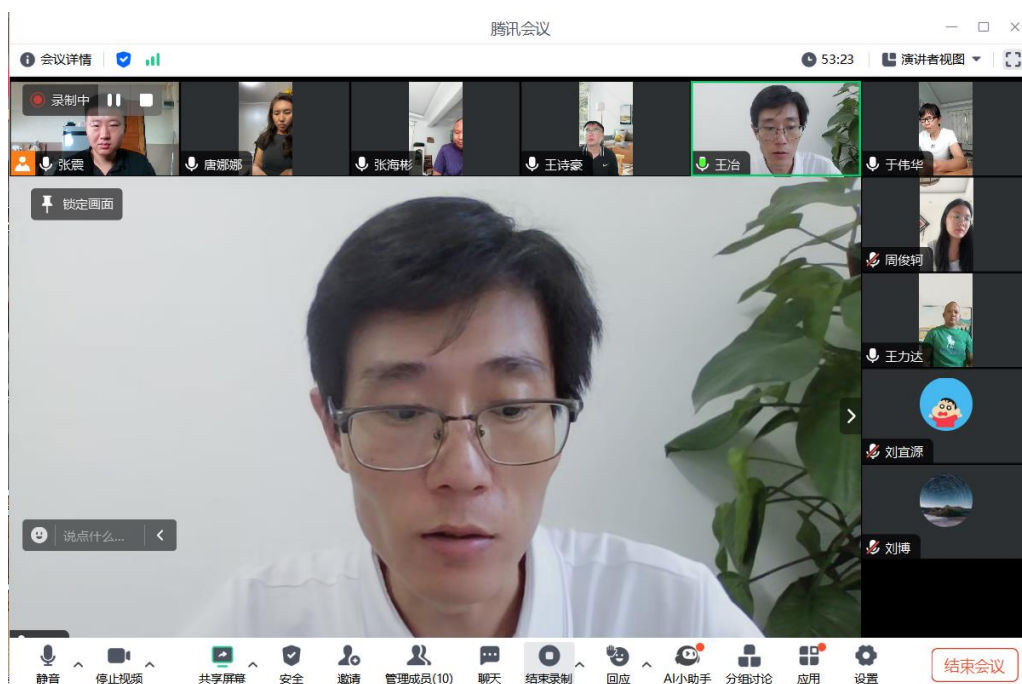
Figure 17 Visiting rural tourism operators



Figure 18 Visit photos



Figure 19 Photos of connoisseurship



VITA

NAME Zhen ZHANG

INSTITUTIONS ATTENDED Bachelor degree: Harbin Normal University
major: physical education
Master degree: Harbin Normal University
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Doctoral degree: Silpakorn University Silpakorn University
Work unit: Huang Huai University

PUBLICATION Guidelines Policy For Rural Tourism in Zhu madian (TCI)
Interactive effects of sleep and physical activity on depression
among rural uiversity students in China(SSCI)

