

# Research on the Sustainable Development of Rural Tourism — A Case Study of Yuanjia Village in Shanxi Province

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**Abstract:** Rural tourism projects, as an emerging tourism format and agricultural development model, have become an important way to coordinate urban and rural development. To further strengthen the implementation of national and Shaanxi Province's rural tourism project construction plans, many regions have increased their emphasis on the development of rural tourism, and Yuanjia Village is no exception. This paper takes Yuanjia Village in Shaanxi Province as the main research object, and uses literature research and questionnaire analysis methods to study the current development status of Yuanjia Village in Shaanxi Province, and further analyzes the problems existing in Yuanjia Village, such as weak awareness of ecological environment protection, fierce regional competition, lack of market recognition, backward infrastructure and single tourism project. Finally, it is proposed to enhance the ecological and environmental protection awareness of tourists and developers, strengthen self-development to improve competitiveness, use multi-channel publicity to attract tourists, improve tourism transportation conditions to increase accessibility, develop tourism projects, and improve tourism facilities, providing reference opinions for the improvement of tourism service quality in Yuanjia Village.

**Keywords:** Yuanjia Village, rural tourism, sustainable development

## 1. Introduction

Yuanjia Village, one of the famous rural tourism destinations in Shaanxi Province, is located in the heart of the Guanzhong Plain in Shaanxi, China. The terrain is high in the northwest and low in the southeast. Currently, it is a village known for rural tourism and a typical example of rural tourism development in Shaanxi Province. In response to the national rural revitalization strategy, Yuanjia Village has transformed from an "empty village" to a "internet-famous village", attracting widespread attention and strong reactions from all sectors of society. Therefore, it is of great significance to study the development of rural tourism in Yuanjia Village.

## 2. Current status of domestic research

Yang Z(2021)It is proposed that the core of rural tourism is its profound rural characteristics,the development of rural tourism and the agglomeration of target objects[1]. Luisa (2020) found that the development of rural tourism can greatly improve the rural economic situation[2]. Sandra(2016) believe that in order to promote the healthy development of rural tourism, it is necessary to pay attention to several major issues such as operating income and agricultural product marketing effect[3]. Nooripoor (2021) argues that the development of rural tourism can promote the development of rural economy[4]. Laxmita N A (2021) also found that in North America, vigorously developing rural tourism can promote the development of rural economy[5]. Tadi (2020) found a positive correlation between tourist satisfaction and sustainable tourism through research and analysis of rural tourism in Europe[6]. Tadi (2020) found a positive correlation between tourist satisfaction and sustainable tourism through research and analysis of rural tourism in Europe.

## 3. Tourist Satisfaction Survey in Yuanjia Village

### 3.1 Design and Distribution of the questionnaire

This research questionnaire was designed based on the analysis of the research results on tourists' satisfaction with Yuanjia Village Scenic Area. In the design of the questionnaire survey on the satisfaction of Yuanjia Village, previous studies at home and abroad were analyzed and summarized, and a large number of relevant literatures were searched and read. Based on the collected data, the questionnaire on the satisfaction of Yuanjia Village tourists was designed.

### 3.2 Questionnaire Reliability and validity analysis

#### 3.2.1 Reliability Analysis

The KMO and Bartlett sphericity tests were conducted on 21 visitor satisfaction questionnaires in Yuanjia Village

using the KMO and Bartlett sphericity methods. The chi-square coefficients of the KMO and Bartlett spheres were 0.978 and 10,126.771 respectively, both reaching the significance level, indicating that the quality of tourism services in Yuanjia Village is suitable for exploratory factor analysis.

**Table 1.Validity Analysis**

| Variables                | KMO   | Bartlett Approx Chi-Square | Sig.  |
|--------------------------|-------|----------------------------|-------|
| KMO visitor satisfaction | 0.978 | 3949.068                   | 0.000 |

**Table 2.The Factor Loading Matrix After Rotation**

| Variable                                     | Item | Components of the Rotated Component Matrix |      |      |      |      |
|----------------------------------------------|------|--------------------------------------------|------|------|------|------|
|                                              |      | 1                                          | 2    | 3    | 4    | 5    |
| Yuanjia Village Tourism Environment<br>(A)   | A1   | .873                                       |      |      |      |      |
|                                              | A2   | .868                                       |      |      |      |      |
|                                              | A3   | .825                                       |      |      |      |      |
|                                              | A4   | .890                                       |      |      |      |      |
| Yuanjia Village Tourism Price<br>(B)         | B1   |                                            | .810 |      |      |      |
|                                              | B2   |                                            | .803 |      |      |      |
|                                              | B3   |                                            | .794 |      |      |      |
|                                              | B4   |                                            | .757 |      |      |      |
| Yuanjia Village Tourism Attractions(C)       | C1   |                                            |      | .784 |      |      |
|                                              | C2   |                                            |      | .807 |      |      |
|                                              | C3   |                                            |      | .819 |      |      |
|                                              | C4   |                                            |      | .787 |      |      |
| Yuanjia Village Supporting Facilities<br>(D) | D1   |                                            |      |      | .767 |      |
|                                              | D2   |                                            |      |      | .718 |      |
|                                              | D3   |                                            |      |      | .792 |      |
|                                              | D4   |                                            |      |      | .769 |      |
|                                              | D5   |                                            |      |      | .783 |      |
| Yuanjia Village Featured Projects<br>(E)     | E1   |                                            |      |      |      | .816 |
|                                              | E2   |                                            |      |      |      | .810 |
|                                              | E3   |                                            |      |      |      | .738 |
|                                              | E4   |                                            |      |      |      | .820 |

### 3.2.2 Descriptive analysis

The 181 valid questionnaires collected were imported into the analysis software, and the collected data were calculated and analyzed using SPSS26.0. It can be seen from the table that among the 181 valid questionnaires, there were 87 men and 94 women, 48.1% and 51.9% respectively, indicating that women were generally more satisfied than men. The age group was mainly 40-60 years old, with 68 people, accounting for 37.6 percent of the total. Tourists in this age group were basically in a stable state and probably had a stable income, and would prefer the experience of "slow living". People aged 60 and above and 18 and under made up less than 10 percent of the total. People aged 60 and above are no longer suitable for traveling, especially long walks, due to age and physical limitations, while tourists under 18, due to their own academic or other limitations, have a low proportion.

## 3.3 Statistical analysis of satisfaction surveys

### 3.3.1 Statistical Analysis of Tourists' evaluations of the tourism environment

The above survey results show that in the evaluation of water quality satisfaction in Yuanjia Village, 48.6% of the respondents consider it satisfactory. In the evaluation of air quality satisfaction in Yuanjia Village, 54.1% were dissatisfied. Among the evaluations of satisfaction with the environmental hygiene conditions in Yuanjia Village, 44.2% were dissatisfied. In the evaluation of satisfaction with garbage disposal in Yuanjia Village, 52.5% were dissatisfied. From this, it can be seen that the water quality in Yuanjia Village is good, but the satisfaction with air quality, environmental sanitation and garbage disposal is low. There are problems. This indicates that Yuanjia Village needs to make greater efforts in environmental

protection and continuously promote ecological civilization construction.

### **3.3.2 Analysis of Tourists' evaluations of scenic spots**

The survey results showed that 40.9 percent of the people were satisfied with the natural landscape of Yuanjia Village. In terms of satisfaction with historical sites in Yuanjia Village, 51.4% were satisfied. Among the evaluations of satisfaction with the cultural atmosphere of tourist attractions in Yuanjia Village, 46.4 percent were dissatisfied. In the evaluation of satisfaction with the promotion of tourist attractions in Yuanjia Village, 51.9% were dissatisfied. From this, it can be seen that the natural landscape and historical sites of Yuanjia Village are good, but there are problems in the cultural atmosphere and publicity of the scenic spots. It is necessary to further expand the source market of Yuanjia Village and continuously attract more tourists to visit.

## **4. Problems in the Development of Rural Tourism in Yuanjia Village**

### **4.1 Weak awareness of ecological environment protection**

Based on the analysis of the questionnaire, it can be seen that in terms of the natural ecological environment, with the development of rural tourism in Yuanjia Village, the natural ecological environment has been damaged to a certain extent. With the increasing number of tourists, Yuanjia Village lacks scientific and effective measures in environmental protection and other aspects, and the ecological environment is under pressure.

### **4.2 Regional competition is intense**

In today's increasingly developed social economy, competition in all industries is becoming more and more intense. If tourism ecological resources are developed only through a single model, it is bound to be eliminated in the market. And in the fierce market competition, many shortcomings of tourism in Yuanjia Village have been exposed. The tourism resources of a place are not only material resources, but cultural products are also a major point. Gradually productize and even service the entire industry. These are the things that Yuanjia Village needs to consider in the development process.

### **4.3 Lack of market recognition**

In order to enhance brand awareness and reputation, Yuanjia Village needs to expand publicity channels and increase publicity efforts. Yuanjia Village mainly relies on the word-of-mouth effect of the people for publicity and promotion. Through people who have visited Yuanjia Village from other places, they have personally experienced the local customs and culture of Yuanjia Village and then tell the local people about it. Moreover, most of the tourists of Yuanjia Village come from the areas around Xi'an and Xianyang, and the market awareness is relatively low.

## **5. Recommendations for Sustainable Development of Yuanjia Village in Shaanxi Province**

### **5.1 Enhance environmental protection awareness among tourists and developers**

In Yuanjia Village, ecological civilization-related content can be printed in tourism brochures, environmental protection elements can be added to activities such as folk custom experiences, ecological civilization-related content can be incorporated into marketing and publicity, and ecological civilization-advocating can be deeply ingrained in the consciousness of villagers and tourists through various forms such as the Internet, television, and display boards to create a strong ecological civilization-related atmosphere.

### **5.2 Strengthen self-development and enhance competitiveness**

Yuanjia Village should enhance its own development and construction, which is a very important measure in the current highly competitive situation. Yuanjia Village tourism Project focuses on Guanzhong characteristic tourism sightseeing experience. Through the strengthening and application of experiential marketing, it can help enrich tourists' sightseeing content, enhance their interest in visiting experience, and also help Yuanjia Village tourism project to refine brand characteristics

### **5.3 Use multi-channel promotion to attract visitors**

Strengthen the publicity efforts for Yuanjia Village. Because the advertisement for Yuanjia Village was too outdated, a short advertisement for Yuanjia Village was made using modern technology. In addition to television, radio, newspapers, etc., we can also use new media such as Weibo and wechat to promote the products of Yuanjia Village on the Internet, making Yuanjia Village more well-known.

## 6. Conclusion

As a typical case in the Guanzhong region of Shaanxi Province, the future development direction of Yuanjia Village should focus on building a green, distinctive, and intelligent tourism system. Yuanjia Village should actively integrate modern management methods and digital marketing tools to enhance tourist satisfaction and market competitiveness.

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