Evaluation of Tourism Resources of Xinyang Tea Culture Based on Analytic Hierarchy Process

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Abstract
As a famous producing area of Xinyang Maojian Tea, Xinyang has a superior climate, a long history of tea culture and a huge scale of tea industry. Based on the research results of domestic and foreign scholars on tea culture tourism, this paper analyzes Xinyang tea culture tourism resources through Analytic Hierarchy Process method (AHP) according to the characteristics of Xinyang tea culture tourism resources. The purpose of this paper is to provide scientific reference for the development of tea culture tourism and to formulate future development strategy.

Keywords
Tea culture, Tourism resources evaluation, Xinyang, AHP.

1. Introduction
China’s tea culture has a long history, profound and profound connotation, relatively rich resources, its development into tourism resources, can enrich tourism resources, but also improve the local economic level, to promote the further development of tourism in China has an important role. Xinyang is a famous tea township in China, known as “the capital of Maojian Tea in China”. Tea culture has a long history and tea style has been spread from generation to generation. Tea rural amorous feelings tour gradually gets people's favor, becomes the new growth point of tourism economy. In recent years, the municipal party committee and the municipal government have attached great importance to the development of the tea culture tourism industry, brought the tea culture tourism project into the Xinyang Tourism Master Plan, and made a big article on tea culture tourism around a small piece of tea, so that tourism and tea industry can be deeply integrated. Strive to create China's most influential tea culture leisure tourism city.

Tea culture tourism, as a new tourism project combining tea culture with modern tourism, has not been defined uniformly in the industry at present. Scholars have put forward their own definitions from different angles. According to the definition of scholars, the author thinks that tea culture tourism is based on famous tea producing areas and tea culture tourism resources as an attraction to attract tourists to the tourism activities for the purpose of sightseeing, leisure, experience, entertainment, commerce, scientific research and so on. The tourism resources of tea culture are divided into material tea culture tourism resources (including tea garden, tea processing and production, tea tea set, tea production site relics, etc.) and intangible tea culture tourism resources (including tea ceremony, tea ceremony, tea art, tea literature and art, etc). As a new research field, the study of tea culture tourism began in the 1990s. Yang Ozawa[1] The types of tea culture tourism products were first studied, and the tea culture tourism routes were divided into comprehensive tea tour and special tea culture tourism. After that, with the rise of tea culture tourism in all parts of the country, since 2005, tea culture tourism research has entered a rapid growth period. Throughout these studies can be divided into theoretical and empirical research two aspects. Sun Yanhong[2] Zhang Linjie[3] Tan Wei[4] Wang Jingzhu[5] From the theoretical point of view, the main level, product type, industrial orientation and
development countermeasures of tea culture tourism resources in China are studied. In the field of applied research, scholars mainly focus on the main tea producing areas such as Yunnan, Fujian, Zhejiang, Hunan, Anhui and Jiangxi, such as Zhu Haiyan[6] Hu Saiqiang[7] Mr. SONG Min-li[8] Man Nam Hyun[9] Feng Weiying[10] etc. The evaluation of tea culture tourism resources is the foundation of tea culture tourism development and an indispensable link in the process of tourism development.

This paper takes Xinyang, one of the top ten famous tea---in China, as the research object, and constructs the evaluation index system of Xinyang tea culture tourism resource development potential. The weight of each index system is determined by expert scoring and AHP method (AHP). The analysis results are obtained and some suggestions are put forward for the development of Xinyang tea culture tourism.

2. Present Status of Tourism Resources of Xinyang Tea Culture

2.1. Serious lag in tea culture research

Although Xinyang has a history of tea culture for thousands of years, Xinyang still needs to be improved in the development of tea culture. The research on tea culture is poor and lagging behind, which cannot provide sufficient power and vitality for tea. Not conducive to the further expansion of Xinyang Maojian Tea popularity and brand image.

2.2. Lack of management mechanism of tea culture tourism

The tea festival activities with Xinyang Maojian Tea as the carrier not only did not further expand the popularity of Maojian Tea, but also caused damage to the market image of Maojian Tea due to the lack of market management and confusion of administration. At the same time, the market competitiveness of Maojian tea is also due to the lack of understanding of the organizers, Maojian tea as an exhibition, resulting in the tea culture festival's appeal and persuasion reduced. In addition, the lack of government guidance, tea culture tourism development scale is also limited.

2.3. Lack of tea-based tourism features

Xinyang is closely related to the development of tea. In order to show the strong tea culture precipitation in Xinyang, tourism development can take tea as the theme and show the tea culture fragrance to the tourists from other places. But the rapid development of the economy of tea countryside has made the streets lose the authentic taste of tea culture, replaced by tea, tea barrels or tea drinks sold by tea merchants. The development of tourism characteristics of tea culture theme is insufficient.

2.4. Poor tourism infrastructure and poor quality of services

The backward tourism infrastructure is a difficult point in Xinyang's development of tea culture tourism. In the development of tea tourism infrastructure, the purpose of economic interests is greater than that of cultural development, and the tourism resources developed are not combined with local characteristics. In the scenic area service, is also let the tourist quite dissatisfied. Such as the chaos of the display of tourist goods, there are many fraud, slaughter phenomenon, coupled with the outdated tourism goods, rough workmanship and other phenomena, the image and service of tea villagers is really worrying.

3. Evaluation method

The comprehensive evaluation of tea culture tourism resources is a complex decision-making system. Based on a large number of research and practice, this study selects AHP to evaluate. The analytic hierarchy process (The Analytic Hierarchy Process, is AHP) is a practical decision-
making method proposed by Sati (T.L.Saaty) professor of the University of Pittsburgh, a famous American operational research scientist, in the 1970s. It is characterized by dividing various factors in complex problems into interrelated ordered levels, making them organized, quantifying semi-quantitative and semi-qualitative problems, and expressing and dealing with human subjective judgments in quantitative forms, thus greatly improving the effectiveness, reliability and feasibility of decision-making. The basic steps include building a hierarchy model, matrix judgment, consistency checking and calculating relative weights[11]. At present, this method is used in quantitative evaluation of tourism resources[12-14] Ecological environmental assessment[15] Ecological Early Warning[16] And so on many fields have the application. AHP is often used in combination with Delphi method. Delphi method (Delphi Method), also known as expert opinion method, is based on the systematic procedure, using the method of anonymous expression of opinions, that is, team members must not discuss each other, do not have horizontal contact, can only have relations with investigators, after repeated consultation, induction, modification, and finally summarized into the expert basically consistent views, as the result of the prediction. The method is widely representative and reliable.

3.1. Selection of evaluation indicators

Tea culture tourism resources are accumulated in the long historical process, both natural and humanistic, can be used for tourism development of tea culture resources, including tea mountains, tea spring, tea resources, tea culture historical sites, tea culture architecture, religious tea culture, tea customs, tea literature and art, and so on[17,17-20]. There are both material and non-physical, both natural and humanistic types, and it is difficult to evaluate all resources by a single standard. Literature research shows that "most of the motivation of tourists to participate in tea culture tourism is to be interested in tea history, customs and consumption, and its main purpose is to pursue tea and its culture"[18-20]. It can be seen that the characteristics of tea culture are the key factors to attract tourists. Therefore, referring to the evaluation of cultural resources, the more abstract factors, such as tea history, cultural value, scientific research, educational value, popularity, influence and so on, are regarded as the evaluation indicators of resource characteristics. The tourism value and function related to resources in tourism development, such as aesthetic viewing, experience education and other values, are related to the status, significance, scale grade, market direction and other planning prospects of tourism development, so they are important evaluation indicators. In addition, the condition of natural ecological resources is also an important index of comprehensive evaluation. Only in a certain region and time, the coordinated layout and combination of various types of tourism landscape can form a certain scale and cooperative structure of tourism resources. In order to form a certain development scale effect and obtain higher development benefits[23-24]. Therefore, the category, concentration, special degree, scale and combination of tea cultural resources, the natural ecological environment, social and economic conditions, location conditions and tourist market are also important factors in the comprehensive evaluation[26]. To sum up, according to the characteristics of tea culture tourism resources, a comprehensive evaluation model of tea culture tourism resources is constructed. Taking the comprehensive evaluation of tea culture tourism resources as the target layer A, the evaluation factors are taken as the restriction layer B, including the value, environmental characteristics and development conditions of tea culture tourism resources. On this basis, each restriction layer is subdivided into factor layers C, as detailed in figure 1.

3.2. Construction of Evaluation System of Tea Culture Tourism Resources

Draw lessons from the previous methods of dividing tourism resources[27]. Combined with the characteristics of tea culture tourism resources, the AHP (analytic hierarchy process) is used to determine the evaluation index system of tea culture tourism resources from three levels: resource value, environmental characteristics and development conditions. The A is the
total target layer, the B is the criterion layer and the C is the index layer. Based on the construction of index model, the importance of all factors in each layer is determined. Because there are few related studies on the hierarchical analysis and evaluation of tea cultural tourism resources, it is impossible to directly assign the importance of each factor, so the pairwise comparison method suggested by Sati et al. is used to compare the importance of factors at all levels[11].

Figure 1: Evaluation Index System of Tea Culture Tourism Resources Development Potential

4. Evaluation Method of Tea Culture Tourism Resources

In this paper, through Delphi method, tourism management experts and students of related majors are invited to compare and score the importance of each element in the evaluation at all levels, and use the scale method of 1-9 (see Table 1) to construct the judgment matrix. The sum product method is used to solve the judgment matrix, and the weight of each evaluation index C the total target layer A, the criterion layer B, the index layer are calculated. The weight of the evaluation index is shown in Table 2, and the comprehensive evaluation value is shown in Table 3.

<table>
<thead>
<tr>
<th>Table 1: Scaling Implications</th>
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<tbody>
<tr>
<td>1</td>
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<td>7</td>
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<td>9</td>
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Table 2: Comprehensive Evaluation Index and Weight Distribution of Tea Culture Tourism Resources

<table>
<thead>
<tr>
<th>Target Layer A</th>
<th>Constraints B</th>
<th>Weight Indicators</th>
<th>Indicator layer C</th>
<th>Indicator weights</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation A on Tourism Resources of Tea Culture in Xinyang</td>
<td>Resource Value B1</td>
<td>0.537</td>
<td>Ornamental Value C1</td>
<td>0.138</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Experience Value C2</td>
<td></td>
<td></td>
<td>0.423</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Cultural Value C3</td>
<td></td>
<td></td>
<td>0.152</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Educational Value C4</td>
<td></td>
<td></td>
<td>0.013</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Environmental Characteristics B2</td>
<td>0.191</td>
<td>Natural ecological environment C5</td>
<td>0.103</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Social and economic conditions C6</td>
<td></td>
<td></td>
<td>0.0088</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Development Conditions B3</td>
<td>0.272</td>
<td>Location conditions C7</td>
<td>0.149</td>
<td>3</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>Market Conditions C8</td>
<td>0.123</td>
<td>5</td>
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</table>

Table 3: Comprehensive Evaluation of Xinyang Tea Culture Tourism Resources

<table>
<thead>
<tr>
<th>Target Layer A</th>
<th>Integrated Value</th>
<th>Restricted Layer B</th>
<th>Index value of restricted layer</th>
<th>Element Layer C</th>
<th>Element layer index values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation of Tea Culture Tourism Resources</td>
<td>7.619</td>
<td>Resource value</td>
<td>8.243</td>
<td>Ornamental Value</td>
<td>6.012</td>
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<td></td>
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<td>Experience Value</td>
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<tr>
<td></td>
<td></td>
<td>Cultural Value</td>
<td>8.451</td>
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<tr>
<td></td>
<td></td>
<td>Educational Value</td>
<td>4.786</td>
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<td></td>
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<td>Natural ecological environment</td>
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<td></td>
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<td>Social and economic conditions</td>
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<td></td>
<td>Development conditions</td>
<td>7.624</td>
<td>Location Conditions</td>
<td>7.911</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Market Conditions</td>
<td>7.054</td>
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</table>

As can be seen from Table 2, the weight of the B layer in the evaluation of tea culture tourism resources development is 0.537, Development conditions 0.272, Environmental characteristics 0.191. From the evaluation project C layer 8 factors weight ranking results, The location condition (weight is 0.149) and the tourist market condition (weight is 0.123) are ranked third and fifth in the development condition. Description of tea cultural tourism resources located in or near economically developed areas with convenient transportation, Its development and utilization value is better than that of tea culture tourism resources far from developed areas and inconvenient transportation. Experience value (0.234) and cultural value are the first and second evaluation factors in resource value, As you can see, Into the 21st century, With the improvement of living standards and cultural quality, Tourists are no longer satisfied with traditional tourism projects such as sightseeing, shopping, leisure and entertainment, But to the participation, the experience, the culture strong traveling activity produces the intense interest, This is also tea culture tourism resources can be valued, And rapid development has become an important part of the tourism market. This also provides an important idea for Xinyang to develop tea tourism integration. Other factors such as ornamental value, natural ecological environment, educational value, social and economic conditions, although the weight value is low, are also important factors in the development of tea culture tourism.

5. Conclusions and Countermeasures

This paper uses the evaluation of tea culture tourism resources established by AHP as the objective conditions of tea culture tourism, such as resource value, ecological environment...
location elements, etc. Its ornamental, cultural, tourism value and function as the characteristics of tea culture tourism are included in the evaluation system, which mainly highlights the evaluation of abstract characteristics in tea culture tourism resources.

From table 3, we can see that Xinyang tea culture tourism resources have the following characteristics: (1) the comprehensive endowment is high, the comprehensive evaluation value is 7.619. (2) High potential for development, the evaluation value of its development conditions is 7.624. (3) The overall value of resources is high, the comprehensive evaluation was 8.243, but its value is mainly reflected in the cultural value (8.451) and the experience value (8.565) of resources. The history of Xinyang tea culture can be traced back to the Eastern Zhou Dynasty more than 2000 years ago, for a long time, the region has developed unique tea cultural resources, can provide higher experience value; (4) The environmental characteristics score is generally low, the evaluation value is 5.042. Although the quality of the ecological environment is good, but perhaps because of the poor combination of scenic spots, low socio-economic level, Xinyang overall tea culture tourism environment still has a lot of room for improvement.

The relative weight of each index in the development of tea culture tourism is 0.234, followed by aesthetic ornamental value and cultural value, accounting for 0.138 and 0.152 respectively. Through the evaluation of the development potential of tea culture tourism resources in Xinyang City, we can see that the development potential of tea culture tourism resources in Xinyang City is huge. Therefore, put forward the following development Xinyang tea brigade integration countermeasures.

5.1. To fully integrate the characteristics of tea tourist attractions to carry out various expansion

Firstly, according to the characteristics of ecological environment, combined with local cultural background, regional resources, customs and folklore, etc. On this basis, expand the surrounding tourism projects together, strengthen cooperation, reasonable planning scenic spot combination. Create a high-grade tea culture tourism resort, so that tourists travel to achieve a variety of enjoyment and requirements.

5.2. Development of tea culture tourism products to form characteristic tea culture tourism projects

Relying on the theme of tea culture, expand the six elements of tourism, eat, drink, buy an important part, grasp the psychology of consumers, develop all kinds of tea drinks, food, tea set souvenirs, and expand the extension of tea culture tourism. Some areas can also combine tea sources, customs and religions, places of interest and so on, to form their own unique tea culture tourism projects. For example, Yunnan takes Pu’er tea as the main hit and the birthplace of tea as the call, combined with the hometown of local celebrities, it has great attraction to people and obtains good benefits.

5.3. Strengthening government functions and promoting tea culture tourism education

Give full play to the functions of the relevant departments of tourism scenic spots, do a good job of propaganda planning, strengthen the introduction of investment cooperation, supervise the quality of tourism services, strengthen management, such as the designated reward and punishment system for the sale of tourism products such as tea, Standardize tea culture tourism. At the same time, we should also strengthen the research and study of tea culture tourism overseas and around the world, such as the great success of how to go to the tea garden of Okama Hou Paradise in Japan, and how to promote the development of tea industry in Taiwan. Secondly, we should strengthen the education of tea culture research, enter the school and classroom of tea culture tourism, promote the popularization of tea culture knowledge, and
promote the spiritual edification of tea culture tourism. For example, tea school education in Jiangxi, Fujian and other places is in the forefront, while attracting tourists, the characteristics and cultural connotations of tea culture tourism are perfectly transmitted.

At present, tea culture has become a new type of tourism in tourism, and tea culture has rich connotations, which makes tea culture tourism also present diversified characteristics. Therefore, it is necessary to strengthen the innovation of "tea culture + tourism" mode, pay attention to the combination of tea culture tourism and rural revitalization of new rural construction, and promote the integration and development of tea tourism.

References


