

# Analysis of Factors that Tourists Attach Importance to Rural Tourism Image——Taking Rural Tourism in Ningde Region as Example

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**Abstract:** Rural tourism was formed with traditional characteristics of the countryside industry naturally. It combined with human ecology, production, and ecological environment. In order to prepare the image of the future shape of rural tourism strategy in Ningde regions. This study classified visitors' importance of image of rural tourism into 6 categories: "leisure recreation", "improving knowledge", "service facilities", "modern function", "childhood in the countryside", and "rich theme activities" by using factor analysis and structured questionnaires to a random sample survey for the visitors over 15 years old. The major result was summarized as follows: the research shows that there are significant differences in tourists' views on the importance of rural tourism image at all levels, and the most importance image of visitors to rural tourism was "service facilities".

**Keywords:** Rural tourism; Tourist image; Importance degree

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## 1 The motivation and purpose of the research

Rural tourism is an important goal of promoting farmers' employment and income and the construction of a new socialist countryside. It spans the rural primary, secondary and tertiary industries, integrates production, life and ecological functions, and closely links agri-

culture, agro-product processing industry and service industry form. Rural tourism is a form of tourism industry in which agricultural production, peasant life, rural landscapes, cultural relics, and folk customs are tourist attractions, and urban residents are the main source market to meet the needs of tourists for rural sightseeing, vacation, and leisure. The development of rural tourism and rural tourism is the objective need of my country's economic and social development. It is of great significance to promote the transformation of my country's agricultural development mode, optimize and adjust the agricultural and rural industrial structure, promote farmers' employment and income, build a new socialist countryside, expand domestic demand, coordinate urban and rural development, and expand the development space of tourism.

Due to the rapid growth in the number of leisure farms and rural tourism in recent years, the lack of product characteristics, the lack of professional capabilities of operators and practitioners have learned to imitate, resulting in the convergence of rural tourism and rural tourism content, and the inability to establish local unique image characteristics of rural tourism, which have become a major concern for the current development of rural tourism. Today, rural tourism in Ningde is facing the stage of image creation. It is necessary to rethink the nature and form of consumers' true needs from the perspective of consumers, and then create a unique image of rural tourism in Ningde, thus strengthening its competitiveness and further stimulating Tourists' willingness to travel as well as giving a new vision of rural tourism development.

Based on the motivation of the above research, this

article takes tourists from Fu'an and Fuding in Ningde as the research object, hoping to use domestic and foreign literature and questionnaire survey analysis to achieve the following research objectives: (1) Understand the factors that tourists attach importance to the image of rural tourism; (2) Analyze the differences in the views of tourists with different basic attributes and the importance factors of rural tourism image; (3) Analyze the differences in the perceptions of the factors of importance to the image of rural tourism among tourists of different tour forms; (4) Based on the tourists' views on the factors that value the rural tourism image, formulate strategies suitable for shaping the rural tourism image of Ningde area.

## 2 Research design

### 2.1 Questionnaire design

This research is based on a scale suitable for each variable to investigate the respondents' emphasis on the "factors of rural tourism image". This research uses the Likert scale, which is divided into five scales (1= Very little attention, 2=not important, 3=normal, 4=important, 5=very important), as a measure of each variable.

### 2.2 Sampling design

This research is aimed at several major rural tourist areas in Ningde area, and large-scale leisure farms and home stay facilities with relatively large scale are established and operated in the area. According to the scale of each scenic spot, a random sampling of tourists over 15 years old was carried out (Table 1). Under the 95% confidence interval, using  $N = P(1-P)[Z_{\alpha/2}/e]^2$  calculations, at least 384 respondents should be selected from the sample to conduct a questionnaire survey. A total of 400 questionnaires were distributed, and a total of 390 valid questionnaires were actually returned.

### 2.3 Analysis method

(1) Factor Analysis: Principal Component Analysis is used to analyze the important factors of rural tourism image. After Orthogonal Rotation, the main common factors are extracted, and then carry on follow-up research analysis for the results.

(2) t-test (t-test): To explore whether gender and marital status have significant differences in the level of "important factors of rural tourism image".

(3) One-way ANOVA: To explore whether different types of tourists have significant differences in the

importance and degree of importance of "rural tourism image" and other dimensions.

(4) Post-Hoc: If there is a significant difference in the single-way variance analysis, the Tukey method is used for post-hoc testing.

## 3 Analysis of empirical results

### 3.1 Analysis of the factors that attach importance to the image of rural tourism

The factor extraction adopts the principal component analysis method, and the factor axis adopts the maximum variation method (varimax). The extraction results show that there are six factors, namely: "leisure recreation", "improving knowledge", "service facilities", "modern function", "childhood in the countryside", and "rich theme activities", and the six rural tourism image emphasis factors add up to 55.269%.

Factor 1: Including the provision of sports tourism opportunities, distinctive theme-style catering, unique natural resources, interesting rural life experiences, camping barbecues and picnic areas and other facilities, providing diversified local cuisine, snacks and catering, handicraft production, all It is the demand of general tourists to travel to leisure farms, so this aspect is called "leisure tourism experience", and the explanation variation is 12.106%.

Factor 2: Including ecological commentary activities, exploring natural and environmental education opportunities, combining local traditional culture, visiting agriculture, forestry, fishery and animal husbandry production and processing, interesting wildlife, tourism consulting services, visiting rural man-made environmental facilities, and the personal charm and affinity of the farm owner all provide visitors with opportunities to learn and enrich themselves. Therefore, this level is called "increase knowledge and experience", and the explanation variation is 11.848%.

Factor 3: Including convenient transportation, easy access, well-trained service quality, comfortable accommodation, relaxing atmosphere, comfortable climate, and adequate medical equipment, all of which are the service quality and facilities environment that tourists pay attention to when visiting the farm. Therefore, this dimension is called "service facility environment", and the explanation variation is 9.360%.

Factor 4: "Modern ancillary functions" include modern entertainment facilities, resorts and coffee

shops that should have a European style, a perfect shopping environment, activities that provide leisure and recuperation features, and diversified functions, all of which are not the image of the farm itself, but a modern additional function derived from the needs of tourists, so this aspect is called “modern accessory function”, with an explanation variation of 8.013%.

Factor 5: Including childhood children’s play

experience, parent-child hydrophilic tourism environment, cooperating with local attractive festivals activities, food type experience activities, rural ancient cultural relics, and appliance display, which provide scenes of childhood rural memories, so calling this dimension “childhood rural life”, the explanation variance is 7.400%.

Factor 6: Including rural night life and entertainment

**Table 1.** Table of the importance that tourists attach to rural tourism image.

level	Important factors of rural tourism image	mean value	standard deviation	rank	Total stratigraphic average
leisure tourism experience	Provide sports and tourism opportunities	4.03	0.80	10	3.93
	Theme meals with special features	3.93	0.79	17	
	Unique natural resources	4.12	0.80	7	
	Interesting rural life experience	4.00	0.81	14	
	Camping area, barbecue area and picnic area	3.75	0.90	23	
	Provide a variety of local food, snacks and catering	3.93	0.80	18	
	DIY handicrafts	3.76	0.80	22	
increase knowledge Seeing and hearing	Ecological interpretation activities	4.01	0.82	11	3.90
	Exploring opportunities for natural and environmental education	4.03	0.75	20	
	Combining with local traditional culture	3.85	0.79	28	
	Visiting the production and processing process of agriculture, forestry, fishery and animal husbandry	3.60	0.79	16	
	Interesting wildlife	3.94	0.83	13	
	Tourism Advisory Services	4.01	0.78	24	
	Visit rural man-made environment facilities	3.72	0.79	8	
Service Facilities Environment	Personal charm and affinity of farm owners	4.11	0.83		4.27
	Convenient transportation and easy access	4.21	0.84	5	
	Training good service quality	4.25	0.77	3	
	Comfortable living environment	4.24	0.71	4	
	A relaxing atmosphere	4.48	0.65	1	
	Comfortable climate	4.30	0.72	2	
	Adequate medical equipment	4.18	0.81	6	
Modern Affiliated Function	Modern entertainment facilities	2.99	0.93	35	3.38
	Vacation village and the coffee shop that should have the European style , the coffee shop	3.60	0.94	27	
	Perfect shopping environment	3.41	0.84	33	
	Activities providing recreational and convalescent characteristics	3.71	0.93	26	
	Diversified functions	3.19	0.93	34	
	Children's play experience	3.78	0.84	21	
	Parent-child hydrophilic tourism environment	3.86	0.75	19	
Childhood Countryside Life	In line with local attractive activities	3.52	0.83	30	3.64
	Food type experience activity	3.58	0.79	29	
	Display of rural antiques and utensils	3.47	0.79	31	
	Night life and entertainment in rural areas	3.96	0.71	15	
Rich Theme Activities	Production experience activities	3.71	0.72	25	3.79
	Display and sale of local arts and handicrafts	3.43	0.80	32	
	Hold rich theme activities regularly	4.06	0.78	9	

Note: 1 = very little attention, 2 = no attention, 3 = normal, 4 = attention, 5 =much attention

activities, production experience activities, local art and handicraft display and sales, and regularly holding a wealth of theme activities, all of which are different types of theme activities, so this aspect is called “rich thematic activities” explained the variance of 6.542%.

### 3.2 Analysis of how much tourists attach importance to rural tourism image factors

Among the six factors of importance of rural tourism image, in terms of service facilities and environment, the average ranking of the importance of 1-6 items are all concentrated on this factor, which are “relaxing atmosphere”, “comfortable climate”, “well-trained service quality”, “comfortable accommodation environment” and “adequate medical equipment”; While for the modern ancillary functional factors, the degree of attention is low, the overall dimension is 3.38, and the “modern entertainment facilities, such as karaoke, gym, etc.”, “diversified functions, such as business, conferences, etc.” and “perfect shopping environment” are the lowest (Table 1). In the future, the image shaping of rural tourism in Ningde area should be directed towards providing good quality of leisure services, and should avoid too many modern man-made facilities planning, so as not to destroy the original local production, life, ecology, and cultural activities.

### 4 The difference analysis of the factors that the basic attributes of tourists attach to the image of rural tourism

It can be seen from Table 2 that the significance of the F test is 0.96, greater than 0.05. Therefore, assuming that the variance is equal, the significance of the t test is 0.03, less than 0.05. Therefore, it is known that there is a significant difference between male and female in their emphasis on “childhood rural life”, and it can be seen that women pay more attention to “childhood rural

life” than men (Table 2).

It can be seen from Table 3 that their significance of the F test is 0.40 and 0.10, respectively, which are greater than 0.05. Therefore, assuming that the variance is equal, the significance of the t test is 0.02 and 0.05, and both are less than 0.05. Therefore, we know that there is a significant difference between married and unmarried people in the importance of “increase knowledge and experience” and “modern accessory function”. From the average difference, we can see that married people pay more attention to “increase knowledge and experience” and “modern accessory function” than unmarried people (Table 3).

According to the analysis of single factor variance, there are significant differences in the importance of “increasing knowledge and knowledge” in different ages, while the importance of “increasing knowledge and knowledge” and “modern auxiliary functions” is significantly different in different education levels (Table 4). After Tukey’s verification, it shows that those with an education level of researcher pay more attention to “increase knowledge and knowledge” than those in junior high school, and those with an education level of high school and senior vocational schools pay more attention to “modern auxiliary functions” than junior college students, but Tukey’s post verification shows that emphasis of people with different age on the importance of “increasing knowledge and experience” does not reach a significant level (Table 5).

### 5 Differential analysis of factors that tourist travel patterns attach importance to rural tourism image

Through the analysis of single factor variance, it is found that the different times of participation in rural tourism in Ningde area have significant differences in the importance of “childhood rural life” (Table 6), and after

**Table 2.** T-test table of factors that gender attaches importance to rural tourism image.

	Levene test for equality of variation numbers		<i>t</i>	Average difference	freedom (double tail)	Significance (male- female)
	F test	Significance				
Rural life in childhood	0.00	0.96	-2.16	348	0.03*	-0.23

**Table 3.** T-test form for the factors that marital status attaches importance to rural tourism image.

	Levene test for equality of variation numbers		<i>t</i>	Average difference	freedom (double tail)	Significance (married-unmarried)
	F test	Significance				
Increase knowledge and experience	0.71	0.40	2.30	350	0.02*	0.25
Modern affiliated function	2.66	0.10	2.00	350	0.05*	0.22

**Table 4.** Variation Analysis of the basic attributes of tourists on rural tourism image.

Image dimension	Age		occupation		Education level		Discretionary income per month		Status of children	
	F test	Significance	F test	Significance	F test	Significance	F test	Significance	F test	Significance
Leisure tourism experience	1.24	0.28	0.68	0.69	1.88	0.11	1.25	0.29	1.04	0.39
Increase knowledge and experience	2.48	0.02*	1.59	0.14	2.30	0.05*	1.07	0.37	2.23	0.07
Service facilities environment	0.44	0.88	0.63	0.73	0.55	0.70	1.26	0.29	1.04	0.39
Modern affiliated function	1.56	0.14	0.75	0.63	3.77	0.01*	0.83	0.51	2.06	0.09
Rural life in childhood	1.34	0.23	1.38	0.21	1.04	0.39	0.66	0.62	1.41	0.23
Rich theme activities	0.78	0.61	0.99	0.44	0.39	0.81	0.47	0.75	0.88	0.48

**Table 5.** Tukey post verification on the importance of basic attributes of tourists on rural tourism image.

Activities events	Basic attributes		Education level		
	(I)	(J)	Mean difference (I-J)	Significance	Rank of mean
Increase knowledge and experience	(a) Research Institute	(b) Junior high school / high school	0.86	0.05*	a > b
Modern affiliated function	(a) High school / Higher Vocational Education	(b) Colleges and Universities	0.43	0.00*	a > b
Increase knowledge and experience	Age After verification, it did not reach significant level				

Tukey’s post verification, it shows that those who have been engaged in rural tourism in Ningde in the past one year pay more attention to “childhood rural life” for the fifth time (including) than those who have been engaged in rural tourism for the third time (Table 7); and the length of the trip has different importance to the service facility environment Significant differences, but Tukey’s post verification of the degree of importance to the environment of service facilities due to the difference in travel time did not reach the significant level (Table 6).

## 6 Conclusions and recommendations

### 6.1 Conclusion

To shape the image of rural tourism in Ningde in the future, we should first establish a concept: local cultural industries and resources often have special temporal and spatial significance, are preserved through history, and have an irreplaceable status. For tourists, these are the most attractive and the most interesting factors. Special human resources and historical events often coexist with people, things, things, and the environment. Starting



**Table 6.** Variance analysis of factors that tourists' journey form attaches importance to rural tourism image.

Image dimension	Number of trips		information sources		Nature of companionship		Travel time		Travel expenses	
	F test	Significance	F test	Significance	F test	Significance	F test	Significance	F test	Significance
Leisure tourism experience	0.23	0.92	0.99	0.45	0.60	0.76	0.79	0.53	0.95	0.46
Increase knowledge and experience	1.68	0.15	1.75	0.08	1.62	0.13	1.52	0.19	1.21	0.30
Service facilities environment	0.98	0.42	0.61	0.77	0.82	0.57	2.49	0.04*	0.72	0.63
Modern affiliated function	0.42	0.79	1.66	0.11	0.27	0.97	1.26	0.29	0.78	0.59
Rural life in childhood	3.60	0.01*	1.24	0.28	1.63	0.13	2.03	0.09	1.07	0.38
Rich theme activities	0.52	0.72	0.95	0.48	0.99	0.44	0.19	0.94	0.82	0.55

**Table 7.** Tukey post-verification on the factors that tourists attach importance to rural tourism image in tour form.

Image dimension	Times of rural tourism in Ningde				
	(I)	(J)	Mean difference (I-J)	Significance	Rank of mean
Rural life in childhood	(a) More than the fifth time (inclusive)	(b) The third time	0.75	0.02*	a > b
Service facilities are equipped with environment	Run time After verification, it did not reach a significant level				

from the unique local resources and environment, they are the most unique, and thus they can keep the status of not being replaced or transplanted. Avoid imitation and plagiarism by other operators.

From the foregoing analysis of the results, we can see that the most important image of tourists engaged in rural tourism is the service facility environment, whether it is a relaxing atmosphere, well-trained service quality, comfortable accommodation, or adequate medical equipment. These are the first images that the rural tourism of Ningde area should shape. However, due to the current structural limitations of small farmers in Ningde area, lack of integration and lack of the concept of “regional integration”, the minimum farm area requirement has become a bottleneck in the promotion of rural tourism in Ningde area, and leisure farm operators are overly focusing on

hardware construction, ignoring the improvement and enhancement of software for marketing, interpretation, operation management, customer service quality, etc., so that the unique rural tourism image belonging to the Ningde area has not been established.

It can be seen from this research that in terms of market demands, female tourists can be the target market in the initial stage, and the image of “childhood rural life” can be shaped to attract female tourists. And from the aspects of age, most of people are the married parents accompany their relatives, friends, and family members to come and their occupation mainly are the public, education, military, police, or business and service industries.

In terms of itinerary planning, at the initial stage, for the market for first-timers, the tour time can be arranged in a package of 2 days and 1 night. The

themes can be divided into “family vacation travel” and “employee gathering travel” to achieve main tourism purposes, physical and mental relaxation and closeness to nature. Tourism information sources, in addition to introductions by relatives and friends, should strengthen various media channels, such as television, newspapers and magazines, and the Internet. It is hoped that the rural tourism image of Ningde area can be passed on to consumers in potential markets. The cost is 2,000-3,999 yuan, and plans for other tours will be gradually added in the future.

In the future, rural tourism in Ningde area should choose the most representative local sightseeing things, such as animals and plants, history and culture, special products, and landscapes as corporate image identification signs (CIS), or spokespersons for rural tourism, as the reference frame for rural Ningde County tourism to shape landscapes, industrial images, handicrafts and activity themes, so that rural tourism can gradually have the concept of “enterprise” and achieve the ultimate goal of “brand marketing”.

## 6.2 Suggestions

After the investigation and analysis of this research, the following suggestions are put forward:

(1) The future image shaping of rural tourism in Ningde area should be integrated into the existing tourism and leisure industry in Ningde area to develop together, and make a clear distinction under the general principle of common development. That is to say, under the direction of agricultural leisure tourism, special tourism resources and unique historical culture are the themes to meet the expectations and needs of tourists.

(2) Personnel service and the environment of farm facilities are the most important factors for tourists. The image level at this level should be improved first, and tourists’ willingness to choose accommodation instead of choosing a restaurant or hotel.

(3) Modern subsidiary functions are more valued by non-tourists, and they can provide appropriate recreational activities or diversified functions (e.g., business meetings, seminars) under the principles of not significantly affecting lifestyles, “not significantly changing production activities”, “not significantly destroying the ecological environment”, and “not deviating from historical and cultural heritage”. But it should not cater to the improper needs of tourists too much, and have a negative impact on local life, production, ecology, and culture, in order to make Ningde area The image of rural tourism can be

sustainable.

(4) The development axis can be divided into two aspects: “The Journey of Intellectual Image” focuses on environmental and ecological education experience and interpretive activities that increase knowledge and experience, and the object of appeal is specific groups (such as school outdoor teaching, ecological conservation groups) and married Family ethnic group; “Perceptual Image Journey” takes the experience of childhood rural life as the main axis, and appeals to female ethnic groups and revisited tourists.

(5) Although holding activities can attract a large number of tourists, it only allows tourists to have a preliminary understanding of the image of rural tourism. It is only suitable for the initial stage of development. In the future, it must be developed through the establishment of “corporate” management and marketing concepts. The goal is the exquisite, educational and high-quality “rural tourism image in Ningde”.

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