Sustainable Development of Rural Tourism Based on New Rural Construction—Take Wuqiang Zhouwo Music Town as an Example

Qun Zhao, Dan Wang and Yanchun Wan

ABSTRACT

Through the investigation and analysis of the new rural construction and tourism development status of Wuqiang Zhouwo music town, this paper finds that although rural tourism in Wuqiang Zhouwo music town has made some achievements, there are still problems such as insufficient awareness and imperfect infrastructure in the development process. In view of the background of new rural construction, the corresponding conclusion is drawn to better promote the socialist new rural construction.

1. INTRODUCTION

The development of rural tourism, to some extent, promotes the inheritance of rural culture, the optimization of industrial structure and the strategic transformation of rural economy, creates employment opportunities for farmers and increases their income. Wuqiang Zhouwo music city provides rich resources for rural tourism. These tourism resources have great potential to meet the needs of different tourists. At present, in Wuqiang Zhouwo music town, the development of rural tourism has more or less serious problems, which is not conducive to the sustainable development of rural tourism. Developing rural tourism is one of the effective ways to build a new rural area. The main purpose of this article is to actively develop rural tourism, study
the relationship between rural tourism and new rural architecture, and improve the sustainable development of rural tourism by using the new rural development.

2. ANALYSIS OF NEW RURAL CONSTRUCTION AND RURAL TOURISM DEVELOPMENT IN ZHOUWO TOWN

(1) Rural tourist attractions are increasing. In recent years, relying on the sound foundation of musical instrument production industry, Zhouwo town has vigorously carried out health renovation and developed rural tourism. Through continuous efforts, Zhouwo music city has become a regional tourist attraction integrating catering, accommodation, tourism, shopping and entertainment. (2) Software and hardware of rural tourism have been constantly improved. At present, there are bus stops in the rural tourist attractions of Zhouwo town. The roads in the scenic spots are becoming more and more perfect and the traffic is becoming more and more convenient. (3) The quality of rural tourism practitioners is not high, and the quality of tourism service needs to be improved. At present, most rural tourism subjects engaged in tourism industry development and management in Zhouwo town are traditional farmers with low cultural level and lack of professional training.

3. INVESTIGATION AND ANALYSIS OF RURAL TOURISM IN ZHOUWO TOWN

In order to understand the problems existing in the interactive development of new rural tourism in Zhouwo town, the author adopts the methods of investigation and interview. A total of 200 questionnaires were distributed, with a response rate of 89%. Among them, men accounted for 62.97% and women 37.03%. The respondents' educational background is mainly composed of undergraduates, accounting for 73%. The age of the respondents was mainly between 20 and 40.

According to the statistical data, there are three difficulties in rural tourism construction under the background of new rural construction in Zhouwo town.

3.1 Ideological Cognitive Analysis

![Figure 1. Awareness of rural tourism.](image-url)
As is shown in figure 1, 24% of them say they have heard of rural tourism, and 53% of them think they have some knowledge of rural tourism. However, from the number of participants, only 15% of people take part in rural tourism. These data show that the respondents' understanding of rural tourism is still at a relatively shallow level.

3.2 Tourist Satisfaction Analysis

3.2.1 ANALYSIS OF VARIANCE

(1) Variance analysis of satisfaction of tourists of different ages

<table>
<thead>
<tr>
<th></th>
<th>Sum of squares</th>
<th>df</th>
<th>Average Square</th>
<th>Fvalue</th>
<th>significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between groups</td>
<td>359.84</td>
<td>3</td>
<td>118.362</td>
<td>1.369</td>
<td>0.219</td>
</tr>
<tr>
<td>Within group</td>
<td>50218.238</td>
<td>479</td>
<td>83.968</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>50578.078</td>
<td>458</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As can be seen from TABLE I, the significance of the questionnaire survey data is 0.219, greater than 0.05, so the tourists of this survey have the same perception of the satisfaction degree of rural tourism in Zhouwo town.

(2) Variance analysis of satisfaction among tourists of different genders

<table>
<thead>
<tr>
<th>gender</th>
<th>N</th>
<th>Average</th>
<th>standard deviation</th>
<th>Standard error average</th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>276</td>
<td>54.3862</td>
<td>10.2637</td>
<td>0.5934</td>
</tr>
<tr>
<td>female</td>
<td>206</td>
<td>54.9427</td>
<td>8.2931</td>
<td>0.4837</td>
</tr>
</tbody>
</table>

It can be seen from TABLE II that the variance value of male tourists is 0.5934 and that of female tourists is 0.4837, both of which are greater than 0.05. Therefore, there is no significant difference between male tourists and female tourists on the satisfaction of rural tourism in Zhouwo town.

(3) Satisfaction analysis between different degrees

<table>
<thead>
<tr>
<th></th>
<th>Sum of squares</th>
<th>df</th>
<th>Average Square</th>
<th>Fvalue</th>
<th>significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between groups</td>
<td>350.061</td>
<td>3</td>
<td>117.846</td>
<td>1.427</td>
<td>0.239</td>
</tr>
<tr>
<td>Within group</td>
<td>50167.238</td>
<td>479</td>
<td>83.792</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>50517.299</td>
<td>458</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
As can be seen from TABLE III, the significance between groups is 0.239, greater than 0.05, indicating that tourists with different educational backgrounds have no difference in their evaluation of satisfaction degree of rural tourism in Zhouwo town, and their perception of satisfaction degree is consistent.

### 3.2.2 CORRELATION ANALYSIS

It is used to analyze the degree of correlation between the two variables. Generally speaking, Pearson correlation coefficient is required to be above 0.4. If it is lower than 0.4, questions in the questionnaire need to be modified or deleted. This study used SPSS21.0 software to conduct correlation analysis on 458 valid questionnaires collected.

1. **Analysis of parking accommodation**
   
   TABLE IV. PARKING ACCOMMODATION ANALYSIS.
   
<table>
<thead>
<tr>
<th></th>
<th>satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking accommodation</td>
<td>0.596**</td>
</tr>
<tr>
<td>Significance (double tail)</td>
<td>0.000</td>
</tr>
</tbody>
</table>

   **.Correlation was significant at 0.01 layer (double-tailed)

   It can be seen from TABLE IV that the Pearson correlation coefficient of parking accommodation is 0.596**, with a significance of 0.000 (p<.05), indicating that the correlation degree between the two is relatively high. Parking accommodation is remote, easy to cause tourists to dissatisfaction with the service.

2. **Analysis of environmental conditions**

   TABLE V. ENVIRONMENTAL CONDITION ANALYSIS.

<table>
<thead>
<tr>
<th></th>
<th>satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental condition</td>
<td>0.618**</td>
</tr>
<tr>
<td>Significance (double tail)</td>
<td>0.000</td>
</tr>
<tr>
<td>N</td>
<td>458</td>
</tr>
</tbody>
</table>

   It can be seen from TABLE V that the Pearson correlation coefficient of environmental status is 0.618**, and the significance is 0.000 (p<.05), that is, environmental status has a significant impact on satisfaction. Poor environmental conditions in tourist sites will cause psychological resentment among tourists.

3. **Hygienic condition analysis**
As can be seen from TABLE VI, the Pearson correlation coefficient of hygiene status is 0.673, and the significance is 0.000 (p<.05), that is, the quality of hygiene status has a significant impact on satisfaction. If the tourist site is in good sanitary condition, it will increase the satisfaction of the tourist site service.

(4) Traffic analysis

As can be seen from TABLE VII, Pearson correlation coefficient for traffic conditions is 0.406**, with significance of 0.000 (p<.05). That is, traffic conditions also have an impact on satisfaction.

(5) Catering analysis

As can be seen from TABLE VIII, the Pearson correlation coefficient for traffic conditions is 0.459**, and the significance is 0.000 (p<.05), that is, catering conditions also have an impact on satisfaction.

(6) Analysis of accommodation conditions
It can be seen from TABLE IX that the Pearson correlation coefficient for traffic conditions is 0.72**, and the significance is 0.000 (p<.05), accommodation conditions have an impact on satisfaction. If the tourist location accommodation conditions are good, it will directly increase the satisfaction of the tourist location service.

3.3 Environmental Awareness Analysis

3.3.1 UNDERSTANDING OF ENVIRONMENTAL PROTECTION IN ZHOUWO

![Figure 2. Environmental protection degree of Zhouwo town.](image)

According to the data, 60% of the respondents think the town is green, while 32% think it is very bad.

3.3.2 WILLINGNESS TO PARTICIPATE IN ENVIRONMENTAL ACTIVITIES IN RURAL TOURISM

![Figure 3. Willingness to participate in environmental protection activities](image)

Only 18 percent of respondents said they would like to attend, while more than 42 percent said they would not.

4. CONCLUSIONS

In conclusion, in this paper, music town of Zhouwo, Wuqiang, which has a superior geographical location, abundant resources, rapid economic development and tourism development, is selected as the research object. The problems and causes in
the development of rural tourism in Zhouwo town are found out by means of literature and questionnaire. On this basis, it is proposed that under the background of new rural construction, Zhouwo music town should vigorously develop rural tourism. The practical countermeasures can promote the stable, healthy and sustainable development of rural tourism.

REFERENCES