

# Evaluation System Construction and Empirical Study of Industry Competitiveness of Urban-type Rural Tourism

—A Perspective of Rural Revitalization Strategy

LI Zhi-wei<sup>1,2,a</sup>, LI Wei<sup>1,b</sup> and ZHAO Zhi-feng<sup>2,c,\*</sup>

<sup>1</sup>Business School, Sichuan University, No.24 South Section 1, Yihuan Road, Chengdu, China

<sup>2</sup>College of Tourism and Service Management, Chongqing University of Education, NO.1 Chong Jiao Road  
Nanshan street Nanan District, Chongqing, China

<sup>a</sup> 407209712@qq.com, <sup>b</sup> 13980800008@163.com, <sup>c</sup> 464235085@qq.com

\*Corresponding author

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**Abstract.** Under the background of Rural Revitalization Strategy and Building Beautiful China, rural tourism has become a hot topic as it is a feasible way for building beautiful countryside and for the development and revival of villages and towns in China. Based on the research and analysis of the related literature of urban-type rural tourism and industry competitiveness, this article constructs an urban-type rural tourism industry competitiveness evaluation system, conducts empirical research on the urban-type rural tourism destinations in Chongqing, and determines the weight of the indicator system. Based on the research results, this article elaborates on the hierarchical relationship and the degree of importance of the indicator system. According to the general requirements of the Rural Revitalization Strategy, this article proposes the urban-type rural tourism industry competitiveness promotion strategy, aiming to provide a basis for the development and evaluation of urban-type rural tourism in Chongqing.

## 1. Introduction

The report of the 19th National Congress of the Communist Party of China stated that the implementation of the Rural Revitalization Strategy is a major decision to solve issues related to “rural areas, agriculture, and farmers”, improve the institutional mechanism for urban and rural integration development, and secure a decisive victory in building a well-off society in all respects in China. The general requirements include “booming industry, ecology livability, rural civilization, effective governance, and affluent life”. Specifically, “booming industry” is the focus of rural revitalization, “ecology livability” is the key of rural revitalization, “rural civilization” is the important guarantee for the rural revitalization, “effective governance” is the basis of rural revitalization, and “affluent life” is the foundation and goal of rural revitalization. Thus, it can be concluded that rural revitalization covers the five areas of economy, politics, society, ecology and culture, and it is an all-round revitalization. As a typical industry integrating the first, the second and the third industry, rural tourism is an important point to breakthrough in the Rural Revitalization Strategy. It promotes agricultural development, rural stability and farmers' income, and meets the general requirements of the Rural Revitalization Strategy for the development of agriculture and rural areas in the new era.

With the acceleration of urbanization, people expect to escape from the city, go to the countryside, return to nature, and experience the natural, simple and true self that is lacking in daily life, which has triggered a tourism boom. According to the location distribution, China's rural tourism mainly includes two types: scenic spots surroundings and large and medium-sized city suburbs. As a special form of rural tourism, urban-type rural tourism is based on the “rural areas, agriculture, and farmers” in urban areas, relying on the city as a big market, and adopting rural nature and rural humanities as tourist attractions[1]. Places within 100km of the city center are the most densely populated areas of tourist attraction. These places are the recreational belt around the city[2] and urban-type rural tourism is located in the area. Urban-type rural tourism is based on the metropolis and the nearby rural areas, i.e. the so-called “urban-rural integration belt”, and its development is often closely related to the development of the city. Urban economic development has brought more development opportunities for rural tourism and promoted the development of rural tourism. Similarly, the development of rural tourism is also beneficial to solve the growing tourism demand of the city people. Therefore, rural tourism in the city suburbs is the most developed and typical.

The issue of competitiveness is a fundamental issue in industry development. With the rapid development of tourism, how to promote the competitiveness of the tourism industry has become an important topic of research. At present, relevant researches at home and abroad mainly focus on the influencing factors of tourism competitiveness in tourism destinations[3-6], the evaluation model of tourism industry competitiveness[7-8], the construction of the evaluation indicator system[9-10] and so on. In terms of research methods, a large number of scholars use management theory and analysis methods, including the analytic hierarchy process, data envelopment analysis, fuzzy comprehensive evaluation analysis, principal component analysis, structural equation modeling and so on. However, studies are very limited on the influencing factors of urban-type rural tourism industry competitiveness, the research specifically taking urban-type rural tourism as the research subject and constructing the indicator system and the evaluation models from the perspective of the Rural Revitalization Strategy to evaluate tourism industry competitiveness has not yet been formed. This article deeply analyzes the influencing factors of urban-type rural tourism industry competitiveness, builds its evaluation indicator system, and takes Chongqing as an example to conduct an empirical analysis, aiming to promote the competitiveness of urban-type rural tourism in Chongqing. This is very important for innovating Chongqing urban-type rural tourism development ideas, realizing the revitalization of the rural areas around the Chongqing city, promoting modern agricultural transformation in surrounding rural areas, promoting the rural economic and social development, and promoting the construction of new socialist countryside.

## **2. The Construction of the Evaluation Indicator System of the Urban-type rural tourism Industry Competitiveness**

The urban-type rural tourism industry competitiveness is a complex multi-level comprehensive system, and the internal factors interact with each other to restrict or drive the development of urban-type rural tourism. Based on Michael Porter's “Diamond Theory Model” and Crouch & Ritch's “Seven Factors Model of Tourism Destination Competitiveness”, this study combines the general requirements of Rural Revitalization Strategy and the characteristics of urban-type rural tourism to construct the evaluation indicator system of the urban-type rural tourism industry competitiveness, which includes:

## **2.1. Core Resources and Attractions of Rural Tourism**

Tourism resources are the basic elements and attractions of urban-type rural tourism. It is the external pull that stimulates tourists to generate tourism demand and directly affects tourists' choice of rural tourism destinations. "Locality" is the essence and unique selling point of rural tourism resources. Tourism resources and products with high richness, high reputation and high quality have stronger market competitiveness and are more likely to attract tourists, and thus have high market share in the tourism market.

## **2.2. Rural Image**

Image is the first element of tourism attraction. Tourists' choice of tourist destinations is often limited by the level of their cognition of the tourist destinations' tourism image and the tourism information they have. Rural image is people's overall perception of rural landscapes, rural culture and rural characteristics. Based on the study of market competition and the full integration of resources, a good rural tourism image is manifested by the artistic conception of the rural landscape that formed by the landscape entity, and it is a penetrating synthesis of urban-type rural tourism features and personalization.

## **2.3. Rural Tourism Environment**

The development of rural tourism is inseparable from the construction of the environment. Tourism environment includes the natural environment and the social and cultural environment. Centered on tourism resources, natural environment refers to the sum of other natural ecosystems around the tourism resources, such as geology, landform, climate, hydrology, soil, biology, etc. It is not only the foundation of the social and cultural environment, but also the base and background that forms the rural landscape. It directly determines the quality of tourism resources and is the core competitiveness of many tourist destinations. Social and cultural environment is the development of the natural environment, mainly refers to the social and human environment in which the residents of tourism destinations are located, including social order and cultural atmosphere. Strengthening tourism safety and sanitation work, maintaining a good social order and creating a strong rural cultural atmosphere will help to promote the competitiveness of rural tourism destinations.

## **2.4. Tourism Facilities**

Facilities are the basic carrier of tourism development, including infrastructure and tourism service facilities. Infrastructure refers to the available facilities, equipments and systems, and is the support system for the survival and development of rural tourism service systems, such as rural transportation service capabilities and information, finance, post and telecommunications, real estate, and water supply, power supply and other life services. Tourism service facilities refer to facilities that provide tourists with basic functions such as food, accommodation, transportation, traveling, entertainment, and shopping, as well as public system facilities that provide travel consultation and reservations for the tourists. High-quality, high-comfort infrastructure and tourism service facilities can greatly enhance the competitiveness of rural tourism destinations. In addition, the richness of tourism products will affect the tourists' shopping and daily needs, and is also one of the important factors that need to be considered.

## **2.5. Location Conditions**

Location conditions are also one of the most important factors that influence rural tourism, including the geographic location of the tourist destination, transportation and accessibility, climate, market distance, and the relationship between neighboring tourist destinations. Specifically, location conditions include geographic location, traffic location, and tourist location, etc. Geographic location focuses on its location in geography, traffic location refers to the convenience of its outbound traffic, and tourist location refers to the distance from its main source of tourists. These conditions determine the speed, potential, profitability, market competitiveness of rural tourism development and its sustainable development capacity.

## **2.6. Rural Tourism Destination Management Elements**

The tourism industry is very comprehensive, including six elements such as “transportation, traveling, accommodation, food, shopping and entertainment”. It involves many industries and departments of the national economy. It has characteristics such as high industry relevance, significant ripple effect, and strong comprehensive driving effect. It requires joint management and supervision of the government, the community and the local residents. Governments at all levels are important factors in the formation and development of rural tourism competitiveness. In rural tourism planning, development and management, governments at all levels need to play a macro-control role, which is embodied in the formulation of policies, the promulgation of systems, and the preparation of plans, etc. Policy is the key to creating a successful environment for tourism, and it provides important support to ensure the healthy and sustainable development of rural tourism. As the development of tourism involves many related industries and a large amount of funds, it is necessary to establish and improve a multi-investment guarantee system, innovate the multi-channel fund raising and financing mechanisms of rural revitalization, and broaden funds collection channels. Efforts shall be made to build a diversified investment pattern with financial priority protection, financial emphasis, and active social participation, increase support for rural tourism industry construction and business activities, and thus further promote the development of the tourism industry. Rural communities are the regional basis for rural tourism development. Community residents are also important tourism resources. Therefore, rural tourism has the characteristics of strong community residents’ participation. To some extent, community management and residents' participation are important safeguards to the smooth development of rural tourism activities, and also helps to enhance the overall competitiveness of rural tourism.

## **2.7. Economic Development Level**

The economic development level is closely related to rural tourism. Economic development directly determines rural tourism development level. The impact of economic drivers on rural tourism involves capital investment, industry and its cluster degree, etc. A large amount of capital investment will improve rural infrastructure, improve product quality, and optimize industrial structure. In addition, the increase in per capita income will increase people's discretionary income, which in turn will drive the development of local tourism.

### 3. Research Methods and Procedures

Analytic Hierarchy Process (AHP) is to decompose complex problems into several components, and combine the components according to different levels to form a multi-level analytical structure model. The relative important weights of the low-level components are determined through pairwise comparison, and a simple mathematical operation will be performed at last to achieve a general order of relative importance of each component. It is characterized by quantifying the empirical judgment of decision makers. The basic procedures are as follows:

#### 3.1. Building a Hierarchy Structure Model

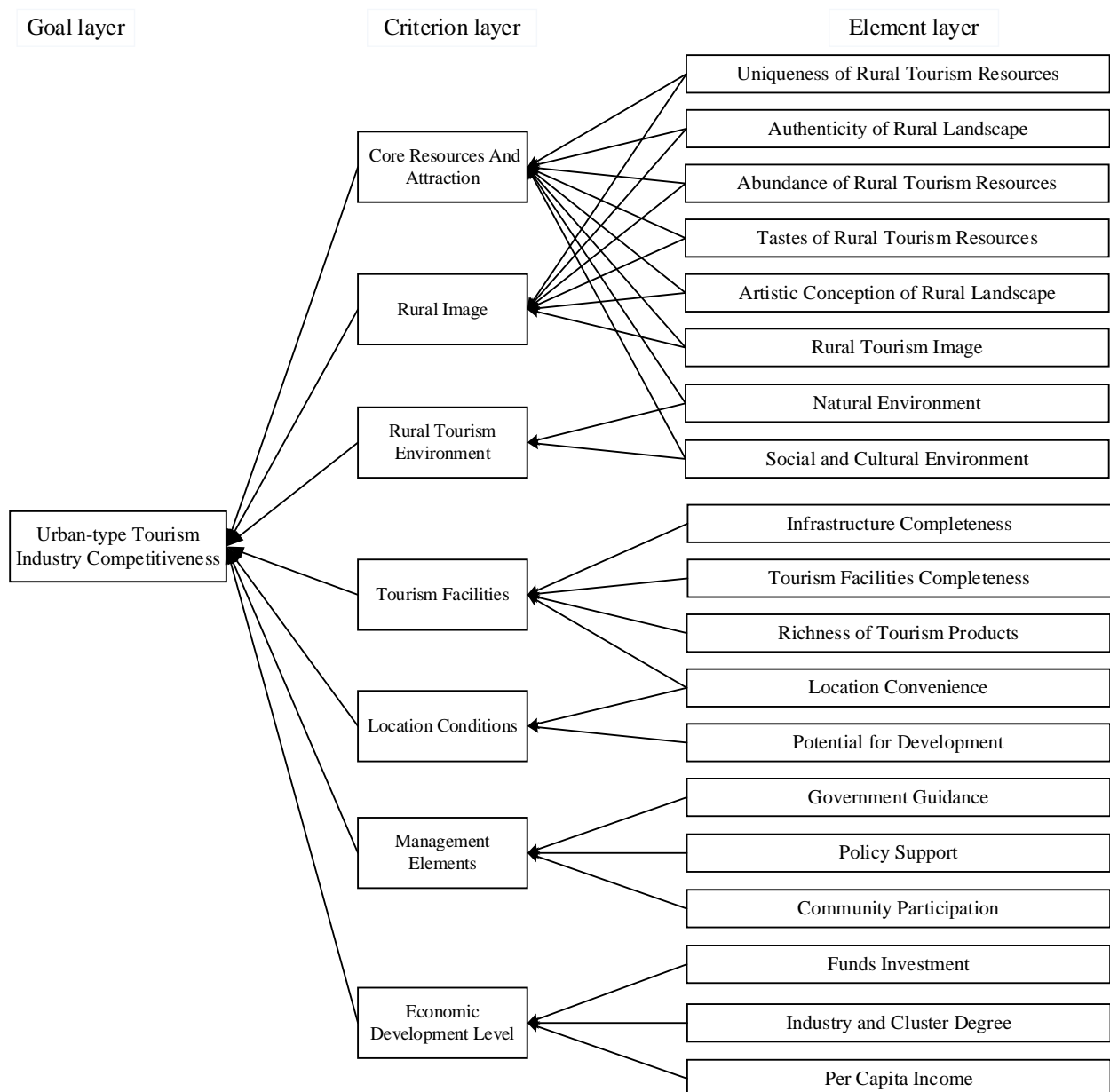


Figure 1 Indicator Hierarchy Chart

Based on the analysis of the composing elements of urban-type rural tourism industry competitiveness, according to the scientific, objective and systematic principles that should be followed in the construction of the evaluation indicator system, and by using the Delphi method, the

urban-type rural tourism industry competitiveness evaluation indicator system is constructed, as shown in Figure 1.

### 3.2. Constructing the Judgment Matrix

The judgment matrix is a comparison indicating the relative importance of all elements of this level to a certain element of the upper level. Starting from the second level of the hierarchy model, using the upper level elements as the criterion, adopting the expert assignment method with the scale of 1~9 to make pairwise comparison of the elements to determine the weights between the elements at this level, and based on that construct a judgment matrix with pairwise comparison. In the same way, other judgment matrixes are constructed.

### 3.3. Solving the Judgment Matrix

Calculate the geometric mean of all elements in each level of the judgment matrix,  $W_i^* = \sqrt[m]{\prod_{j=1}^m a_{ij}}$  ( $i=1, 2, \dots, m$ ), get the vector  $W^*=(W_1^*, W_2^*, \dots, W_m^*)$ , and normalize  $W^*$ .

Calculate  $w_i = w_i^* / \sum_{i=1}^m w_i^*$ , get the weight vector  $W=(W_1, W_2, \dots, W_m)^T$ , which is the relative weight of each element.

According to the formula  $\lambda_{\max} = \frac{1}{m} \sum_{i=1}^m \frac{(AW)_i}{w_i}$  to calculate the maximum eigenvalue  $\lambda_{\max}$  of the judgment matrix.

Calculate the consistency ratio  $C.R. = \frac{C.I.}{R.I.}$  and conduct consistency test. It is generally believed that when  $C.R. < 0.1$ , the judgment matrix passes the consistency test, if not, then the judgment matrix does not have satisfactory consistency and needs to be revised. Among them, consistency indicator is  $C.I. = \frac{\lambda_{\max} - n}{n - 1}$ ,  $n$  is matrix dimension,  $n > 1$ . The average random consistency indicator needs to be determined by referring to the Table.

Overall Ranking of the Levels and Test. The above is about the single ranking of the levels, which determines the relative importance of elements at the same level. It is also necessary to conduct an overall ranking from the highest level to the lowest level to determine the weights of all elements of a certain level for the relative importance of the highest level (general target). Meanwhile, in order to ensure the rationality of the overall ranking of the levels, consistency test should be conducted, providing a scientific decision-making basis for decision makers to choose the optimal schemes.

### 3.4. Specific Implementation Process

After determining the urban-type rural tourism industry competitiveness evaluation indicator system, a delegation of 10 people from tourism planning experts, rural tourism management personnel and staff from relevant government departments will be organized to inspect Chongqing urban-type rural tourism destinations (i.e. recreational belt outside the inner ring and within the urban area boundary, specifically it includes the Dadukou District, the Jiangbei District, the Shapingba District, the Jiulongpo District, the Nan'an District, the part of the Banan District that's outside the inner ring, and the whole area of the Beibei District and the Yubei District). Based on

the results of the Delphi method, make subjective assignments to the questionnaires with the scale of 1~9 generated from AHP's assistant software yaahp, and calculate the weight of the indicator system. The consistency ratio of this model is  $0.0065 < 0.1$ ,  $\lambda_{\max}=7.0529$ , thus it is believed that the coordination between the importance of each element is good and the weight value of each element is credible. The results are shown in Tables 1 and Table 2.

Table 1 The Weight of First Level Indicator of Urban-type rural tourism Competitiveness

First Level Indicator	Weight
Core Resources and Attractions of Rural Tourism	0.2059
Economic Development Level	0.1983
Rural Tourism Destination Management Elements	0.1983
Rural Tourism Environment	0.1983
Tourism Facilities	0.0710
Location Conditions	0.0661
Rural Image	0.0622

Table 2 The Weight of Second Level Indicator of Urban-type rural tourism Competitiveness

Second Level Indicator	Weight	Second Level Indicator	Weight
Uniqueness of Rural Tourism Resources	0.0656	Richness of Tourism Products	0.0292
Authenticity of Rural Landscape	0.0356	Location Convenience	0.0376
Abundance of Rural Tourism Resources	0.0340	Potential for Development	0.0330
Tastes of Rural Tourism Resources	0.0622	Government Guidance	0.0925
Artistic Conception of Rural Landscape	0.0139	Policy Support	0.0925
Rural Tourism Image	0.0140	Community Participation	0.0132
Natural Environment	0.1206	Funds Investment	0.0553
Social and Cultural Environment	0.1206	Industry and Cluster Degree	0.1278
Infrastructure Completeness	0.0292	Per Capita Income	0.0143
Tourism Facilities Completeness	0.0292		

Table 3 The results of comprehensive evaluation of the Urban-type rural tourism Competitiveness at Chongqing

Second Level Indicator	Score	Sort	Second Level Indicator	Score	Sort
Uniqueness of Rural Tourism Resources	0.0499	6	Richness of Tourism Products	0.0184	15
Authenticity of Rural Landscape	0.0288	10	Location Convenience	0.0350	9
Abundance of Rural Tourism Resources	0.0279	11	Potential for Development	0.0274	12
Tastes of Rural Tourism Resources	0.0448	8	Government Guidance	0.0749	5
Artistic Conception of Rural Landscape	0.0108	19	Policy Support	0.0786	4
Rural Tourism Image	0.0126	16	Community Participation	0.0112	17
Natural Environment	0.1001	1	Funds Investment	0.0481	7
Social and Cultural Environment	0.0989	2	Industry and Cluster Degree	0.0856	3
Infrastructure Completeness	0.0245	13	Per Capita Income	0.0112	18
Tourism Facilities Completeness	0.0228	14			

In the end, after the experts scored the competitiveness of rural tourism in Chongqing suburbs, the average score and weighted calculation were used to obtain the final scores of the various indicators of the competitiveness of rural tourism in Chongqing suburbs, as shown in Table 3.

### 3.5. Result Analysis

First, It can be seen from Table 1 that among the weight values of the criterion level factors, the top four are core resources and attractions of rural tourism, economic development level, rural tourism destination management elements and tourism environment. This not only highlights the status of tourism core resources and attractions in the tourism industry, but also confirms the importance of tourism resources in the competitiveness of urban-type rural tourism. Economic development level, management elements and tourism environment are all factors that affect the competitiveness of urban-type rural tourism industry. Rural tourism is the “new engine” for rural rejuvenation. It plays a leading role in the revitalization of rural culture. It is necessary to consolidate the grassroots foundation, build a new system of rural governance, solidify the concept of green development, promote rural green development, prosper and flourish rural culture, and cultivate rural civilization to ensure the implementation of the Rural Revitalization Strategy. In addition, urban-type rural tourism is located in metropolitan areas and nearby rural areas, the transportation conditions are convenient, the sharp contrast between the rural life and landscape and urban life and landscape makes rural life and landscape very attractive to urban residents. Therefore, comparing with relative resources, economic development level, management elements and environment, the importance of tourism facilities, location conditions and image is relatively weak, but this does not mean that these factors should be ignored to promote the competitiveness of rural tourism destinations.

Second, From the weight values of the element level (Table 2), it can be seen that the weights of industry and cluster degree, social and cultural environment, natural environment, policy support, government guidance, uniqueness of rural tourism resources, tastes of rural tourism resources and funds investment all exceed 0.05. It shows that these factors are highly correlated with the competitiveness of urban-type rural tourism industry. Among these factors, two are related to the economy, two are related to the environment, two are related to management elements, and two are related to core resources and attractions. In the process of developing urban-type rural tourism, these factors should be given more attention. To this end, we must pay attention to the construction and operation of beautiful villages, focus on cultivating new rural businesses, stimulate rural endogenous motivation, and promote rural revitalization. At the same time, we must strictly abide by the red line of ecological protection and lead the rural revitalization with green development. Additionally, Infrastructure completeness got the lowest point, indicating that with the further development of urban and rural planning and new rural construction, the infrastructure construction especially the road traffic construction in the surrounding areas of Chongqing can basically meet the basic needs of rural tourism, so it has less impact on the competitiveness of the urban-type rural tourism industry. In the process of building beautiful villages and developing rural tourism, we must continue to promote and upgrade rural infrastructure and create a beautiful new rural landscape.

Last, Through AHP, the final scores of the various indicators of the competitiveness of rural tourism in Chongqing suburbs are obtained (Table 3). Among them, natural environment (0.1001) and social and cultural environment (0.0989) have higher scores, because rural tourism in city



suburbs has the advantages of short spatial distance and convenient transportation. Even if the villages here do not have very unique tourism resources and the scale is relatively small, they will get higher scores as long as the environmental quality is good and the leisure value is high as these are the prerequisite for the development of rural tourism in city suburbs. By contrast, artistic conception of rural landscape scored the lowest (0.0108), indicating that people still have misunderstandings about rural tourism, such as rural tourism is “agritainment”, rural tourism products have a single form and are similar, and the essential requirements of the “rurality” of rural tourism are ignored. Only by fully analyzing and digging in the advantages of its own cultural resources and trying to create a beautiful rural cultural conception can we form a featured brand of rural tourism products in the region.

#### **4. Chongqing Urban-type rural tourism Industry Competitiveness Promotion Strategy under the Background of Rural Revitalization Strategy**

The proposal of the Rural Revitalization Strategy has provided a new development opportunity for the development of Chongqing urban-type rural tourism and injected strong momentum. According to the above research results, to enhance Chongqing’s competitiveness of urban-type rural tourism industry, it should closely focus on the overall requirements of the Rural Revitalization Strategy. In order to achieve the fundamental goal of an abundant life, it should start from the following four aspects: core resources and attractions, management elements, tourism environment and economic development level.

##### **4.1. Featuring “Locality”, Exploring the Connotation of Rural Tourism Resources**

Different from other urban tourism, the most important characteristic of urban-type rural tourism is its locality. As urban-type rural tourism presents one-way flow characteristics of “urban tourist source - rural resources” (Wu, 2008), tourism development should be guided by the rural tourism demand of urban residents and focus on “locality”. Chongqing is a typical urban-rural dual structure, with rich rural tourism resources and great potential for developing rural tourism. Therefore, on the basis of making full use of its resource advantages, rural tourism destinations must explore the connotation of rural tourism resources, integrate culture into rural tourism, and adhere to the characteristic development path of “one town, one scene” and “one village and one product”. Investigate and diversify the tourism projects of different themes, continuously innovate and diversify the content form, avoid duplication of similar projects, and form different types of featured tourism products, such as “ecology type”, “vacation type”, “agriculture type”, “culture type” and “entertainment type”. Influenced by urban culture, urban-type rural tourism destinations lack “locality”, thus, it is necessary to deal with the relationship between “locality” culture and industry “commercialization”, based on the exploration of rural local culture, retain “locality”, increase the appeal and richness of villages, and enhance rural tourism level and competitiveness.

##### **4.2. Targeting Effective Governance, Giving Full Play to Government Functions**

With the emergence of the “rural areas, agriculture, and farmers” issues, the crisis of rural governance is widespread, and the effectiveness of governance has received the attention of the academic community. The vast rural areas are the foundation of Chinese society, and village is the most basic unit of governance. Therefore, “effective governance” is the cornerstone for

implementing the Rural Revitalization Strategy and achieving good rural governance. The comprehensive nature of the tourism industry determines that the development of the tourism industry must implement a government-led strategy. For urban-type rural tourism communities, governments of all levels and relevant departments in Chongqing should give full play to the government's decision-making and guiding advantages, and encourage and promote the development of urban-type rural tourism in the policy. It is necessary to formulate corresponding policies and regulations, strengthen the planning and guidance of rural tourism, and ensure the rational development of rural tourism resources. Increase funds investment, allocate funds to specifically support the construction and completeness of infrastructure in rural areas, formulate effective fiscal policies, actively introduce social funds, vigorously absorb and support private capital, jointly build tourism facilities projects, and jointly promote the development of rural tourism. At the same time, encourage farmers to make collective investment and property investment, invest in rural tourism development. In terms of community participation model, in addition to considering the localization of the operators, it is also necessary to consider the tourists - urban residents, relying on the suburban communities to increase the interaction between urban and rural areas and promote the diversified development of the regional economy. In addition, the governance ability of grassroots party organizations directly determines the effectiveness of rural governance. Therefore, it is necessary to strengthen the leadership core role of rural grassroots party organizations, improve and perfect the rural governance system that combines autonomy, rule of law, and rule of virtue, enhance social governance effect, and thereby provides a feasible way for the implementation of the Rural Revitalization Strategy.

#### **4.3. Focusing on Environment Construction, Enhancing the Competitiveness of Tourism Industry**

On the one hand, the rural natural environment is the core element of ecology livability. Good natural environment is the greatest advantage and valuable wealth of the countryside and it is also the support point for rural revitalization. It is necessary to adhere to the harmonious coexistence between man and nature, and take the guidance of the concept of “mountains, water, forests, fields, lakes and grasses are life communities” to coordinate the management of rural “mountains, water, forests, fields, lakes and grasses”. At the same time, we must give full play to the ecological advantages of the countryside, accelerate the development of tourism industries focus on forests, rivers and lakes, wetlands and other natural landscapes, and actively develop services such as tourism agriculture, recreation and leisure, health wellness, and ecological education, and promote the sustainable development of rural ecology. Create a group of eco-tourism featured model villages and towns and boutique routes, and create green eco-friendly rural eco-tourism industrial chain. However, the tourism industry is very dependent on the ecological environment, in the process of rural construction, the rural natural ecological environment should be protected, the rural greening, beautification and purification should be emphasized, the infrastructure should be improved and completed, rural tourism and leisure agriculture upgrading projects should be carried out to protect the ecology, enhance the competitiveness of rural tourism eco-environment, and promote the upgrading of rural tourism.

On the other hand, social and cultural environment is an important part of ecology livability. Among them, rural civilization is the soul of the Rural Revitalization Strategy. Chongqing urban-type rural tourism destinations are located in the region with more urban and rural cultural

exchanges, and are vulnerable to the impact of urban culture. Therefore, in the process of rural construction, we must also pay attention to the protection of the cultural environment, strengthen the construction of rural public culture by using film screening, digital cultural information and other means, improve the quality of residents, and promote the construction of rural civilization. Inheriting the development and upgrading the excellent traditions and culture in rural areas, we must pay special attention to the construction of “locality”, combine the rural cultural elements with modern agriculture and rural areas to the greatest extent, without destroying the original “locality”, “wildness” and “ancientness”, maintain the unique authenticity of the villages, protect the local culture, thus further enhance the competitiveness of the tourism industry.

#### **4.4. Creating Industry Clusters by the Means of Improving and Perfecting the Tourism Industrial Chain**

Industry is the foundation of development, and booming industry is the key and support for rural revitalization. Combine the tourism industry with the work of “rural areas, agriculture, and farmers” and rural revitalization, in the process of development and integration with tourism foster new functions, expand new fields, promote new business forms, vigorously develop various functions of agriculture, extend the industrial chain, promote rural revitalization with tourism industry, and build a development system that integrates the first, the second and the third industry of the rural areas. At present, the urban-type rural tourism industry in Chongqing has the problems of structural imbalance of tourism products and poor environment of collaborative tourism, which are shown in serious product homogeneity and there is no joint construction of tourist routes between different scenic spots. To this end, it is necessary to take urban-type rural tourism as the leading factor, focus on featured rural tourism leading projects in the region, implement the leisure agriculture and rural tourism quality projects, improve the relationship between upstream enterprises and downstream enterprises, guide rural tourism management projects to develop in the direction of agglomeration, promote the development of related industries, upgrade the rural tourism industrial chain, gradually form a rural tourism complex that integrates viewing, inspection, entertainment, shopping, vacation and nursing, cultivate new kinetic energy for agricultural and rural development, and increase the pace of the integration of the first, the second and the third industry.

### **5. Conclusion**

Due to the fact that Chongqing integrates big cities, large rural areas, large mountainous areas, and large reservoir areas, its urban-rural dual structure has prominent contradictions, thus, developing rural tourism is one of the main solutions. Vigorously develop various functions of agriculture, cultivate new industries and new businesses such as leisure agriculture, rural tourism, forest sanatorium, rural e-commerce, etc., create a green eco-friendly rural eco-tourism industrial chain, build a development system that integrates the first, the second and the third industry of the rural areas, improve rural social civilization, establish and improve a modern rural social governance system, and improve the investment guarantee system are effective ways to ensure the realization of “booming industry, ecology livability, rural civilization, effective governance, and affluent life”.

It can be concluded that rural tourism is an important means and approach in the Rural Revitalization Strategy and it has very important practical significance for the evaluation and

research of rural tourism industry competitiveness. This article analyzed and constructed the urban-type rural tourism industry competitiveness evaluation indicator system, which has very important guiding significance for urban-type rural tourism development. The construction of the evaluation model not only helps to compare and evaluate the competitiveness of urban-type rural tourism destinations, but also serves as a reference for the government to evaluate the competitiveness of urban-type rural tourism industry.

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