

Research on Tourists' Perception Evaluation of Cultural Tourism Resources in Maiji Mountain Grottoes

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Keywords: Grounded theory, Maiji Mountain Grottoes, Cultural tourism resources, Tourist perception evaluation.

Abstract. This paper adopts the research method of grounded theory, collects and organizes the data, and carries out the three-level coding of the data through the rooted theory, trying to establish the tourist evaluation index system of the cultural resources of the Maiji Mountain Grottoes, and the cultural tourism of the Maiji Mountain Grottoes from the perspective of tourists. The resources were analyzed and evaluated, and the problems in the cultural tourism resources of the Maiji Mountain Grottoes were found and solutions were proposed to propose countermeasures and suggestions for the future development of the Maijishan Grottoes.

Research Method and Data Collection

Rooted Theory

The article adopts the grounded theory, and carries out the open, principal and selective three-level coding and analysis of the collected data, and finally obtains the theoretical model of the tourists' perception evaluation of the cultural tourism resources of the Maiji Mountain Grottoes.

Data Collection

In order to explore the tourists' perception of the cultural tourism resources of the Maiji Mountain Grottoes, in the public comment network, the search was conducted on the theme of "Maiji Mountain Grottoes", and 302 comments from tourists on the study tour of Maiji Mountain were obtained. Among them, there are statements that are actually related to Maijishan, and they are summarized.

Construction of Evaluation System

The generic and inductive statistics of the data tables obtained after the three-level coding are eliminated. After removing the elements and sentences that are not closely related to the research topic, 278 total elements/statements are obtained, and the elements/statements are summarized. Construct a structural map of tourists' perception of the cultural tourism resources of the Maiji Mountain Grottoes, as follow

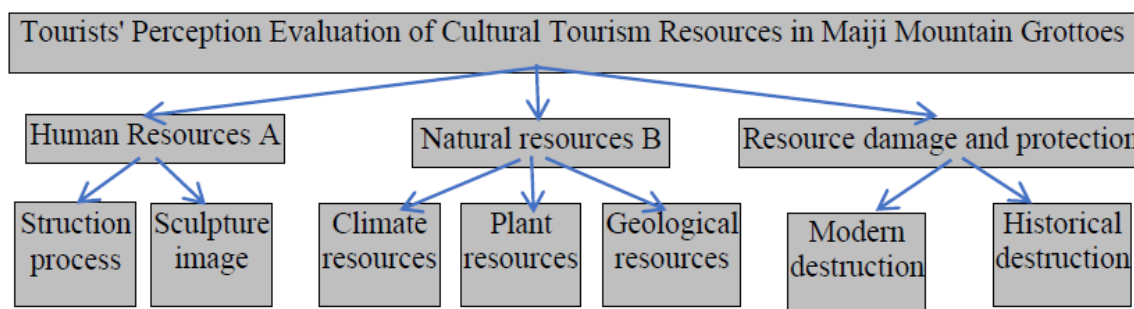


Figure 1. The framework of the tourist perception evaluation system for the cultural tourism resources of the Maiji Mountain Grottoesv

Determination of Weight

The weight calculation method is: weight = frequency division / total frequency.

As shown in the above figure: Under the construction process indicators, there are 4 auxiliary indicators, among which “the one who is afraid of height is not friendly” is

Negative evaluation, the rest are positive evaluations; under the sculptural image indicators, there are 11 auxiliary indicators, among which “feeling, stiff”, “not beautiful” and “small scale” are negative evaluations, and the rest are positive evaluations; Plant resource

Under the standard, including 2 auxiliary indicators, 2 indicators are positive evaluation; climate resource indicators are the same; there are 2 auxiliary indicators under geological resources indicators, one is proof evaluation, one is negative evaluation; historical destruction and protection index

There are 4 auxiliary indicators, 2 of which are positive evaluations and 2 are negative evaluations; modern destruction and protection indicators package

Only three auxiliary indicators were included, and only one expressed positive comments. A total of 278 auxiliary indicators are added together, and the positive auxiliary indicators of each secondary indicator are added separately, and the ratio of the total auxiliary indicators is the weight. The weight calculation results are as follows:

Table 1. Tourists' weight of evaluation of cultural tourism resources of Maiji Mountain Grottoes

Visitors' Perception Evaluation System of Cultural Tourism Resources in Maiji Mountain Grottoes	Human Resources (0.59)	Construction process	77/278=0.28
		Sculpture image	85/278=0.31
	Natural resources (0.24)	Climate resources	28/278=0.10
		Plant resources	36/278=0.13
		Geological resources	9/278=0.03
	Resource damage and protection (0.17)	Modern destruction and protection	8/278=0.03
		Historical destruction & protection	35/278=0.12

Tourists' Perception Evaluation of Cultural Tourism Resources in Maiji Mountain Grottoes

Rating

The “construction process” indicator includes four auxiliary indicators, namely “thrilling” and “unfriendly to people who are afraid of heights”. “The craftsmanship and wisdom of the ancient people are really amazing” and “the road is twists and turns, wonderful”. Among the auxiliary indicators, “unfriendly to those who are afraid of heights” is a negative judgment, and the rest are positive judgments. The total frequency of positive judgment is 55, and the total frequency of negative judgment is 22. Therefore, the calculation method is: $55/22=X/100$, and X is calculated as a score. So get the formula: positive total frequency / positive and negative total frequency = X / 100, X is the desired score. The results calculated in this way are as follows:

Table 2. Tourists' perception of the cultural tourism resources of the Maiji Mountain Grottoes

	Primary indicator	Secondary indicators	Auxiliary indicator	frequency	score
Maiji Mountain Grottoes Text	Human resources (0.59)	Construction process (0.28)	thrilling	19(G)	71.4
			Not friendly to people who are afraid of heights	22(B)	
			The craftsmanship and wisdom of the ancient people are really amazing.	19(G)	
			The path is twists and turns, wonderful	17(G)	
	Sculpture image (0.31)		Vivid and rich expression	12(G)	90.6
			Expression is stiff and stiff	1(B)	
Visitors' perception of tourism resources Maiji Mountain Grottoes			Beautiful image	5(G)	
			Majestic statue	16(G)	
			Is a precious art treasure	9(G)	
			The building and sculpture are very grounded	7(G)	
			historical	9(G)	
			Beautiful grotto statue	18(G)	
			The image is not beautiful	1(B)	
			Small scale	6(B)	
			Like "Oriental Smile"	1(G)	
	Natural resources (0.24)	Plant resources (0.13)	Maiji Mountain has beautiful scenery and beautiful scenery	35(G)	100
			Rich in biological resources	1(G)	
		Geological resources (0.03)	Danxia landform is very unique and very nice	4(G)	44.4
			Serious weathering	5(B)	
		Climate resources (0.10)	Fresh air	7(G)	100
			Maidian smoke is very good	16(G)	
			The weather is cool and it is a summer resort.	5(G)	
	Resource damage and protection (0.17)	Historical destruction and protection (0.12)	Painted to preserve complete, colorful	10(G)	62.9
			Paint is not well preserved	1(B)	
			The statue is saved intact	12(G)	
			The statue is incompletely preserved	12(B)	
		Modern destruction and protection (0.03)	Barbed wire blocks the line of sight, affecting viewing	4(B)	12.5
			Barbed wire protects the grotto, very good	1(G)	
			"A lot of travel here"	3(B)	

Note: G indicates a positive factor and B indicates a negative factor.

Calculated from the above table: the total score of the evaluation of the cultural tourism resources of the Maiji Mountain Grottoes from the perspective of tourists is:

$$71.4 \times 0.28 + 90.6 \times 0.31 + 100 \times 0.13 + 44.4 \times 0.03 + 100 \times 0.10 + 62.9 \times 0.12 + 12.5 \times 0.03 = 80.3$$

Evaluation

The overall score of the cultural resources of the Maiji Mountain Grottoes is 80.3, which is a higher score. As discussed above, the author believes that the development of cultural tourism resources has two main points. First, the cultural tourism resources themselves have higher value, and second, the protection of cultural tourism resources must be in place. The indicator system established this time is also based on this. It can be seen from the evaluation of indicators that the value of the cultural tourism resources of the Maiji Mountain Grottoes is relatively high. Both human resources and natural resources have high value, but the scores in resource protection are lower. The destruction of mountain grottoes in history is more serious, and many cultural relics have been seriously damaged. Modern protection of the Maiji Mountain Grottoes has only undergone a large-scale protection, and many protection activities in the grottoes have not yielded good results.

The Countermeasures

Organizing and Deepening Mining of Cultural Tourism Resources

Organizing and Planning Cultural Tourism Resources. The cultural tourism resources contained in the Maiji Mountain Grottoes are very rich and have a very high cultural and artistic value. In order to develop and utilize these resources, we must first organize and plan cultural tourism resources. Organizing and planning cultural tourism resources will help to understand the types of cultural tourism resources in the Maiji Mountain Grottoes and prepare for further development.

Transcend on the Basis of Inheritance. In the process of developing the cultural tourism resources of the Maiji Mountain Grottoes, we must adhere to the principle of innovation in inheritance. For cultural tourism resources, we should first inherit and learn its most fundamental and important connotations. This is the core and soul of cultural tourism resources. Secondly, we will innovate on the basis of grasping the core, and integrate advanced concepts with the characteristics of the times. The new vitality and kinetic energy of traditional cultural tourism resources. Such as traditional clay sculpture art combined with modern film and television, animation, using traditional art techniques to create a new artistic image; such as the combination of traditional cultural relics and modern technology, creating digital scenic spots, reproducing precious cultural relics in the form of science and technology, both protecting cultural relics and bringing Give people a new experience and let these ancient artifacts see the sky again.

Establishing the Propaganda and Management System of the Maiji Mountain Grottoes

Multi-channel Publicity. The establishment of multi-channel publicity will help promote the image of the Maiji Mountain Grottoes and also spread the cultural and artistic connotations of the Maiji Mountain Grottoes. Since the 21st century, in addition to traditional media such as television, newspapers, and radio, self-media has become an increasingly popular means of information dissemination. Even with its unique convenience, traditional media is more likely to disseminate information. The propaganda of the Maiji Mountain Grottoes should also follow the trend of the times and promote on popular websites such as Weibo and WeChat. Update the official website and information on various travel websites and cultural exchange websites in a timely manner.

Humanized Scenic Spot Promotion. A well-developed publicity mechanism has also been established within the scenic spot. The cultural tourism resources and historical sources of the Maiji Mountain Grottoes are introduced to help you understand the Maiji Mountain Grottoes. When not entering the scenic spot, set up a publicity card to introduce the general situation and basic precautions of the Maiji Mountain Grottoes. For many people to report the problem of “fear of heights”, we should first conduct science popularization for tourists, so that everyone can understand the safety of the scenic spot and help the tourists. Psychological insecurity, followed by reminders to

prevent security incidents. The scenic spot should set up a special introduction card for the SAR to introduce these precious cultural relics.

Standardized Scenic Area Management System. The Maiji Mountain Grottoes should establish a standardized scenic spot management system, standardize the service personnel of the scenic spot and the commercial personnel of the scenic spot, establish a sound reward and punishment mechanism, and create a good service environment for the scenic spot. It also helps to enhance the image of the scenic spot and absorb more talents.

Development Based on Protection

Risk Assessment

Maijishan had conducted a risk assessment of the 221 caves discovered and found that 32 of them were of primary risk and there was a risk of collapse in whole or in part. Due to its own geological and temperature and humidity factors, the Maiji Mountain Grottoes are prone to weathering and mural falling off. Relevant departments of Maiji Mountain should regularly conduct risk investigations on caves with risks, scientifically monitor the weathering of sculptures and murals in caves, and eliminate potential safety hazards in time. The results of the risk investigation should be reported to the public in a timely manner, and the caves with higher risk levels should be monitored and protected more closely, and should also be prompted at the caves.

Protection and Development

For cultural tourism resources, we should establish a concept based on protection and develop on the basis of protection. At the same time, protection is not a rigid protection, and there is room for the development of cultural tourism resources. The "special cave" of the Maiji Mountain Grottoes is a kind of protection, but the basic protection is limited. For those very precious and fragile cultural relics, it is better to directly close and preserve them than to set up special caves. It is only open to researchers of already level. Or open at a fixed time each year. For those special caves that are precious but less damaged, you can take the price increase method to make the special caves more special. The "barbed wire" of the Maiji Mountain Grottoes is also a kind of protection measure. It has indeed played a certain protective role, but it has paid too much attention to the protection of cultural relics and neglected the ornamental value of the grottoes, which has greatly affected the viewing process. The Maiji Mountain Grottoes need some more scientific and intelligent protection. With the help of modern technology, a new protection strategy will be developed to protect cultural relics and enhance the appreciation of tourists.

Acknowledgement

Wuhan Polytechnic University in 2019, the university set up a scientific research project (xsxy2019110)

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