

# Research on Tourism Development Strategies in Guizhou Province in The Post-Epidemic Era

-- Taking Xi Jiang Qianhu Miao Village as An Example

Wanling Song, Xuegang Zhan

Program in Creative Industries Management, Rattanakosin International College of Creative Entrepreneurship (RICE), Rajamangala University of Technology Rattanakosin, Nakhon Pathom 73170, Thailand

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**Abstract:** Starting at the end of 2019, the outbreak of the new crown epidemic in the first half of 2020 has had a severe impact on the global economy. Although under the effective response of the Communist Party and the people's government, China has reduced the infection rate of the new crown to the greatest extent. Furthermore, mortality rates, but the impact of the COVID-19 epidemic on the national economy is still relatively significant. Under the background of the epidemic, China's tourism industry has been hit hard. Based on this, how to vigorously develop the tourism industry after the new crown epidemic is the current research direction of many scholars. The proposed research object of this paper is the Xi Jiang Qianhu Miao Village tourist attraction in Guizhou Province. This paper uses the literature reading method, questionnaire survey method and AHP analysis method to investigate and understand tourists' perception of tourism development in Guizhou Province. The statistical sample of this paper is selected For tourists who come to Xi Jiang Qianhu Miao Village. The questionnaire design is designed to understand tourists' expectations of tourist attractions, their views on the content of Xi Jiang Qianhu Miao Village tourism projects and creative learning tourism projects with research nature, and the related influencing factors are analyzed by AHP analysis method Sort the weights and then propose a targeted improvement strategy for the Xi Jiang Qianhu Miao Village tourist attraction.

**Keywords:** Post-epidemic, Guizhou Province, Xi Jiang Qianhu Miao Village, Research-based learning tourism, Development strategy.

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## 1. Introduction

### 1.1. Research background and rationale

With the continuous improvement of the national strategy, China's reform and opening up policy and the promotion of economic and social development, tourism has become one of the essential driving forces of China's economic development. The tourism industry has entered a period of significant development. According to the statistical analysis of China's national GDP, people will choose to travel due to the increase in China's national income. However, provinces and industries have been severely affected after the new crown epidemic outbreak. Among them, the tourism industry has suffered the most severe losses. In previous years, the tourism industry in Guizhou Province would show a trend of outbreaks around the Spring Festival. However, the closure of the epidemic and the cautiousness of travel have stopped tourism development in Guizhou Province. Under the current epidemic prevention and control situation, how to use new ideas to develop the tourism industry in Guizhou Province is an important issue before this article. In recent years, studying tourism with a research nature has gradually attracted everyone's attention as a new way of tourism. In the context of integrating cultural and tourism industries, studying tourism with a research nature closely combines tourism and education, embracing education in tourism and giving tourists a different experience. Therefore, actively adapting to the new form of tourism development can also stimulate tourism demand in the context of sluggish tourism demand in the post-epidemic era. This article starts from the background of sluggish tourism demand in Guizhou Province under the background of the COVID-19 epidemic, takes Xi Jiang

Qianhu Miao Village as a case, starts from the perceived needs of tourists, and obtains tourists' Xi Jiang Qianhu Miao Village through the design and distribution of questionnaires. Tourist perception information, and then use SPSS26.0 software to analyze the obtained tourist perception information, find out the relevant factors that affect the tourist perception of Xi Jiang Qianhu Miao Village, and sort the weight of the relevant influencing factors through the analytic hierarchy process, and then put forward targeted improvement strategies for the Xi Jiang Qianhu Miao Village tourist attraction.

### 1.2. Research objectives

This article selects Qianhu Miao Village as the research object to study its tourism development. Through in-depth research and analysis of the tourism development of Qianhu Miao Village and designing a questionnaire based on tourist satisfaction and importance, first select the hierarchical structure of the indicator system, Then select various indicators of the indicator system and analyze the questionnaire data to provide a basis for subsequent research.

### 1.3. Literature review

Study the impact of the new crown epidemic on tourism from a significant dimension. Based on the current situation of China's cross-border tourism development under the normalization of epidemic prevention and control [1], it is analyzed that China's cross-border tourism development has imperfect cooperation mechanisms, imperfect infrastructure, traditional and non-traditional security threats, weak development of cross-border e-commerce platforms and It also proposes a breakthrough path for China's cross-border tourism development from the perspectives of internal

circulation development, system and mechanism construction, digital transformation and cultural and tourism integration. In the post-epidemic period, China's domestic tourism management faced a complex environment [2], with problems existing at multiple levels, such as operations, markets, and sustainable development. Optimized return and exchange and sales policies can be adopted to ensure capital flow. To cope with the company's financial risks, ensure the company's everyday operations by stabilizing operations and reducing costs and expenses, respond to market risks by improving product quality and competitiveness, and use an overall transformation and insurance model to disperse and reduce operational risks, thereby Promote the healthy recovery and sustainable development of tourism enterprises. Tourism demand in the post-epidemic era has also upgraded from scenic sightseeing to in-depth experience of tourist destinations [3], and the current tourism supply is facing the pressure of transformation and upgrading. Therefore, China's tourism industry in the post-epidemic era should carry out structural upgrades and integration innovation, create a tourism ecosystem rich in humanistic spiritual connotations, meet people's needs for a better material life in the new era, achieve coordination between supply and demand, promote coordinated development of society, and ensure Healthy and sustainable development of the tourism industry.

From the perspective of social capital, the willingness of community residents to travel under the background of the epidemic will be the entry point [4]. Introducing social capital as the antecedent variable and psychological distance as the intermediate variable, the rural tourism intentions of urban residents in the post-COVID-19 era were explored through surveys. First, relationship trust and shared vision will reduce the psychological distance of urban residents, thereby increasing their rural tourism intention, but the impact of interactive connections is not significant. Secondly, psychological distance has an apparent adverse effect on rural tourism intention; in relationship trust, psychological distance plays a mediating effect of the medium in the same desire and rural travel intention. This article is the first empirical study to apply the three dimensions of social capital to the phenomenon of rural tourism in China. The research conclusions can help rural areas understand and use social capital in the post-epidemic era, pay attention to the impact of psychological distance, and formulate more flexible and effective rural tourism development strategies.

Focusing on the tourism situation in nature reserves before and after the epidemic [5], the results show that the epidemic has a significant impact on tourists' information channels, transportation methods, and tourism expenditures ( $P < 0.01$ ). In contrast, it does not impact other ecotourism needs and behavioral characteristics—no significant effect. After the outbreak, tourists' gender, age, education, occupation, and income have a significant impact on the tendency to state certain tourism products ( $P < 0.05$ ); age, education and occupation have a preference for specific products in nature reserves tendency has a significant effect ( $P < 0.05$ ).

According to the SARIMA model [6] of entry tourism income, the significant impact of the new crown pneumonia epidemic on China's tourism income is analyzed. It is concluded that China should focus on the quality of China's domestic tourism in the future. Then, taking Jilin City, Jilin Province, as an example, he elaborated on the overview of tourism Internet resources and proposed four ways to restore and develop tourism in the post-epidemic period: leveraging

the Winter Olympics to normalize ice and snow tourism in all four seasons; integrating agriculture and tourism, and live broadcasting to help farmers connect tourism Digital supply chain; energy storage of cultural tourism, helping the tourism market bloom again; developing health care tourism, boosting tourists' confidence in travel. Finally, it discusses how to stimulate new momentum for China's domestic tourism development from three directions: local people's government, tourism enterprises, and new infrastructure, to provide reference and reference for the reform and upgrading of the national tourism industry in the post-epidemic period.

Countermeasures to promote county tourism development in ethnic minority areas in the post-epidemic era [7], taking the Miao Nationality Autonomous County of Yinjiang Tujia in Tongren City, Guizhou Province as an example, studied its tourism development strategy in the post-epidemic era, and suggested that the people's government can create a management model, compile health guidelines, reform and adjust the overall tourism development plan, urge relevant industries to increase investment in tourism public supporting facilities, use the media to increase tourism promotion, distribute "travel coupons" to stimulate tourists to spend, and introduce technical tourism professionals to handle To combat the epidemic, develop the tourism industry; enterprises can carry out epidemic prevention and control and industry self-rescue by providing a safe and hygienic environment, improving the quality of tourism services, developing specialty foods, improving accommodation conditions, and focusing on developing the rural tourism industry.

## 2. The Method

### 2.1. Literature research method

Through the search and search of databases such as China National Knowledge Infrastructure, a large number of tourism-related reference materials from scholars will be obtained as the scientific research basis for this article, and they will be sorted, analyzed and summarized. In addition, during the research process, holiday tourism materials from Xijiang Qianhu Miao Village and some research materials from other areas were also collected, laying a solid scientific theoretical foundation for developing this topic.

### 2.2. Questionnaire survey method

In order to investigate the current development status of tourism in Xi Jiang Qianhu Miao Village, a questionnaire survey will be conducted from the perspective of tourists. Analyze and summarize the obtained data, focus on tourists' tourist needs, and clearly understand tourists' expectations for study tours with a research nature. According to the statistical analysis software SPSS26.0, statistical analysis was carried out on the collected data, and the obtained data results were analyzed to understand tourists' concerns. Based on this, we analyzed and made suggestions for the future development direction of Xijiang Qianhu Miao Village so that The process and results of the overall research are more scientific and standardized, which significantly increases the theoretical scientificity of the research related to this article and the confirmed credibility of the research results. After sorting out the data from this questionnaire survey, 406 pieces of valid data were obtained, and these 406 pieces of data were compiled into Excel. The data tables were imported into SPSS, and statistical analysis methods were used for fundamental data analysis.

### 2.3. AHP analysis method

AHP analysis method, namely the Analytical Hierarchy Process. Proposed by American operations researcher Professor T. L. Saaty in the early 1970s, AHP is a simple, flexible and practical multi-criteria decision-making method for quantitative analysis of qualitative problems. This article uses a questionnaire survey and spss analysis of data to find out the relevant factors that affect the perception of tourists in

Xi Jiang Qianhu Miao Village, uses the AHP analysis method to sort the weight of the relevant influencing factors, and then proposes targeted recommendations for Xi Jiang Qianhu Miao Village—promotion strategies for Village tourist attractions.

## 3. The Results

### 3.1. Basic information

| Frequency analysis results                            |   |           |               |                          |
|---|---|-----------|---------------|--------------------------|
| Name  | Option                                    | Frequency | Percentage(%) | Cumulative Percentage(%) |
| 1、Your gender   | Female                                    | 241       | 59.36         | 59.36                    |
|   | Male                                      | 165       | 40.64         | 100.00                   |
| 2、Your age  | under 19 years old                        | 57        | 14.04         | 14.04                    |
|   | 20 years old-29 years old                 | 145       | 35.71         | 49.75                    |
|   | 30 years old-39 years old                 | 69        | 17.00         | 66.75                    |
|   | 40 years old-49 years old                 | 57        | 14.04         | 80.79                    |
|   | 50 years old-59 years old                 | 41        | 10.10         | 90.89                    |
|   | Over 60 years old                         | 37        | 9.11          | 100.00                   |
| 3、Your monthly income                                 | more than 10,001 yuan                     | 93        | 22.91         | 22.91                    |
|   | Below 3,000 yuan                          | 135       | 33.25         | 56.16                    |
|   | 3001-6000 yuan                            | 99        | 24.38         | 80.54                    |
|   | 6001-10000 yuan                           | 79        | 19.46         | 100.00                   |
| 4、Your education level                                | Junior high school and below              | 52        | 12.81         | 12.81                    |
|   | Junior College                            | 99        | 24.38         | 37.19                    |
|   | Undergraduate                             | 147       | 36.21         | 73.40                    |
|   | Master's degree and above                 | 48        | 11.82         | 85.22                    |
|   | Senior high school                        | 60        | 14.78         | 100.00                   |
| 5、Your occupation                                     | Employees of enterprises and institutions | 102       | 25.12         | 25.12                    |
|   | Civil servant                             | 78        | 19.21         | 44.33                    |
|   | Other                                     | 24        | 5.91          | 50.25                    |
|   | Student                                   | 98        | 24.14         | 74.38                    |
|   | Retired personnel                         | 49        | 12.07         | 86.45                    |
|   | Freelance                                 | 55        | 13.55         | 100.00                   |
| 6、Your acceptable travel expenditure is approximately | 1,001-2,000 yuan                          | 178       | 43.84         | 43.84                    |
|   | 2001–3000yuan                             | 45        | 11.08         | 54.93                    |
|   | 3001–5000yuan                             | 36        | 8.87          | 63.79                    |
|   | More than 5,001 yuan                      | 12        | 2.96          | 66.75                    |
|   | Below 500yuan                             | 18        | 4.43          | 71.18                    |
|   | 501-1000 yuan                             | 117       | 28.82         | 100.00                   |
| Total   |   | 406       | 100.0         | 100.0                    |

From the table above, we can see that from the perspective of gender, there are relatively more "females" in the sample, accounting for 59.36%. And the proportion of male samples is 40.64%. Regarding age distribution, most samples are "20-29 years old", representing 35.71%. Select "less than 3,000 yuan" from samples with more than 30% personal monthly income. The most educated people in the sample are undergraduates, accounting for 36.21%, and the most positions in the sample are "employees of enterprises and institutions," accounting for 25.12%. Judging from the approximate travel expenses accepted, more than 40% of the samples were "1001-2000 yuan".

### 3.2. Reliability and validity analysis

#### 3.2.1. Reliability Analysis Results

Reliability analysis analyzes the consistency of the repeated measurement results of the research objects. This study uses SPSS to analyze the reliability of the questionnaire and calculate the Cronbach  $\alpha$  reliability coefficient. Generally speaking, the consistency is very high if  $\alpha$  is more significant than 0.9. If  $\alpha$  is between 0.7 and 0.8, it means that the consistency is acceptable, and if  $\alpha$  is lower than 0.7, it means that some indicators need to be deleted or adjusted. See the table for reliability coefficients.

| Cronbach reliability analysis   |  |                                   |                               |
|---|--|-----------------------------------|-------------------------------|
| Name  | Correction Term Total Correlation (CITC) | Term deleted $\alpha$ coefficient | Cronbach $\alpha$ coefficient |
| Tourism content survey—the Miao nationality's particular customs are more attractive to me  | 0.474                                    | 0.861                             | 0.867                         |
| The unique clothing of the Miao nationality is more attractive to me  | 0.586                                    | 0.860                             |                               |
| The Miao nationality's housing architecture is more attractive to me  | 0.432                                    | 0.862                             |                               |
| The public security situation is good, and order is good  | 0.556                                    | 0.859                             |                               |
| The toilet meets the needs  | 0.692                                    | 0.854                             |                               |
| Sufficient parking spaces and convenient parking  | 0.382                                    | 0.863                             |                               |
| The road signs are evident, complete and transparent  | 0.183                                    | 0.867                             |                               |
| Good dining conditions in tourist attractions   | 0.543                                    | 0.859                             |                               |
| Good accommodation conditions in tourist attractions  | 0.607                                    | 0.856                             |                               |
| The professional attitude of the tour guide service is good   | 0.168                                    | 0.867                             |                               |
| Fire-fighting equipment is complete, and prohibition safety signs are set up at scenic spots  | 0.204                                    | 0.867                             |                               |
| The overall sanitation status of tourist attractions is good at   | 0.543                                    | 0.859                             |                               |
| Simple folk customs of Miao Village   | 0.209                                    | 0.867                             |                               |
| Quick and professional emergency rescue service   | 0.193                                    | 0.867                             |                               |
| Great publicity   | 0.433                                    | 0.862                             |                               |
| The clothing of the service staff is decent and tidy  | 0.233                                    | 0.866                             |                               |
| Quickly handle complaints and conflicts   | 0.192                                    | 0.868                             |                               |
| I hope that local research activities can be actively supervised by schools, parents, education bureaus and relevant departments                          | 0.354                                    | 0.864                             |                               |
| If a tourist attraction launches a study tour, I will let my children participate   | 0.559                                    | 0.858                             |                               |
| I hope Guizhou Province can develop more special tourism projects   | 0.083                                    | 0.875                             |                               |
| Convenient booking method   | 0.439                                    | 0.862                             |                               |
| I hope to be led by professional research instructors during the research activities  | 0.330                                    | 0.864                             |                               |
| I would encourage my children to go there and experience the cultural characteristics if there is local study policy support                              | 0.372                                    | 0.864                             |                               |
| There is no compulsory consumption and hidden consumption in tourist attractions  | 0.433                                    | 0.862                             |                               |
| Reasonable planning of Qianhu Miao Village scenic spots in Guizhou Province   | 0.633                                    | 0.858                             |                               |
| Advertisement is actual   | 0.329                                    | 0.864                             |                               |
| Visitors can freely choose personalized services  | 0.286                                    | 0.866                             |                               |
| The cultural experiences of the Miao nationality are more attractive to me, such as batik workshops, embroidery workshops, cultural alleys, and breweries | 0.441                                    | 0.862                             |                               |
| The beautiful environment of terraced fields and mountain scenery   | 0.298                                    | 0.865                             |                               |
| The Miao nationality's particular song and dance performances attract me more   | 0.520                                    | 0.861                             |                               |
| The special delicacies of the Miao nationality are more attractive to me  | 0.635                                    | 0.858                             |                               |
| Standardized Cronbach $\alpha$ coefficient: 0.873   |  |                                   |                               |

It can be seen from the above table that the reliability coefficient value is 0.867, which is greater than 0.8, thus indicating that the reliability of the research data is of high quality. Regarding the " $\alpha$  coefficient of the deleted item," after any item is deleted, the reliability coefficient will not increase significantly, so it means that the item should not be deleted.

### 3.2.2. Validity Analysis Results

Reliability analysis analyzes the consistency of the

repeated measurement results of the research objects. This study uses SPSS to analyze the reliability of the questionnaire and calculate the Cronbach  $\alpha$  reliability coefficient. Generally speaking, the consistency is very high if  $\alpha$  is more significant than 0.9. If  $\alpha$  is between 0.7 and 0.8, the consistency is acceptable. And if  $\alpha$  is lower than 0.7, some indicators need to be deleted or adjusted. See the table for reliability coefficients.

| Name                   | factor loading coefficient |
|------------------------|----------------------------|
| KMO-value              | 0.733                      |
| Bart's spherical value | 11278.876                  |
| df                     | 465                        |
| p-value                | 0.000                      |

It can be seen from the above table that the commonness values corresponding to all research items are higher than 0.4, indicating that the research item information can be effectively extracted. In addition, the KMO value is 0.733, more significant than 0.6, and the data can be effectively

extracted.

### 3.3. Weight Analysis Survey

#### 3.3.1. Features of the Miao nationality

| AHP Hierarchy Analysis Results  |             |                    |                    |          |
|---|-------------|--------------------|--------------------|----------|
| Item  | eigenvector | weight coefficient | maximum eigenvalue | CI-value |
| Tourism content survey—the characteristic customs of the Miao nationality are more attractive to me | 1.221       | 17.438%            |                    |          |
| The extraordinary costumes of the Miao nationality are more attractive to me                        | 0.815       | 11.643%            |                    |          |
| The housing construction of the Miao nationality is more attractive to me                           | 0.816       | 11.661%            |                    |          |
| The exceptional food of the Miao nationality is more attractive to me                               | 1.278       | 18.251%            | 7.000              | 0.000    |
| The special singing and dancing performances of the Miao nationality are more attractive to me      | 0.843       | 12.049%            |                    |          |
| The cultural experience of the Miao nationality is more attractive to me                            | 0.858       | 12.261%            |                    |          |
| The beautiful environment of terraced fields and mountain scenery                                   | 1.169       | 16.696%            |                    |          |

As can be seen from the above table, a 7-order judgment matrix was constructed for 97 items to conduct AHP hierarchical method research (calculation method: sum-product method), and the eigenvector obtained from the analysis is (1.221,0.815,0.816,1.278,0.843,0.858,1.169), and The weight values corresponding to a total of 7 items are:

17.438%, 11.643%, 11.661%, 18.251%, 12.049%, 12.261%, 16.696%. In addition, the maximum eigenvalue (7.000) can be calculated by combining the eigenvectors, and then the maximum eigenvalue is used to calculate the CI value (0.000). The CI value is used for the following consistency test.

| Random consistency RI table |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| n order                     | 3      | 4      | 5      | 6      | 7      | 8      | 9      | 10     | 11     | 12     | 13     | 14     | 15     | 16     |
| RI-value                    | 0.52   | 0.89   | 1.12   | 1.26   | 1.36   | 1.41   | 1.46   | 1.49   | 1.52   | 1.54   | 1.56   | 1.58   | 1.59   | 1.5943 |
| n order                     | 17     | 18     | 19     | 20     | 21     | 22     | 23     | 24     | 25     | 26     | 27     | 28     | 29     | 30     |
| RI-value                    | 1.6064 | 1.6133 | 1.6207 | 1.6292 | 1.6358 | 1.6403 | 1.6462 | 1.6497 | 1.6556 | 1.6587 | 1.6631 | 1.6670 | 1.6693 | 1.6724 |

This study constructed a 7-order judgment matrix corresponding to the above table and can be queried to obtain

a random consistency RI value of 1.360. The RI value is used for the following consistency test calculations.

| Summary of consistency test results |          |          |          |                         |
|-------------------------------------|----------|----------|----------|-------------------------|
| Maximum characteristic root         | CI-value | RI-value | CR-value | Consistency test result |
| 7.000                               | 0.000    | 1.360    | 0.000    | Pass                    |
| 7.000 0.000 1.360 0.000             | Pass     |          |          |                         |

Generally, the smaller the CR value, the better the consistency of the judgment matrix. Generally, the CR value is less than 0.1, and the judgment matrix meets the consistency test; if the CR value is more significant than 0.1, there is no consistency, and the judgment matrix should be Analyzed again after making appropriate adjustments. This time, the CI value calculated for the 7th-order judgment matrix is 0.000, and the RI value table lookup is 1.360, so the calculated CR value is 0.000<0.1, which means that the judgment matrix of this research meets the consistency test, and the calculated weights are consistent.

#### 3.3.2. Expectations of Tourist Attractions

As can be seen from the table, the AHP hierarchical method research (calculation method: sum product method) was

carried out for the construction of a 19-order judgment matrix for 19 items, and the eigenvectors obtained from the analysis were (1.154, 1.223, 0.881, 1.185, 1.112, 1.240, 0.791, 0.824, 0.881, 1.213, 0.859, 0.905, 0.849, 0.895, 1.181, 0.859, 0.908, 0.798, 1.240), and the weight values corresponding to a total of 19 items are 6.076%, 6.438%, 4.635%, 6.237%, 5.852%, 6.528%, 4.165%, 4.335%, 4.635%, 6.385%, 4.523%, 4.765%, 4.470%, 4.711%, 6.214%, 4.523%, 4.778%, 4.201%, 6.528%. In addition, the most significant characteristic root (19.000) can be calculated by combining the eigenvectors. Then, the CI value (0.000) can be calculated by using the most considerable characteristic root value, and the CI value is used for the following consistency check.

| AHP Hierarchy Analysis Results   |                |                                |                    |           |
|--|----------------|--------------------------------|--------------------|-----------|
| Item   | feature vector | Weight coefficient value value | maximum eigenvalue | CI value- |
| The overall health condition of the Qianhu Miao Village tourist attraction in Guizhou Province is good | 1.154          | 6.076%                         |                    |           |
| Reasonable planning of scenic spots  | 1.223          | 6.438%                         |                    |           |
| The public security situation is good, and order is good at  | 0.881          | 4.635%                         |                    |           |
| The toilet meets the needs   | 1.185          | 6.237%                         |                    |           |
| The accommodation conditions in tourist attractions are good   | 1.112          | 5.852%                         |                    |           |
| The dining conditions in tourist attractions are good  | 1.240          | 6.528%                         |                    |           |
| Sufficient parking spaces and convenient parking   | 0.791          | 4.165%                         |                    |           |
| The road signs are evident, complete and transparent   | 0.824          | 4.335%                         |                    |           |
| Fire-fighting equipment is complete, and prohibition safety signs are set up at scenic spots           | 0.881          | 4.635%                         |                    |           |
| Complaints and conflicts are handled quickly   | 1.213          | 6.385%                         | 19.000             | 0.000     |
| Service staff are well-dressed and neat  | 0.859          | 4.523%                         |                    |           |
| Tour guide service is professional and has a good attitude   | 0.905          | 4.765%                         |                    |           |
| Qianhu Miao Village in Guizhou Province has simple folk customs  | 0.849          | 4.470%                         |                    |           |
| Emergency rescue service is fast and professional  | 0.895          | 4.711%                         |                    |           |
| Visitors can freely choose personalized services   | 1.181          | 6.214%                         |                    |           |
| Convenient booking method  | 0.859          | 4.523%                         |                    |           |
| There is no compulsory consumption and hidden consumption in tourist attractions                       | 0.908          | 4.778%                         |                    |           |
| The advertisement is proper  | 0.798          | 4.201%                         |                    |           |
| Substantial publicity  | 1.240          | 6.528%                         |                    |           |

| Random consistency RI table |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| n order                     | 3      | 4      | 5      | 6      | 7      | 8      | 9      | 10     | 11     | 12     | 13     | 14     | 15     | 16     |
| RI-value                    | 0.52   | 0.89   | 1.12   | 1.26   | 1.36   | 1.41   | 1.46   | 1.49   | 1.52   | 1.54   | 1.56   | 1.58   | 1.59   | 1.5943 |
| n order                     | 17     | 18     | 19     | 20     | 21     | 22     | 23     | 24     | 25     | 26     | 27     | 28     | 29     | 30     |
| RI-value                    | 1.6064 | 1.6133 | 1.6207 | 1.6292 | 1.6358 | 1.6403 | 1.6462 | 1.6497 | 1.6556 | 1.6587 | 1.6631 | 1.6670 | 1.6693 | 1.6724 |

This study constructed a 19-order judgment matrix corresponding to the above table and can be queried to obtain

a random consistency RI value of 1.621. The RI value is used for the following consistency test calculations.

| Summary of Consistency Test Results |          |          |          |                         |
|-------------------------------------|----------|----------|----------|-------------------------|
| Maximum characteristic root         | CI-value | RI-value | CR-value | Consistency test result |
| 19.000                              | 0.000    | 1.621    | 0.000    | Passed                  |

This time, the CI value calculated for the 19th-order judgment matrix is 0.000, and the RI value lookup table is 1.621, so the calculated CR value is  $0.000 < 0.1$ , which means that the judgment matrix of this research meets the

consistency test, and the calculated weights are consistent.

### 3.3.3. Characteristic learning tourism projects with research nature

| AHP Hierarchy Analysis Results  |             |              |                    |          |
|---|-------------|--------------|--------------------|----------|
| Item  | eigenvector | weight value | maximum eigenvalue | CI-value |
| If a tourist attraction launches a study tour, I will let my children participate   | 1.025       | 20.500%      |                    |          |
| I hope to be led by professional research instructors during the research activities  | 0.945       | 18.903%      |                    |          |
| There are research policies in the local area to support, and I will encourage children to go and experience cultural characteristics | 0.864       | 17.289%      | 5.000              | 0.000    |
| It is hoped that local study activities can be actively supervised by schools, parents, education bureaus and relevant departments    | 0.973       | 19.458%      |                    |          |
| I hope that Guizhou Province can carry out more characteristic tourism projects   | 1.193       | 23.850%      |                    |          |

As can be seen from the table above, the AHP hierarchical method was used to construct a 5th-order judgment matrix for five items (the calculation method is the sum-product method). The eigenvector obtained from the analysis is (1.025, 0.945, 0.864, 0.973, 1.193), and a total of 5 items correspond to the

weight values of 20.500%, 18.903%, 17.289%, 19.458%, 23.850%. In addition, the maximum eigenvalue (5.000) can be calculated by combining the eigenvectors, and then the CI value (0.000) is calculated using the maximum eigenvalue. The CI value is used for the following consistency test.

| Random consistency RI table |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| n order                     | 3      | 4      | 5      | 6      | 7      | 8      | 9      | 10     | 11     | 12     | 13     | 14     | 15     | 16     |
| RI-value                    | 0.52   | 0.89   | 1.12   | 1.26   | 1.36   | 1.41   | 1.46   | 1.49   | 1.52   | 1.54   | 1.56   | 1.58   | 1.59   | 1.5943 |
| n order                     | 17     | 18     | 19     | 20     | 21     | 22     | 23     | 24     | 25     | 26     | 27     | 28     | 29     | 30     |
| RI-value                    | 1.6064 | 1.6133 | 1.6207 | 1.6292 | 1.6358 | 1.6403 | 1.6462 | 1.6497 | 1.6556 | 1.6587 | 1.6631 | 1.6670 | 1.6693 | 1.6724 |

In this study, a 5-order judgment matrix was constructed. Corresponding to the above table, the random consistency RI value can be found to be 1.120. The RI value is used for the following consistency test calculations.

| Summary of Consistency Test Results |          |          |          |                         |
|-------------------------------------|----------|----------|----------|-------------------------|
| Maximum characteristic root         | CI-value | RI-value | CR-value | Consistency test result |
| 5.000                               | 0.000    | 1.120    | 0.000    | Passed                  |

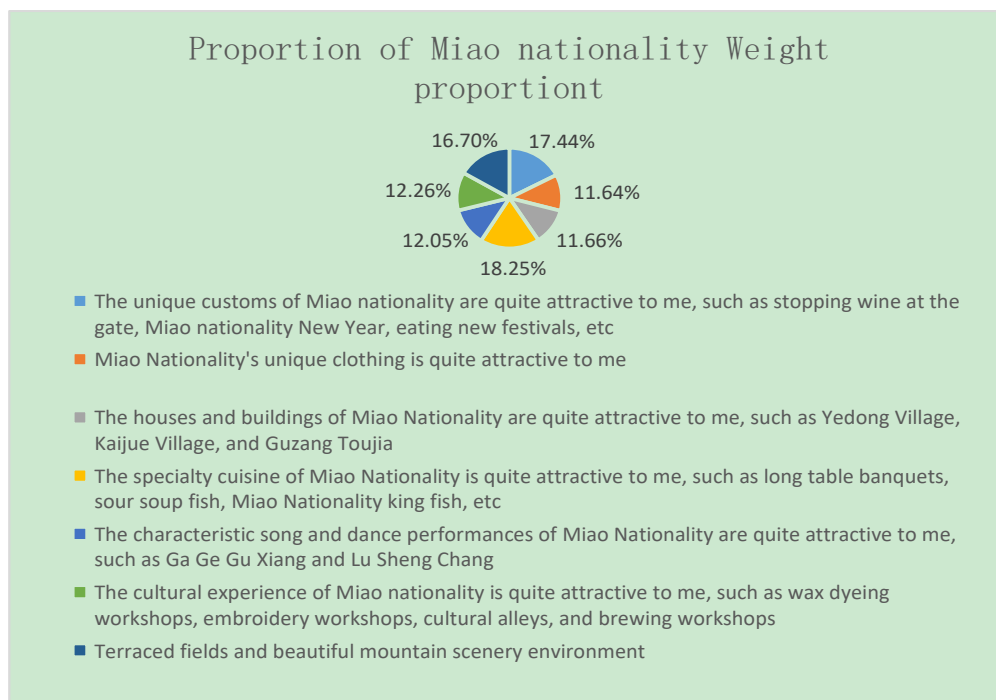
This time, the CI value calculated for the fifth-order judgment matrix is 0.000, and the table lookup for the RI value is 1.120. Therefore, the calculated CR value is

$0.000 < 0.1$ , which means that the judgment matrix of this study meets the consistency test and the calculated weights are consistent.

## 4. Conclusion and discussion

### 4.1. Conclusion

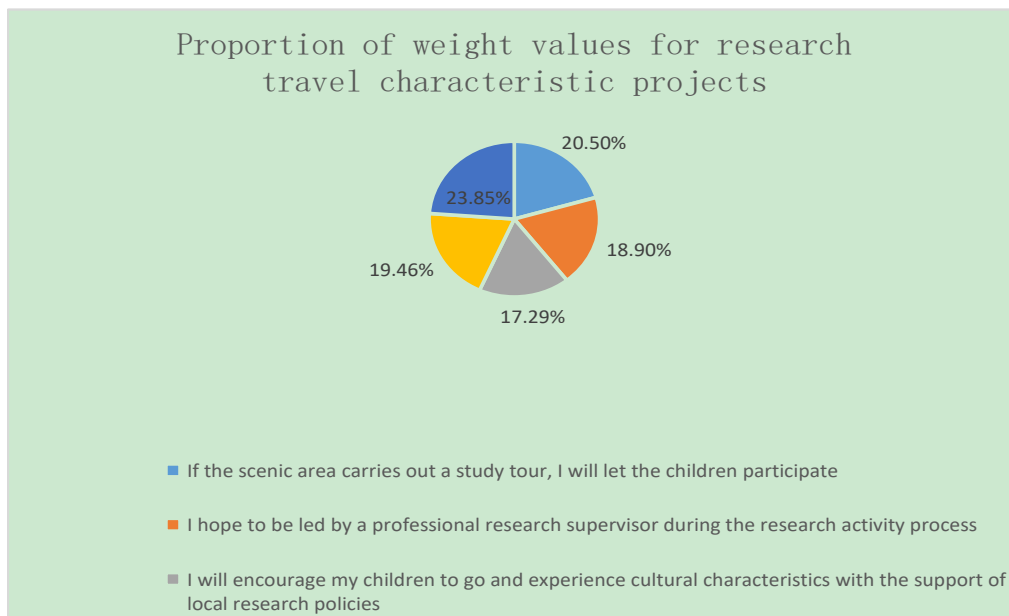
1. In the survey on the proportion of the Miao nationality's noteworthy features, the highest proportion is the Miao nationality's exceptional food, followed by the Miao nationality's particular customs. The third is the Miao nationality's natural scenery. In the survey, other weights accounted for more than 11%, and tourists are more enthusiastic about the characteristics of the Miao nationality.



2. Among the expected weight ratios of tourist attractions, more than 6% of the content is the overall sanitation of tourist attractions, public security environment, surrounding accommodation, toilets that meet needs, surrounding dining environment, complaints and conflicts can be quickly handled, and tourists can choose There are seven aspects of personalized service. During the development of tourist attractions in Guizhou Province in the post-epidemic era, we

must pay attention to the content of seven aspects and optimize the service content of seven aspects.

3. In proportion to the weight of characteristic research tourism projects, tourists expect Guizhou Province to open more research projects with a research nature. Tourist attractions carry out research tourism projects with a research nature, and tourists will also support their children to join.



## 4.2. Discussion

In the context of the post-epidemic era, the tourism development of Guizhou Province can be discussed from the following aspects:

Pay attention to the dissemination of its own characteristic culture. Taking Xi Jiang Qianhu Miao Village, the object of this investigation, as an example, it is necessary to pay attention to enriching the natural landscape, opening up the characteristics of mountain tourism, digging into the characteristic culture, innovating cultural experience projects, enriching entertainment performances, and improving the viewing experience of tourists. , focusing on the promotion of clothing and food, as well as the catering and innovation of the food itself.

Regarding the status quo of tourist attractions, this article can intuitively understand that tourists pay more attention to hygiene, public security environment, surrounding accommodation, and dining environment. Complaints and conflicts can be quickly handled, and tourists can choose personalized services, so in the future, In the development of Guizhou Province, tourist attractions in Guizhou Province should pay attention to the sanitation construction of tourist attractions, strengthen security, improve environmental security, and also focus on providing safer accommodation and dining environments. Visitors bring personalized service content.

Finally, in the Xi Jiang Qianhu Miao Village's characteristic research tourism survey, tourists have high expectations for it. Based on this, we can pay attention to the excavation of Xi Jiang Qianhu Miao Village research tourism projects and other tourism in Guizhou Province. Attractions can also further explore special tourism projects to attract tourists.

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