



Research Article

ISSN : 0975-7384
CODEN(USA) : JCPRC5

An evaluation of peasant's satisfaction about Chongqing rural tourism from the perspective of protecting peasants' rights and interests

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ABSTRACT

Peasants' satisfaction can fully reflect the degree of guarantee about peasants' rights and interests in rural tourism. An analysis of peasant's satisfaction about rural tourism from the perspective of protecting peasants' rights and interests may provide an early warning, feedback and strategic scientific basis to solve the problem of peasant rights and interests is damaged. The article built evaluation index system of peasants' satisfaction from the perspective of protecting peasants' rights and interests. And had a fuzzy comprehensive evaluation using the survey data of 595 farmers from 8 counties in Chongqing. The results show: peasant's are not satisfied with Chongqing's rural tourism development. Specifically not very satisfied with the land circulation revenue, income from tourism; not very satisfied with Social security, profit distribution, tourism cause prices to rise, etc. The results accounts for that Chongqing's rural tourism development have to Strengthen Mode, mechanism and system construction in land circulation, tourism income distribution, social security, etc Aspects.

Key words: rural tourism, peasants' rights and interests, degree of satisfaction, fuzzy comprehensive evaluation

INTRODUCTION

Rural Tourism is a tourism activities of the principal space scope In the countryside facing to urban residents carrying out the sightseeing, leisure, entertainment and vacation. Rural tourism is mainly rely on rural infrastructure, rural landscape, rural residents production life scenes, such as rural folk tourism resources[1]. The main tourist resources are various spiritual culture and material culture created by rural residents in the process of long-term production and life. Peasants is the soul theme in rural tourism activity as the important creator and carrier of the tourism resources[2]. Rural tourism in China started in the 1980s, Rural tourism in our country playing an important role in breaking the barriers between urban and rural areas, promoting rural economy, solving the problem of "agriculture, rural areas and farmers" and so on. Because of the rural tourism industry has these characteristics, such as: broad market prospect, good social, economic and ecological benefits, and its comprehensive strength, large-scale, labor intensive, and so on. Therefore, Rural tourism in China has obvious characteristics of "Poverty alleviation", and are popular all over the country Due to the obvious effect in poverty alleviation[3].

Practical work proves that: The vigorous development of China's rural tourism has played a good role in promoting to rapidly developing of rural economy and adjusting of industrial structure. But rural tourism increasingly exposed

many problems in the process of development due to the rural tourism was initially developed by the government or aided by foreign companies often. with the simple economic growth goal. Especially local peasants, the "Soul theme", often be regarded as the object replacing the main body of tourism development. The interests of them is often severely damaged focusing on the land occupied, environmental destruction, life interference. At the same time, Their tourism resource value is not really reflected. Their legitimate rights and interests cannot be effectively guaranteed. They also can't share the achievements of tourism development in the long run. All this has breded agrarian discontent on tourism development, greatly restricted the sustainable development of rural tourism and further buried hidden trouble for the harmonious development of the rural society[4]. So, With the development of rural tourism, How do connect the rural tourism development and the interests of local farmers to be solved. The satisfaction degree of the local farmers to rural tourism development fully reflects the guarantee degree of farmers' rights and interests of the security in the process of rural tourism development. Based on the farmers' rights and interests protection perspective, Analysis of the degree of satisfaction of rural tourism development can provide a warning, feedback and strategic scientific basis to solve the damage of farmer rights and interests.

In recent years, based on the reflection of a series of social problem caused by rural tourism development, Scholars in our country have fully realized that the sustainable development of rural tourism must adhere to the people-centered, further focus on the needs of the vulnerable groups especially, and, to promote the development of local rural tourism only by constructing an rational benefit balance mechanism to protect the rights and interests of farmers. And they put forward a variety of rural tourism development pattern, such as: farmers' participation, "Government-led, residents of empowerment, market participation, Co-Op Approach", community-driven, in order to realize the effective guarantee for the rights of farmers [4-8]. Few studies is directly about rural rights security problems in rural tourism development, More researches discussed about the importance of peasant's rights and interests, how to do, what method are adopted from the perspective of rural tourism sustainable development, stakeholder, rural tourism business model, etc[4-10]. Some scholars also discussed the positive and negative effect of the community and resident, as well as farmer's satisfaction. But, Few scholars analyzed farmers' satisfaction from the perspective of the protection of rights and interests[11-13]. on the whole, The shortcomings of the present study lies in: The first, Few people treated the problems about peasant's rights and interests as a large and important problem in the process of the rural tourism development. second, there is not the farmer rights and interests security system building on the integral guarantee of economic, social and political status. third, there is not long-term mechanism of safeguard the rights and interests of farmers, Fully integrating farmers' sustainable development and rural tourism sustainable development. This research will quantify farmers' satisfaction utilizing Analytical Hierarchy Process and Fuzzy Comprehensive Evaluation basing on 595 questionnaires in December 2012-April 2013, and observe and study the situation about peasant's economic, social and political rights, In order to offer data for analysis afterwards to the development of rural tourism in China and related policy.

EXPERIMENTAL SECTION

The survey data

This paper data come from field research group's research In rural tourism development area during from December 2012 to April 2013. field research covers 24 rural tourism scenic Located in tongnan, tongliang, yubei, yongchuan, wulong wushan, changshou in chongqing. 595 valid questionnaires in 640 questionnaires, Effective rate 92.97%.

evaluation method

This paper will evaluate farmers' satisfaction utilizing Analytical Hierarchy Process and Fuzzy Comprehensive Evaluation with a view to the research target Belonging to the multi-index evaluation and Satisfaction being fuzzy. Fuzzy Comprehensive Evaluation is a Comprehensive method to evaluate membership grade status form multiple factors applying the principle of the fuzzy relationship synthetic[14]. Specific evaluation procedure is as follows:

① to determine the comprehensive evaluation index system

② Determine the evaluation theory field v

$v=(v_1, v_2, v_3, v_4, v_5)$, Correspond with the satisfaction evaluation of very satisfied, satisfied, general, dissatisfied, very dissatisfied.

③ valuating every single factore and establishing the fuzzy relation matrix is ed

$$R = \begin{pmatrix} r_{11} & r_{12} & \cdots & r_{1m} \\ r_{21} & r_{22} & \cdots & r_{2m} \\ \cdots & \cdots & \cdots & \cdots \\ r_{n1} & r_{n2} & \cdots & r_{nm} \end{pmatrix} \quad (0 \leq r_{ij} \leq 1) \quad (1)$$

including: $n=14, m=5$, r_{ij} corresponds to Level subordinate relations of v , that is, in the Individual indicators view, the grade of membership degree is V . Choose the frequency of peasant's Select comments as the basis of the single factor evaluation and set up fuzzy relation matrix

④ Determine the weight of the evaluation index A

This paper use the analytic hierarchy process (ahp) to determine the weight of the evaluation index.

Analytic hierarchy process (ahp) is a way based on the index of their importance, establishing Contrast coefficient matrix two-to-two, calculating weight vector, and finally determining whether weight appropriate through a consistency test. Fuzzy Comprehensive Evaluation. A determined by the fuzzy evaluation is A fuzzy subset, That is, using fuzzy method to determine the weight vector. and, the weight of all levels index may pass through the consistency test.

⑤ Choose composition operator, Synthesize A and R is B .

In this paper, the basic model for fuzzy evaluation is $B = A \cdot R$

the model synthetic A expressing the fuzzy relationship matrix between Evaluation index and the evaluated things and R expressing the fuzzy relationship matrix between Evaluation index and the evaluation level, form the fuzzy relationship between the various indexes and evaluation level. Here select fuzzy operator $M(^{\circ}, \oplus)$, computation and normalization[14-16].

RESULTS AND DISCUSSION

Overview of the study area

Chongqing has vast rural areas, rich rural tourism resources and colorful rural landscape. In recent years, Chongqing rural tourism have achieved historic leaps and bounds. According to data from the chongqing tourism administration: In 2012, the city has more than 5000 rural tourism scenic spots, employees 600000, more than 80 million tourists, 15 billion yuan business income. Among them, more than 20000 Happy-farmer, In over 40 million tourists, business income is 3.9 billion yuan, growing 39.28% a year, absorbing rural surplus labor force and laid-off workers about 400000 people. But the gap still exists between chongqing rural tourism and the Contiguous-type in Chengdu, Sichuan, supporting the poor -type in Guizhou Zunyi, "China's most beautiful villages" in Wuyuan Jiangxi. Chongqing rural tourism is still in the growth stage. In Chongqing the rural population are many, The urban-rural binary structural contradiction is very serious for a long time, there might be more problems in rural tourism growth stage. Therefore, chongqing as study area has the certain representative and typicality.

the evaluation index system

Rights refers to the interests of recognized and protected by the existing law, and all rights in relation to interests; But not all interests can be a right, Only the interests admitted and protected by the current law are the legal rights[17]. The rights and interests of farmers points to the interests that they should get as members of the society and the rights that they Should enjoy as national citizens, including h political, economic and social rights and interests[18]. Therefore, in order to objectively and scientifically describe the peasants satisfaction in the development of rural tourism, according to the particularity both comprehensive and simplicity, representative and systematic, operability and particularity of the research target, the selection of indicators from the following three aspects.

① the rights and interests of economic indicators

Economic interests mainly relates to two aspects of property rights and the rights and interests of market main body. Property rights and can be divided into property ownership, right of use, disposition and usufruct, etc. Rights and interests of market main body mainly includes the rights and interests in such aspects as production, exchange, distribution and consumption, etc. peasants' economic rights and interests is mainly produced by the farmers' labor income and land property income. Land is the most important property of peasants, Therefore, the land property

rights is the foundation (especially for land use rights, the right to transfer, independent management and remuneration, etc). If the peasants' land can be adjusted、 Occupied, deprived freely by the government or other social group, the other peasants' rights is hard to achieve. In the development of rural tourism, The economic rights and interests of peasants shows Changes in family income form land requisition compensation benefits、 the profit of circulation、 tourist income, etc. Therefore, this article mainly selected the satisfaction of land circulation income、 tourism income and other income to reflect the degree of farmers' economic rights and interests safeguard.

②the rights and interests of Social indicators

Social rights mainly include labor and employment right, the right be educated, migration rights, social security, the respected power, etc. peasants' social rights and interests includes the social management rights—to be the masters of our country, welfare right—as a citizen and the public services right provided by the government. The rights and interests of peasants in the rural tourism development are mainly as follows: Farmers tourism employment, social security, and related training education, rural public facilities improve, some impact on the local environment and culture, etc. Therefore, this article selects the seven satisfaction indicators of folk culture, social security, public facilities, tourism training, price, environment, benefit allocation fairness to reflect the degree of peasants' social rights guarantee.

Table 1 The index system of peasants' satisfaction

Destination Layer	rule layer (A_i)	index level (A_{ij})
Peasants satisfaction	economic rights and interests ($\alpha_1 = 0.540$)	land circulation income satisfaction ($\alpha_{11} = 0.413$)
		tourist income satisfaction ($\alpha_{12} = 0.385$)
		other sources of income satisfaction ($\alpha_{13} = 0.202$)
	Social rights and interests ($\alpha_1 = 0.296$)	folk culture satisfaction ($\alpha_{21} = 0.063$)
		the social security satisfaction ($\alpha_{22} = 0.144$)
		public facilities satisfaction ($\alpha_{23} = 0.213$)
		tourism training satisfaction ($\alpha_{24} = 0.087$)
		price satisfaction ($\alpha_{25} = 0.186$)
		environment satisfaction ($\alpha_{26} = 0.202$)
		benefit allocation fairness satisfaction ($\alpha_{27} = 0.109$)
political rights and interests ($\alpha_1 = 0.164$)	participation decision-making satisfaction ($\alpha_{31} = 0.286$)	
	development policy satisfaction ($\alpha_{32} = 0.317$)	
	development enterprise satisfaction ($\alpha_{33} = 0.213$)	
		local village cadres satisfaction ($\alpha_{34} = 0.184$)

③the rights and interests of political indicators

The constitution of our country stipulates: "all power in the People's Republic of China belongs to the people, the organ that people exercise state power is the National People's Congress and local people's congresses at various levels. In accordance with the law that the people manage state affairs, manage economic and cultural undertakings and social affairs management through various channels and forms, " As national citizen peasants have legitimate political rights and interests. Political rights and interests of peasants mainly manifest as political participation, political decision-making, and the status in the country's political life, such as, the right to vote and the right to be voted, organization right etc. Political power is the fundamental guarantee of economic interests, The economic interests of a social class without guarantee of political rights is not security. The officials on China's grass-roots township level has the nearest, widest interface with peasants, therefore there are the probability of the interests of the friction between them. In the rural tourism development, whether or not peasants' political rights be effectively

protected mainly lies in whether or not the peasants have the power of participation and decision-making of the rural tourism development plan, development mode and interests distribution, as well as, the relationship between village officials and developers in the process of rural tourism development. Therefore, based on the principle of index selection and the specific connotation of peasants' satisfaction of political rights, this article selects the satisfaction of decision-making attendance、 development policy、 development enterprises、 village cadres to reflect the degree of peasants' political rights guarantee.

Peasants' rights and interests is a system, It cannot be divided, If we protect peasants' rights and interests, we must preserve and protect all of these rights. In this paper, based on the above index selection to build completely the satisfaction evaluation index system of rural rights guaranteed. Among them, the level of evaluation indexes namely the target layer is the satisfaction of peasant rights and interests guarantee; Secondary indexes, namely the criterion layer is the political rights, economic rights, social rights and interests, etc.

Third grade index or index layer, including of the above the satisfaction land circulation income, tourist income, other sources of income, folk culture, the social security, public facilities, tourism training, price, environment, benefit allocation fairness, participation decision-making in rural tourism development, rural tourism development policy, rural tourism development enterprise, the local village cadres in all 14 indicators (table 1).

Satisfaction evaluation

①According to the above evaluation method, establish fuzzy relationship matrix, get the frequency of the rights and interests guarantee satisfaction about rural tourism development (table 2).

Table2 The Statistics of the frequency of peasants' satisfaction

satisfaction index	great satisfactory	more satisfactory	General satisfactory	not satisfied	Very dissatisfied
land circulation income satisfaction (A1)	13.26%	15.27%	27.22%	35.22%	9.06%
tourist income satisfaction (A2)	8.43%	24.22%	28.22%	24.78%	14.35%
other sources of income satisfaction (A3)	8.22%	11.33%	20.11%	45.24%	15.10%
folk culture satisfaction (A4)	16.86%	18.77%	45.22%	15.36%	3.82%
the social security satisfaction (A5)	10.78%	19.24%	30.44%	22.17%	17.37%
public facilities satisfaction (A6)	26.77%	24.30%	30.26%	10.18%	8.49%
tourism training satisfaction (A7)	3.11%	11.22%	17.22%	48.17%	20.28%
price satisfaction (A8)	8.18%	11.43%	22.77%	39.18%	18.44%
environment satisfaction (A9)	30.18%	24.27%	38.44%	4.22%	2.89%
benefit allocation fairness satisfaction (A10)	4.27%	14.25%	23.22%	38.76%	19.50%
participation decision-making satisfaction (A11)	8.22%	16.24%	25.92%	31.67%	17.95%
development policy satisfaction (A12)	9.25%	13.82%	27.13%	30.54%	19.26%
development enterprise satisfaction (A13)	13.87%	21.44%	25.33%	34.13%	5.23%
local village cadres satisfaction (A14)	13.11%	12.14%	30.11%	26.15%	18.49%

②Using analytic hierarchy process (ahp) to calculate the weight as shown in table 1, all levels of index weight through the ahp consistency check. Destination Layer

Among them, the destination Layer weight $A = (0.540, 0.296, 0.164)$ 。

rule layer (A_j) weight: $A = (0.413, 0.385, 0.202)$;

$A_2 = (0.063, 0.144, 0.213, 0.087, 0.186, 0.202, 0.109)$; $A_2 = (0.286, 0.317, 0.213, 0.184)$ 。

③Secondary indexes fuzzy comprehensive evaluation: Calculated separately, the fuzzy synthetic operator economic rights, social rights, political rights and interests: $\tilde{B}_1 = \tilde{A}_1 \circ \tilde{R}_1 = (0.104, 0.179, 0.262, 0.332, 0.123)$;

$\tilde{B}_2 = \tilde{A}_2 \circ \tilde{R}_2 = (0.167, 0.186, 0.296, 0.228, 0.124)$; $\tilde{B}_3 = \tilde{A}_3 \circ \tilde{R}_3 = (0.104, 0.153, 0.271, 0.305, 0.167)$ 。

④Primary index, fuzzy comprehensive evaluation: $\tilde{B} = \tilde{A} \circ \tilde{R} = (0.122, 0.177, 0.273, 0.297, 0.131)$ 。

The evaluation results analysis

According to the principle of maximum membership degree of fuzzy evaluation method, Chongqing Peasants are

“not satisfied” with guarantee extent about their own rights and interests in the rural tourism development, and the evaluation results are in conformity with field investigation. Separately, The satisfaction of economic rights and the satisfaction of political rights is both “not satisfied”, The satisfaction of social rights is “general satisfactory”. In order to make it more intuitive that the comparison for the satisfaction level of every index, Calculated the average satisfaction for each index. Assignment 5, 4, 3, 2, 1 for “very satisfied” and “satisfied”, “general”, “not satisfied”, “very dissatisfied” respectively. builded peasants weight satisfaction of cognitive map (as shown in figure 1), ordinate is each index satisfaction, the abscissa is the weight of every inde.

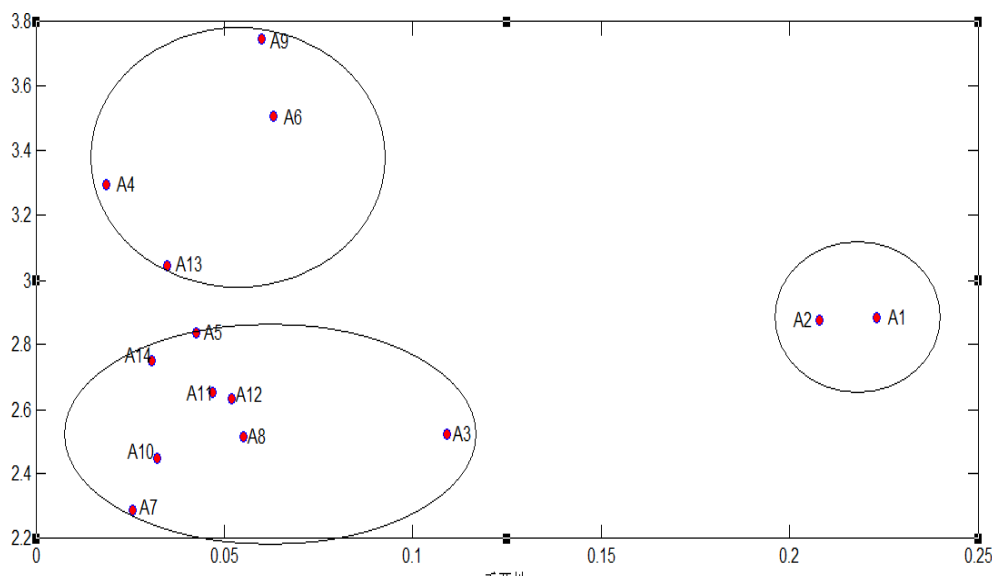


Fig. 1 The mean of satisfaction of peasants

As can be seen from the figure 1 Satisfaction of A4、A6、A9、A13 have higher scores, that is, the degree of peasants satisfaction is higher about the protection of folk culture (A4)、construction of public facilities (A6), environmental impact (A9) and development enterprise (A13) in the rural tourism development; the degree of peasants satisfaction is lower about land circulation income and tourist income, from 2.8 to 3.0; In addition a few indicators scores were lower including the satisfaction of other sources of income (A3) which weight relatively higher. A4、A6、A9、A13 have little impact on the results of comprehensive evaluation due to which weight are relatively lower, A1, A2 and A3 which weight relatively higher scored lower is the most important reason for the lower comprehensive satisfaction score.

Acknowledgements

From the above analysis results on peasants' satisfaction in the rural tourism development can be seen, In the process of rural tourism development, peasants are not satisfied with land circulation income and tourism income, Peasants are not satisfied with the social security, profit distribution, and rising prices, peasants relatively satisfied with folk culture protection, for the construction of public facilities, environmental impact, etc. It show that Chongqing rural tourism development paid more attention to the folk culture, environmental protection and the construction of public facilities, on peasants' land circulation. But the mode, mechanism and system about land circulation, tourism income distribution, social security and other aspects must to be strengthened or innovated. And also you can see that peasants generally value land property rights, tourism income and other economic rights and interests. Therefore, we first of all should protect peasants' economic rights and interests. Theoretically, the economic base determines the superstructure, the peasants' economic status determines farmers other aspects of the position, that is to say economic rights is the core rights of peasants, is the foundation of other rights [19]. According to the results of the survey form rural tourism development zone, Economic rights and interests of farmers is also more likely to be stripped and infringed in the rural tourism development, Such as the peasants' land rights and interests were violated, the market main body status were deprived, were imposed a variety of cost burden, Such phenomenon can be found everywhere. Therefore, it is necessary and urgent to protect the economic rights and interests of peasants in the process of rural tourism development. Of course, the damages to the farmer rights and interests in the process of rural tourism development not only is about the economic rights and interests, also

included a loss of economic rights and interests. in addition to economic income brought by the rural tourism development, Peasants should enjoy, also should enjoy related many aspects, such as political, social rights and interests. the rural tourism development brings x, also should enjoy such as political, social rights and interests. And politics is the concentrated expression of economic, Only protecting peasants' political rights and making them to enjoy the corresponding decision-making participation, then we can fundamentally maintain rights and interests of peasants economy[20].

In a word, peasants as a general citizen should enjoy all the rights and interests that confirmed or given by the constitution and the law, At the same time, as a relatively weak group in the process of rural tourism development, should be to structured a fairer on the survival and development space in the related system. But the rural tourism development involves the government, developers, peasants, such as multiple interests, The above all parties will have their own interests and realize their own proposition, how to effectively safeguard the rights and interests of peasants、 the state and enterprises, achieve tripartite win-win interests, is the difficulties of sustainable development of rural tourism, also is the focus of the safeguard the rights and interests of peasants.

Acknowledgements

The research was supported by humanities and social science research projects of Ministry of Education: The research on long-term safeguard mechanism of peasants' rights and interests in the rural tourism development (No.11XJC630007) ; Scientific research platform open projects of Chongqing Technology and Business University (No.1456038).

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