



TOURISM RESOURCE RESEARCH

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ABSTRACT

Tourism resources are the basis of tourism activities. Affected by traditional values and the reusable characteristics of tourism resources, tourism resources have been regarded as worthless for a long time. In recent years, people have begun to establish correct values of tourism resources.

Keywords: Tourism resource, Research, Tourism Industry, Tourist, Sightseeing place

Introduction

In recent years, people have begun to establish correct values of tourism resources. However, due to the particularity of tourism resources, the issue of their value evaluation has been controversial. Value evaluation is value recognition or evaluative recognition. In order to develop a cost-effective method to obtain tourism resource evaluation and countermeasures, this paper has done a research on tourism resource evaluation and countermeasures based on network communication and the TOPSIS algorithm. For this reason, we selected a tourist attraction to conduct survey experiments. During the experiment, network communication was used to realize the exchange and sharing of their information between different people through specific media. At the same time, the TOPSIS method is used in the selection of the plan, based on the calculation results of the combined weighted TOPSIS, and the SPSS is used for the principal component factor. The suggestion and the exact conditions of the local tourism resources are combined to establish a model of the tourism resource evaluation system in this place. The experimental results show that the relative importance of viewing value is prominent in the evaluation of tourism resource value. In recent years, the tourism industry has become a leisure and entertainment service industry, which has attracted the attention of people in our society, and many people want to travel. However, the speeds and extent of the development of the tourism industry have been greatly improved, and the industrial structure has also been steadily improved, which has a clear promotion effect on the regional, especially for the tourism economy which has a very good help. Tourism resources are the basic conditions for the growth and development of tourism in a region. In order to transform the potential benefits of tourist sources into actual economic benefits, it is



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necessary to analyze the scale, quality, distribution, and isolation of tourist sources, conduct in-depth research and accurate statistics, and then understand its important significance. Therefore, the scientific and professional nature of tourism resources is an important foundation for the scientific development and safety of tourism resources and the guarantee for the healthy development of tourism in the region. Its scientificity is mainly reflected in the distribution of tourism resources; at the same time, with the rapid development of economy and society and the improvement of people's living standards, after the material needs of the masses have been met, the demand for services and spiritual products has begun to increase. At the same time, leisure time has also increased, and leisure tourism activities have become popular. This can greatly enrich the management methods of tourism resources. An indispensable part of the tourism industry is developing rapidly in the world, and tourism demand is also showing a diversified development trend.

With the improvement of people's living standards, tourism activities have gradually become an extremely common phenomenon. Because of its more and more significant impact on social and economic development, tourism research has also begun to become an issue of concern to scholars. The progress of tourism research is inseparable from the development process of tourism. For the study of tourism, most of the social science researchers are based on the perspective of phenomenology, that is, to analyze the essence and essence of the problem, starting from the observed phenomenon. Therefore, the progress of tourism research is inseparable from the development process of tourism. With the rapid growth of tourism demand and the increasingly significant role of the tourism economy, the country has paid more and more attention to the tourism industry and disciplines, and my country has also made great achievements in tourism research. In the exploratory stage, methodological research is still lacking. Methodological research is more difficult in the early stage of information processing. Our research on tourism is mainly from the perspective of learning and business. The former is the basic problem of tourism research, which provides a theoretical basis and points out the direction for the development of tourism; the latter focuses on application and guides industrial development and practical problems with research results.

Tourism plays an increasing role as a socioeconomic driver for development in many developed and developing countries. However, in some cases, it does not receive a level of public concern commensurate with its real contribution to national economies. Undoubtedly, one of the reasons for this is statistical. Within most current statistical systems, it is very hard to adequately report the characteristics of the



tourism sector in general and specifically the real economic impacts of visitors' activities in a country at both national and sub-national levels.

This article uses network communication and the TOPSIS algorithm and uses a combination of qualitative and quantitative methods to conduct a tentative study on tourism resource evaluation. Due to my limited knowledge and ability, coupled with the limited research materials and time, the research level of the article is still low. It is not high enough, and there are the following shortcomings: Although the article adopts a combination of qualitative and quantitative evaluation methods, in the construction of the tourism resource evaluation index system, specific evaluation indicators are selected and the index weights are determined.

Primary tourist resources in urban areas are often focused in the Central Business District (CBD). The CBD is usually the oldest part of the city and is surrounded by newer areas of housing. Since most CBDs were built before the modern age of tourism, many attractions were built to satisfy local needs. Examples include cathedrals, bridges, libraries, museums, restaurants, defensive sites such as castles, and parks. These were later adopted as tourist attractions.

Digital finance increases inter-regional business activities, relaxes financing constraints on entrepreneurs, promotes the increase of tourism start-ups, optimizes capital and labor resources, and improves the efficiency of tourism resource allocation from the supply side.

Wen-WEI Fu proposed, the tourism resources of tourist attraction is the natural and social scene and factors. That is, the tourism resources refers to the objective existence has been the development and utilization of undeveloped utilization, are all natural can attract people to develop tourism activities, human activities and the general term for a variety of their products formed in different periods of.

Examples of such resources include: monuments, traditional settlements, cultural events, traditionally produced local products, areas of archaeological, cultural or historic interest, areas of special natural beauty, national parks, ecological parks, wetlands, coasts, mountains, areas with a rich or rare flora.

Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens. The number of jobs created by tourism in many different areas is significant. Its beaches, heritage towns and monuments, mountains, rainforests, islands and diving spots are among the country's most popular tourist destinations. The country's rich historical and cultural heritage, including its festivals and indigenous traditions, are also one of the attractions of Philippines.





The key “attractors” in a destination. This includes tourist attractions, historic sites, beaches, national parks, events, cultural facilities, sporting activities etc. These attractions will be important initially in motivating a visitor to travel to the destination. It appears, therefore, that a person who travels to an area that is sparsely populated for more than 24 hours for leisure or business purposes is likely to qualify as a ‘rural tourist’. The World Tourism Organisation, provide a little more clarity.

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