

# Construction of Rural Tourism Information Security Platform Based on Big Data Analysis

Pan Gao\*

Henan Vocational University of Science and Technology; Zhoukou, 466000 China

*\*Corresponding author.*

## Abstract

Tourism public service is an indispensable basic support for tourism activities. With the advent of the era of mass tourism, the needs of tourists are more diversified and detailed, which puts forward higher requirements for the services of rural tourist attractions. Under the background of the rapid development of rural tourism, it has become an important trend to improve the public service of rural tourism. This paper discusses the construction of service quality evaluation model of rural tourism scenic spots from the perspective of tourists' perception, and then extracts eight service quality dimensions of rural tourism scenic spots, including catering service, accommodation service, transportation service, tour service, shopping service, entertainment service, employee service and community service. The analysis of rural tourism public service quality shows that the aggregation validity factor load of each dimension is above 0.6, the combined reliability CR is greater than 0.7, and the average variation extracted is greater than 0.5. Therefore, to verify the reliability of the scale and model of rural tourism public health service quality evaluation, and provide reference for improving the quality of rural tourism service supply and tourist satisfaction.

**Keywords:** Rural tourism; Public health; Public service quality; Recommended tourist attractions; big data; Information Security

## INTRODUCTION

With the improvement of people's living standard, more and more tourists travel to cities and villages all over the world. With the continuous practice of the all-for-one tourism model, the tourism market will become more open and diversified, the economic links between regions will be strengthened, and the tourism industry will be integrated in various directions, which will also promote the upgrading of the quality of tourism services. At present, from the perspective of the development trend of global tourism, urban tourism and rural tourism will be more closely linked in the future, and tourists will quickly flow between cities and rural areas, experience different travel modes, and jointly form an open and diversified global tourism system [1]. Global tourism plays a great role in promoting rural revitalization. Under the action of market mechanism, the global tourism model will bring more tourists and tourism capital investment to rural areas, and rural natural and cultural tourism resources will be more vigorously developed, bringing greater opportunities for promoting rural tourism economic development. As an important part of tourism, scenic spots are the final place for tourists to carry out tourism activities and consume tourism products, bearing the development of tourism, playing a fundamental role in tourism development, and playing an increasingly prominent role in the tourism system [2]. Tourists' demands for the tourism industry are increasing day by day, and their demands for new public tourism services are also rising, leading to the gradual addition of tourism services to the public tourism services. People tend to relieve their own life pressure by traveling, and relieve their own life pressure by traveling to experience different regions, different folk customs and different lifestyles.

The change of people's attitude towards tourism shows that the development of the tourism industry is supported by the masses of the people, and the diversity and individuation of the tourism model are the expectation of the people for the tourism industry. Rural tourism caters to people's demand for diversified tourism model. With the popularization of diversified tourism activities, tourists have more experience and channels when acquiring tourism information. The improvement of life quality provides a solid foundation and economic support for national tourism activities. The diversification of tourism modes also provides people with more abundant tourism choices [3]. The core attraction of scenic spots is reflected in their own resources and service quality. Under certain objective tourism conditions, the service quality of scenic spots has become a key part of attracting tourists. In addition, the quality of tourism service is also improved because tourists have higher

requirements for the quality of tourism service under the new normal, while domestic research on the quality of tourism service in scenic spots is still lagging behind, and competition among scenic spots has gradually exposed many service quality problems. In some scenic spots with scarce tourism resources, operators do not pay too much attention to the service quality management of the scenic spots, and often have problems of unstable functional service quality, such as non-standard tourism reception service, disordered tour, and low technical service quality [4]. However, in the construction of rural tourism model, due to the large gap between urban and rural economy, weak rural economy, poor public services, lack of infrastructure, resulting in the construction of rural tourism public services cannot meet the development needs of rural tourism, resulting in the development of rural tourism in the process of seriously hindered. Therefore, public health is widely concerned in the research process of the tourism industry.

## **RELATED WORK**

With the continuous development of economics and management theory, the tourism public service management model is put forward in the theory of economic management, and the content and scope of economic management of tourism industry are defined, which provides a lot of theoretical support for the development of tourism industry. When different industries provide services for the tourism industry, they must be supported by certain economic theories and theories. Therefore, scholars at home and abroad have a wide range of research perspectives on the tourism service industry. Santos-Junior A et al. believe that rural tourism refers to the behaviour of attracting tourists to travel consumption in vast rural areas with local folk custom characteristics and natural landscape as the theme of tourism mode, which is a tourism product with very obvious folk custom characteristics [5]. Le-Klaehn D T et al. believe that rural tourism is not only a local economic industry, but also a good tool to publicize local customs and local conditions. It is a very effective way to understand a place's local conditions and customs through rural tourism. In the process of tourism, people can truly experience the comfort and natural style of the countryside, which is the primary choice for modern urban residents to travel [6]. Cheunkamon E et al. believe that rural tourism is a purposeful mode of tourism, which can meet the needs of tourists seeking differences and roots and create economic benefits. In the process of rural tourism, tourists will understand local customs and customs, return to nature, participate in rural affairs and experience rural life according to their own needs [7]. Rural tourism is generally family-oriented, and accepting local customs, morals and beliefs is a way to understand the living conditions of people in different regions.

Rural tourism model is a new type of public tourism service model. The quality of tourism public service is an important indicator to reflect the development status of tourism industry. In the study of tourism public service quality, the quality evaluation system is an indispensable research data. Through this analysis model, Lee S G et al. can systematically analyze the influencing factors of rural tourism service quality and tourists' expectation of tourism service, and finally achieve the purpose of improving rural tourism public service by analyzing the factors affecting rural tourism service quality [8]. Campón-Cerro A M et al. believe that public service satisfaction is a strict indicator of service quality. It is a relatively accurate evaluation of service quality to evaluate service quality through one's own subjective senses, and tourists' satisfaction evaluation of public service is specific feedback of public service provided by the government [9]. Lee K Y believe that tourism transportation and tourism accommodation are important indicators affecting tourist service satisfaction, and emphasize that accommodation is the main factor affecting tourist satisfaction [10]. Le-Klaehn D T selected 20 evaluation indicators suitable for rural tourism service quality and listed them as core service quality, basic service quality and auxiliary service quality [11]. From the above research, rural tourism public service indicators involve a wide range of rural tourism public service system is not sound. Involved in tourism public service quality evaluation index, main factors on safety, public information, the content of the scenic spot of tourism, tourist supervision system of public service, security, transportation, health, housing, service level, etc., the rural tourism public service quality to consider the influence factors of rural tourism service quality, Focus on tourists' evaluation of rural tourism public service quality.

## EVALUATION METHOD OF PUBLIC HEALTH QUALITY IN RURAL TOURIST ATTRACTIONS

### Construction of tourism public health quality evaluation model

This paper comprehensively consider the relevant theories of tourism service quality evaluation results, combined with the tourism environment, tourism products and services, experience of tourism, tourist satisfaction and the nature of the tourism elements, etc, in the selection of evaluation dimensions and indicators on the reference SERVPERF model and the existing of tourist satisfaction, evaluation of tourism resources, tourism services evaluation research [12], Eight dimensions of public health quality of rural tourist attractions were proposed, and the evaluation conceptual model of public health quality of rural tourist attractions was established, as shown in Figure 1.

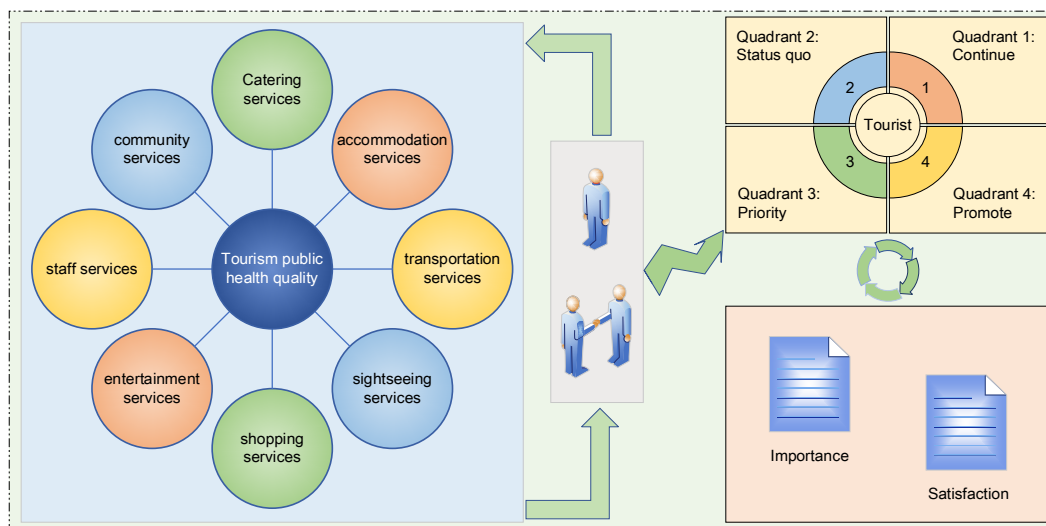


Figure 1: Evaluation conceptual model of public health quality in rural tourist attractions

In this model, eight factors including catering service, accommodation service, transportation service, sightseeing service, shopping service, entertainment service, employee service and community service of rural tourist attractions will affect tourists' perception of service quality of scenic spots, and perceived experience will have an impact on tourists' satisfaction. Customers evaluate the importance and satisfaction of services or products provided by a department in the form of scores in a two-dimensional four-image plane coordinate [13]. This study takes rural tourism tourists as customers and rural tourism public service quality as the service content. With importance as the horizontal axis and satisfaction as the vertical axis, tourists evaluate the various dimensions of rural tourism public service, which together constitute a two-dimensional four-image service quality plan of rural tourism attractions.

Quadrant 1: Tourists' evaluation of rural tourism public service quality is at a high level in importance and satisfaction. When an evaluation index of rural tourism public service quality falls into this region, it indicates that an evaluation index of rural tourism public service quality is generally highly recognized by tourists. Quadrant 2: The importance of tourists' evaluation of rural tourism public service quality is low, but the degree of satisfaction is at a high level. When an evaluation index of rural tourism public service quality falls into this region, it indicates that an evaluation index of rural tourism public service quality is generally of low perceived importance by tourists. However, the public services provided by the rural tourism public service management department in this index are relatively good [14]. Quadrant 3: The importance and satisfaction of tourists' evaluation of rural tourism public service quality are at a low level. When an evaluation index of tourists' evaluation of rural tourism public service quality falls into this region, it indicates that an evaluation index of rural tourism public service quality generally receives low perceived importance and satisfaction from tourists. It shows that the public service provided by the rural tourism public service management department in this index is poor, but to some extent it is necessary to provide. Quadrant 4: tourists' high importance to the evaluation of the rural tourism public service quality and satisfaction at lower levels, when tourists in rural tourism public service quality evaluation index fall into the region, one is that the rural tourism public service quality evaluation index is universally tourists a high sense of importance, but low level of satisfaction.

## Design framework of quality evaluation index system

This design from the reality of rural tourist attractions service quality and tourism six elements of the basic content, rural tourist attractions service quality is divided into eight parts to reflect, including catering services, accommodation services, transportation services, sightseeing services, shopping services, entertainment services, staff services and community services. The design framework of the service quality evaluation index system of rural tourist attractions is shown in Figure 2.



Figure 2: Design framework of service quality evaluation index system for rural tourist attractions

Rural tourism catering services mainly include catering architecture, catering facilities and food three aspects. Catering architecture mainly from its architectural style and building materials are environmentally friendly; Catering facilities mainly consider whether the type and quantity of facilities meet the basic needs of consumers; In terms of catering food, ecological green is the main evaluation index, and whether it can reflect the local flavor of rural areas is an important indicator of catering service. Rural tourism accommodation services mainly include the selection of accommodation building materials, building appearance design, building safety factors and building internal facilities. The selection of building materials that do not pollute the surrounding environment is the standard, reflecting the ecological and environmental performance; The design of architectural appearance is mainly represented by local vernacular architectural style and supported by local culture. The safety factors of buildings are mainly analyzed from the perspective of tourists. The internal facilities of the building are mainly in the case of complete internal facilities, the supplies can highlight the local characteristics. The rural tourism transportation service mainly includes three aspects: location, parking lot construction and tourists' choice of transportation mode. Location is mainly judged by the convenience of external transportation of rural tourist spots and the space distance between scenic spots and tourist sources. Parking lot construction is mainly based on whether the parking lot construction is ecological and beautiful indicators; Transportation modes mainly include the most important indicators of low-carbon tourism. Rural tourism services mainly include tour route, logo design, tour guide and tour facilities four aspects. Tour route is based on reasonable layout as the basic index; Logo design mainly from humanization, ecological two indicators to consider; Tour guide is to explain whether the content can convey the local cultural characteristics and whether the interpreter is mainly local personnel; Tourism facilities are mainly analyzed from the perspective of

reasonable layout [15]. Rural tourism shopping service mainly includes two aspects: tourism products and tourists shopping. Tourism products are mainly considered from whether they have local characteristics and whether the product types are diverse. Tourists shopping includes whether the price of tourism products is reasonable, tourists can obtain information indicators of tourism products through multiple channels. Rural tourism entertainment services mainly include two aspects: reasonable layout of entertainment facilities and development of entertainment projects. The recreational items mainly include natural landscape items, agricultural sightseeing items, agricultural picking and recreational fishing items. Among them, agricultural sightseeing, recreational fishing and agricultural picking are important indicators of rural tourism service quality. The service of rural tourism staff is mainly considered from the perspective of humanization, mainly including the staff always serve with a smile, the staff can humbly accept customers' complaints, the staff has a good service mentality, the staff has received special service training, the staff dress with rural characteristics and the staff should be friendly to tourists [16]. Rural tourism community service mainly includes four aspects: community environment, attitude of community residents, dustbin design and toilet. Community environment is mainly based on no sewage pollution, air quality as indicators; The attitude of community residents mainly considers the attitude of residents towards tourists; Dustbin basically from its make material and design concise for index; Toilets are considered from ecological toilets and the number of indicators.

### WEIGHT OF QUALITY EVALUATION INDEX SYSTEM

In this paper, the basic steps of analytic hierarchy process (AHP) are adopted: constructing comparative judgment matrix, hierarchical single order judgment, matrix consistency test and evaluating hierarchical weight total order. After in-depth analysis of the problems, the hierarchical structure model can decompose the complex problems into each component of the elements, and form different levels according to the relationship between the elements and membership. Experts make judgments on the relative importance of factors in each layer for a factor in the next layer and related factors in this layer, and express these judgments with numerical values through appropriate scales and write them in the form of matrix [17]. The scale method of 1-9 and reciprocal is adopted to compare and judge the value of matrix elements, which can effectively reflect the importance of comparison between two elements. The questionnaire design should also follow the scoring principle of 1-9 dimensions.

If element U for elements  $C_1, C_2 \dots C_a$  is dominant, and their relative importance is given to  $C_1, C_2$  under criterion. The corresponding weight of  $C_a$ . For criterion U, two elements  $C_1$  and  $C_2$  are given relative importance values. For a element, the pair-wise comparison judgment matrix  $C=(C_{ij})_{a \times a}$  is constructed, and then the importance values of I and j with respect to the indices are obtained. Matrix C satisfies the following conditions:

$$\begin{cases} C_{ij} > 0 \\ C_{ij} = \frac{1}{C_{ji}} (i \neq j) \\ C_{ij} = 1 (i = j = 1, 2, 3 \dots a) \end{cases} \quad (1)$$

The calculation formula of its weight is as follows:

$$W_i = \frac{\sqrt[m]{\prod_{j=1}^a C_{ij}}}{\sum_{i=1}^a \sqrt[m]{\prod_{j=1}^a (C_{ij} - C_j)}} \quad (2)$$

Where,  $W_i$  is the importance percentage of the i indicator to service quality,  $C_{ij}$  is the importance percentage of the j indicator in the JTH sample, n and m are the number of indicators and the number of samples.

Under the criterion U, the judgment matrix C is obtained, and its maximum eigenvalue  $\lambda_{Max}$  and corresponding eigenvector  $W_i$  are obtained. After normalization, vector  $W_i$  is treated as elements  $C_1, C_2 \dots C_a$  [18].

$$\lambda \sum_{i=1}^a \frac{W_i}{n W_{i max}} \quad (3)$$

Due to the complexity of objective things and the subjectivity and one-sidedness of cognition, only  $C_{ij}$  can be estimated and judged, so inevitable errors will inevitably occur. In order to ensure the rationality of the conclusion as far as possible, it is necessary to conduct a consistency test. Set the consistency test index as CI, and the calculation formula is as follows:

$$CI = \frac{\lambda_{max}}{a(a-1)} \quad (4)$$

By analyzing the average random consistency index RI of the judgment matrix, it can measure whether the judgment matrix with different order has satisfactory consistency [19]. See Table 1 for details.

Order number	1	2	3	4	5	6	7	8	9
RI	0	0.1	0.46	0.88	1.13	1.25	1.37	1.43	1.47

The calculation formula of random consistency ratio CR is shown as follows.

$$CR = \frac{CI}{RI} \quad (5)$$

When  $CR < 0.1$ , the consistency of judgment matrix meets the condition; When  $CR \geq 0.1$ , it is necessary to adjust the judgment matrix and make it have satisfactory consistency.

### Determination of quality evaluation index score

This index system is divided into three levels. The first layer is the general target layer, the second layer is the basic layer, and the third layer is the element layer, which reflects the direct aspect of rural tourism service quality [20]. The basic index must reflect the reality of rural tourism service quality and the specific contents of the six elements of tourism. Under the criteria of U, the expert survey data of tourism catering service, tourism accommodation service, tourism transportation service, tourism sightseeing service, tourism shopping service, tourism entertainment service, tourism staff service and tourism community service are counted and a comparative judgment matrix is constructed, as shown in Figure 3.

								1
							1	-
					1	-	-	-
			1	-	-	-	-	-
		1	-	-	-	-	-	-
	1	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-

Figure 3: Judgment matrix model

In order to start from the overall system of tourism service quality, this paper adopts the weighted average method for calculation to avoid the overall deviation of factors caused by a single tourism service quality index. The calculation formula is as follows:

$$P = \sum_{i=1}^a W_i \frac{p_i}{a} \quad (6)$$

Where, P is the comprehensive evaluation value of tourism service quality,  $W_i$  is the weight of the  $i$ th evaluation index, and  $P_i$  is the score of the  $i$ th evaluation index. After determining the weight of the evaluation index, it is necessary to set the scoring standard for each evaluation index according to certain grades. According to the needs of rural tourism service quality evaluation decision-making, the evaluation standard is divided into five grades: "very poor", "poor", "general", "good" and "very good" [21]. In this paper, fuzzy mathematics hundred-mark scoring method is applied, and the scoring standard is shown in Figure 4. According to the above formula, the comprehensive score of tourism destination is obtained by multiplying the fuzzy score by its weight.



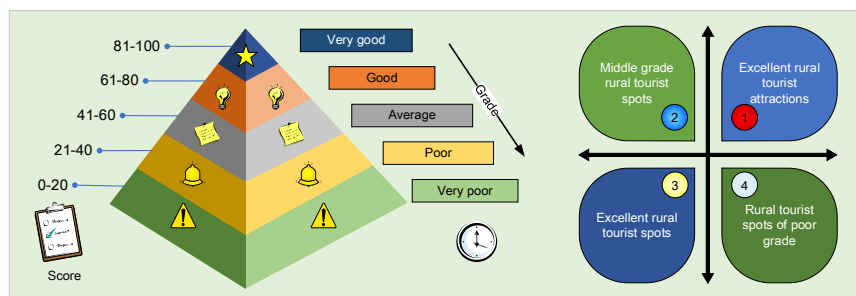


Figure 4: Standard chart of 100-point system

The total score of service quality of rural tourist attractions is more than 80 points, belonging to the excellent level of rural tourist attractions, which is very suitable for the development of rural tourism at the present stage. Those with a total score between 40 and 80 points belong to the middle-grade rural tourism spots with service quality, which can be developed into excellent rural tourism spots through targeted adjustment and change of relevant tourism service quality. Rural tourism spots with a total score of less than 40 points are not suitable for rural tourism at this stage, and they can only start business after rectification and inspection. Through the horizontal comparison of the total score of service quality of different rural tourism spots, we can effectively judge the operation status of rural tourism service quality.

## AN EMPIRICAL STUDY ON THE QUALITY EVALUATION OF RURAL TOURIST ATTRACTIONS

### Analysis of the basic situation of some rural tourists

The development of rural tourism has also begun to pay attention to the ecological environment, human settlements, public health, environmental health management and other aspects. More and more rural tourism supporting public health service facilities have been built, such as the increase of dustbins, public toilets and other sanitation facilities, in addition, in rural tourism scenic spots pay attention to the natural environment and living environment health governance, catering health and accommodation health service improvement, sanitation and cleaning of public places, etc. In order to make tourists here to enjoy high-quality tourism public health services. At present, the tourism public health service of a village is relatively perfect, the service quality is high, and the reputation is good among tourists. The basic situation of tourists in rural tourist attractions is investigated in terms of tourist demographic characteristics, tourist origin and average annual travel times. The basic situation description statistics are shown in Figure 5.

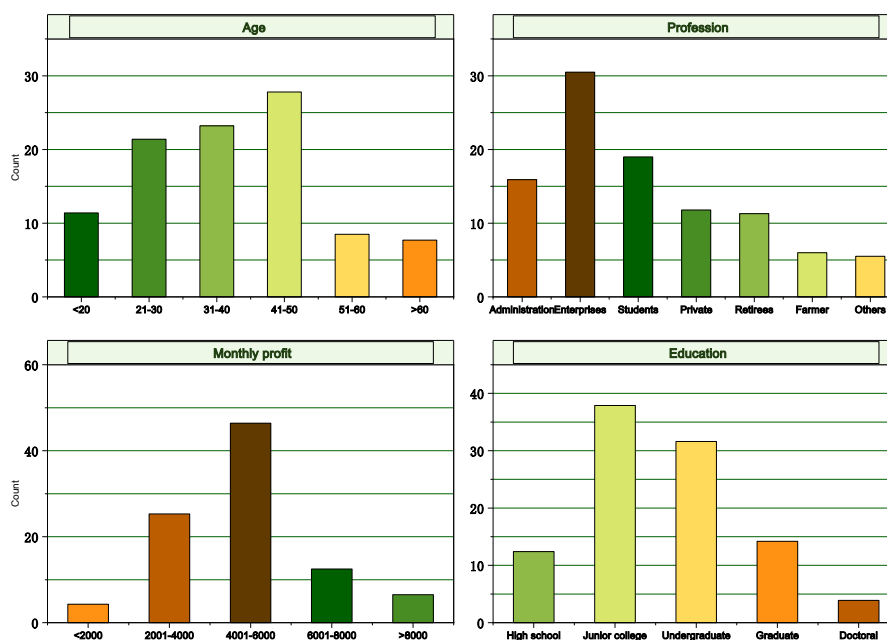


Figure 5: Tourist basic situation description statistics chart

As shown in the figure, the number of male tourists was slightly higher than that of female tourists, but basically kept the same level. From the perspective of age, most of them are aged 21-30, 31-40 and 41-50, accounting for 21.4%, 23.2% and 27.8%, respectively. There are relatively few tourists aged 51-60 and over 61 years old. Most of the tourists in this age group are retired and have the most leisure time on the whole, which has high tourism development potential. The proportion of tourists under the age of 20 is 11.4%, and these tourists are mainly young people with strong tourism intention. From the perspective of occupational characteristics of tourists, according to the number of tourists, they are employees of enterprises and public institutions, students, administrative units, private owners and retirees. From the point of view of monthly income level, the income of 4,001-6,000 accounted for 46.4%, this part of tourists accounted for the most, is also the force of tourism, 2001-4000 income accounted for 25.3%, 6001-8000 income accounted for 25.3%, more than 8001 incomes accounted for 6.5%. 4.3% of income less than 2,000; From the point of view of income level, the income level of tourists reflects the consumption level, and the consumption level of local residents is basically equal. Therefore, according to the consumption level of tourists, it is necessary to develop rural tourism products suitable for tourists' consumption level, and develop tourism products of higher level to meet the consumption demand of tourists of higher level. In terms of the characteristics of education level, the majority of respondents have bachelor's degree and junior college degree, accounting for 37.9% and 31.6% respectively, which is related to the continuous popularization of higher education, the continuous improvement of education level and the increasing number of respondents. On the whole, the main tourist groups received by tourists have relatively more trips and tourism activities, which puts forward higher requirements for public services in tourist destinations.

### Confirmatory factor analysis

On the basis of factor analysis with SPSS, confirmatory factor analysis was used to study the aggregation validity of the scale. A confirmatory factor analysis was conducted on 55 measurement items from 8 dimensions of the questionnaire perception scale using amos23.0. Firstly, goodness of fit test was conducted on the established confirmatory factor model, and the results were sorted out as shown in Figure 6.

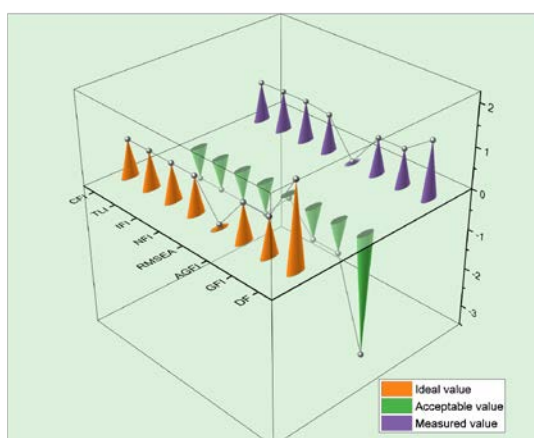


Figure 6: Goodness of fit test results of confirmatory factor model

The results show that, except AGFI index, other indexes are in ideal state, and AGFI value is greater than 0.8, which is acceptable. Overall, the fit of the confirmatory factor analysis model meets the requirements. Below, the aggregation validity of each dimension is tested, mainly through indicators such as whether the potential variables of each dimension have a significant impact on the corresponding item, and the factor load is above 0.6, the combined reliability CR is greater than 0.7, and the average variation extraction amount is greater than 0.5. The collation results of confirmatory factor analysis are shown in Figure 7.



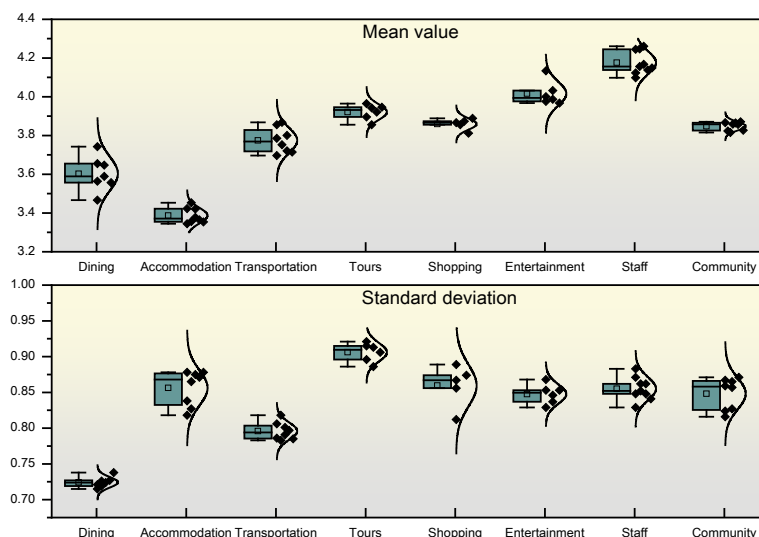


Figure 7: Confirmatory factor analysis collated result graph

The results showed that the potential variables of each dimension had a significant impact on the item ( $P < 0.001$ ), and the standardized factor load was above 0.6, the combined reliability was greater than 0.7, and the mean variation extraction was greater than 0.5. In summary, the scale had good structural validity, and each dimension had good aggregate validity. The results indicate that the 8 evaluation factors of tourism public health can be effectively used to measure tourists' objective evaluation of rural tourism public health quality.

#### Analysis of the difference between importance perception and satisfaction perception of each index

In the simulation experiment, given the location information of 14 customer points, the crossover probability of  $pc0$  takes the value of 0.72, and the initial variation probability of  $pm$  takes the value of 0.25, and different experimental results are obtained under different iterations, as shown in Figure 8, where the horizontal and vertical coordinates indicate the distance of relative paths, and each small cell is measured in kilometers, where the solid red dots indicate the selected customer points. The red connecting lines represent the sequence of the route through each customer point. In Figure 8, the number of iterations is 100, and the sum of paths is 4.69. In Figure 8, the number of iterations is 500, and the sum of paths is 3.71. From the simulation results, it can be concluded that the larger the number of iterations, the smaller the sum of paths, and the closer to the optimal path.

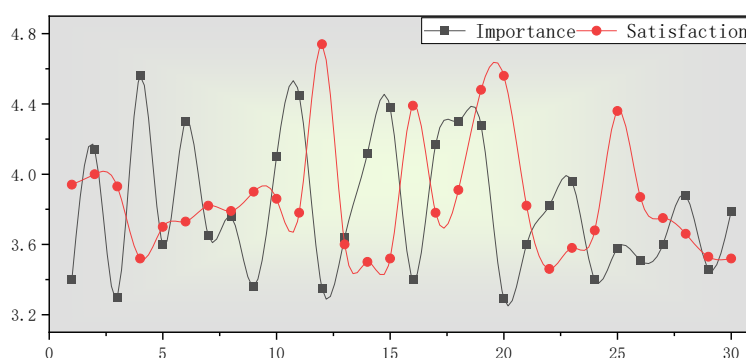


Figure 8: Comparison of perceived importance and perceived satisfaction

The overall mean value of tourists' cognition of the importance of the evaluation of rural tourism public health service quality was 3.86, and the mean value of 19 rural tourism public health service items was higher than that. The total mean value of tourists' satisfaction with the evaluation of public health service quality of rural tourism function was 3.69, and the mean value of satisfaction with 16 rural tourism public health service items was lower than this value. According to the analysis of the importance and satisfaction perception average difference, 24 of them mean difference is positive, that of tourists to rural tourism service quality of public health

importance of sensory evaluation is lower than their actual satisfaction for the sensory evaluation, said rural tourism public health service quality cannot fully meet the actual quality of health service demand of tourists. Including food hygiene quality of service, quality of living environment and health, public health facilities and service quality, quality of medical and health services, public health service system construction the five rural tourism tourist importance of public health service project mean value is higher than the average satisfaction perception, perception that rural tourism public health services need to improve the quality of this a few public health services.

#### Analysis of service quality evaluation results of rural tourism spots

By investigating the score of ecological farm service quality, the data obtained from scenic spots are analyzed, and the comprehensive evaluation value of service quality of rural tourist attractions is obtained, as shown in Figure 9.

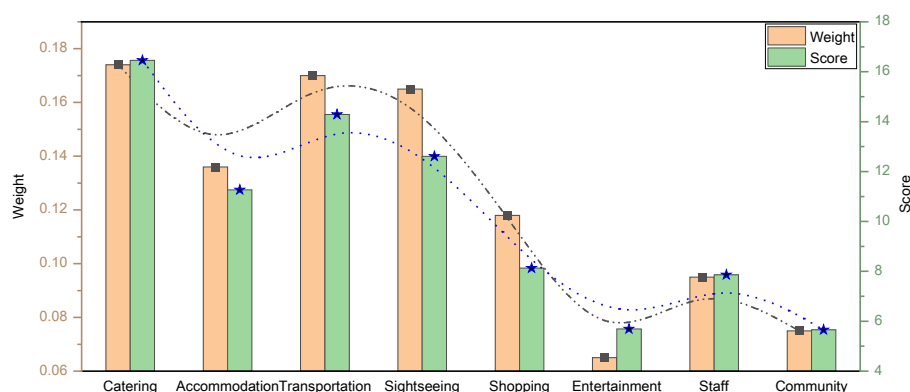


Figure 9: Comprehensive evaluation value of service quality of rural tourist attractions

A From the perspective of basic level index analysis, the service quality score of leisure resort is catering service, entertainment service, transportation service, accommodation service, staff service, tour service, community service and shopping service in descending order. According to the scores of each index, tourists are most satisfied with the catering service quality of leisure resort, mainly because the farm dishes in leisure resort are most distinctive and easy to be favored by tourists. The scenic spot has unique natural landscape and idyllic scenery. Tourists can experience real farm life while enjoying beautiful natural environment, so the entertainment service quality score is relatively high. For traffic service, leisure resort has unique location advantage, convenient transportation conditions, has a strong attraction to the tourist market, because the scenic spot traffic service quality score is also high. Due to the influence of the number and type of tourism products, the imperfect information channels of tourism products, and the lack of fully reflecting the characteristics of rural families, the quality of shopping service score is lower than the other seven service indicators. From the perspective of factor level index analysis, the scores above 90 mainly include dishes with rural local flavor, scenic spots close to the tourist source, agricultural sightseeing experience projects, good air quality in the community, staff dressing with rural characteristics and participation in agricultural picking projects, etc., from which it can be concluded that, Most of the indicators meet the most basic rural characteristics of rural tourism, including rural characteristic dishes, rural experience projects and beautiful rural natural environment. However, it is also found that some environmental problems caused by non-ecological construction of parking lots and the imperfection of high carbonization of accommodation facilities lead to relatively low scores of some indicators.

#### CONCLUSION

In this paper, the rural tourism scenic spot service quality evaluation were analyzed, and the construction of the tourism service quality evaluation model based on tourists, put forward the model should include eight dimensions, different dimensions of service quality influence, and according to the tourists, tourism service quality, the relationship between the tourist satisfaction put forward basic assumptions, finally are verified. The overall mean value of tourists' cognition of the importance of the evaluation of rural tourism public health service quality was 3.86, and the mean value of 19 rural tourism public health service items was higher than that. The total mean value of tourists' satisfaction with the evaluation of public health service quality of rural tourism

function was 3.69, and the mean value of satisfaction with 16 rural tourism public health service items was lower than this value. According to the score of each index, tourists are most satisfied with the catering service quality of leisure resort. This paper analyzes the differences between the importance perception and satisfaction perception of rural tourism tourists in public health services, and divides the scores of tourists into quadrants, which provides a reference for improving the quality of local rural tourism public health services and has a strong practical guiding significance.

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