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RESEARCH ON AMENITY EVALUATION OF TRADITIONAL VILLAGES: A CASE STUDY OF ZHUJIAGOU

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Abstract

Rural amenities play a pivotal role shaping attractive and sustainable countryside environments. However, due to the constraints of China's distinct policy frameworks, conventional systems for evaluating amenity face challenges in objectively assessing the experiential perceptions of various stakeholders. This study focuses on Zhujiagou in Kangxian, Longnan, and proposes a novel amenity evaluation system for traditional villages. The Delphi method and the Analytic Hierarchy Process are employed to construct this system. The evaluation encompasses ecological, production, living, and cultural dimensions, and analyzes the factors affecting rural amenities through a fuzzy comprehensive evaluation model. The findings reveal that: (1) The hierarchy of impact on the amenity of traditional villages is sequential: Living Amenity, Ecological Amenity, Production Amenity, and Cultural Amenity; (2) The evaluation score for Production Amenity is lower than the overall assessment of rural amenity, highlighting the government's inadequate systematic integration of high-quality industrial resources in Zhujiagou and the absence of a differentiated product development strategy. This study further refines the domestic rural amenity evaluation system and provides a model basis and decision-making reference for the formulation of evaluation criteria for similar traditional villages.

Key words: amenity evaluation, fuzzy comprehensive evaluation method, traditional villages, Zhujiagou

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