

Assessment of Natural Landscape Resources for Tourism Development in Hangzhou, China

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This study aims to establish criteria based on various factors and then provide comprehensive assessment to the value of main natural landscape resources in Hangzhou, China. Twenty-two attractions in Hangzhou are selected to be the research objects of this study. Also, eight factors are selected as the criteria of this study, which are general scientific value, rarity, aesthetic value, integrity, scale, popularity, transportation and hotels. The model of Analytic Hierarchy Process(AHP) is utilized in this study to determine the weights of the 8 factors.

In order to collect the root data for determining AHP weights, a questionnaire form was sent out to 12 experts. The other data for measuring the 8 factors are collected from the previous papers, census and reports, the websites and pamphlets of the attractions, Google earth, and also collected by questionnaire survey to the public and doing fieldwork. ArcGIS is a supplementary tool for making evaluation with spatial distribution, especially being used when measuring the factors of transportation and hotels. After evaluating the attractions with abstract scores, rank the scores of the 22 attractions and see the spatial distribution with the map.

Hangzhou's natural landscape resources are mainly categorized into volcanic rock, Karst landform, granite, scenery with hills and waters, waterfall scenery, lakes, wetland and rivers. As the result of the assessment, 9 of the 22 attractions comprehensively have high value, and 10 of them have medium value, and the left 3 have low value. Hangzhou is originally famous for the West Lake, however, after the research it is learnt that the west region of Lin'an city also has abundant natural landscape resources with remarkable value, where should be paid more attention in the future development and preservation. As the suggestion to the future, it is better to construct more nature preserves and Geoparks in Hangzhou.

Keywords: Hangzhou, tourism, natural landscape resources, AHP, evaluation