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Suitability Evaluation System of World Cultural Heritage Tourism Planning Based on Effective Interpretation of Heritage Value

A Case Study of the Ancient Tea Forest Cultural Landscape of Jingmai Mountain in Pu'er, China

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Summary

This research takes the cultural landscape of old tea forests of the Jingmai Mountain in Pu'er, Yunnan Province, China, as the research object. From the perspective of effective interpretation of heritage values, an evaluation system of the suitability of world cultural heritage tourism planning is constructed. In the following tourism planning from the perspective of effective interpretation of heritage values is transformed from an abstract concept to a practical and operable standard. Based on the analytic hierarchy process (AHP), this study comprehensively evaluates the suitability of world cultural heritage-based tourism planning in terms of various elements that constitute heritage tourism, such as heritage tourism resources, auxiliary conditions for heritage interpretation and exhibition tourism activities, and tourism planning and design. The scientific establishment of a world cultural heritage scenic area tourism planning suitability evaluation index system is developed to provide an important basis for rational development and evaluation of world cultural heritage popular science tourism.

Keywords: Heritage values; world cultural heritage; Analytic Hierarchy Process (AHP); tourism planning; evaluation system, tea forest, Jingmai Mountain, Yunnan, China

Zusammenfassung

Ein System zur Eignungsbewertung der Tourismusplanung für das Weltkulturerbe auf der Grundlage einer leistungsfähigen Analyse des Wertes des Kulturerbes: Fallstudie über die alte Teewald-Kulturlandschaft des Jingmai-Berges in Pu'er, China

Forschungsobjekt dieser Studie ist die Welterbe-Kulturlandschaft der alten Teewälder des Jingmai-Berges in Pu'er, Provinz Yunnan, China. Auf der Basis der Interpretation und Analyse der Werte des Kulturerbes wird ein Bewertungssystem für die Eignung der Tourismusplanung für das Weltkulturerbe erstellt, und dieses von einem abstrakten Konzept zu einem praktisch verwendbaren, leistungsfähigen und umsetzbaren operablen Standard entwickelt. Auf der Grundlage des analytischen Hierarchieprozesses (AHP) wird die Eignung der auf dem Weltkulturerbe basierenden Tourismusplanung in Hinblick auf verschiedene Faktoren, die den Kulturtourismus ausmachen, umfassend bewertet. Solche Faktoren sind zum Beispiel die Ressourcen des Kulturtourismus, die Rahmenbedingungen für die Definition des Kulturerbes und die Entwicklung der touristischen Aktivitäten sowie die Tourismusplanung und -gestaltung. Schließlich wird ein Indexsystem zur Bewertung der Eignung der Tourismusplanung für das Weltkulturerbe in landschaftlich reizvollen Gebieten entwickelt, um eine wichtige Grundlage für die rationale Entwicklung und Bewertung des populären Weltkulturerbe-Tourismus zu schaffen.

Schlagwörter: Wert des Kulturerbes, Weltkulturerbe, Analytischer Hierarchieprozess (AHP), Tourismusplanung, Evaluierungssystem, Teewald, Jingmai Berge, Yunnan, China

1 Introduction

World Cultural Heritage is an international convention initiated by the United Nations and implemented by UNESCO, aimed at protecting natural or cultural sites of outstanding universal value to humanity worldwide. As the essence of human civilisation, the culture identified as the world cultural heritage contains rich scientific value. The emergence and inheritance of these cultures either reflect human creativity and artistic talent, or record human history, allowing us to understand the starting point and development trajectory of humanity, and also helping us better understand the evolution of human cultural processes and aesthetic concepts. The importance of a culture recognised as a world cultural heritage to society cannot be ignored, as it can to some extent represent a country's image and values. Protecting and inheriting the World Cultural Heritage helps people better understand and respect other cultures, maintain cultural diversity, and promote international cultural exchange.

The World Cultural Heritage aims to achieve its sustainable development goals through protection, education, and tourism. It strives to protect important heritage features and explore appropriate methods for showcasing scientific knowledge of heritage. These goals are achieved through sites, museums, information centres, tours, tour guides, school classroom education, popular literature, educational materials and exhibitions, and seminars. At the same time, world cultural heritage is closely related to economic interests, and most heritage sites are located in areas with abundant tourism resources, which can bring huge economic benefits to the local area.

As an important part of the overall process of heritage conservation and utilisation, Nowacki (2021) believes that heritage interpretation undertakes the mission of communicating the identity and value of cultural and natural heritage, enhancing visitors' understanding and enjoyment of heritage, generating positive attitudes towards heritage, and enhancing the high level of public awareness and support required for its long-term survival. Its mission is to provide the best experience for visitors, manage visitor routes and shape attitudes conducive to the conservation and development of heritage resources. Therefore, it is imperative to construct a suitability evaluation system for World cultural heritage tourism planning based on the effective interpretation of heritage values.

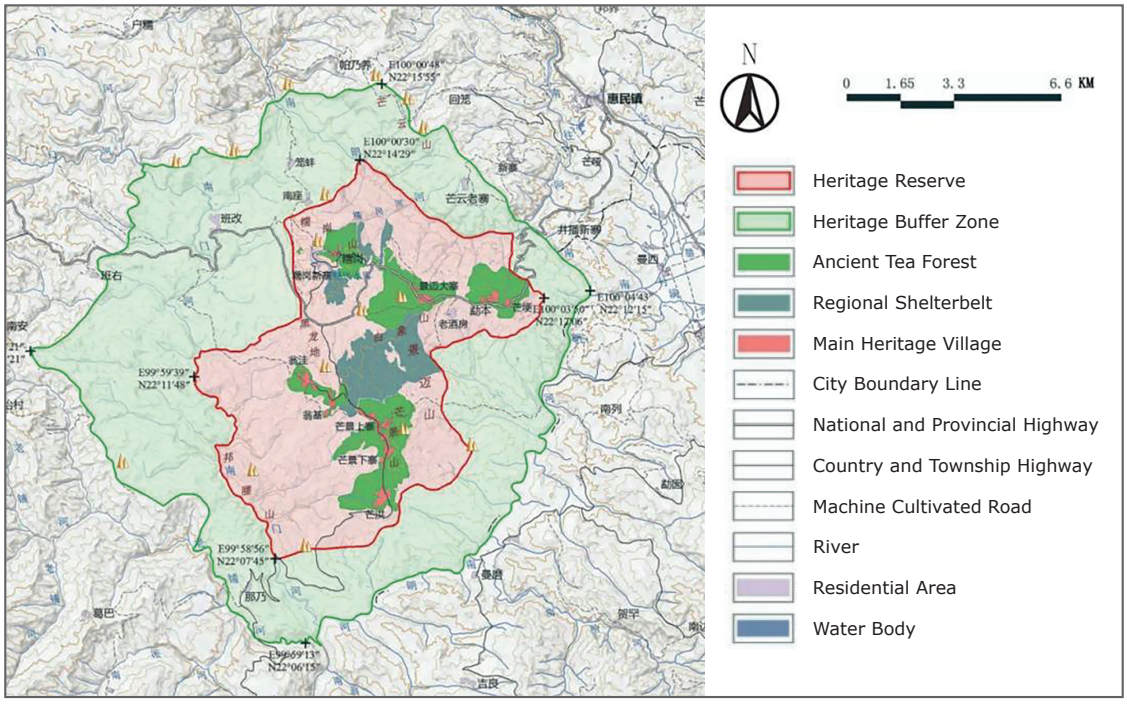
To construct a suitability evaluation system for World cultural heritage tourism planning based on effective interpretation of heritage values, all relevant influencing factors should be fully considered, so that "World cultural heritage tourism planning from the perspective of effective interpretation of heritage values" can be transformed from an abstract concept to a practical and operable standard. While fully considering all the influence factors related to heritage and tourism, the weight of each index is reasonably allocated, so that the suitability evaluation system of world cultural heritage tourism planning based on the effective interpretation of heritage value constructed by the research has practical significance and popularisation.

The scientific establishment of World cultural heritage scenic area tourism planning suitability evaluation system is an important basis for rational development and evaluation of world cultural heritage popular science tourism. The *Cultural Landscape of Old Tea Forests of the Jingmai Mountain* (CLOFJM) in Pu'er in Yunnan Province of China is selected as an example for empirical analysis.

2 Overview of the Research Area

The Cultural Landscape of Old Tea Forests of the Jingmai Mountain (CLOFJM) is located in the southeast of Huimin Town, Lancang Lahu Autonomous County, Pu'er City, Yunnan Province, 237 km away from the downtown of Pu'er City and 70 km away from Lancang County. In 2023, the 45th session of the World Heritage Conference of UNESCO inscribed it on the World Heritage List as the 57th World Heritage site in China and the first World Cultural Heritage site with the theme of "tea" in the world, which has a unique interpretative value and marks a new direction for the development and research of World Heritage.

The CLOFJM heritage area covers an area of 7,167.89 hectares, concentrated in the two administrative villages of Jingmai and Mangjing, Huimin Town, and includes ten natural villages. The buffer zone is 11,927.85 hectares, and in addition to the above two villages, it also involves Mangyun Administrative Village, Huimin Township, and Mengsong Administrative Village, Nuofu Township, with five natural villages. The total area of the site is 19,095.74 hectares. The heritage elements of CLOFJM include five ancient tea forests, nine ancient villages and three separate shelterbelts (Figures 1, 2).



Source: Authors. Own design

Figure 1: The scope of the declared heritage area and buffer zone of the ancient tea forest cultural landscape of Jingmai Mountain

Fotos: © Authors

Figure 2: Left: The ancient tea forest of Jingmai Mountain. – Right: The ancient village of Wengji in Jingmai Mountain

The ancient tea forest of Jingmai Mountain is distributed in the mountainous area of 1400 to 1600 meters above sea level, with an area of 28,000 acres of ancient tea forest, and more than 320 ancient tea trees. It is the largest, most well-preserved and oldest artificially cultivated ancient tea garden found in the world.

According to CLOFJM's one-year anniversary press conference on September 12, 2024, Jingmai Mountain has received 402,000 visitors since September 2023, an increase of 33.5 percent over the same period last year. Among them, during the Chinese Spring Festival in 2024, Jingmai Mountain Tea Forest Cultural Scenic Spot received 45,769 tourists. During the Chinese National Day in 2024, a total of 31,909 people visited Jingmai Mountain Tea Forest Cultural Scenic Spot from September 30 to October 7.

3 Concepts and Methods of Heritage Interpretation

3.1 Definition of Heritage Interpretation

The "International Council on Monuments and Sites" (ICOMOS) (cf. Silberman 2008) defines heritage interpretation as a full range of potential activities to raise public awareness and enhance understanding of cultural heritage sites, both directly (print and electronic publications, public lectures, on-site) and indirectly (directly related off-site facilities, educational programmes, community activities and ongoing research, training and evaluation of the interpretation process itself).

Heritage interpretation is also intended to promote new ideas (such as new conservation trends), help visitors understand the history of their visit to the site, explain technical issues and physical phenomena, and enable them to discover rare plant and animal species. This is why heritage interpretation has been called a key factor in managing visitor flows to cultural and natural heritage sites (Nowacki 2021).

In planning for the sustainable development of a site, there is a need to maintain a balance between the authenticity of the site and the development of various forms of heritage interpretation. Development planning for heritage interpretation should take into account the need for heritage conservation and the pluralistic perspectives on heritage, and should enable local communities to build a sense of co-ownership of heritage. Interpretive planning should reveal the history and nature of the attraction to visitors and meet the needs of visitors through a combination of education and entertainment to ensure a variety of visitor experiences and satisfaction. The priority should be the "negotiable" nature of authenticity and interpretation, which is seen as a dynamic process involving interaction between host and guest.

3.2 Research on Heritage Interpretation and Sustainable Development of Tourism in Heritage Areas

In the process of planning tourism in heritage areas, it is important to develop criteria to assess the sustainability of the area. Helmy and Cooper (1991) argue that the implementation of tourism development plans in the field of sustainable development must be reliably assessed at three levels: policy and strategy, planning and programmes, and technology.

Hall and McArthur (1998) point out that there may be conflicts between stakeholders in regional development. They stated that while there was agreement that the management of sites should maximise the quality of the visitor experience while minimising the impact on heritage assets. But in many cases, there is a direct conflict between management strategies to limit the number of visitors to avoid harming heritage areas and residents (who want to profit from tourism) and local governments (who want to use the image of heritage as part of the area's promotion).

McGrath (2005) argues that heritage interpretation should act as a buffer in the relationship between tourism and heritage. It helps to create a link between visitors and the communities living in heritage areas, and when local communities are actively involved in the development of interpretive strategies and the creation of interpretive information, they can go a long way in shaping the identity of local residents with the site. Many studies have identified the process of selecting themes, concepts and interpreting information as an important way to involve local communities in tourism development planning in heritage areas.

3.3 Research on the Planning of Heritage Value Interpretation

The negative impact of uncontrolled large-scale tourism on heritage resources can be reduced by conveying the historical, scientific and aesthetic values of the site to visitors, as well as by adhering to the code of conduct of the heritage area. Moscardo (2014) stresses that in order to be able to properly interpret heritage, it is necessary to provide a safe and comfortable environment for visitors, to mark the area, to set up interpretive groups, to offer a variety of activities, and to explain themes and stories, combining what visitors have with what they are familiar with.

Bramwell and Lane (1993) and Tubb (2003) point out that a good heritage interpretation plan should first and foremost be an effective tool for managing visitor access to heritage areas. This is achieved by establishing visitor centres to disperse the flow of visitors, pointing to many different attractions in the area, thus influencing the flow of visitors in time and space. This approach to planning is designed to draw visitors away from the places most susceptible to tourism stress by directing them to other attractions, sightseeing routes, and heritage areas.

3.4 Construction Method of an Evaluation System

In this study, the *Analytic Hierarchy Process* (AHP) is used to decompose the suitability evaluation of world cultural heritage tourism planning based on the effective interpretation of heritage values into several levels, such as heritage tourism resources, auxiliary conditions for the interpretation and display of heritage tourism activities, tourism planning and design, and each level contains several factors. Then, by establishing the judgment matrix, the relative importance of each factor at the same level is compared in pairwise to determine the weight relationship between each factor. Finally, the weight of each scheme to the target is calculated, and the priority of each scheme is obtained, which provides a basis for decision-making.

In terms of the selection of indicators, the research comprehensively uses the *theoretical method*, the *frequency method* and the *expert consultation method*, which are mainly based on the following four aspects:

First, the "UNESCO Convention on the Protection of the World Cultural and Natural Heritage", the "Environmental Protection Law" of the People's Republic of China, the "Intangible Cultural Heritage Law" of the People's Republic of China, the "Measures for the Protection and Administration of the World Cultural Heritage" of the Ministry of Culture, the "Standards for Land and Resources Science Popularization Bases", and the "Action Program for the Popularization of Land and Resources Science and Technology" (2004–2010).

The second is the *comprehensive evaluation index* proposed by experts and scholars in the published literature. The references mainly include the evaluation of science popularisation tourism, the development of world cultural heritage tourism, the evaluation of world cultural heritage management, and the evaluation of heritage science popularisation ability.

The third is to ensure the pertinence of the evaluation index system according to the characteristics of cultural and natural heritage tourism.

The fourth is to consult the management personnel of world cultural heritage scenic spots, university tourism management researchers, tourism planning staff and other relevant experts to ensure the rationality and feasibility of the index system.

3.5 Index System Architecture Based on AHP

Based on the above four references, an evaluation system for the suitability of world cultural heritage tourism planning based on the effective interpretation of heritage values

is established. The evaluation index system is divided into *three levels*: three first-level indicators, namely, heritage tourism resources, auxiliary conditions for the interpretation and display of heritage tourism activities, and tourism planning benefits under the effective interpretation of heritage values. There are *ten second-level indicators*, in which the characteristics and the value of heritage tourism resources reflect the heritage tourism resources in the first-level indicators. Development conditions, social environment, tourist market and stakeholder attitude reflect the auxiliary conditions for heritage to carry out interpretation and display tourism activities in the first-level indicators. Other second-level indicators are: Explain and demonstrate the tourism planning benefits from the perspective of effective interpretation of heritage values reflected in the design, tourism planning, tourism management planning of scenic spots, and planning benefits. There are *42 third-level indicators* in total, as shown in Table 1 and Table 3.

3.6 Selection of Evaluation Factors

Taking into account the relative importance of heritage sites internationally, nationally and regionally, in addition, it is necessary to consider the characteristics and the value of cultural and natural heritage tourism resources, development conditions, social environment, tourist market, the attitude of stakeholders, interpretation and display design, tourism planning, scenic area tourism management planning, and the impact of planning and other evaluation factors. It is worth noting that these evaluation factors are not equally important. In the planning process, appropriate evaluation impact factors and evaluation indicators should be selected according to needs, and different importance should be assigned to the selected indicators.

The selection of evaluation factors in the study of Tang and Xu in 2022 was based on the four factors selected by: regional tourism resources, glacier natural environment, service facility support and market demand, and the evaluation model of the suitability of glacier tourism resources development was constructed. In 2022, Pu, Lu and Chen selected three dimensions: resource value, environmental factors, and reception conditions to construct an evaluation of rural tourism resources from the perspective of tourists (Pu et al. 2022). In 2012, Li Ruyou assessed the value of natural heritage resources from three dimensions: education, tourism, and geopark conservation.

4 Research Process

4.1 Evaluation and Grading Criteria for Tourism Planning Indicators

Index Measurement

The measurement of tourism planning indicators under the effective interpretation of the construction of heritage value is based on objective criteria and subjective evaluation criteria. If relevant national standards can be referred to, the corresponding national standards

can be used for measurement. The indexes that need subjective evaluation are measured by questionnaire survey, and each index element of the index layer is measured according to the actual situation of the world cultural heritage.

The assessment and scoring criteria of tourism planning indicators refer to the "European Tourism Indicator System" of McLoughlin et al. (2020) for assessing the sustainability indicators of tourism planning and Bohn's (2019) evaluation of national, regional and local tourism planning in Finland.

Index Scoring Criteria

This study adopts the fuzzy mathematical scoring system to determine the scores of various indicators of tourism planning under the effective interpretation of heritage value. Within the range of 0–10 points, the scores are divided into five scoring intervals, as shown in Table 1. The evaluation criteria for each index mainly refer to the "Classification and Evaluation of Quality Levels of Tourist Attractions" (GB/T17775-2003), "Quality Standards for Tourist guide Services" (GB/T15971-1995), "Measures for the protection and Administration of World Cultural Heritage", "Rules for the Compilation of Natural Eesources Registration Unit Code", "Standards for National Science Popularization Education Base" and related parameters. For the evaluation of subjective indicators, the evaluation data obtained through questionnaires are assigned points.

Indicator layer	**Evaluation criteria**				
	10–8	**8–6**	**6–4**	**4–2**	**2–0**
Heritage level C1	World-class	National	Provincial	County level	Below county level
Heritage Typicality C2	Very high	Relatively high	High	Normal	low
Heritage Scale C3	Very large	Relatively large	Large	Normal	Small
Ornamental value C4	Very high	Relatively high	High	Normal	low
Social value C5	Very high	Relatively high	High	Normal	low
Environmental value C6	Very high	Relatively high	High	Normal	low
Scientific value C7	Very high	Relatively high	High	Normal	low
Heritage Scenic Area Level C8	5A	4A	3A	2A	A
Distance from the central city C9	≤50	50–100	100–200	200–250	≥250
Relevance to surrounding attractions C10	Very strong	Strong	Normal	Low	Relatively low

Indicator layer	Evaluation criteria				
	10–8	8–6	6–4	4–2	2–0
Quality of tourism services C11	Very high	Higher	Normal	Low	Relatively low
Suitable for travel C12	≥300	250–300	150–250	100–150	<100
Local economic level C13	≥16,000	14,000–16,000	12,000–14,000	10,000–12,000	<10,000
Government Policy C14 for the Promotion of Heritage Interpretation and Presentation	Very strong	Strong	Normal	Low	Relatively low
In upper secondary education C15	≥30	25–30	20–25	15–20	<15
Tourist growth rate C16	≥25	20–25	15–20	10–15	<10
Age structure of visitors C17	≥50	40–50	30–40	20–30	<20
Tourist Educational Structure C18	≥30	25–30	20–25	15–20	<15
Level of the interpretation and presentation of heritage by local residents C19	Very high	High	Normal	Low	Relatively low
Local Residents' Awareness of Heritage Interpretation and Presentation C20	Very strong	Strong	Normal	Low	Relatively low
Local government awareness of heritage interpretation and display C21	Very strong	Strong	Normal	Low	Relatively low
Scenic spot employees' awareness of heritage interpretation and display C22	Very strong	Strong	Normal	Low	Relatively low
Interpret and display the design theme is distinctive C23	Very reasonable	Relatively reasonable	Normal	Not very reasonable	Unreasonable
The harmony of design in terms of interpretation and appreciation C24	Very high	High	Normal	Low	Relatively low
Explain and demonstrate the rationality of system design C25	Very reasonable	Relatively reasonable	Normal	Not very reasonable	Unreasonable

Indicator layer	Evaluation criteria				
	10–8	8–6	6–4	4–2	2–0
Interpretation and presentation of methods and methods planning C26	Very reasonable	Relatively reasonable	Normal	Not very reasonable	Unreasonable
Interpretation and display of content, popular science content C27	Very high	High	Normal	Low	Relatively low
Heritage Attractions Tourism Planning C28	Very reasonable	Relatively reasonable	Normal	Not very reasonable	Unreasonable
Tourist route planning C29	Very reasonable	Relatively reasonable	Normal	Not very reasonable	Unreasonable
Tourism Product Planning C30	Very reasonable	Relatively reasonable	Normal	Not very reasonable	Unreasonable
Infrastructure and Service Facility Planning C31	Very reasonable	Relatively reasonable	Normal	Not very reasonable	Unreasonable
Heritage Interpretation and Presentation Publicity C32	Very high	Higher	Normal	Low	Relatively low
Heritage Interpretation and Presentation Activities Carry out C33	There are three types of popular science activities: local popular science activities, teaching practice activities, and special popular science activities	There are three types of popular science activities: local popular science activities, teaching practice activities, and special popular science activities, but the frequency is average	Only two of the three types of popular science activities are practiced	Only one of the three types of popular science activities is practiced	There are no popular science activities
The number of days of interpretation and display activities per year is C34	18 days	15–18	10–15	5–10	<5
Heritage Interpretation and Exhibition Base Construction C35	The heritage museum, cultural and natural heritage tourism routes, and the national popular science education base	There are cultural and natural heritage museums, cultural and natural heritage tourism routes, and provincial popular science education bases	There is a cultural and natural heritage museum and a popular science education base	There are cultural and natural heritage museums and non-popular science education bases	There are no cultural and natural heritage museums, no cultural and natural heritage tourism routes, and non-popular science education bases

Indicator layer	Evaluation criteria				
	10–8	8–6	6–4	4–2	2–0
Effect of ornamental value C36	Very high	High	Normal	Low	Relatively low
The Impact of Social Value C37	Very high	High	Normal	Low	Relatively low
Impact of environmental values C38	Very high	High	Normal	Low	Relatively low
Impact of scientific value C39	Very high	High	Normal	Low	Relatively low
The relative cost of c onser-vation and development is C40	Very high	High	Normal	Low	Relatively low
The impact of tourism quality C41	Very high	High	Normal	Low	Relatively low
Influence of the degree of relevance between properties C42	Very high	High	Normal	Low	Relatively low

Source: Own survey

Table 1: Criteria for assigning indicators

Respondent occupation	No. of respondents
University tourism management teacher	5
doctoral student	3
Management personnel of world World Heritage scenic spots	6
Travel planning company planner	5
Age of respondents	**No. of respondents**
20–35	7
35–50	8
More than 50	4
Engaged in the world cultural heritage field related industry time	**No. of respondents**
1–3	2
3–7	8
7 Above	9

Source: Own survey

Table 2: Information on respondents

Through the independent evaluation of 19 tourism management teachers, doctoral students, management personnel of world cultural heritage scenic areas and planners of tourism planning companies in universities related to the field of world cultural heritage, the expert evaluation table of the importance of indicators was obtained, as shown in Table 2.

4.2 Evaluation Model and Evaluation Level

Evaluation Model

Quantitative evaluation indicators are scored according to the affiliation level. If the assessment score is within a certain score range, it has a membership of 1. If it falls within the other score ranges, the membership is 0. At the same time, the corresponding score is assigned according to the range of the score range.

For qualitative indicators, the indicator scores for each indicator level were processed and calculated through the questionnaire.

The multi-objective linear weighted function method was used to evaluate the tourism planning from the perspective of heritage value interpretation layer by layer through modelling analysis. The value range of the evaluation results is 0 to 10, which belongs to a certain score range. The evaluation model of tourism planning from the perspective of heritage value interpretation is as follows:

$$S = \sum_{n=1}^{p} \left[\sum_{j=1}^{m} \left(\sum_{i=1}^{n} C_i W_i \right) \cdot B_j \right] \cdot A_h \tag{1}$$

where: S is the evaluation score of tourism planning suitability under the effective interpretation of heritage value; C_i is the score of the ith third-level indicator; W_i is the weight of the ith third-level indicator in the indicator layer; B_J is the weight of the jth second-level indicator in the indicator layer; A_h is the weight of the hth level indicator in the indicator layer; p is the number of First-level indicators, and this model takes 3; m is the number of Second level indicators, and this model takes 10; n is the number of third-level indicators, and 42 are taken in this model.

Determination of Evaluation Index Weights

The weight of the index reflects its importance in the whole evaluation index system and directly affects the evaluation result. The index weight value of this study is mainly obtained through the analytic hierarchy process (AHP), which is characterised by the combination of qualitative and quantitative research, and the decision results are objective and scientific to a certain extent. After the relative importance of evaluation indicators is determined, Yaahp software (version 12.8) is used for pair-to-pair comparison, and the fixed value of importance comparison is obtained, the matrix is listed, and the weight of each indicator is calculated.

The weight of each indicator is calculated through programming and conformance testing, and the judgment matrix CR = 0.0056 < 0.1. It can be seen that the index weight is reliable.

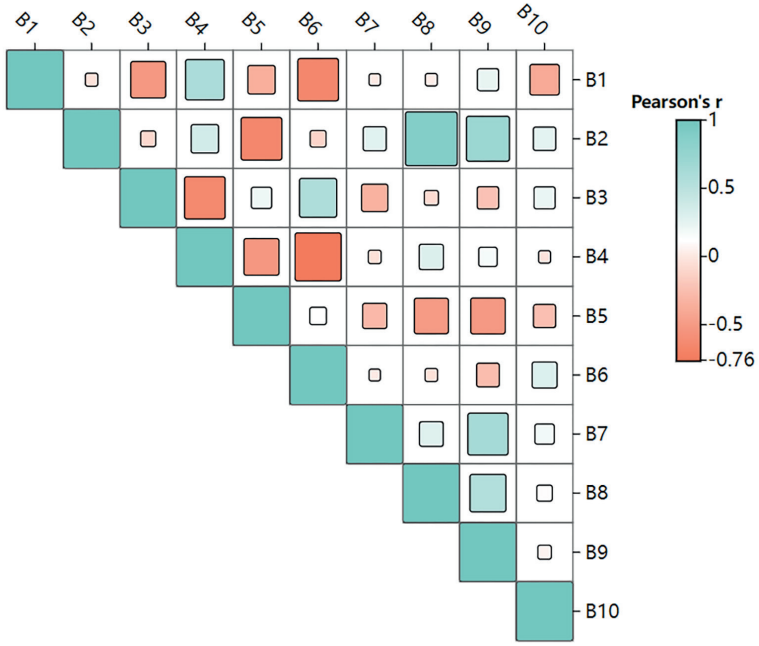
The calculation results show that among the first-level indicators, the proportion of tourism planning benefits under the effective interpretation of heritage value is the highest (0.41), followed by heritage tourism resources (0.37), and the proportion of auxiliary conditions for the interpretation and display of heritage tourism activities is the lowest (0.22). Secondary and tertiary indicators are also given a certain weight, as shown in Table 3:

First level indicators	Weight	Second level indicators	Weight	Third level indicators	Weight	General ordinal weights
Heritage Tourism Resource A1	0.37	Characteristics of heritage tourism resources B1	0.47	C1	0.35	0.060865
				C2	0.33	0.057387
				C3	0.32	0.055648
		Heritage Tourism Resource Value B2	0.53	C4	0.31	0.060791
				C5	0.22	0.043142
				C6	0.19	0.037259
				C7	0.28	0.054908
Auxiliary conditions for the development of heritage interpretation and demonstration of tourism activities A2	0.22	Development Condition B3	0.30	C8	0.24	0.015840
				C9	0.20	0.013200
				C10	0.16	0.010560
				C11	0.22	0.014520
				C12	0.18	0.011880
		Social environment B4	0.21	C13	0.34	0.015708
				C14	0.40	0.018480
				C15	0.26	0.012012
		Source market B5	0.26	C16	0.38	0.021736
				C17	0.29	0.016588
				C18	0.33	0.018876
		Stakeholder attitudes B6	0.23	C19	0.19	0.009614
				C20	0.22	0.011132
				C21	0.33	0.016698
				C22	0.26	0.013156
Tourism Planning Benefits from the Perspective of Heritage Value Interpretation A3	0.41	Interpretation and presentation design B7	0.31	C23	0.23	0.029233
				C24	0.19	0.024149
				C25	0.21	0.026691
				C26	0.18	0.022878
				C27	0.19	0.024149
		Travel Planning B8	0.27	C28	0.32	0.035424
				C29	0.23	0.025461
				C30	0.20	0.022140
				C31	0.25	0.027675

First level indicators	Weight	Second level indicators	Weight	Third level indicators	Weight	General ordinal weights
Tourism Planning Benefits from the Perspective of Heritage Value Interpretation A3	0.41	Scenic Tourism Management Planning B9	0.14	C32	0.26	0.014924
				C33	0.26	0.014924
				C34	0.21	0.012054
				C35	0.27	0.015498
		Plan for possible impacts B10	0.28	C36	0.15	0.017220
				C37	0.15	0.017220
				C38	0.13	0.014924
				C39	0.13	0.014924
				C40	0.13	0.014924
				C41	0.17	0.019516
				C42	0.14	0.016072

Source: Own calculation

Table 3: Evaluation index system of tourism planning from the perspective of heritage value interpretation



Source: Own calculation. Own design

Figure 3: Correlation analysis between groups of Second Level indicators (Pearson's r)

Figure 4

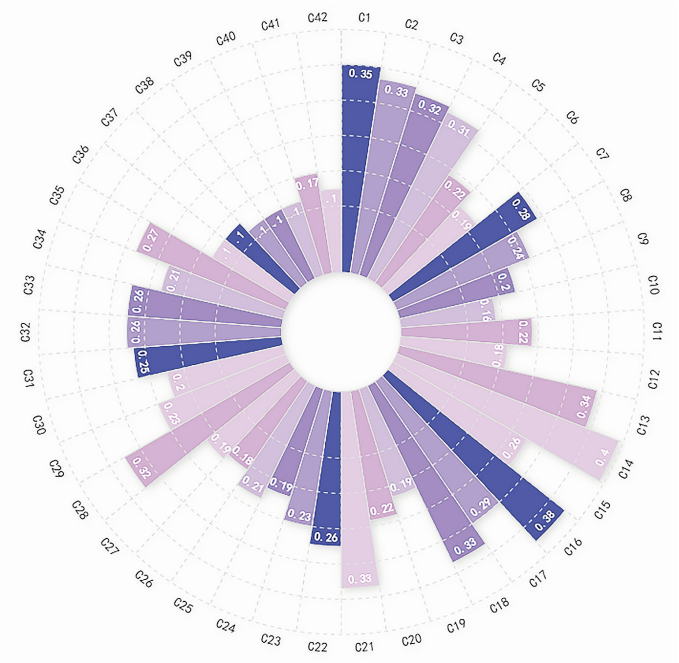
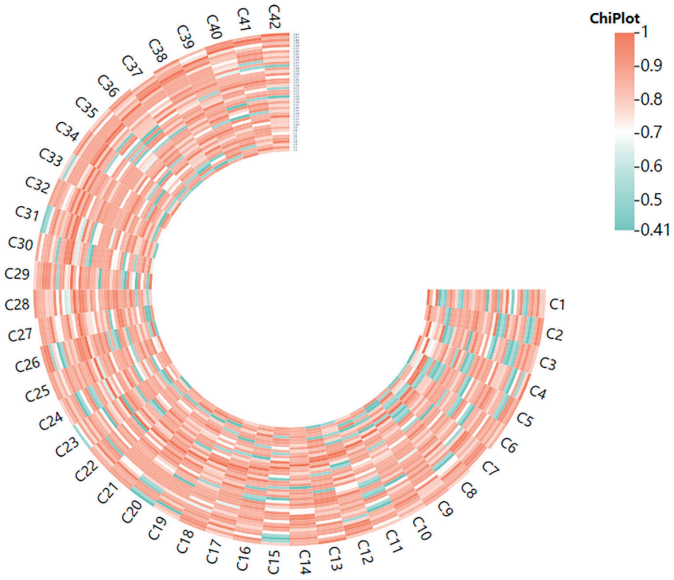


Figure 5



Source: Own calculation. Own design

Figure 4: Visualisation of the weights of each Third Level indicator
Figure 5: Correlation heat map of each Third Level indicator

Evaluation Level

Through the evaluation and calculation of tourism planning under the effective interpretation of the value of World cultural heritage, the score range is defined to be 0 to 10 points. However, in reality, the lowest score of 0 and the highest score of 10 can rarely be achieved, so the evaluation value is generally distributed in the range of (0, 10). Drawing on the "Classification and Evaluation of Quality Levels of Tourist Attractions" (GB/T17775-2003), "Quality Standards for Tourist Guide Services" (GB/T15971-1995), "Measures for the Protection and Administration of World Cultural Heritage", "Rules for the Compilation of Code of Natural Resources Registration Units", "Standards for National Science Popularization Education Bases" and other relevant references, and based on the actual situation of tourism planning under the effective interpretation of the world cultural heritage value, the paper divides the level of tourism planning under the effective interpretation of the world cultural heritage value.

(1) A score higher than 8 indicates that the tourism planning level under the effective interpretation of heritage value is the highest. The tourism planning of this kind of world cultural heritage should have the characteristics of high level of heritage resources and outstanding value of resources; The interpretation of heritage values has been widely carried out. The management of scenic spots attaches importance to the interpretation of heritage values. The stakeholders have a positive attitude and actively participate in heritage-related tourism activities. It has good development conditions, good social and economic conditions and strong customer market conditions. This type of World Cultural Heritage is a high potential type for further implementation of tourism planning under the effective interpretation of heritage values.
(2) The score is between 7 and 8 points, indicating that the tourism planning level under the effective interpretation of heritage value is higher. This kind of world cultural heritage has higher heritage resource level and higher resource value; The practical activities of heritage value interpretation have been carried out, the scenic spots have carried out heritage value interpretation, the stakeholders are willing to participate in heritage-related tourism activities, and there are good development conditions, social and economic conditions and tourist market conditions.
(3) The score is between 6 and 7 points, indicating that the characteristics and value of the heritage are average, the practical activities of the interpretation of the heritage value are average, the support of the scenic area management and the attitude of the stakeholders are average, neither active participation nor opposition, and the state is indifferent. The development conditions, socio-economic conditions and tourist market conditions are not perfect, and the support for further implementation of the effective interpretation of heritage value tourism planning is not strong.
(4) The score below 6 indicates that the tourism planning potential under the effective interpretation of heritage value is small, the level of heritage resources is not high, the value is not obvious, the practical activities of heritage value interpretation have not been carried out or slightly, and the support degree of scenic spot management and stakeholders is low. Development conditions, social and economic conditions, customer market conditions support less.

4.3 Evaluation of Model Reliability and Effectiveness Analysis

Sample Estimation and Testing

In this study, three evaluation model estimation irregularities were considered: (1) negative error variance, (2) standardised regression coefficient greater than 0.95, and (3) measured error variance was not significant. The results show that the absolute values of the standardised regression coefficients of tourism planning from the perspective of world cultural heritage tourism resources, heritage interpretation and display tourism activities, and tourism planning from the perspective of heritage value interpretation are 0.75 to 0.85, 0.66 to 0.84, and 0.76 to 0.86, respectively. None of them exceeded 0.95, and the value of the error variance ranged from 0.01 to 0.04, and there was no negative error variance, and it was significant. Therefore, the model does not contain any estimation violations, and a measurement mode fitness test can be performed, and the results are shown in Table 4.

First level indicators	Second level indicators	Third level indicators	Standardized regression coefficients	Error variance
A1	B1	C1	0.82	0.01
		C2	0.77	0.02
		C3	0.76	0.03
	B2	C4	0.75	0.03
		C5	0.78	0.02
		C6	0.83	0.03
		C7	0.85	0.04
A2	B3	C8	0.82	0.03
		C9	0.73	0.02
		C10	0.71	0.03
		C11	0.73	0.02
		C12	0.72	0.03
	B4	C13	0.74	0.01
		C14	0.69	0.04
		C15	0.78	0.01
	B5	C16	0.73	0.02
		C17	0.75	0.01
		C18	0.71	0.03
	B6	C19	0.84	0.02
		C20	0.72	0.03
		C21	0.70	0.03
		C22	0.66	0.04

First level indicators	Second level indicators	Third level indicators	Standardized regression coefficients	Error variance
A3	B7	C23	0.82	0.02
		C24	0.77	0.03
		C25	0.85	0.03
		C26	0.83	0.02
		C27	0.79	0.02
	B8	C28	0.86	0.04
		C29	0.78	0.03
		C30	0.82	0.02
		C31	0.78	0.03
	B9	C32	0.76	0.03
		C33	0.78	0.02
		C34	0.81	0.02
		C35	0.77	0.03
	B10	C36	0.81	0.01
		C37	0.75	0.03
		C38	0.80	0.01
		C39	0.80	0.01
		C40	0.76	0.03
		C41	0.79	0.01
		C42	0.76	0.03

Source: Own calculation by the authors

Table 4: Estimating the non-compliance test

Normality Hypothesis Testing

In this study, the skewness values were all in the range of 2, and the kurtosis values were all within the standard range of 7, that is, according to the standard, the observed variables were all non-multivariate normal distribution, as shown in Table 5.

Item (Variable)	Deviation	C.R.	Kurtosis	C.R
Skewness and kurtosis of characteristic variables of heritage tourism resources				
C1	-0.18	-1.95	0.86	3.47
C2	-0.27	-2.13	-0.68	-3.15
C3	0.24	1.56	-0.79	-3.73
Multivariate			6.87	17.32

Item (Variable)	Deviation	C.R.	Kurtosis	C.R
Skewness and kurtosis of heritage tourism resource value variables				
C4	-0.48	-7.01	-0.96	-4.59
C5	-0.45	-5.63	0.31	1.32
C6	0.27	2.13	-0.65	-2.27
C7	-0.36	-3.45	0.92	2.88
Multivariate			6.52	14.82
Develop conditional variable skewness and kurtosis				
C8	-0.53	-3.82	-0.83	-3.19
C9	-0.17	-5.11	-0.04	-3.47
C10	-0.29	-4.26	0.76	0.66
C11	0.41	1.34	0.88	1.12
C12	0.12	1.93	0.22	2.58
Multivariate			3.42	14.51
Skewness and kurtosis of socio-environmental variables				
C13	0.04	0.25	-0.48	-3.48
C14	-0.32	-2.67	0.54	0.74
C15	-0.39	-3.41	-0.28	-2.25
Multivariate			1.74	8.23
Skewness and kurtosis of source market variables				
C16	-0.37	-3.38	0.53	2.74
C17	-0.38	-3.49	0.67	2.11
C18	-0.29	-2.63	-0.08	-4.84
Multivariate			1.51	16.31
Skewness and kurtosis of stakeholder attitudinal variables				
C19	-0.91	-3.38	-0.62	-2.31
C20	-0.94	-3.49	0.51	0.37
C21	-0.37	-2.63	-1.27	-2.23
C22	0.95	1.21	-1.35	-2.84
Multivariate			3.96	12.53
Explain and demonstrate the skewness and kurtosis of design variables				
C23	-0.56	-3.95	-0.54	-3.48
C24	-0.43	-2.57	-0.49	-4.53
C25	0.24	2.04	0.29	2.56
C26	0.19	0.82	0.12	1.85
C27	-0.45	-3.48	-1.24	-3.54
Multivariate			5.35	24.48

Item (Variable)	Deviation	C.R.	Kurtosis	C.R
Skewness and kurtosis of tourism planning variables				
C28	0.18	1.37	0.19	2.03
C29	-0.44	-2.54	1.43	2.71
C30	-0.32	-2.03	-0.83	-4.63
C31	-0.57	-3.51	1.12	1.37
Multivariate			3.63	18.54
Skewness and kurtosis of scenic tourism management planning variables				
C32	-0.91	-4.8	-0.57	-2.89
C33	-0.45	-3.56	-0.86	-2.35
C34	-0.63	-2.75	0.15	4.56
C35	0.33	3.17	0.57	1.67
Multivariate			3.29	17.63
Planning can affect the skewness and kurtosis of the variables that can be caused				
C36	-0.76	-4.37	-1.23	-4.35
C37	-0.71	-3.56	-0.69	-2.59
C38	-0.34	-2.35	0.13	5.12
C39	-0.91	-2.95	0.89	1.89
C40	-0.17	-3.03	-1.24	-3.02
C41	0.42	1.42	0.44	0.87
C42	-0.62	-4.01	-1.05	-5.68
Multivariate			6.54	49.73

Source: Own calculation by the authors

Table 5: Skewness and kurtosis of each observed variable

Confirmatory Factor Analysis

Reliability and Convergence Validity

In this study, confirmatory factor analysis was used to measure the convergence validity and construct validity of the questionnaire. The factor load in the study was based on the following criteria recommended by the factor analysis to determine whether the problem should be included in the factor analysis: factor load between 0.45 and 0.55 was considered fair, 0.55 to 0.63 was considered good, 0.63 to 0.71 was considered very good, and greater than or equal to 0.71 was considered excellent. Therefore, the loads of each factor in this study meet the criteria of factor analysis.

The validity of the measurement model is checked by validation factor analysis to determine if each measured variable converges to the latent variable to be measured.

The extracted mean variance between the latent variable and its corresponding measure is calculated as the extracted mean variance for each observed variable, representing the average explanatory power of each observed variable to the latent variable. In this study, the extracted mean variances are all greater than 0.5, which meets the criteria of the structural equation model for unobservable variables and measurement errors, so this study has convergent validity.

According to the recommendations of the structural equation model of unobservable variables and measurement errors, the higher the value of the component reliability of the latent variables, the higher the internal consistency of the measurements, and the higher the structural validity of the latent variables. The results of this study show that the component reliability values for all structures are higher than 0.6, which is consistent with the recommendations of the structural equation model for unobservable variables and measurement errors, so the internal quality of the model in this study is good.

Table 6 shows the reliability and convergence validity results of the confirmatory factor analysis, which indicates that all three metrics of the validation analysis in this study, such as factor load, extracted mean variance, and structural reliability, meet the criteria.

First level	Second level	Third level	Normalised factor load	Non-normalised factor load	H.E.	C.R. (t-value)	p	SMC	C.R.	average value
indicators										
A1	B1	C1	0.82	1				0.75	0.86	0.62
		C2	0.74	0.89	0.07	16.64	***	0.58		
		C3	0.69	0.83	0.06	15.79	***	0.49		
	B2	C4	0.66	1				0.57	0.87	0.58
		C5	0.74	1.11	0.09	16.77	***	0.58		
		C6	0.73	1.09	0.09	16.24	***	0.57		
		C7	0.69	1.03	0.08	15.61	***	0.49		
A2	B3	C8	0.71	1				0.52	0.82	0.71
		C9	0.80	1.13	0.09	18.29	***	0.73		
		C10	0.78	1.10	0.08	17.08	***	0.64		
		C11	0.84	1.19	0.09	19.34	***	0.78		
		C12	0.81	1.14	0.09	18.72	***	0.73		
	B4	C13	0.78	1				0.64	0.85	0.72
		C14	0.84	1.07	0.09	19.16	***	0.78		
		C15	0.81	1.03	0.09	18.30	***	0.73		
	B5	C16	0.69	1				0.52	0.87	0.58
		C17	0.73	1.03	0.09	16.47	***	0.57		
		C18	0.74	1.05	0.09	16.55	***	0.58		

First level	Second level	Third level	Normalised factor load	Non-normalised factor load	H.E.	C.R. (t-value)	p	SMC	C.R.	average value
indicators										
A2	B6	C19	0.82	1				0.75	0.84	0.63
		C20	0.74	0.89	0.06	16.43	***	0.58		
		C21	0.69	0.83	0.06	15.16	***	0.49		
		C22	0.66	0.80	0.05	14.71	***	0.42		
A3	B7	C23	0.80	1				0.71	0.83	0.73
		C24	0.78	0.97	0.07	17.27	***	0.64		
		C25	0.84	1.04	0.07	19.04	***	0.78		
		C26	0.81	1	0.07	18.35	***	0.73		
		C27	0.78	0.97	0.07	17.28	***	0.64		
	B8	C28	0.86	1				0.83	0.85	0.73
		C29	0.77	0.89	0.07	17.35	***	0.63		
		C30	0.80	0.92	0.07	17.85	***	0.7		
		C31	0.78	0.90	0.07	17.27	***	0.64		
	B9	C32	0.74	1				0.58	0.82	0.65
		C33	0.77	1.03	0.07	17.42	***	0.63		
		C34	0.79	1.06	0.08	17.76	***	0.68		
		C35	0.75	1.01	0.07	16.69	***	0.6		
	B10	C36	0.77	1				0.63	0.84	0.66
		C37	0.79	1.02	0.07	17.81	***	0.68		
		C38	0.75	0.96	0.07	17.12	***	0.6		
		C39	0.8	1.03	0.08	18.54	***	0.7		
		C40	0.71	0.91	0.07	16.33	***	0.51		
		C41	0.74	0.95	0.07	16.45	***	0.58		
		C42	0.78	1.01	0.07	17.87	***	0.64		

*** … $p < 0.000$.

Source: Own calculation by the authors

Table 6: Convergence validity and structural reliability tests

Discriminatory Validity

Discriminative validity indicates whether there is a significant relationship between two or more structures, which means whether it has good explanatory power. In this analytical model, a 95 percent confidence interval for the correlation coefficient between structures is calculated using bootstrap sampling. If the number 1 does not appear in the 95 percent confidence interval of the coefficient, it indicates that the structure has good discriminant validity. The results in Table 7 show that the 95 percent confidence interval of the guid-

ance correlation coefficient of the construct does not include the number 1, so it implies good discriminant validity.

First level indicators		Deviation correction			Percentile method	
		Valuation	lower bound	heaven	lower bound	heaven
A1	A2	0.55	0.44	0.61	0.44	0.59
A1	A3	0.74	0.62	0.83	0.62	0.81
A2	A3	0.64	0.53	0.72	0.56	0.71

Source: Own calculation by the authors

Table 7: 95 percent confidence interval for bootstrap correlation coefficient

Overall Structural Model Analysis

The overall model fitness was evaluated by ten Second Level indicators, including chi-square test, chi-square ratio to degrees of freedom, GFI, AGFI, RMSEA, CFI, CFI, and PCFI. As shown in Table 8, the calibration ratio for chi-square to degrees of freedom is 3.78 (greater than recommended 3), GFI is 0.90 (equal to 0.90), AGFI is 0.85 (greater than 0.80), RMSEA is 0.06 (less than 0.08), CFI is 0.95 (greater than 0.90), and PCFI is 0.67 (greater than 0.50). Therefore, these results suggest that the model is valid.

First level indicators	Second level indicators	Diameter factor	Verify the results
A1	B1	0.81	effective
		0.77	effective
		0.78	effective
	B2	0.74	effective
		0.76	effective
		0.83	effective
		0.85	effective
A2	B3	0.80	effective
		0.73	effective
		0.69	effective
		0.72	effective
		0.71	effective
	B4	0.74	effective
		0.69	effective
		0.78	effective
	B5	0.70	effective
		0.73	effective
		0.74	effective

First level indicators	Second level indicators	Diameter factor	Verify the results
A2	B6	0.84	effective
		0.76	effective
		0.71	effective
		0.68	effective
A3	B7	0.82	effective
		0.78	effective
		0.84	effective
		0.81	effective
		0.78	effective
	B8	0.88	effective
		0.79	effective
		0.82	effective
		0.81	effective
	B9	0.74	effective
		0.77	effective
		0.79	effective
		0.75	effective
	B10	0.80	effective
		0.76	effective
		0.79	effective
		0.81	effective
		0.77	effective
		0.81	effective
		0.76	effective

Source: Own calculation by the authors

Table 8: Evaluation model validation results

5 Suitability Evaluation System Based on Effective Interpretation of Heritage Value – Results and Discussion

5.1 Evaluation Results

Refer to Table 1 and Table 3 for the specific measurement and scoring criteria of each index, and if the indicators in the evaluation system can be evaluated according to the relevant national standards, the general standards will be used for measurement and scoring. If it is necessary for the world cultural heritage to provide indicators, it shall be obtained through the investigation of the world cultural heritage. If subjective evalua-

tions are relied upon, the study used a questionnaire survey of local residents and tourists to obtain scores from May 2023 to June 2023. Finally, through the standardised processing of the data and the established evaluation model, the scores of the two first-level indicators of heritage tourism resources and auxiliary conditions for the interpretation of heritage development and display of tourism activities in the "Cultural Landscape of Old Tea Forests of the Jingmai Mountains" (CLOFJM) tourism planning evaluation from the perspective of heritage value interpretation were calculated, as shown in Tables 9, 10 and 11.

Evaluation Results of CLOFJM Heritage Tourism Resources

Through the evaluation, the comprehensive score of CLOFJM heritage tourism resources was 8.5539 points (Table 9). The comprehensive scores of heritage tourism resource characteristics and tourism resource value of the second level indicators were 8.5996 and 8.5082 points, respectively. The scores of the relevant 7 third level indicators were high, and the scores of each index were above 8 points, among which the ornamental value evaluation reached 8.8127 points.

First level indicator	Overall score	Second level indicators	Overall score	Third level indicators	Overall score
A1	8.5539	B1	8.5996	C1	8.7946
				C2	8.6328
				C3	8.3715
		B2	8.5082	C4	8.8127
				C5	8.6374
				C6	8.4255
				C7	8.1573

Source: Own calculation by the authors

Table 9: Evaluation scores of heritage tourism resources indicators

Evaluation Results of the Auxiliary Conditions for the Interpretation and Display of Heritage Tourism Activities

Through the evaluation, the comprehensive score of the auxiliary conditions for the interpretation and display of tourism activities of CLOFJM heritage was 7.7306 points (Table 10). Among them, the score of development conditions was 8.3920 points, the score of social environment was 7.4847 points, the score of source market was 8.0952 points, and the stakeholder attitude score was the lowest (6.8149). From the perspective of the score results of the third level indicators, there is a big difference, and the indicators with scores of more than 8 points are the level of heritage scenic spots, the distance from the central city, the relevance to the surrounding scenic spots, the quality of tourism services, the

suitable travel period, the growth rate of tourists, and the age structure of tourists. The remaining 7 indicators score on a scale of 6–8.

First level indicator	Overall score	Second level indicators	Overall score	Third level indicators	Overall score
A2	7.7306	B3	8.3920	C8	8.5862
				C9	8.3451
				C10	8.4587
				C11	8.4356
				C12	8.1345
		B4	7.4847	C13	7.2584
				C14	7.3485
				C15	7.8471
		B5	8.0952	C16	8.2145
				C17	8.1457
				C18	7.9254
		B6	6.8149	C19	6.7564
				C20	6.4579
				C21	6.7613
				C22	7.2839

Source: Own calculation by the authors

Table 10: Evaluation scores of the auxiliary conditions for heritage to carry out interpretation and display tourism activities

Evaluation Results of Tourism Planning Benefits from the Perspective of Heritage Value Interpretation

Through the evaluation of tourism planning benefit index from the perspective of heritage value interpretation, it can be seen that the score of tourism planning benefit evaluation from the perspective of heritage value interpretation of CLOFJM is 8.3903 points (Table 11). Among them, the scores of interpretation and display design, tourism planning, scenic tourism management planning, and the possible impact of planning were 8.4546, 8.3461, 8.0892, and 8.5416, respectively. From the perspective of the third level indicators scores, the indicators with higher scores (above 8.5 points) are the clear theme of interpretation and display design, the popular science content of interpretation and display content, the tourism planning of heritage scenic spots, the impact of planning on social value, the impact of planning on environmental value, the impact of planning on scientific value, and the impact of planning on the degree of correlation between various heritages.

First level indicator	Overall score	Second level indicators	Overall score	Third level indicators	Overall score
A3	8.3903	B7	8.4546	C23	8.6548
				C24	8.4359
				C25	8.3687
				C26	8.1283
				C27	8.6854
		B8	8.3461	C28	8.8642
				C29	8.4587
				C30	7.9468
				C31	8.1145
		B9	8.0892	C32	8.1204
				C33	8.0328
				C34	7.8582
				C35	8.3454
		B10	8.5416	C36	8.4587
				C37	8.6538
				C38	8.7589
				C39	8.5731
				C40	8.3458
				C41	8.2467
				C42	8.7543

Source: Own calculation by the authors

Table 11: Evaluation scores of tourism planning benefit indicators from the perspective of heritage value interpretation

5.2 Discussion of Evaluation Results

The results of the evaluation of CLOFJM heritage tourism resources show that CLOFJM has obvious characteristics and value of heritage tourism resources, which is the basis for the development of heritage tourism. Due to the short development time of heritage interpretation and display tourism activities, many aspects still need to be strengthened, Through the evaluation of relevant indicators, it is found that the attitude of CLOFJM stakeholders has low scores in most indicators, and it is necessary to strengthen publicity to widely carry out tourism of heritage value interpretation, improve the awareness and level of local residents on heritage interpretation and display, and the awareness of government departments on heritage interpretation and display should also be strengthened.

The CLOFJM tourism planning benefit evaluation result index score is high, which is due to the lack of development conditions and stakeholder attitudes in the auxiliary conditions of planning to interpret and display tourism activities for heritage:

First, the design of popular science tourism routes. According to the spatial distribution of different heritage attractions, a number of popular science tourism routes have been designed. Each interpretation and display tourism route has a distinct interpretation and display of tourism themes, and achieves the unity of science popularisation and play, ensuring the coordination of science popularisation and appreciation.

Second, actively create an interpretation and display tourism sign system, CLOFJM has one ancient tea forest cultural landscape museum, one main monument, and more than 100 various signs and interpretation boards, including landscape explanation boards, scenic spot name signs, warning signs, traffic signs, etc., which are imitation wood or stone.

Third, actively build different interpretation and display programmes, and ordinary tourists use museums, popular science film and television halls, propaganda leaflets, scientific tour guide maps, scenic spot explanation boards, tour guide explanations and other easy-to-understand popular science methods. The expert team adopts the forms of scientific investigation guides, paper collections, scientific expedition routes, field trips, etc.; The business team combines tourism promotional materials to produce Lancang County's economic development brochure; The art and media teams uses Jingmai Mountain promotional brochures, professionally produced Jingmai Mountain Park promotional videos and documentaries. Combined with the above principles, the interpretation and display system of the park has three main theme parts: indoor interpretation and display, outdoor interpretation and display and publicity. The indoor interpretation and display system includes a cultural heritage museum, a popular science film and television hall, and an exhibition hall. The outdoor interpretation and display system includes the main monument, traffic guidance board, landscape explanation board, management explanation board, park boundary marker, boundary post, popular science explanation board, etc. The publicity system includes the "Maishan Ancient Tea Forest Culture Series", scientific tour guide maps, leaflets and tour guide manuals. The park adopts a classification method to provide visitors with a comprehensive introduction to the natural and cultural heritage of CLOFJM, as well as the development history, scientific knowledge background and causes of the main natural and cultural heritage in the park.

Fourth, actively carry out activities to interpret natural and cultural heritage as well as activities of interpretation and display of local heritage, teaching practice activities, and special heritage interpretation and display activities.

Fifth, pay attention to the interpretation of heritage and the display of tourism promotion. Popularise heritage knowledge through science popularisation week, such as disseminating heritage knowledge on campus, displaying heritage knowledge on site in cultural heritage scenic spots, and developing volunteer science popularisation propagandists, etc., to provide interpretation and display services for tourists.

6 Conclusion

The "Cultural Landscape of Old Tea Forests of the Jingmai Mountains" (CLOFJM) is clearly different from many other farm-based terrace tea gardens in the world in terms of landscape and cultural connotation, and its unique ecological wisdom and cultural tradi-

tion are still full of vitality, and the sustainable development model of harmonious coexistence with nature still has good enlightenment significance for today's world.

First of all, CLOFJM is a physical example and typical representative of the traditional "understory tea planting" model preserved to this day before the popularisation of modern tea planting technology in the world. This planting method uses the forest system to create a suitable environment for tea growing, and uses biodiversity to prevent pests and diseases, promote pollination and provide natural nutrients, and continuously produce high-quality organic tea, which is very unique in the context of large-scale terrace tea plantations in the world today, and shows the ecological ethics and wisdom that are of great significance for the sustainable development of today's society.

Second, CLOFJM is an outstanding example of a sustainable land-use system based on a combination of horizontal and vertical land-use approaches, as well as an outstanding example of human interaction with a challenging environment that is vulnerable to the negative impacts of modernisation, urban development, and climate change. Through the rational allocation and sustainable use of production, living and ecological land with the ancient tea forest as the core, the Shiju people have created a smart mountain living environment of tea in the forest, the village in the tea forest, and the cultivated land and other production activities outside the tea forest, which is an outstanding representative of the sustainable development of the mountain forest agricultural and cultural landscape, and a model of agricultural production and land use of the trinity of production and living ecology.

Third, as a historical masterpiece inherited for thousands of years, Jingmai Mountain's "understory tea planting" model and the tradition of rational use of mountain and forest resources all reflect the ecological ethics and ecological wisdom of harmony between man and nature, and harmony between people. The evolution of this masterpiece is inseparable from the traditional protection mechanism with the "four traditions" (traditional belief system, traditional social system, traditional tea culture and traditional knowledge system) as the core. This is of great significance for the sustainable development of mankind and the coexistence of diverse cultures.

Therefore, taking CLOFJM as the research object has great significance to construct a suitability evaluation system for World cultural heritage tourism planning based on effective interpretation of heritage values, which is mainly reflected in the following aspects:

(1) Preserve heritage values

To ensure authenticity and integrity: The world cultural heritage has irreplaceable historical, cultural, artistic and scientific value. Based on the effective interpretation of the value of the heritage, the evaluation system can strictly assess the impact of tourism planning on the authenticity and integrity of the heritage and prevent excessive or improper development from damaging the heritage itself and the cultural connotation it carries. To ensure that future generations can continue to appreciate and pass on these precious cultural treasures.

Highlight the cultural connotation: Through the evaluation system, tourism planning can be guided to dig deeper and explain the unique cultural connotation of the world cul-

tural heritage, so that tourists cannot only appreciate the external form of the heritage, but also understand the historical and cultural significance behind it, and enhance their respect for and protection awareness of cultural heritage.

(2) Enhance travel experience

Optimization of tourism product design: Building an evaluation system based on the effective interpretation of heritage values can help tourism planners develop more targeted and distinctive tourism products and routes according to the characteristics and values of heritage. For example, for cultural heritages with rich historical stories, historical and cultural themed tours can be designed to let tourists have a deep understanding of the historical knowledge contained in the heritages during the tour, so as to enhance the interest and knowledge of tourism.

Reasonable planning of tourism facilities: The evaluation system can evaluate and guide the planning of tourism facilities from the perspective of heritage value protection and tourist needs. Ensure that the scale, style and layout of tourism facilities are coordinated with the heritage environment, so as to meet the basic needs of tourists without damaging the overall atmosphere of the heritage, and provide tourists with a comfortable, convenient and compatible tourism environment with the heritage atmosphere.

(3) Promote sustainable development

Balancing conservation and development: The evaluation system provides a scientific balance mechanism between the protection of world cultural heritage and tourism development. Through the evaluation of the suitability of tourism planning, we can fully tap the tourism value of heritage, ensure that the development of tourism activities will not cause irreversible damage to the heritage, realise the positive interaction between protection and development, and promote the sustainable development of world cultural heritage.

Promote community participation: In the process of constructing evaluation systems and formulating tourism plans, it is often necessary to fully consider the interests and needs of local communities and encourage community participation in the protection of cultural heritage and tourism development. This will not only help raise the awareness and responsibility of local residents for the protection of cultural heritage but also bring economic benefits to local communities through tourism development and improve residents' living standards, thus providing broader social support for the sustainable development of world cultural heritage.

(4) Regulate industry development

Provide scientific standards: At present, there is a lack of unified and scientific evaluation standards in the field of world cultural heritage tourism planning. The establishment of a suitability evaluation system based on the effective interpretation of heritage values can provide clear evaluation basis and norms for tourism planning practitioners and relevant management departments, help improve the quality and level of tourism planning and promote the healthy development of the world cultural heritage tourism planning industry.

Promotion of exchanges and cooperation: The establishment of the evaluation system helps to promote exchanges and cooperation in the field of world cultural heritage tourism

planning at the international and national levels. By comparing and learning from each other's evaluation systems and practical experience, countries can jointly promote the theoretical and technological innovation of world cultural heritage tourism planning, and improve the overall level of world cultural heritage tourism planning worldwide.

(5) Enhance cultural influence

Dissemination of cultural values: The suitability evaluation system of tourism planning based on the effective interpretation of heritage values can guide tourism activities to better disseminate the values and cultural characteristics of world cultural heritage. Through the personal experience of tourists and word-of-mouth communication, the influence of world cultural heritage will be expanded to a wider scope, and the cultural soft power of the regions and countries where cultural heritage is located will be enhanced.

(6) Shaping cultural brand

A scientific and reasonable tourism planning suitability evaluation system is helpful to build a world cultural heritage tourism brand with unique cultural charm. Through in-depth exploration and effective dissemination of heritage values, a recognisable and attractive cultural brand image can be formed to attract more tourists to come to experience, and further enhance the visibility and influence of cultural heritage.

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