Research on the Construction of Evaluation and Analysis Model of Creativity of Traditional Village Characteristic Industries

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Abstract: Does the characteristic industry of traditional village development have characteristics and development potential? Therefore, the access assessment before accepting resource input is crucial. On the basis of combing the literature of traditional villages' characteristic industries, according to the characteristics of traditional villages' characteristic industries, this study selected the creative factors of characteristic industries by consulting relevant experts and scholars in the field of characteristic industries through questionnaire survey, using the analytic hierarchy process, and summarized them into six characteristics: originality, scarcity, toughness, value, not easy to imitate and not easy to replace. In terms of originality, "product features" should be considered, and "knowledge resources" should be considered most importantly in terms of scarcity; In terms of resilience, "innovation initiative" should be considered; The value should consider "innovation system diffusion"; In terms of difficult imitation, we should first focus on the "story of the industrial development process"; "Product connotation" is not easy to replace should be considered. The research results found that what the traditional village characteristic industry needs is not only to consider "improving its business ability", "characteristic industry demonstration", "packaging design, product R&D design and production technology improvement", "participating in relevant product exhibition activities", but also to strengthen the depth of the industry from the aspects of product characteristics, industrial development history stories and product connotation. Before assessing whether the traditional village characteristic industry is worth investing resources, the local government can include the research results in the reference, and the institutions that promote the development of traditional village characteristic industry can also adopt the same method to assess, so as to measure the optimal efficiency of resource investment.

1. Introduction

The development of traditional villages' characteristic industries, driven by relevant structures, has resulted in various economic effects such as increased employment opportunities and income. Therefore, the rise and fall of traditional village characteristic industries in traditional villages are closely related to the stability of regional economic foundation and the development of social economy. In addition to being excluded from the cultural and creative industries, traditional village characteristic industries need to be defined with more diversified connotations in response to the trend of globalization. Wang Yongfei and Liang Yusha pointed out that the so-called creative traditional village characteristic industries must have their own culture, differentiation, characteristics and lifestyle to achieve sustainable development [1]. The government invests resources to assist the growth and transformation of small and medium-sized traditional village characteristic industries. The main purpose is to enable the traditional village characteristic industries to operate sustainably, so as to boost the local economy and maintain local population employment.

The resource-based theory examines the characteristics of resources. Because the business objective of both for-profit enterprises and non-profit organizations is sustainable operation, the resources invested must have their own strategic considerations, and the appropriate resources are one of the bases for the growth of enterprises or organizations [2]. In addition to the input of resources, the creativity of an enterprise or organization often has a decisive key to the business level, rather than just a simple product [3].

Through the evaluation and assistance of professional institutions, we plan for the industrial characteristics of its traditional villages, introduce various professional resources, and the output results cover the increase of turnover, the number of tourists to the heritage of cultural assets, or the cohesion of local residents' consensus. Therefore, the presentation of the overall evaluation results cannot be fully measured by the output value, turnover or employment opportunities and other quantitative indicators, especially in the cultural heritage or helping villagers to play their potential. It is more difficult to present the sideline income of innovation in monetary value [4-5]. Therefore, before resource input, the creative evaluation of the traditional village characteristic industry itself is more important, because only by investing the resources needed by the industry itself, can we achieve the goal of "adapting measures to local conditions, adapting to the remedy, tailoring, and exerting comprehensive effects".

The purpose of this study is to construct a creative evaluation model for traditional village characteristic industries. First, review and summarize relevant literature, determine the elements of the traditional village characteristic industries' creative evaluation model through AHP expert questionnaire, calculate and analyze the ones with higher weights, and summarize the traditional village characteristic industries' creative evaluation model.

2. Research Method

This research will consult relevant experts and scholars in the field of traditional village characteristic industries through the analytic hierarchy process to measure the factors of creativity of traditional village characteristic industries. Based on the promotion process of traditional village characteristic industries, this research will evaluate the creativity of traditional village characteristic industries before resource input. Therefore, the sampling objects of the questionnaire will be characteristic industry planning institutions Experts and scholars in three fields including local government and academia conducted surveys, and the identification of experts and scholars belongs to the subjective view of researchers, so the sampling method is judgment sampling.

In the first stage, the collection of validity questionnaire data requires experts and scholars in relevant fields to select indicators suitable for measuring the creativity of traditional village characteristic industries based on their cognition. At this stage, this study distributed questionnaires to 10 experts and scholars, including university professors and research teams.

In the second stage, the questionnaire is mainly composed of the system constructed after sorting out the data in the first stage, and the weights among the evaluation indicators. The sampling objects are experts and scholars from enterprises, universities and research institutes. In this stage, 50 experts and scholars are sent out, and the distribution object of the industry is the plan host or contact person who has been engaged in the traditional village characteristic industry plan for more than 5 years. The distribution object of the local government is mainly the personnel from the competent departments of traditional village characteristic industries.

3. Feature Selection

In this study, data were collected through a questionnaire survey. After the opinions of experts and scholars, the weights of indicators were selected to construct evaluation indicators. Now, the questionnaire design is described as follows:

The questionnaire of this study is a structured questionnaire. Its purpose is to collect experts' opinions on the weight of creative indicators. In terms of questionnaire design, based on the review of relevant literature and considering the characteristics of traditional village characteristic industries, it is summarized into six aspects: originality, scarcity, resilience, value, not easy to imitate and not easy to replace.

This study uses the analytic hierarchy process to carry out the analysis. Therefore, in terms of weight measurement, Littley's scale is used as the measurement scale of the comparison matrix, which is divided into five categories: equally important, slightly important, quite important, extremely important and absolutely important. There are five scales in total, so the questionnaire form is given a proportion of 1 to 5 respectively.

In the first stage of this study, 19 questionnaires were sent out and 10 were returned (10 valid questionnaires, with a success rate of 100%). In the second stage, 50 questionnaires were sent out and 48 were recovered (45 valid questionnaires, with a success rate of 93.75%), including 18 from the industry, 14 from the local government and 16 from the academic community.

By collecting data through questionnaires, analysts often need to determine whether respondents have logical consistency in answering questions through reliability testing. After AHP analysis, the consistency ratio (C.R.) must be used to measure the consistency of the overall matrix, and then the weight of each category and sub item can be obtained, so as to understand the indicators suitable for evaluating the creativity of traditional village characteristic industries, It is also used in the empirical analysis to evaluate the creativity of each traditional village characteristic industry. The following will outline the questionnaire design (Table 1):

Table 1: Explanation of evaluation factors.

Theme	Evaluation factors	Interpretative statement
Originality	Product core technology	The core technology of the product is unique and the threshold for replication is high [6]
	Brand building	Willingness to create an innovative brand image [7]
	Remodeling of existing products	The ability to integrate old products with new ideas and reshape them [7]
	New product development	Conception and enthusiasm of new product development [8]

	Product features	The product is unique and original [8]
Limited resources	Raw material resources	Limited output of raw materials for core products [9]
	Human resources	Limited sources of professional managers, R&D or technical personnel [10]
	Knowledge resources	Limited access to external knowledge resources [10]
	Capital resources	Limited sources of financing [10]
	Technical resources	Threshold of core manufacturing/fabrication technology and production equipment [10]
Toughness	Ability to introduce other resources	Ability to introduce resources at different levels [11-12]
	Acceptance of external resources	Acceptance of various external resources [13]
	Innovation initiative	Willingness to innovate in production, marketing, human resources, R&D and business [13]
	Innovation acceptance	Acceptance of internal manpower for innovative procedures [14-15]
Value	Clustering of existing industries	Located in the existing industrial cluster area or special zone [16]
	Observation and learning	Willingness to participate in or host relevant observation activities [17]
	Professional consulting institutions	Acceptance of resources and technologies introduced by professional consulting institutions [17]
	Exhibition marketing	Willingness to participate in various types of exhibition marketing at home and abroad [17]
	Adjacent to the origin of raw materials	Adjacent to or located in the origin of core product raw materials [18]
	Diffusion of innovation system	Willingness to promote newly developed things or technologies [18]
Not easy to imitate	History of industrial development	Is the history of industrial development or construction a story? [19]
	Local resource link	Strength of connection with local people, things and things [19]
	Intellectual property	Willingness to turn new models, inventions, trademarks, etc. into intellectual property [19]
	Local Humanities and Culture	The relationship between industry and local culture [20]
Not easy to replace	Marketing organization	Ability to construct multiple channels and marketing models [21]
	Customer relationship	Maintenance of relationship with existing consumers and development of potential consumers [22]
	Product connotation	The output product has deep meaning [22]
	Horizontal strategy integration	Horizontal integration with complementary industries [23]
	Vertical strategy integration	Integration with upstream, middle and downstream supply chains [24]

4. Feature Selection

In this section, the AHP expert questionnaire is presented in six parts, namely, originality, scarcity, tenacity, value, hard to imitate and hard to replace, based on the weight analysis conducted by the software, and is analyzed according to the importance of each evaluation element to the creativity of local industries.

4.1 Analysis of Main Evaluation Facets

The main evaluation elements of this study are originality, scarcity, tenacity, value, not easy to imitate and not easy to replace. The main purpose of these six evaluation dimensions is to build a creative evaluation mechanism for local characteristics. Taking the weight of its element analysis as a comparison, we can see from the results in Table 2 that, in terms of consistency verification, after calculation, the order is 3, the randomness index (R.I.) is 0.64, the consistency index C.I. = 0.005, and the consistency ratio C.R. = 0.009, They are all less than 0.1, meeting the requirements of the consistency ratio proposed by Saaty, indicating that the evaluation results can be considered reasonable [25].

According to the experts and scholars' evaluation mechanism for the creativity of traditional village characteristic industries, it can be seen from Table 2 of the paired comparison matrix that the weight of originality in the six evaluation criteria layers is 0.234. The second is scarcity accounting for 0.195. Ranking 3 is not easy to imitate, and the weight is 0.192. Ranking 4 is not easy to replace, and the weight is 0.143. Ranking 5 is value, with a weight of 0.134. Finally, toughness with a weight of 0.102.

From the above evaluation results, it is found that experts and scholars believe that in the process of evaluating the creativity of traditional village characteristic industries, originality has the greatest impact on the creativity of traditional village characteristic industries, while resilience is considered to have a low impact.

Table 2: Weight analysis of main assessment elements.

Target layer	Criterion layer	Weight
	Originality	0.234
	Scarcity	0.195
Creative evaluation model	toughness	0.102
of traditional village	Value	0.134
characteristic industries	Not easy to imitate	0.192
	Not easy to replace	0.143
	C.I.=0.005 C.R.=0.009 λ_{max}=7.124	

4.2 Analysis of Elements of Originality Evaluation

Table 3: Weight analysis of originality.

Criterion layer	Feature layer	Weight
	new product development	0.132
	Remodeling of existing products	0.163
Originality	Brand building	0.208
	Product core technology	0.241
	Product features	0.256
	C.I.=0.006 C.R.=0.009 λ_{max}=6.017	

Among the original evaluation elements (Table 3), the weight of product features is 0.256, which is the highest. Ranking 2 is the core technology of the product, with the weight of 0.241. Ranking 3 is brand building, with a weight of 0.208. Ranking 4 is remodeling of existing products, with a weight of 0.163. Finally, new product development with a weight of 0.132.

From the perspective of the originality of local governments and consulting institutions in traditional village characteristic industries, the future resource investment must focus on product characteristics, followed by product core technology, and again on brand building. As for the traditional village characteristic industry itself, the development of product characteristics is the way to ensure originality, followed by the core technology of the product, and finally the shaping of the brand. As far as the current development mode is concerned, at the beginning of the development of the traditional village characteristic industry, regardless of the new and old products, most of them will focus on the creation of product characteristics and core technology. The focus will be shifted to the shaping and promotion of the brand only after its foundation is established.

4.3 Analysis on Elements of Scarcity Assessment

Among the evaluation elements of scarcity (Table 4), 0.254 is the highest weight of knowledge resources. Ranking 2 is technical resources, with a weight of 0.206. Ranking 3 is capital resources, with a weight of 0.204. Ranking 4 is HR, with a weight of 0.178. Finally, raw material resources with a weight of 0.158.

Table 4: Analysis of scarcity weight.

Criterion layer	Feature layer	Weight
	Raw material resources	0.158
	human resources	0.178
Scarcity	Capital resources	0.204
	Technical resources	0.206
	Knowledge resources	0.254
C.I.=0.005	C.R.=0.007 λ_{max}=6.063	

As far as the scarcity of traditional village characteristic industries is concerned, local governments and consulting institutions must focus on knowledge resources, technology resources and capital resources in the future. As far as local industries are concerned, knowledge resources are the part that must be constructed first, followed by technical resources, and finally by the introduction of capital resources. At present, in the process of the development of traditional village characteristic industries, the most difficult resources to obtain are knowledge resources and technical resources, especially service industries. Compared with agriculture, knowledge and technology have no standardized standards, and many traditional village characteristic industries are located in rural areas, Therefore, it is difficult to obtain human resources, most of which are sourced from local residents.

4.4 Analysis on the Elements of Toughness Assessment

Among the evaluation elements of resilience (Table 5), the weight of innovation initiative 0.313 is the highest. The second is innovation acceptance, with a weight of 0.254. The capacity is introduced again for other resources, with a weight of 0.221. Finally, external resource acceptance, with a weight of 0.212.

From the perspective of the resilience of local governments and consulting institutions to traditional village featured industries, the industry's initiative for innovation must be considered when investing resources in the future, followed by innovation acceptance. As far as local industries

are concerned, whether innovation initiative or acceptance is the main basis for assessing whether the industry is resilient. It can be seen that in addition to understanding that innovation is the way of industrial development, more importantly, the initiative and acceptance of innovation methods and processes. In other words, innovation cannot only be known, but must be implemented in the development process.

Table 5: Toughness weight analysis.

Criterion layer	Feature layer	Weight
Toughness	Acceptance of external resources	0.212
	Ability to introduce other resources	0.221
	Innovation acceptance	0.254
	Innovation initiative	0.313
	C.I.=0.008 C.R.=0.007 λ_{max}=5.014	

4.5 Analysis of Value Evaluation Elements

Among the evaluation elements of value (Table 6), the weight of existing industrial cluster is 0.232, which is the highest. Next is the nearby raw material origin, with the weight of 0.177. Ranking 3 is exhibition marketing, with a weight of 0.168. Ranking 4 is innovation system diffusion, with a weight of 0.151. Ranking 5 is professional consulting institutions, with a weight of 0.146. Ranking 6 is observation learning, with the weight of 0.126.

Table 6: Value weight analysis.

Criterion layer	Feature layer	Weight
Value	Observation and learning	0.126
	Professional consulting institutions	0.146
	Diffusion of innovation system	0.151
	Exhibition marketing	0.168
	Adjacent to the origin of raw materials	0.177
	Clustering of existing industries	0.232
	C.I.=0.008 C.R.=0.033 λ_{max}=6.067	

From the perspective of the value of local governments and consulting institutions for traditional village characteristic industries, the future resource investment must focus on the clustering of existing industries, next is the proximity of raw material origin, and third is exhibition marketing. As far as the traditional village characteristic industry is concerned, innovation is not just for the sake of the industry itself. Because there are so many industries associated with the traditional village characteristic industry, the process and results of innovation must be able to spread to the peripheral industries. Participation through exhibition marketing and observation and learning platforms is a way of diffusion.

4.6 Analysis of Evaluation Elements That are Not Easy to Imitate

Among the evaluation elements that are not easy to imitate (Table 7), 0.331 is the highest weight of the industrial development history story. The second is intellectual property, with the weight of 0.263. The local resources are linked again, with a weight of 0.221. Finally, local humanities and culture, with a weight of 0.185.

Table 7: Weight analysis of difficult to imitate.

Criterion layer	Feature layer	Weight
Not easy to imitate	Local Humanities and Culture	0.185
	Local resource link	0.221
	Intellectual property	0.263
	History of industrial development	0.331
C.I.=0.006	C.R.=0.011	λ_{max}=5.079

As far as the local government and consulting institutions are not easy to imitate the traditional village characteristic industries, the future resource investment must focus on the industrial development story, followed by the smart property. As for the local industry itself, if it is not easy to be imitated, it must first start from the story of the industrial development process, because each industry has its own historical track of development, which can not be imitated by other industries, while the intellectual property deposited in the history of traditional villages presents different styles and characteristics according to the industrial site environment.

4.7 Analysis of Non Replaceable Evaluation Elements

Among the non replaceable evaluation elements (Table 8), the weight of product connotation 0.306 is the highest. The second is marketing organization, with the weight of 0.186. Ranking 3 is vertical strategy integration, with a weight of 0.184. Ranking 4 is horizontal strategy integration with a weight of 0.171. Finally, the customer relationship, with a weight of 0.153.

Table 8: Weight analysis of non substitutability

Criterion layer	Feature layer	Weight
Not easy to replace	Customer relationship	0.153
	Horizontal strategy integration	0.171
	Vertical strategy integration	0.184
	Marketing organization	0.186
	Product connotation	0.306
C.I.=0.005	C.R.=0.009	λ_{max}=5.021

In terms of the irreplaceable nature of local governments and consulting institutions for traditional village characteristic industries, future resource investment must focus on product connotation, followed by marketing organization, and then vertical strategy integration. As far as traditional village characteristic industries are concerned, products with deep meaning can make consumers have a deep feeling, which is not easy to be replaced. The second is the integration with upstream, middle and downstream manufacturers, and the construction of a complete value chain or supply chain. In addition, if the upstream and downstream circulation relationship can be integrated or strengthened, and marketing can be carried out in various ways, the vertical strategic integration can be more closely linked to each industry.

4.8 Comprehensive Evaluation

After the analysis of the above results, for the 29 evaluation factors under the overall hierarchical structure of this study, the overall weight was estimated and ranked by using cascade calculation, as shown in Table 8. It can be found that the weight of product features (0.060), product core technology (0.050), product connotation (0.056), industrial development history story (0.064), and intellectual property (0.050) is $\geq$ 0.050, indicating that these five evaluation factors are most valued by experts.

It can be seen from Table 9 that in the originality dimension, three evaluation factors, including product characteristics, product core technology and product connotation, are most valued by experts, because the meaning of product characteristics is that the products produced are "characteristic" and original or pioneering. The core technology of the product refers to the core technology of the product with "uniqueness" and high replication threshold. The product connotation is the impression of the industry on the creation of innovative brand image. It shows that in the creative evaluation of traditional village characteristic industries, originality is not only the most important aspect, but also the evaluation factor in the overall evaluation system as one of the indicators to determine whether it is creative. Because in different industries, different operators have their own ideas about the characteristics of their products, While the core technology of the product is mostly the trade secret of each practitioner (such as formula, proportion, method, etc.), as for the product connotation, it will enter the consumer market in a single brand or multi brand way according to the orientation of its industry or target customers.

Table 9: Overall level composition of creative assessment model for traditional village characteristic industries.

Criterion layer	Weight	Feature layer	Relative Weight	Absolute Weight
Originality	0.234	new product development	0.132	0.038
		Remodeling of existing products	0.163	0.049
		Brand building	0.208	0.056
		Product core technology	0.241	0.060
		Product features	0.256	0.031
Scarcity	0.195	Raw material resources	0.158	0.035
		human resources	0.178	0.040
		Capital resources	0.204	0.040
		Technical resources	0.206	0.050
		Knowledge resources	0.254	0.022
Toughness	0.102	Acceptance of external resources	0.212	0.023
		Ability to introduce other resources	0.221	0.026
		Innovation acceptance	0.254	0.032
		Innovation initiative	0.313	0.017
Value	0.134	Observation and learning	0.126	0.020
		Professional consulting institutions	0.146	0.020
		Diffusion of innovation system	0.151	0.023
		Exhibition marketing	0.168	0.024
		Adjacent to the origin of raw materials	0.177	0.031
		Clustering of existing industries	0.232	0.036
Not easy to imitate	0.192	Local Humanities and Culture	0.185	0.042
		Local resource link	0.221	0.050
		Intellectual property	0.263	0.064
		History of industrial development	0.331	0.022
Not easy to replace	0.143	Customer relationship	0.153	0.024
		Horizontal strategy integration	0.171	0.026
		Vertical strategy integration	0.184	0.027
		Marketing organization	0.186	0.044
		Product connotation	0.306	0.038

In the six criteria levels, the second is the story of the industrial development process that is difficult to imitate, and the third is the product connotation in the non replaceable dimension, which respectively refers to whether the history of the industrial development or construction process has a story and whether the products produced have a deep meaning. Because different industrial categories will be integrated due to local, cultural or historical factors, and thus produce different development processes, and at the same time derive different and irreplaceable product connotations.

Therefore, to assess whether a local industry is creative, and then invest resources to help it transform into a traditional village featured industry, it must at least conform to the definitions of originality, non imitation and irreplaceability. At the same time, it must have five elements, including product characteristics, product core technology, product connotation, industrial development history story, and intellectual property, to determine whether a local industry is creative or not, and then plan the way and course of resource input.

5. Conclusion

In recent years, driven by the cultural and creative industries, there have been many things in the name of creativity, whether in policy or in the consumer market, such as creative life industries, creative markets, creative science, creative design centers, creative cultural parks, etc. As for the guidance of traditional village characteristic industries, we should jump from the previous resource input mode and regard the creativity as one of the evaluation conditions for whether to input resources, so as to make the limited resources reasonably allocated. The purpose of this study is to construct a creative evaluation model for traditional village characteristic industries. Combining the actual situation of traditional villages and relevant literature discussion, this study summarizes the evaluation dimensions and evaluation factors for the creative nature of traditional village characteristic industries. Through experts and scholars from industry, education and research, this study constructs an evaluation model by using the analytic hierarchy process method. It is expected that the results of this study can provide local governments and consulting institutions of traditional village characteristic industries as a basis.

The "creativity" discussed in this study focuses on the traditional village characteristic industries guided by small and medium-sized enterprises. The definition of "creativity" in this study is: to create new things that are specific or recombined from known things through imagination, and have the meaning of originality, value, irreplaceable, non imitative and resilient, while the scarcity of resources enables the things to maintain sustainable development. Whether the local industry is creative or not is defined as the connotation of "local industry is original, difficult to imitate and irreplaceable", with the weight $\geq$ 0.5; Moreover, product characteristics, product core technology, brand building, industrial development story, product connotation and other evaluation factors have a high weight ($\geq$ 0.5). When both weights are $\geq$ 0.5, they are creative.

After the weight analysis through AHP, it can be clearly understood that the traditional village characteristic industries need not only to "improve their business ability", "guide the characteristic industry demonstration manufacturers", "website construction", "packaging design", "product R&D design and production technology improvement", "participate in relevant product exhibition activities", "training courses and benchmarking case observation" or "compile and print publicity materials", Instead, it is necessary to strengthen the depth of products from the perspective of product characteristics, industrial development history stories and product connotation. Therefore, the competent authorities and consulting institutions can refer to the results of this model before assessing whether traditional village characteristic industries are worth injecting resources, and

relevant traditional village characteristic industry units can also make efforts with the same purpose to maximize the efficiency of resource input.

Acknowledgement

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