

The Development of Leisure and Endowment Characteristic Villages in the Perspective of Balancing the Dwellers and Aged Visitors—A Case Study of Villages in Hangzhou Metropolitan Area

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Abstract : Under the background of increasing aging population, the situation of city endowment resources shortage gradually revealed. And many villages in the metropolitan area with the good natural ecological environment and leisure tourism base, have become one of the main destinations of urban old people for the off-site pension. This paper is based on a survey of more than ten villages which are characterized by leisure and endowment in Hangzhou metropolitan area, China. The satisfaction degree of the two main groups in the villages, dwellers, and aged visitors, is researched using the method of fuzzy comprehensive evaluation. The statistics are obtained from 535 questionnaires and qualitative interview. According to the satisfaction scores, it could be determined whether the dwellers and aged visitors have reached the equilibrium state. The equilibrium state is the development target of the villages, and it's defined by environmentally friendly, proper for employment and pension, facilities sharing and harmonious life for each other. Furthermore, this paper comes up with some planning countermeasures in order to avoid "imbalance between dwellers and aged visitors" and obtain sustainable development while maintaining the economic benefit.

Keywords : aged visitors, balance between dwellers and aged visitors, dwellers, fuzzy comprehensive evaluation, Hangzhou metropolitan area, leisure and endowment characteristic villages

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