# Article information:

Willingness to pay and preferences for rural tourism attributes among urban residents: A discrete choice experiment in China - ScienceDirect  
<https://www.sciencedirect.com/science/article/abs/pii/S0313592622002041>

# Article summary:

1. This article discusses the willingness to pay and preferences for rural tourism attributes among urban residents in China.

2. It examines the important attributes of rurality across various levels, revealing individual willingness to pay (WTP) and their diverse preferences for these attributes.

3. The study aims to improve the welfare of urban and rural populations through the development of rural tourism by evaluating WTP for rural attributes, analyzing preference heterogeneity source based on individual characteristics, and categorizing respondents based on heterogeneous preferences for rural attributes.

# Article rating:

Appears well balanced: The article presents the information in a reliable and balanced way, without biases and prejudices. The claims made in the article are well supported and, where applicable, all sides of the argument are given opportunity to present their point of view. The article appears trustworthy and reliable.

# Article analysis:

The article “Willingness to Pay and Preferences for Rural Tourism Attributes Among Urban Residents: A Discrete Choice Experiment in China” is a well-researched piece that provides an in-depth analysis of the willingness to pay and preferences for rural tourism attributes among urban residents in China. The article is written in a clear and concise manner, making it easy to understand. The authors provide a comprehensive overview of the topic, including its background, objectives, methodology, results, discussion, conclusion, limitations, and further research recommendations.

The trustworthiness and reliability of this article can be assessed by looking at its potential biases and their sources, one-sided reporting, unsupported claims, missing points of consideration, missing evidence for the claims made, unexplored counterarguments, promotional content, partiality etc. In terms of potential biases and their sources there are none present as the authors have provided an unbiased overview of the topic with no particular agenda or bias towards any particular point of view or opinion. Furthermore there is no one-sided reporting as both sides are presented equally throughout the article with no particular side being favored over another. Additionally there are no unsupported claims as all claims made are backed up with evidence from other studies or research conducted by the authors themselves.

In terms of missing points of consideration there are none present as all relevant points have been discussed thoroughly throughout the article. Similarly there is no missing evidence for any claims made as all claims are supported by evidence from other studies or research conducted by the authors themselves. Furthermore there are no unexplored counterarguments as both sides have been explored thoroughly throughout the article with each point being discussed in detail from both perspectives. There is also no promotional content present as all information provided is factual rather than promotional in nature. Lastly there is no partiality present as both sides have been presented equally throughout without any particular side being favored over another.

In conclusion this

# Topics for further research:

* Rural tourism in China
* Discrete choice experiment
* Urban residents’ preferences
* Rural tourism attributes
* Willingness to pay
* Rural tourism marketing strategies

# Report location:

<https://www.fullpicture.app/item/ff497e46ec8b2614a5005338bc59b5ab>