Frontiers in Economics and Management Volume 5 Issue 7, 2024
ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

Fuzzy Comprehensive Evaluation of Tourism Harmony in the Sichuan-West Region of China

Minmin Li

School of Southwest Petroleum University, Xindu 610500, China

Abstract

Based on the theory of harmony, a comprehensive evaluation system for harmonious tourism was established, with the focus on the Sichuan-West region. Utilizing fuzzy evalu-ation method, a quantitative study was conducted on the development level of harmoni-ous tourism in the Sichuan-West region. This study is of significant theoretical and prac-tical importance for systematically summarizing and enhancing the theory of harmonious tourism, deeply understanding and grasping its rich connotations, determining the touri-sm development strategy of the Sichuan-West region, and enhancing the level of tourism development there.

Keywords

Harmonious Tourism; Western Sichuan Region; Fuzzy Comprehensive Evaluation.

1. Research Background and Literature Review

It is clear that the primary contradiction in Chinese society lies in the increasing dem-and for a better life and the imbalanced and inadequate development. The transforma-tion of the primary social contradiction in China signifies a shift in the direction of develo-pment in various aspects such as the economy, politics, and culture in the new era, which requires the establishment of the fundamental governance concept of "good governance"(Zhu,2024). With economic development, people will seek a better life and have more spiritual and entertainment needs. According to the calculations from the Cultural and Tourism Data Center, during the "May Day" holiday in 2024, the total domestic tourist tri-ps in China reached 295 million, representing a 7.6% year-on-year increase and a 28.2% increase over the comparable period in 2019. Domestic tourists' total expenditure on trips reached 166.89 billion yuan, showing a 12.7% year-on-year increase and a 13.5% increase over the comparable period in 2019. From the data, it is evident that the tourism industry is booming; however, despite favorable overall data, there is a lack of harmony between local tourism and consumers. Therefore, it is imperative to explore better and more suit-able management methods to provide people with enhanced travel experiences and generate greater tourism revenue, thereby achieving a higher level of harmonious tour-ism development. Moreover, a search using the keyword "harmonious tourism" on CNKI yields over a hundred articles, but there are relatively few research monographs and specific theoretical propositions, which have led to some research outcomes. Both contemporary society and the academic community consider achieving harmonious tourism development a focal issue. However, qualitative studies on tourism harmony prevail, with fewer studies focusing on quantitative aspects.

The harmonious tourism development model is guided by the scientific outlook on development, emphasizing a people-centered approach while promoting the comprehe-nsive and harmonious development of all tourism elements (Xie Qingxi, 2006). Harmoni-ous tourism is also a crucial means to promote the sustainable and healthy development of the tourism industry and to transform tourism values, laying the groundwork for a new tourism development perspective (Liang et al., 2007). Additionally, harmonious tourism is a key factor

ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

in enhancing consumer satisfaction with various tourism products and exper-iences. Through research on factors affecting consumer satisfaction with adventure tour-ism products, the importance of natural harmony, self-renewal, community, and hedoni-sm was discovered (Setiawan et al., 2019). Similarly, Kim et al. studied the impact of pack-age tour motivations (including harmony, entertainment, and convenience) on satisfactio-n from the perspectives of attitude and perceived value, highlighting the significance of harmony in enhancing consumer satisfaction with the tourism experience (Kim et al., 2020). An in-depth study on tourism strategic models based on cultural values was con-ducted, aiming to revitalize the tourism industry and shape tourism economies, identify-ing the importance of cultural approaches and local wisdom in promoting tourism enthu-siasm (Putu Astawa et al., 2020). Additionally, research from the perspective of land use transformation supports sustainable tourism based on local culture, particularly harmo-nious culture, identifying the crucial role of local cultural practices in the sustainable development of the tourism industry (Waridin et al., 2021). Chhabra proposed a new pa-radigm called transformative tourism, which promotes inner harmony and peak travel experiences, aiming to transcend the self and achieve higher life goals (Chhabra et al., 2021). Lupton et al. proposed a conceptual framework for restoring human-nature har-mony through tourism entrepreneurship. This framework aims to educate individuals engaged in tourism activities while promoting principles of harmony within the industry (Lupton et al., 2022). Zhou et al. studied the perception of tea culture tourism and the importance of harmony in measuring tourism performance, emphasizing the significance of factors influencing tourism performance in promoting high-quality development of tourism destinations (Zhou et al., 2023). Additionally, Cao et al. (2023) explored the impact of memorability on tourist loyalty in natural tourism destinations, emphasizing the mediating role of aesthetic experience quality, including harmony, in enhancing tourist loyalty.

Overall, past research indicates that tourism harmony plays a crucial role in enhanc-ing consumer satisfaction, promoting the sustainable development of the tourism indus-try, and restoring the balance between human and natural aspects of tourism. The resear-ch emphasizes the importance of cultural values, local wisdom, and inner harmony in creating transformative tourism experiences and promoting high-quality development of the tourism industry.

The Sichuan-West region mainly refers to the western part of the Sichuan Basin in China, including areas such as Chengdu, Leshan, Deyang, Meishan, Ya'an, and the well-known Sichuan Western Plateau regions of Aba and Ganzi. Particularly, the tourism industry in Ganzi Tibetan Autonomous Prefecture and Aba Tibetan and Qiang Autono-mous Prefecture is thriving. These two regions boast diverse natural landscapes, including mountains, gorges, glaciers, snow-capped mountains, grasslands, and pastures, with Jiu-zhaigou, Dagu Glacier, and Daocheng Yading being especially renowned. These places attract numerous tourists with their unique natural beauty and rich biodiversity, forming magnificent and unique natural landscapes. Moreover, Sichuan-West is rich in unique cultural customs, heritage, and distinctive Tibetan culture, such as the mystique of Seda and the highland scenery of Tagong Grassland, making it an excellent destination for exploring and experiencing Tibetan culture. It is one of the most worthwhile regions to visit in Sichuan. Therefore, Sichuan-West is a paradise for photography enthusiasts, especially in autumn when the colors are most vibrant, making it an excellent location for photography. Additionally, Sichuan-West is a haven for tourism enthusiasts, with selfdriv-ing tours being one of the best ways to experience its beauty. However, the development of tourism in this region faces numerous issues and contradictions, such as unbalanced tourism development across different areas, homogenization of tourism products, destru-ctive exploitation of local tourism resources, and cultural conflicts and alienation in tourist destinations. Faced with some of the issues emerging in the tourism development of the Sichuan-West Plateau, there is an urgent need for strategic thinking in line with the new

ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

situation. The fundamental solution to these problems lies in the construction and development of "harmonious tourism".

2. Constructing a Harmonious Tourism Evaluation Index System

In the study of harmonious tourism, it is crucial to better and more accurately evalua-te the status and extent of harmonious tourism, which requires the establishment of a more scientific and rigorous set of evaluation indicators. Establishing a harmonious touri-sm evaluation system is not only the foundational work for quantifying the development of harmonious tourism but also the core content of research on harmonious tourism dev-elopment. It serves as a primary standard for evaluating the quality of tourism developm-ent. Only by establishing a scientific, rigorous, and comprehensive harmonious tourism evaluation index system can we scientifically assess the development level of harmonious tourism, identify problems, and adjust the development direction, thereby supporting planning and decision-making for harmonious tourism.

2.1. Principle of Harmony Index System

Therefore, establishing a harmonious tourism evaluation index system is an impor-tant step from qualitative to quantitative research. To construct a complete harmonious tourism evaluation index system, we can adopt various methods. First, we need to consid-er the macro, meso, and micro levels of tourism development. Secondly, we can draw on the experiences of other fields in constructing evaluation systems, particularly related research areas such as the tourism circular economy evaluation index system (Wang, 2021), tourism city competitiveness evaluation index system (Liao et al., 2023), and sustai-nable tourism evaluation index system (Zhou, 2023). This study adopts a hierarchical index system construction method, which is divided into goal layer, control layer, and element layer from top to bottom. To conduct a more effective evaluation of harmonious tourism, the evaluation process was determined as follows: First, the goal layer of the harmonious tourism evaluation index system is set as the "Comprehensive Level of Harmonious Tourism Development in Western Sichuan"; secondly, based on the essential characteristics of harmony and the requirements of tourism development, four control layers were identified: "Ecological Harmony in Tourism," "Economic Harmony in Tourism," "Cultural Harmony in Tourism," and "Developmental Harmony in Tourism"; finally, considering the actual situation of the tourist destination and the interests of different stakeholders, 20 elements were selected for the element layer of the harmonious tourism evaluation index system through decomposition, synthesis, and induction.

2.2. Selection of Indicators for the Harmonious Tourism Evaluation Index System

(1) Selection of indicators for the control layer "Ecological Harmony in Tourism." Ecological harmony in tourism reflects the overall goal of achieving synchronous and positive development of the natural and cultural environments on which tourism depends. At the micro level, this means effective protection and management of the regional natural environment, appropriate protective development measures for tourism resources, stability in the local social environment, high enthusiasm for tourism develop-ment among local residents, a high degree of friendliness, and prominent regional cultural characteristics. The specific indicators selected include the status of ecological environment protection and management, protective development of tourism resources, management of the social environment in tourist areas, participation of local residents in tourism, and development of unique regional cultural characteristics.

(2) Selection of indicators for the control layer "Economic Harmony in Tourism." Economic harmony in tourism reflects the overall goal of achieving a reasonable distribu-tion of interests

ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

among all stakeholders in the tourism area, jointly promoting economic development and ensuring the interests of all parties, thereby achieving a state of harmo-nious coexistence. At the micro level, this involves efforts to increase tourism economic income, improve and enhance employment conditions, optimize local development, and ensure the interests of various stakeholders. The specific indicators for economic hamony in tourism include the proportion of tourism revenue, the status of the tourist source ma-rket, the condition of infrastructure development, the number of tourism industry emplo-yees, and the protection of interests for related stakeholder groups.

(3) Selection of indicators for the control layer "Cultural Harmony in Tourism." Cultural harmony in tourism reflects the overall goal of enhancing the overall experience of tourists and standardizing the behavior of tourism industry practitioners, achieving harmonious interpersonal interactions throughout the tourism process. At the micro level, this involves improving tourist satisfaction, ensuring reasonable consumption, promoting civilized tourism, and enhancing the professional quality and income levels of tourism in-dustry practitioners. The specific indicators for cultural harmony in tourism include tourist satisfaction with the tourism experience, the rationality of tourist consumption, the degr-ee of civilized behavior among tourists, the quality of tourism industry practitioners, and the income levels of tourism industry practitioners.

(4) Selection of indicators for the control layer "Developmental Harmony in Tourism." Developmental harmony in tourism reflects the overall goal of achieving better develop-ment of the tourism system in the entire region, directly enhancing its capacity to receive tourists, indirectly improving the tourist experience, and protecting the ecological enviro-nment. At the micro level, this involves strengthening service capabilities, improving rece-ption capacity, enhancing overall transportation convenience, enriching tourism products, and enhancing entertainment options in tourist areas. The specific indicators for develop-mental harmony in tourism include the quality of tourism catering services, the accomm-odation reception capacity, the comfort and convenience of tourism transportation, the diversity of tourism products, and the construction of supporting entertainment facilities.

3. Data Collection for Evaluating the Harmonious Tourism Index in the Sichuan-West Tourism Region

3.1. Scale Design and Sample Collection.

Based on the harmonious tourism evaluation index system established in the study, and considering that the research subject, the Sichuan-West tourism region, is based on natural geographic units rather than absolute administrative divisions, quantitative data cannot be obtained from general statistical data sources. Therefore, we chose to collect relevant evaluation data through a survey questionnaire. The survey questionnaire was designed to first gather basic information such as the respondents' gender and age. Subsequently, questions regarding the "touri-sm experience in the Sichuan-West region" described the harmonious tourism evaluation index system as 20 optimal states of harmonious tourism development in Sichuan-West. Respondents' views were categorized into five levels using a Likert scale: strongly agree, agree, neutral, disagree, and strongly disagree. This survey adopted a sampling method, primarily conducted online. A total of 230 questionnaires were distributed, excluding those with incomplete responses and invalid evaluations unrelated to the Sichuan-West region. A total of 205 valid questionnaires were obtained, with an effective response rate of 89.1%.

3.2. Data Reliability and Validity Testing.

To ensure the scientific validity of the questionnaire design, the reliability of the questionnaire content was first analyzed using Cronbach's alpha coefficient (α coefficient). Generally, an α

ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

coefficient > 0.7 indicates strong reliability, while 0.5 < α< 0.7 indicates moderate reliability, suitable for further analysis. The reliability analysis using SPSS27.10 statistical software showed an α of 0.857 for the data in this study, indicating that the questionnaire design has good reliability and is feasible as a scale for evaluating the harmonious tourism index in the Sichuan-West region. Finally, the validity of the questionnaire content was analyzed using the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (hereinafter referred to as the KMO value). The meaning of these values is similar to that of reliability, so it will not be further elaborated. The validity analysis using SPSS27.10 statistical software showed an overall validity of 0.864, with the validity of the four dimensions being 0.713, 0.711, 0.753, and 0.788 respectively. These values indicate that both the overall and the four-dimensional validity of the data are effective and can be used for research.

4. Fuzzy Comprehensive Evaluation of Harmonious Tourism in the Sichuan-West Region

4.1. Establishment of Theoretical Model.

This study uses the fuzzy comprehensive eval-uation method to comprehensively evaluate the harmonious tourism in the Sichuan-West region. The evaluation scheme, based on the principles of fuzzy mathematics, comprehe-nsively analyzes various influencing factors, including primary and secondary factors, quantifiable and non-quantifiable factors. This method allows for simultaneous compari-son, avoiding the partiality of single-factor evaluations and the errors caused by subjective differences, thereby ensuring a comprehensive and scientific evaluation of harmonious tourism. The fuzzy comprehensive evaluation primarily involves the factor set U, comment set V, single-factor evaluation matrix R, and weight vector W. The steps to establish the fuzzy comprehensive evaluation model for harmonious tourism in the Sichuan-West region are as follows:

(1) Determine the evaluation index set U for harmonious tourism in the Sichuan-West region. Based on the harmonious tourism evaluation index system established in this study, empirical data obtained from the survey were subjected to factor analysis to extract several common factors, resulting in multiple subsets$U_1, U_2 \cdots U_n$. According to the loadings of each factor on the main factors in the factor analysis, corresponding elements were selected for each subset, with the element layer represented as $U_{11} \cdots U_{ij}$. Control layer indicators are represented by $U_1, U_2 \cdots U_i$, where i = 1, ..., 4, and element layer indicators are represented by$U_{11}, U_{12} \cdots U_{ij}$, where j = 1, ..., 5.

(2) Determine the weight set W for the indicators. When determining the weights of the factors, SPSS statistical software can be used to perform factor analysis on the measu-rement data of the indicators to obtain the weight set. This approach helps to reduce subjective errors associated with traditional expert estimation methods. Specifically, the factor score coefficients for each element in the element layer of each control layer sub-set U_i are used. Since factor score coefficients represent the relationship between variab-les and factors, the larger the coefficient, the closer the relationship and the greater the contribution of the variable to the factor, thus assigning a higher weight. Subsequently, the factor score coefficients of each element in the subset U_i are normalized to obtain the corresponding weights for each element, forming the weight set for the respective subset.

$$W = (w_1, w_2, \cdots w_i), \sum_{i=1}^{n} w_1 = 1, i = 1 \cdots 4;$$

ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

$$W_i = (w_{i1}, w_{i2}, \cdots w_{ij}), \sum_{j=1}^{m} w_{ij} = 1, j = 1 \cdots 5;$$

(3) Establish the comment set V and the score set F. In the questionnaire, respon-dents' opinions and views on each situation are divided into five levels: strongly agree, agree, neutral, disagree, and strongly disagree. Let V = {strongly agree, agree, neutral, disagree, strongly disagree} = $\{V_1, V_2, V_3, V_4, V_5\}$. These correspond to five judgment conclusions: {extremely harmonious, harmonious, basically harmonious, disharmonious, extremely disharmonious}. The corresponding score set is F = {5, 4, 3, 2, 1}.

(4) Construct the fuzzy comprehensive evaluation matrix$R_i$by processing the data. In the fuzzy comprehensive evaluation, the project layer is used as the first-level indicator and the control layer as the second-level indicator. Each element of U_i undergoes a single-factor evaluation to obtain the fuzzy evaluation matrix, a process that involves determining the fuzzy comprehensive evaluation membership degree of each element. This results in the fuzzy comprehensive evaluation matrix R_i.

$$R_i = \begin{pmatrix} r_{i1} & \cdots & r_{i1k} \\ \vdots & \ddots & \vdots \\ r_{ij} & \cdots & r_{ijk} \end{pmatrix}$$

Here, j represents the element layer indicators, k represents the levels of the comm-ent set, and r_{ijk} denotes the proportion of each level of comments for each element layer (with the values of i and j as mentioned above). These collectively form the membe-rship matrix for the control layer indicators.

(5) Perform the first-level fuzzy comprehensive evaluation on U_i. The first-level fuzzy evaluation should be conducted based on the factors of the second layer. Using W_i and R_i, the first-level fuzzy comprehensive evaluation matrix B_i can be obtained.

$$\begin{aligned} B_i &= W_i \cdot R_i \\ &= W_i \begin{pmatrix} r_{i11} & \cdots & r_{i1k} \\ \vdots & \ddots & \vdots \\ r_{ij1} & \cdots & r_{ijk} \end{pmatrix} \\ &= (b_{i1,} b_{i2,} \cdots b_{ij}) \end{aligned}$$

(6) Perform the second-level fuzzy comprehensive evaluation on U_i. Construct the first-level factor evaluation matrix R, $R = (B_1, \ldots B_i)$, with its weight set $W = (w_1, w_2, w_3, w_4)$. Y is the membership vector of the first-level indicators;

$$Y = W \cdot R = (y_1, y_2, y_3, y_4, y_5)$$

(7) Determine the fuzzy comprehensive evaluation result for the harmonious tourism index in the Qinling region of Shaanxi:$S = F \cdot Y^T$.

4.2. Empirical Evaluation Application.

Based on the theoretical model of the fuzzy comprehensive evaluation of harmonious tourism in the Sichuan-West region established in this study, the empirical survey data were analyzed. SPSS statistical software was used to perform frequency analysis on each element, and

ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

normalization was conducted to obtain the corresponding membership values. Factor analysis was also conducted using SPSS to normalize the factor loadings of each element, resulting in the corresponding weight values. Finally, Excel was used to calculate the results of each matrix (see Table 1 for the calculation results).

Table 1. Fuzzy Comprehensive Evaluation Results of Harmonious Tourism in the Sichuan-West Region

Control Layer	Element Layer	Level of Agreement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Comprehensive Level Of Harmonious Tourism Development in Sichuan-West	Ecological Harmony in Tourism (0.242)	Status of Ecological Environment Protection and Management (0.19)	0.03	0.07	0.30	0.46	0.13
		Status of Protective Development of Tourism Resources (0.22)	0.02	0.10	0.28	0.46	0.14
		Status of Social Environment Management in Tourist Areas (0.19)	0.01	0.08	0.40	0.39	0.11
		Participation Status of Local Residents in Tourism (0.20)	0.03	0.07	0.43	0.35	0.11
		Development Status of Unique Regional Cultural Characteristics (0.20)	0.01	0.08	0.40	0.38	0.11
		B_1	0.02	0.08	0.36	0.41	0.12
	Economic Harmony in Tourism (0.224)	Proportion of Tourism Revenue (0.20)	0.02	0.09	0.40	0.33	0.16
		Status of Tourist Source Market (0.20)	0.01	0.08	0.39	0.36	0.16
		Status of Infrastructure Development in Tourist Areas (0.21)	0.03	0.10	0.41	0.36	0.10
		Number of Employees in the Tourism Industry (0.20)	0.01	0.08	0.38	0.37	0.16
		Protection of Interests for Related Stakeholder Groups (0.19)	0.00	0.06	0.45	0.37	0.12
		B_2	0.02	0.08	0.40	0.35	0.14
	Cultural Harmony in Tourism (0.262)	Tourist Satisfaction with Tourism Experience (0.16)	0.01	0.04	0.41	0.38	0.15
		Rationality of Tourist Consumption (0.23)	0.01	0.09	0.42	0.35	0.12
		Degree of Civilized Behavior Among Tourists (0.23)	0.02	0.09	0.41	0.37	0.10
		Quality of Tourism Industry Practitioners (0.20)	0.02	0.07	0.40	0.36	0.15
		Income Levels of Tourism Industry Practitioners (0.18)	0.01	0.05	0.49	0.35	0.09
		B_3	0.01	0.07	0.43	0.36	0.12
	Developmental Harmony in Tourism (0.272)	Quality of Tourism Catering Services (0.19)	0.02	0.08	0.43	0.32	0.15
		Accommodation Reception Capacity (0.22)	0.02	0.09	0.47	0.31	0.11
		Comfort and Convenience of Tourism Transportation (0.19)	0.01	0.11	0.41	0.37	0.10
		Diversity of Tourism Products (0.19)	0.00	0.06	0.22	0.55	0.16
		Construction of Supporting Entertainment Facilities (0.21)	0.02	0.08	0.29	0.48	0.13
		B_4	0.02	0.08	0.37	0.40	0.13
		Y	0.02	0.08	0.39	0.38	0.13
		S	3.51				

5. Research Conclusion

1) After conducting a fuzzy comprehensive evaluation of harmonious tourism in the Sichuan-West region, the final score is 3.51. This indicates that the tourism in Sichuan-West is currently in a basically harmonious state, not yet fully harmonious, and far from being extremely harmonious. There is still a gap between the current development status and the goals of harmonious tourism, necessitating improvements in future tourism development.

2) Fuzzy Evaluation of Each Control Layer of Sichuan-West Tourism. According to Table 1, following the principle of maximum membership, the first-level fuzzy comprehen-sive evaluation results show that the highest values for B_2, B_3 appear in the "neutral" comment set, while the highest values for B_1, B_4 appear in the "agree" comment set, with many values also in

ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

the "neutral" comment set. This indicates that in terms of wheth-er economic development, tourism industry development, and the development of natural ecology and human society are harmonious, most respondents rated them as "basically harmonious." This result shows that the development of tourism in the Sichuan-West region has not reached a harmonious state and is only in a basically harmonious state.

3) Comparison of the Mean Values of the Harmonious Tourism Evaluation for Each Control Layer in the Sichuan-West Region. This study also calculated the mean values of the harmonious tourism evaluation for each control layer to compare the harmony of each project layer. The calculation formula is: $V_i = B_i^T \cdot H$,, where H = (1, 2, 3, 4, 5). The calculated values forV_1, V_2, V_3, V_4 are 3.51, 3.51, 3.49, and 3.53, respectively. The comparison shows that $V_4 > V_1, V_2 > V_3$. This indicates that among the four control layers, respondents rated the harmonious development of Sichuan-West tourism in desc-ending order as developmental harmony, ecological harmony, economic harmony, and cultural harmony. Additionally, analysis of the survey data reveals respondents'attitudes towards various specific aspects, which are specific factors influencing the harmonious development of Sichuan-West tourism, as detailed below. In the develop-ment of harmo-nious tourism, respondents generally rated the quality of catering services, accommoda-tion capacity, and transportation comfort and convenience as average, indicating areas for improvement. While the richness of tourism products and entertainment facilities were rated relatively well, they still need enhancement. In ecological harmony, responde-nts rated the protection and management of the ecological environment and the protective development of tourism resources positively, suggesting continued efforts in these areas, whereas local social environment management, resident participation, and regional cultural development were seen as lacking. In economic harmony, respondents noted deficiencies in increasing tourism income, improving infrastructure, and protecting the interests of related groups, indicating a need for enhancement in these areas, while the tourist source market and employment numbers were rated relatively positively. In cultural harmony, aspects such as tourist satisfaction, rational consumption, civilized behavior, professional quality, and income levels of tourism industry practitioners were seen as slightly lacking, requiring continuous improvement. Overall, most respondents felt that many factors were only slightly better than average and did not reach a particularly high standard, indicating the need for further improvement.

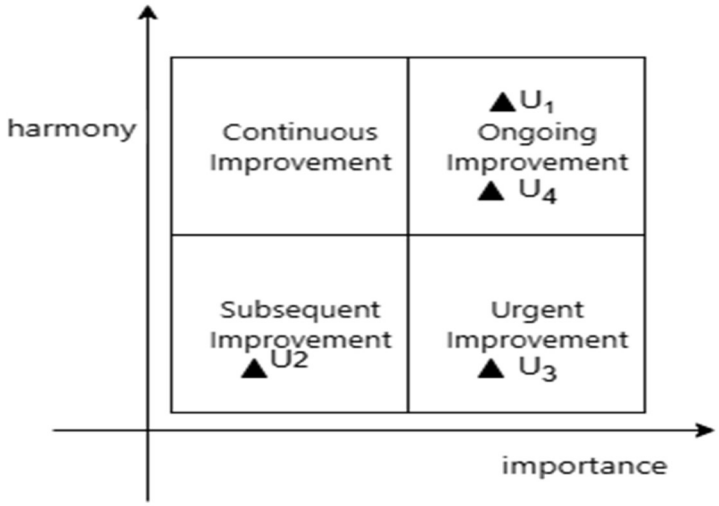

Figure 1. Evaluation Matrix of Harmonious Tourism in the Sichuan-West Region

ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

4). Specific Areas and Priorities for Improvement in Each Control Layer of Sichuan-West Tourism. To make the comparison of the harmonious tourism evaluation of various project indicators more intuitive, this study established an evaluation matrix of harmonious tourism in the Sichuan-West region. The horizontal axis represents the weight coefficient of each control layer, indicating its importance, and the vertical axis represents the harmony of each project layer. The relative position of each control layer in the coordinate system reflects the specific areas and priorities for improvement in the development of Sichuan-West tourism. If a control layer has high harmony and high importance, it needs to be continuously improved in future development, thus classified as "Continuous Improvement" in the matrix. If a project layer has high harmony but rela-tively low importance, it still needs improvement, classified as "Ongoing Improvement" in the matrix. If a control layer has low harmony but high importance, it should be prioritize-d for improvement, classified as "Urgent Improvement" in the matrix. If an element has both low harmony and low importance, its improvement can be relatively delayed, classi-fied as "Subsequent Improvement" in the matrix. Based on the mean harmony values (V) and weights (W) of each control layer, the relative positions of the four project layers are determined in the matrix. As shown in Figure 1, U_1 (Ecological Harmony in Tourism) and U_4 (Developmental Harmony in Tourism) fall under "Continuous Improvement." U_2 (Economic Harmony in Tourism) falls under "Subsequent Improvement," and U_3 (Cultural Harmony in Tourism) falls under "Urgent Improvement."

References

[1] Zhu, Yanli. An Analysis of Social Governance in the Context of New Major Social Contradictions [J]. Journal of Yanbian Party School, 2024, 40(02): 26-30. DOI: 10.16332/j.cnki.cn22-1302/d.2024.02.014.

[2] Xie, Qingxi. The Construction and Realization of Harmonious Tourism in the Context of a Harmonious Society [J]. Human Geography, 2006(04): 98-101.

[3] Liang, Liuke, & Cao, Xinxiang. The Value, Construction, and Realization of Harmonious Tourism [J]. Economic Geography, 2007(04): 681-685.

[4] Zunan Setiawan; Purwoko Purwoko; M. A. Fikri; B. Sulistyo; "THE EFFECT OF NATURAL HARMONY, SELF-RENEWAL, COMMUNITY, AND HEDONISM ON THE SATISFACTION OF RAFTING ADVENTURE TOURISM PRODUCT CONSUMERS", MANAJEMEN BISNIS, 2019.

[5] Dae-Seok Kim; Young Wook Seo; "The Effect of Characteristics of Attitude and Perceived Value of Motivation of Package Tour on Satisfaction", THE JOURNAL OF THE KOREA CONTENTS ASSOCIATION, 2020. (IF: 3).

[6] I. Putu Astawa; Tjokorda Gde Raka Sukawati; I. Nyoman Gede Sugiartha; "The Light-Up of Dark Bali Tourism: A Qualitative Study", 2020.

[7] Waridin Waridin; I Putu Astawa; "SHIFTING OF LAND USE IN SUSTAINABLE TOURISM: A LOCAL CULTURAL APPROACH IN INDONESIA", GEOJOURNAL OF TOURISM AND GEOSITES, 2021.

[8] Deepak Chhabra; "Transformative Perspectives of Tourism: Dialogical Perceptiveness", JOURNAL OF TRAVEL & TOURISM MARKETING, 2021. (IF: 3).

[9] Katie Lupton; Christine Samy; "Restoring The Balance Between Humanity and Nature Through Tourism Entrepreneurship: A Conceptual Framework", JOURNAL OF TOURISM FUTURES, 2022.

[10] Quan Zhou; K. Zhu; Ling Kang; L. Dávid; "Tea Culture Tourism Perception: A Study on The Harmony of Importance and Performance", SUSTAINABILITY, 2023. (IF: 3).

[11] Ethan Yi Cao; Kim Mee Chong; Lei Pan; Luo Ning; Fang Diana Pan; Katherine Ke Li; "Oh I Remember The Beauty and Aesthetics of Guilin!: Exploring The Implications of Memorability on Tourist Loyalty Through A Two-wave Panel Data", HELIYON, 2023.

[12] Wang, Jiansheng. Research on the Forestry Tourism Circular Economy Development Model from the Perspective of Ecological Civilization [J]. Green Technology, 2021, 23(24): 276-278. DOI: 10.16663/j.cnki.lskj.2021.24.007.

ISSN: 2692-7608 DOI: 10.6981/FEM.202407_5(7).0018

[13] Liao, Sisi, & Zhu, Jincheng. Evaluation of Tourism Competitiveness in 20 Tourist Cities in Shaanxi, Gansu, and Ningxia [J]. Green Technology, 2023, 25(15): 221-226. DOI: 10.16663/j.cnki.lskj.2023.15.048.

[14] Zou, Fuxia. Evaluation of Ecotourism Resources in Hunan Province Based on AHP [J]. Journal of Sichuan Tourism University, 2023(03): 79-84.