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Exploring the Value of Strengthening Natural Environment Protection to Enhance the Competitiveness of Urban Tourism

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Abstract: At present, tourism has become an important part of people's lives. As the pillar industry of national economy and the leader of modern service industry, tourism is an important force in the development of national economy. Tourism industry has attracted more and more travelers with its unique charm and has become a major industry in the domestic and international tourism market. Therefore, it is very important to strengthen the scientific and reasonable planning of tourism industry, and promote the transformation and upgrading of tourism industry to enhance the competitiveness of UT. In recent years, with the scale of the tourism market and the scale of the tourism industry and the rapid development of urban economic construction tourism industry has brought unprecedented convenience and competition to the UT industry, which in turn has exacerbated the social crisis and the deterioration of the ecological environment has become one of the most prominent problems in the process of sustainable development of the tourism industry. The main objective of this paper is to investigate the value of strengthening natural environment protection to enhance the competitiveness of UT. The paper analyzes the problems and the competitiveness framework, and analyzes the selection of tourism competitiveness evaluation methods. The experimental results from the perspective of the development history of China's UT industry in time and the analysis of the regional UT industry competitiveness level can be seen from the analysis of the regional urban tourism (UT) industry competitiveness level rise and fall results in different regions during the decade, resulting in frequent fluctuations in the competitiveness evaluation level

1. Introduction

Sustainable development of ecotourism cannot be achieved without the support of the overall

social environment [1]. The construction of transportation facilities in tourist areas, the state of social security, the level of management, the reasonableness of land use, the level of prices, the cultural level of residents, the degree of social civilization, the friendly attitude to the outside world and the leave system may affect the development and spatial layout of ecotourism areas to some extent at any time. In recent years, the rapid development of China's national economy, the continuous adjustment and improvement of the leave system, as well as the increase of paid holidays and legal holidays, residents have more and more time and economic expenditure for tourism and leisure, and tourism resources suitable for subUT have been effectively developed, effectively expanding the regional tourism network and greatly changing the regional spatial layout [2, 3].

In a related study, Alqahtani et al. aimed to use word-of-mouth (WOM), brand image, and uniqueness as independent variables while considering tourism as a key stakeholder to gain effective insight into consumers' thoughts [4]. A comparative analysis of Chinese and Pakistani tourists described the responses of tourists to different destinations. The results of the study showed a significant positive correlation between hotel management professional behavior, customer loyalty, customer intimacy, and word of mouth. The study provides an insight into the customers' thoughts while considering the basic variables such as word of mouth, brand image, perceived service value and uniqueness.

Pritchard et al. presented preliminary findings on the use of immersive simulated tourism environments to measure travelers' potential to relieve physical and psychological stress and enhance mood [5]. Qualitative data were collected from participants on all three experiences, specifically the simulated tourism environment. Preliminary results suggest that the PEL effectively creates a simulated tourism environment that can be used to measure stress and mood as a marker of hedonic well-being.

Edward et al. focused on examining the role of cloud infrastructure capabilities of tourism small and medium enterprises (SMEs) in the tourism supply chain to increase the value of tourists' online consumption [6]. A stratified random sample was used to develop a value model. Cloud-based architectures provide tourism SMEs with a competitive advantage in dynamic tourism markets and the ability to develop next-generation system capabilities, while providing a new application base for tourism SMEs to adapt to the changing tourism market. For travel SEMs, the cloud allows for the adaptation of strategies and procedures for travel supply chain management; this flexibility allows travel SMEs to anticipate changes in the travel market and respond to the changing consumer demands of the travel industry.

With the global trend of ecological degradation, tourism will bring more serious challenges to the natural environment protection. Due to the development of tourism industry has a huge impact on the urban development environment. Therefore, in order to solve the urban social and environmental problems, it is necessary to carry out scientific planning and reasonable layout of the environment. In order to enable the healthy development of UT industry, it is necessary to continuously strengthen the awareness of ecological civilization and social responsibility is an important element to promote its sustainable development. To give full play to the role of the market mechanism to promote the optimal allocation of resources, so that tourism resources can be fully utilized; to vigorously promote the ecological process of the tourism industry; to increase the guidance and supervision of the tourism industry. Thus, it can be adapted to the requirements of environmental protection. However, due to the influence of factors such as lack of awareness and insufficient attention to natural environmental protection in China and many other aspects, environmental protection faces many problems and challenges.

2. Design Research

2.1. Problem Analysis

1）Problems in tourism development

With the continuous development of China's economy, the continuous improvement of residents' living standards and the influence of the increasingly mature tourism consumer market, the tourism industry has become a pillar industry of China's national economy and an important part of the modern service industry [7, 8]. However, there are many problems in the process of rapid development of China's tourism industry, mainly in: first, the awareness of tourism resources protection and development and utilization is not strong; second, the problem of irregularities in the development of UT is prominent; third, the problem of insufficient tourist reception capacity is prominent; fourth, the tourism environment and service level needs to be improved; fifth, the social service system is not sound and unbalanced development and other problems. Among them, for the majority of tourists, in the choice of tourism products should not only pay attention to whether it has the characteristics, aesthetics, practicality and other advantages, but also to pay attention to the quality of its tourism products and services to meet the needs of tourists and their personalized requirements in order to meet the needs of tourists. It is also necessary to consider whether the quality of tourism products are recognized and favored by tourists. Therefore, we should strengthen the scientific and rational planning of tourism industry and the rational development of tourism industry is one of the most important elements in the development of tourism industry in China [9, 10].

2) Problems in the development of ecotourism in China.

(1) The relationship between economic benefits and ecological conservation. Ecotourism is a sustainable tourism development model. Compared with traditional mass tourism, ecotourism pays more attention to natural ecology, cultural protection and educational functions for tourists, and belongs to a higher level of tourism activities [11, 12].

(2) It is difficult to unify the certification standards of tourist places.

(3) Insufficient environmental education function. Most of the so-called "ecotourists" in China are apparently ecologically conscious, but they do not have a high sense of responsibility for the ecological environment of tourism destinations[13-14].

(4) Management level needs to be improved. The participants and stakeholders of ecotourism (including government, tourism enterprises, communities and residents, NGOs and ecotourists, etc.) have not yet built up a perfect cooperation and coordination guarantee mechanism, and the system related to ecotourism, the theory and practice of product development, the training mechanism of specialized personnel, and the effect of environmental protection still need to be further improved [15, 16].

2.2. City Competitiveness Analysis Framework

Some scholars have conducted research on the competitiveness of UT industry in cities as tourist destinations [17-18], based on the information from a sample survey of tourists in different cities, the influencing factors affecting the competitiveness of UT were divided into two categories: absolute and relative factors, and the research data were analyzed empirically to conduct a comparative analysis of the competitiveness of tourism in different cities, and finally the analytical framework of urban competitiveness was derived [19, 20], as shown in Figure 1.

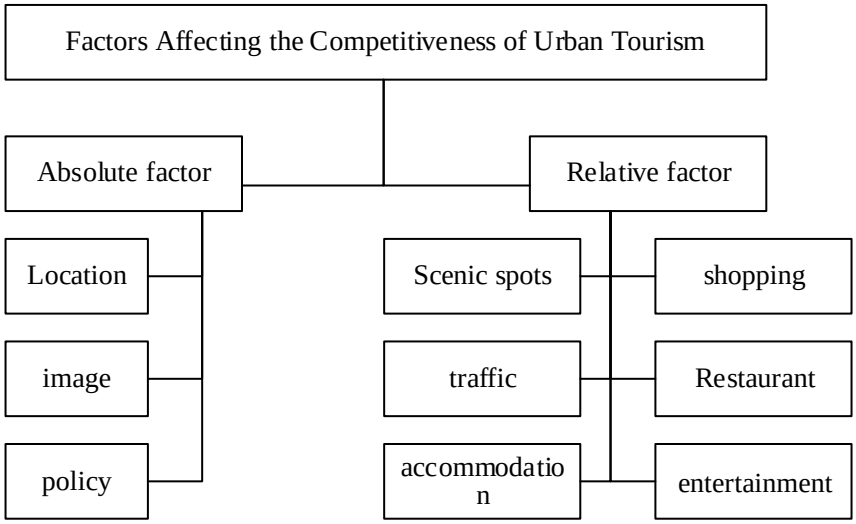

Figure 1. Analytical framework on the factors influencing the competitiveness of UT

2.3. Selection of Methods for Evaluating the Competitiveness of UT Under the influence of Natural Environment

The comprehensive evaluation model of the competitiveness of the city tourism industry based on the entropy power method is used here. The specific competitiveness evaluation model is as follows.

According to the requirements of the use of entropy method, there are 3 steps in the specific methodological steps for the specific measurement and evaluation of the competitiveness of the city tourism industry, which are data standardization, entropy method to determine the weight of indicators, and comprehensive evaluation of competitiveness.

(1) Data standardization

In terms of the basic connotation of different indicators, the magnitudes of multiple indicators are different, which has an impact on the comparison between variables and the measurement of weights. In order to eliminate the influence of the difference of different indicators' outlines and facilitate the comparison between indicators and weight measurement, it is necessary to standardize the research data first. Suppose xij is the jth indicator of the ith region, standardized as x'ij, and the standardization formulas of the two indicators are as follows, where i=1, 3, 5, ..., m, j=1, 3, 5, ..., n. Combined with the research data of this paper, m=31, n= 32.

In case of positive indicators, the data are normalized in the following way.

$$x'_{ij} = \frac{x_{ij} - \min(x_j)}{\max(x_j) - \min(x_j)} \tag{1}$$

In case of inverse indicators, data normalization is handled as follows.

$$x'_{ij} = \frac{\max(x_j) - x_{ij}}{\max(x_j) - \min(x_j)} \tag{2}$$

(2) Entropy weighting method to determine index weights

After standardizing the relevant data, the determination of the weights of each index was completed by the following 3 steps.

First, calculate the index weight

Assuming that the weight of the jth indicator of the ith region to the sum of indicators is pij, the

corresponding indicator weights are calculated by the formula

$$P_{ij} = \frac{x'_{ij}}{\sum_1^m x'_{ij}} \tag{3}$$

where x'ij is the normalized index value and m is the number of regions.

Second, calculate the index information entropy

Assuming that the information extract for the jth indicator is ej, the corresponding indicator information extract is

$$e_j = -K\sum_1^m P_{ij} \ln P_{ij} \tag{4}$$

where K is a constant, K=1/1nm, and if pij=0, then let lnpij=0 and ej≥0.

Third, calculate the indicator weights

Assuming that the jth indicator has an equal weight, its corresponding formula is as follows.

$$wj = \frac{1-e_j}{\sum_1^n (1-e_j)_{ij}} \tag{5}$$

where wj takes values in the range (0, 1].

(3) Comprehensive evaluation of competitiveness

According to the above basic steps of entropy weighting method can get the corresponding weights of each evaluation index, and then combined with the evaluation index system of UT industry competitiveness constructed in Table Winter 1, the weighting function method can finally get the value of each subsystem and comprehensive evaluation index. Assuming that the comprehensive evaluation index value is S, the specific calculation formula is as follows. In addition, according to the basic structure of the primary and secondary index systems, the comprehensive competitiveness score of the regional tourism industry, the competitiveness score under different primary indicators, and the competitiveness score under different secondary indicators can be obtained respectively, and the latter two can also be called the results of subsystem competitiveness evaluation. The formula for calculating the competitiveness score of both the total target and the subsystem can be carried out using the following formula.

$$S = \sum_{i=1}^{n} x'_{ij} w_j \tag{6}$$

3. Experimental Research

3.1. Multi-level Recursive Structure of Influencing Factors

The hierarchical structure of the competitiveness of UT industry under natural environment protection is generated according to the above operation, as shown in Figure 2. From the figure, it can be seen that all the system elements interact with each other, 6 elements form 4 levels, and the directed edges are connected to get the correlation and hierarchy of the factors influencing the competitiveness of UT industry under the green development perspective.

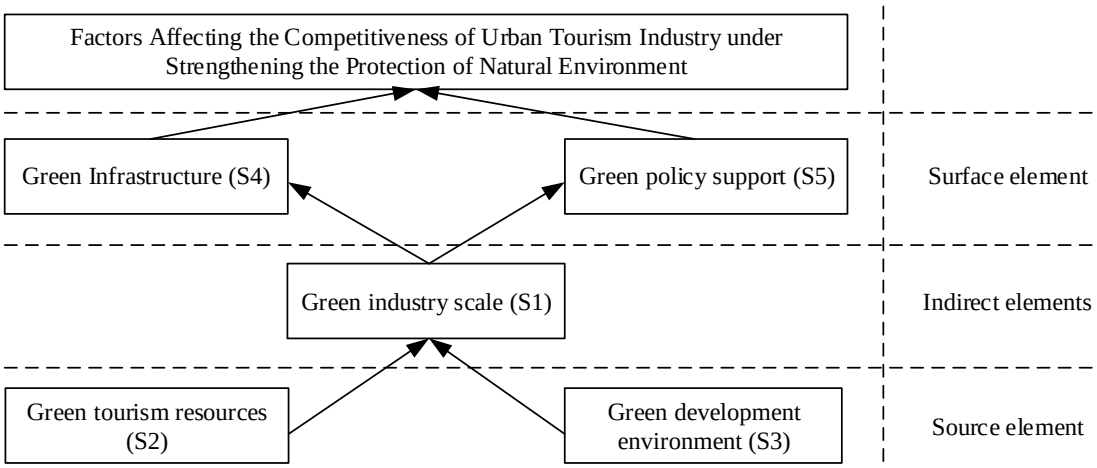

Figure 2. Correlation and hierarchy of factors influencing the competitiveness of UT industry in the perspective of green development

The development environment is the source element, and the green industry scale is the intermediate indirect element. The source element acts on the two surface elements of green infrastructure and green policy support through the indirect element, and the green tourism resources and green development environment are the direct driving elements of the competitiveness of UT industry in the green development perspective.

Through the above study, the following revelations can be drawn, which will provide the foundation for the proposals to enhance the competitiveness of UT industry under the perspective of green development: firstly, development and protection should be carried out in parallel to enhance the input-output ratio of green tourism resources utilization, and continue to enrich green wealth while developing UT industry to meet the demand of society for green welfare; secondly, actively create a green development environment for the industry. Through the improvement of industrial development environment to enhance the scale of green industry, which in turn acts on the green infrastructure construction and green policies actively corresponding to enhance the competitiveness of the industry; Third, from the government level to actively plan green policies to provide policy protection for industrial development, while increasing the policy implementation, with guidance and implementation to promote the UT industry various influencing factors to positively stimulate the competitiveness of the UT industry.

3.2. The p-m Cycle Advancement Framework for UT Industry Competitiveness Enhancement

Competitiveness is a comparative concept, which is the comprehensive ability of the dynamic subject to act on the object of the UT industry, so that it has a competitive advantage in terms of products, enterprises and market regulation capabilities, and can continue to meet the changing needs of consumers in a more effective way and obtain better economic benefits in the long-term production process. This section analyzes how to "continue to meet the changing needs of consumers in the long-term production process and obtain better economic benefits" of the power cycle promotion mechanism, which is briefly summarized in this paper as "pressure, expression, power and upgrade" cycle. In this paper, this process is briefly summarized as the "pressure, expression, power, and upgrade" cycle, in which the four processes in industrial development are developed back to back to promote the spiral of industry, as shown in Figure 3.

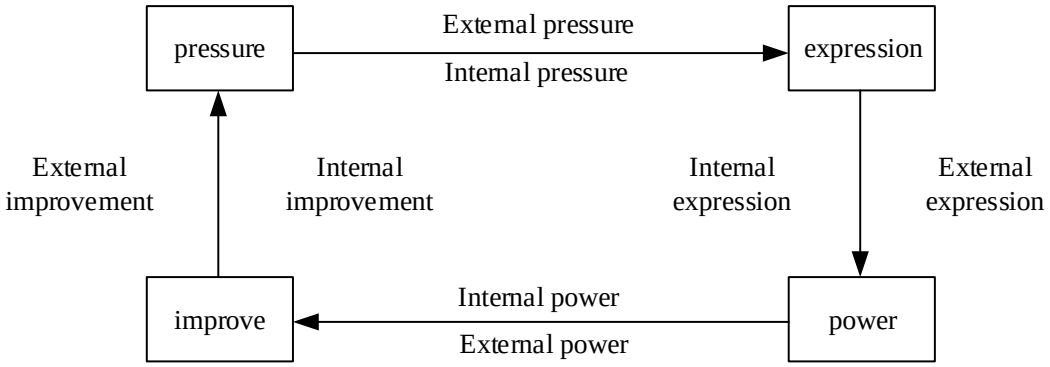

Figure 3. The "pressure expression → power → improvement" cycle promotion mechanism of UT industry competitiveness improvement

Industrial development through pressure expression stimulates the city tourism industry development power subject to actively seek improvement, and then promote the city tourism industry competitiveness upgrade, with the changing times, the demand of UT consumption constantly changes, the pressure composition of the city tourism industry competitiveness upgrade constantly changes, promote the city tourism industry competitiveness cycle spiral upgrade, the following several elements of pressure, expression, power and upgrade on the tourism industry The following is an analysis of the mechanism of the role of several elements of pressure, expression, motivation and upgrading on the tourism industry competitiveness enhancement.

(1) Pressure. The pressure in the competitiveness of the UT industry is caused by the mismatch between the products and services provided by the industry and the needs of society, and is caused by the internal constraints of the industry that hinder the development of the industry in the process of industrial development, and the contradiction caused by this mismatch between demand and supply will never be eliminated, which is the law of social development and an important driving force for industrial development. The development of any industry will inevitably have a variety of problems, and then produce contradictions to bring pressure on industrial development. Usually pressure is the main driving force for the development of an industry, an industry under greater development pressure does not mean the negation of the industry, if the pressure is expressed in local problems, then it means that the development of the main aspects of this industry is still healthy, industry in each period will put forward development goals and tasks, goals and tasks are also the industry's own expression of pressure, which means that industrial development has its This means that the industry has its own consciousness.

(2) Expression. The so-called expression is the process of indicating their views or attitudes, there are many forms of expression, can be through language, image, action, etc. The more fully expressed then the stronger the momentum generated by the release of positive pressure, the greater the impetus to promote industrial development, and vice versa, suppressing the release of pressure will cover up the problem and affect the improvement.

(3) Motivation. After the "pressure" reaches the relevant subjects (micro subjects, government, social groups, individual participants) through the expression channel, the subjects analyze and classify the pressure according to their own conditions, and after eliminating the negative pressure, the positive pressure is transformed into achievable goals and plans, future goals, and the pressure is formally transformed into development momentum. The development impetus of UT industry can be divided into internal and external impetus, internal impetus mainly includes resource endowment, enterprise competition and interest drive, and external impetus mainly shows in market demand, policy support, innovation and related industries. Internal and external dynamics play different

dynamic roles in different stages of UT industry development.

(4) Improvement. In the development of history, we can see that the development of things in general is positive change, but the curve of change is rarely straight, in the "power" to "pressure" to provide the contradiction to digest and absorb the process of improvement, there will be strategy, implementation and other links The process of "improvement" cannot be completed in one go, and it is necessary to move forward in the right direction through continuous correction, adaptation and upgrading. The "improvement" in the promotion mechanism of UT industry development is divided into external improvement and internal improvement, and the external improvement is mainly expressed in the improvement of policy environment, resource environment and demand environment, while the internal improvement is mainly expressed in the improvement of management level and economic efficiency.

3.3. Forest Lin Industry Competitiveness Cake Objectives and Path Design Principles

In this paper, the objectives of UT industry competitiveness enhancement mechanism design can be mainly decomposed into forest, regional and industrial three levels of objectives, specifically can be decomposed into four aspects such as ecological transformation, green poverty alleviation, economic growth and green upgrading. The principle design is mainly considered from the general law aspect of scientific research mainly from the special aspect of the research content of this paper, mainly including scientific principle, systematic principle, green development principle, innovation-driven principle and all-area and all-season principle.

(1) The general goal of competitiveness enhancement. The general objective of the competitiveness enhancement of tourism industry in regional cities under the green development perspective is the guideline of this paper, which guides the subsequent development of countermeasures to enhance the competitiveness of the industry. Four aspects are considered.

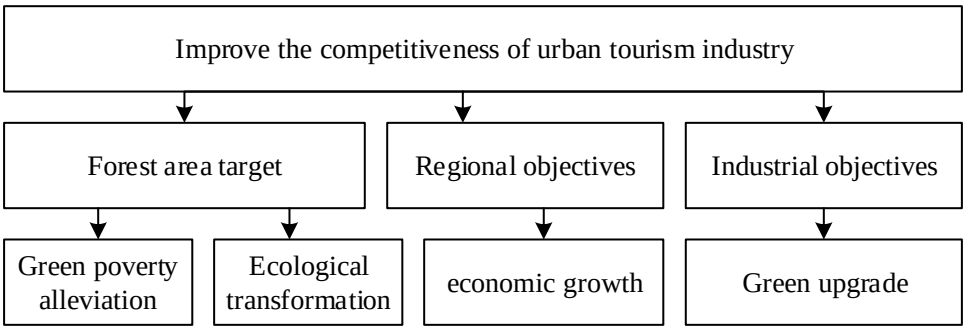

Figure 4. Decomposition of objectives for improving the competitiveness of forest tourism industry

(2) The basic principles of competitiveness enhancement path design. City tourism competitiveness enhancement involves a variety of factors, in the process of industrial competitiveness enhancement mechanism design to follow certain principles, for the overall goal of competitiveness enhancement services, to ensure the realization of the competitiveness topic enhancement path.

4. Experimental Analysis

4.1. Analysis of the Role Weights of Evaluation Indicators at All Levels

The calculation results of the first-level indicator weights of the UT industry competitiveness evaluation index system are shown in Table 1, and according to Table 1, we can get the analysis

chart of the first-level indicator weights of the UT industry competitiveness evaluation index system in Figure 5.

Table 1. Weights of the first level indicators of the UT industry competitiveness evaluation indicator system

Year	1	2	3	4	5	6	7	8	9	10
B1	0.468	0.441	0.425	0.462	0.473	0.481	0.451	0.539	0.466	0.482
B2	0.306	0.324	0.358	0.303	0.316	0.299	0.313	0.271	0.325	0.302
B3	0.093	0.088	0.080	0.091	0.087	0.078	0.091	0.069	0.081	0.091
B4	0.134	0.145	0.136	0.143	0.122	0.141	0.145	0.121	0.126	0.124

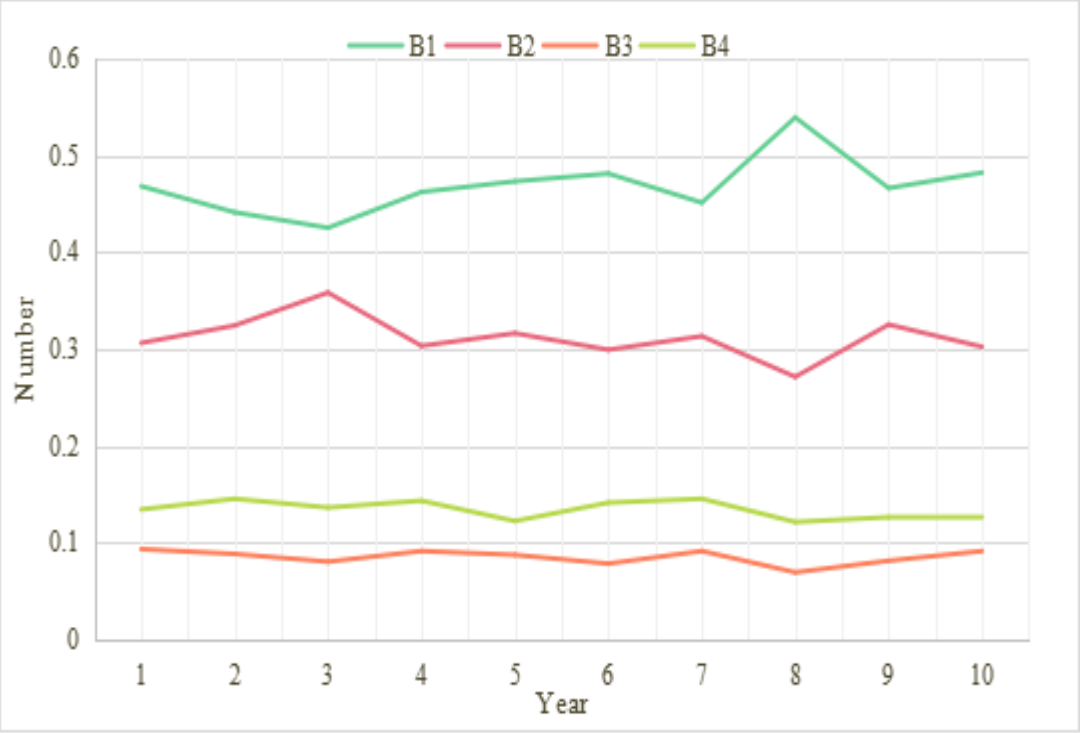

Figure 5. Weight analysis of the first level indicators of the UT industry competitiveness evaluation indicator system

It can be clearly seen from the four elements in the competitiveness of the UT industry, the four elements themselves have the same trend of weighting over the decade, the production factor has an absolute advantage in the competitiveness of the UT industry, followed by the demand factor and the role of the government, and the support industry factor has the least role in improving the competitiveness of the UT industry. Therefore, in the process of proposing countermeasures to enhance the competitiveness of regional UT industry, we should start from consolidating the dominant position of the production factor competitiveness, playing the pulling role of the demand factor and enhancing the competitiveness level of the government role factor and the support industry factor.

4.2. Analysis of the Competitiveness Structure of UT Industry

After the measurement, Table 2 can be obtained that

Table 2. Time evolution of national average level of tourism industry competitiveness

Year	1	2	3	4	5	6	7	8	9	10
Value	0.24	0.245	0.227	0.255	0.245	0.245	0.255	0.21	0.255	0.227

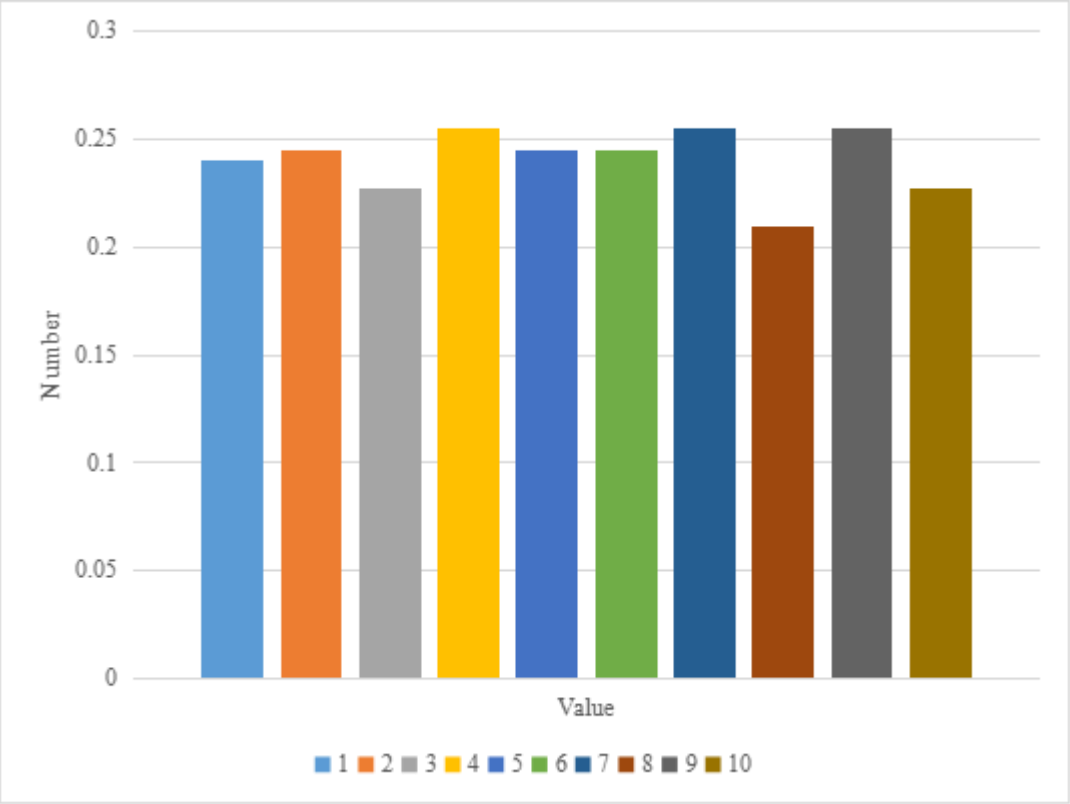

Figure 6. Time evolution analysis of national average level of tourism industry competitiveness

From Figure 6 we can see that the national average level of competitiveness of UT industry fluctuates up and down from 0.23, and the biggest fluctuation occurs in the 8th year when the national average level of UT industry is as low as 0.208, which is 0.045 lower than the 1st year, a decrease of 17.6 percentage points. From the perspective of the time line of the development history of China's UT industry and the analysis of the regional UT industry competitiveness level, it can be seen that the regions have different results of rising and falling UT industry competitiveness level during the decade, causing frequent fluctuations in the competitiveness evaluation level.

5. Conclusion

Currently, China has entered the ranks of a large tourism country. And the change of tourism development model has also brought certain pressure to the sustainable development of the whole society. The economic structure needed to better protect the natural environment and improve tourism competitiveness must also be adjusted accordingly, so that tourism and economic and social development can be coordinated. The analysis and discussion in this paper shows that UT competitiveness mainly includes issues such as tourism competitiveness, natural environment protection and related resource development. To realize the change of sustainable development mode of tourism industry, it is necessary to optimize the natural environmental protection aspect of tourism resource planning to give more support to relevant government departments in the first place.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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