

Evaluation of Tourism Attraction Factors in West Sichuan of China Minority Areas Based on G1-EAHP

Rui Huang^{1, *}, Haixia Shi¹ and Boao Yu²

¹School of Economics and Management, Southwest University of Science and Technology, Mianyang, China

²School of Life Science and Engineering, Southwest University of Science and Technology, Mianyang, China

* Corresponding author

Abstract: The ethnic tourism developed in China has become an important industrial pillar for poverty alleviation. This paper takes ' West Sichuan ' as the research object, verifies the correlation degree of regional featured tourism attraction factors, and then uses the extended analytic hierarchy process (EAHP) to calculate the weight of each factor, and puts forward analysis and suggestions. Research shows that: 1) Natural scenery and folk culture are the incentive factors. 2) Preference for ethnic tourism tourists compared to the degree of regional development, prefer the original features of the scenic area. 3) The actual situation and cultural connotation of scenic spots play a decisive role in the choice of tourist destinations. The conclusions not only contribute to the targeted improvement of ethnic tourism in West Sichuan, but also serve as a model for other regions to learn from to help ethnic areas flourish.

Keywords: Ethnic tourism, West Sichuan, Tourism attraction, G1-EAHP, Rural revitalization.

1. Introduction

In recent years, the West Sichuan region of China has created distinctive tourism names with different styles in terms of cultural characteristics and natural landscapes, and achieved extraordinary achievements, which are due to the synergy formed by various factors in the region, and studying the role of these factors in tourism attraction will not only help guide the West Sichuan region to strive for excellence and reach a higher level. It can also guide other similar regions to follow to replicate the brilliant achievements of the western Sichuan region in the tourism industry[1].

2. Background

Based on the differences between scenic spots, tourism attraction factors have no universal applicability, and relevant studies mostly analyze the causes of local tourism attraction based on the phenotype of specific regions. Moreover, due to the diversity and timeliness of the factors themselves, and the significant differences between tourists and scenic spots, the factors and conclusions drawn by past research may not be generalized to today's scenic spots, and the intensity of the influence of the factors cannot be presented more intuitively, and the weight relationship between the factors is not fully revealed [2,3].

In terms of calculation, compared with the traditional ways, which cannot flexibly adjust the dimension, the extended analytic hierarchy method (EAHP) gives the participating experts more flexible scoring authority and constructs a more scientific extendable judgment matrix [4]. When the final consistency test is difficult to pass, the sequential relationship analysis method (G1) is used to carry out multiple rounds of correction, relying on the internal relationship between the weight sequences and the strength of the correlation between the expert results for reverse order iteration to form more scientific and flexible evaluation results [5].

3. Evaluation Index System

In order to build an evaluation system for the attractiveness factors of ethnic tourism in ethnic areas in western Sichuan, it is necessary to form a catalog of secondary factors including the criterion layer and the index layer. According to the survey results of experts and scholars in the cultural and tourism field and practitioners of key scenic spots in western Sichuan, the specific section domain and classic domain of each factor were divided, and a matter element system was constructed to calculate the correlation function to determine the rationality of the selection of each factor. Obtain the scores of experts, practitioners and tourists for different factors, construct an extendable judgment matrix based on the principle of extensions, and calculate the weight vector of each factor. If the consistency test cannot be passed, the weight is corrected by the G1 method until it passes the test, and finally the evaluation result with flexibility and stability is formed.

Relying on the standardization and systematic rectification of the tourism industry by the Ministry of Culture and Tourism in recent years, each scenic spot in western Sichuan has formed a relatively complete characteristic tourism industry chain, forming a complete system based on three parts: the main system, the auxiliary system and the associated group system [6]. The main system of characteristic tourism in western Sichuan is a target set composed of tourist excursion objects; The auxiliary system refers to a system composed of a series of service-oriented industries that improve the sense of tourism experience derived from the main system; The associated group system is a collection of tourist-related situations in characteristic tourism, which indirectly affects the direction of local tourism development [7,8].

In this study, the characteristic tourism attraction factor of the western Sichuan ethnic region is the "target layer" in the analytic hierarchy method. According to the actual characteristics of the western Sichuan region, the content of the main system is divided into two parts: natural scenery and cultural characteristics, so the components of the "criterion

layer" are four categories: natural scenery, cultural characteristics, service level and third-party influence. Relevant evaluation data were obtained from local cultural and tourism departments, travel agencies, and tourist

representative offices to examine the correlation and matching degree between these factors and local actual conditions, and form an evaluation system table (Table 1).

Table 1. Evaluation system of characteristic tourism attraction factors in West Sichuan

critierion layer	indicator layer	indicator meaning
natural scenery (B1)	natural degree (C1)	The degree of development within the scenic area
	species richness (C2)	Species richness level
	specificity (C3)	Visual impact of landscape
culture features (B2)	historical background (C4)	Regional historical and cultural heritage
	development degree (C5)	The degree of regional economic development
	ethnic customs (C6)	Significant national cultural characteristics
service level (B3)	communication (C7)	Communication with the locals smooth
	logistic maintenance (C8)	Post-maintenance of equipment and facilities
	supporting facilities (C9)	Travel facilities assembly situation
third-party impact (B4)	moral quality (C10)	The average moral quality of tourists
	tourist evaluation (C11)	Review of past visitors
	celebrity (C12)	Heat in the Internet

4. Methodology

4.1. Matter element matrix

The matter element matrix contains three elements: classical domain, node domain, and matter element to be evaluated. The classical domain is a number of levels that quantitatively divide each indicator according to some evaluation criterion; The section domain is the total evaluation of the classical domain at all levels, that is, the union of the classic domain; The object element to be evaluated is the target data set in the factor evaluation. The correlation function calculation is performed on the constructed material element evaluation matrix, and the larger the correlation function value, the greater the corresponding compliance. The function is calculated as follows:

$$k_r(v_m) = \begin{cases} -\rho(v_m, v_j) - 1 & \rho(v_m, v_j) = \rho(v_m, v_p) \\ \frac{\rho(v_m, v_j)}{\rho(v_m, v_p) - \rho(v_m, v_j)} & \rho(v_m, v_j) \neq \rho(v_m, v_p) \end{cases}$$

where $k_r(v_m)$ is the calculated comprehensive correlation, where $\rho(v_m, v_j)$ and $\rho(v_m, v_p)$ are two sets of expandable distances, reflecting the positional relationship between the value to be evaluated and the given interval, and the calculation result comes from the following formula:

$$\rho(v_m, v_j) = \left| V_m - \frac{a_{ji} + b_{ji}}{2} \right| - \frac{b_{ji} - a_{ji}}{2} \quad (2)$$

$$\rho(v_m, v_p) = \left| V_m - \frac{a_{pi} + b_{pi}}{2} \right| - \frac{b_{pi} - a_{pi}}{2} \quad (3)$$

4.2. Extendable judgment matrix

T respondents were invited to score importance according to the scale of 1-9 [9], and the extendable inverse judgment matrix $A^{(t)} = (a_{ij})_{n \times n}$ ($i, j=1, 2, \dots, n$), $A^{(t)}$ indicates the expandable judgment matrix produced by the tth evaluation expert.

The elements inside the $A^{(t)}$ matrix have interval extension, and the original matrix can be split and expanded to (A^-, A^+) and then calculate its eigenroots λ^- and λ^+ and the corresponding eigenvectors x^- and x^+ respectively to form

the weight vector set $S = (S_1, S_2, \dots, S_n) = (k^- x^-, k^+ x^+)$, where k^- and k^+ are calculated as follows:

$$\begin{cases} k^- = \sqrt{\frac{1}{\sum_{j=1}^n \frac{1}{\sum_{i=1}^n a_{ij}^-}}} \\ k^+ = \sqrt{\frac{1}{\sum_{j=1}^n \frac{1}{\sum_{i=1}^n a_{ij}^+}}} \end{cases} \quad (4)$$

T experts form the weight vector set $\lambda = (\lambda_1, \lambda_2, \dots, \lambda_t)$ for the judgment matrix of the same level, and arrange the initial expert weight order relationship $p = (p_1, p_2, \dots, p_t)$ according to its weight size, total, where p_k refers to the corresponding weight of the kth expert after sorting according to the weight vector set.

$$\sigma_k = \frac{\delta_{(k-1)}}{\delta_{(k)}} = \frac{\lambda_{(k-1)} + \theta}{\lambda_{(k)}} \quad (5)$$

And from the last expert to perform the weight correction as follows:

$$\lambda'_{(q)} = (1 + \sum_{k=2}^t \prod_{i=k}^t \sigma_k)^{-1} \quad (6)$$

Then step back to the first expert in the original sequence to find the modified weight vector:

$$\lambda'_{(k-1)} = \lambda'_{(k)} \cdot \sigma_k \quad (7)$$

5. Result Analysis

On the basis of ensuring that the consistency test is passed, consider expanding the interview subjects from experts to other core groups in the field to increase the validity and authenticity of the research results. After investigating the cultural and tourism departments of Xichang City and Malkang City, and combining with SCOR benchmarking management rules to process some qualitative indicators[10], the material element evaluation table of characteristic tourism attraction factors in ethnic areas in western Sichuan was formed (Table 2).

Table 2. Matter element evaluation table

index	classical domain				joint domain	evaluation number
	bad	general	good	excellent		
B1	<0,4>	<4,6>	<6,8>	<8,10>	<0,10>	9
B2	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	7.5
B3	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	6
B4	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	5
C1	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	4
C2	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	7.6
C3	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	8.7
C4	<0,4>	<4,6>	<6,8>	<8,10>	<0,10>	9
C5	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	3
C6	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	5.5
C7	<0,4>	<4,6>	<6,8>	<8,10>	<0,10>	6
C8	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	5
C9	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	6
C10	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	9
C11	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	6.6
C12	<0,2.5>	<2.5,5>	<5,7.5>	<7.5,10>	<0,10>	8

The three indicators of B1 (natural scenery), C4 (historical background) and C7 (communication fluency) in the western Sichuan ethnic region have a bottom-up, when it is higher than the benchmark, tourists will feel a good experience or excellent experience, when its score is low, tourists often feel bored travel, empty tour content, and difficult tourism [11], so

the difference grade and general grade interval of these three items in the classic domain division are slightly greater than the rest of the factors. Each value is brought into the formula calculation to form a correlation index evaluation rating table (Table 3).

Table 3. Correlation index evaluation grade table

index	classical domain				evaluation result
	bad	general	good	excellent	
B1	-0.8333	-0.75	-0.5	0	excellent
B2	-0.333	0	0	-0.333	good
B3	-0.6667	-0.5	0	0	excellent
B4	-0.4667	-0.2	0.333	-0.2727	good
C1	-0.2727	0.3333	-0.2	-0.4666	good
C2	-0.6799	-0.5199	-0.0399	0.04347	excellent
C3	-0.8267	-0.7399	-0.4799	0.1999	excellent
C4	-0.8333	-0.75	-0.5	0	excellent
C5	-0.1425	0.2	-0.4	-0.6	general
C6	-0.4	-0.1	0.125	-0.3076	good
C7	-0.333	0	0	-0.333	good
C8	-0.4667	-0.2	0.333	-0.2727	good
C9	-0.333	0	0	-0.333	good
C10	-0.5467	-0.3199	0.36	-0.0293	good
C11	-0.6	-0.4	0.2	-0.1429	good
C12	-0.8667	-0.8	-0.6	0	excellent

The indicators with an evaluation grade higher than good are the significant indicators in the case [12], and the system has a total of 6 excellent indicators and 9 good indicators, with a significance rate of 93.7%, which meets the basic requirements of material element analysis. That is, it is acceptable to use these indicators as factors for analytic hierarchy. Build a judgment matrix based on the scores of relevant experts, practitioners and travel enthusiasts. After removing the unqualified evaluations, a total of ten data were selected, and the respondents with serial numbers 1, 2 and 3 were relevant practitioners in the tourism industry; Respondents with serial numbers 4, 5 and 7 are experts in cultural tourism, and respondents with serial numbers 6, 8, 9 and 10 are travel enthusiasts, with an initial weight of 0.1. The weight of each respondent was adjusted using the G1 method, and the commonly used correction parameter $\theta=0.005$ was taken, and the weight of the respondents changed

significantly after two corrections (Table 4), and the CR of the final composite composite judgment matrix was less than 0.1, which could stably pass the consistency test [13].

Table 4. Weight change table after G1 method

Interviewee number	Changes in respondents' weight		
	original	first	second
1	10.0%	12.2%	13.6%
2	10.0%	11.8%	13.1%
3	10.0%	11.2%	12.6%
4	10.0%	10.9%	11.2%
5	10.0%	10.2%	10.8%
6	10.0%	10.1%	10.3%
7	10.0%	9.4%	8.9%
8	10.0%	8.6%	7.7%
9	10.0%	8.5%	7.0%
10	10.0%	7.1%	4.8%

After the weight correction, the new weight of tourism-related practitioners is higher, indicating that the judgment matrix of tourism-related practitioners has a high intrinsic correlation with the judgment matrix of the other two groups, reflecting their familiarity with scenic spots, tourism industry

policy requirements, and tourists' travel preferences when visiting. However, the initial weight of tourism enthusiasts is generally low after correction, because there is subjectivity in the travel preferences among tourists, there are differences between each other, and the degree of correlation is not high.

Table 5. Criterion layer comprehensive judgment matrix

A1	B1	B2	B3	B4
B1	$\langle 1, 1 \rangle$	$\langle \frac{13}{10}, 3 \rangle$	$\langle \frac{11}{10}, \frac{5}{2} \rangle$	$\langle \frac{11}{10}, \frac{6}{5} \rangle$
B2	$\langle \frac{1}{3}, \frac{10}{13} \rangle$	$\langle 1, 1 \rangle$	$\langle \frac{3}{2}, 2 \rangle$	$\langle 1, \frac{9}{5} \rangle$
B3	$\langle \frac{2}{5}, \frac{10}{11} \rangle$	$\langle \frac{1}{2}, \frac{2}{3} \rangle$	$\langle 1, 1 \rangle$	$\langle \frac{11}{10}, \frac{27}{10} \rangle$
B4	$\langle \frac{5}{6}, \frac{10}{11} \rangle$	$\langle \frac{5}{9}, 1 \rangle$	$\langle \frac{10}{27}, \frac{10}{11} \rangle$	$\langle 1, 1 \rangle$

Table 6. Index layer comprehensive judgment matrix

B1	C1	C2	C3	B2	C4	C5	C6
C1	$\langle 1, 1 \rangle$	$\langle \frac{2}{5}, \frac{2}{3} \rangle$	$\langle \frac{2}{5}, \frac{2}{3} \rangle$	C4	$\langle 1, 1 \rangle$	$\langle \frac{7}{2}, \frac{9}{2} \rangle$	$\langle \frac{2}{5}, \frac{2}{3} \rangle$
C2	$\langle \frac{3}{2}, \frac{5}{2} \rangle$	$\langle 1, 1 \rangle$	$\langle \frac{2}{5}, \frac{2}{3} \rangle$	C5	$\langle \frac{2}{9}, \frac{2}{7} \rangle$	$\langle 1, 1 \rangle$	$\langle \frac{2}{9}, \frac{2}{7} \rangle$
C3	$\langle \frac{3}{2}, \frac{5}{2} \rangle$	$\langle \frac{3}{2}, \frac{5}{2} \rangle$	$\langle 1, 1 \rangle$	C6	$\langle \frac{3}{2}, \frac{5}{2} \rangle$	$\langle \frac{7}{2}, \frac{9}{2} \rangle$	$\langle 1, 1 \rangle$
B3	C7	C8	C9	B4	C10	C11	C12
C7	$\langle 1, 1 \rangle$	$\langle \frac{2}{9}, 1 \rangle$	$\langle \frac{2}{5}, \frac{10}{11} \rangle$	C10	$\langle 1, 1 \rangle$	$\langle \frac{2}{5}, \frac{10}{13} \rangle$	$\langle \frac{5}{6}, \frac{10}{11} \rangle$
C8	$\langle 1, \frac{9}{2} \rangle$	$\langle 1, 1 \rangle$	$\langle \frac{2}{5}, \frac{7}{6} \rangle$	C11	$\langle \frac{13}{10}, \frac{5}{2} \rangle$	$\langle 1, 1 \rangle$	$\langle \frac{2}{3}, \frac{3}{2} \rangle$
C9	$\langle \frac{11}{10}, \frac{5}{2} \rangle$	$\langle \frac{6}{5}, \frac{7}{2} \rangle$	$\langle 1, 1 \rangle$	C12	$\langle \frac{11}{10}, \frac{6}{5} \rangle$	$\langle \frac{2}{3}, \frac{3}{2} \rangle$	$\langle 1, 1 \rangle$

The judgment matrix is reconstructed with the new weight sequence modified by the G1 method, that is, the comprehensive judgment matrix of the criterion layer (Table 6) and the comprehensive judgment matrix of the index layer (Table 7) are obtained. After calculating, the weight ratio relationship between the criterion layer factor and the index layer factor to obtain the characteristic tourism attraction of the western Sichuan ethnic region was calculated (Figure 1).

The criteria layer ranking results in the characteristic tourism attraction factors of the western Sichuan ethnic areas are natural scenery (B1), > cultural characteristics (B2), > third-party influence (B4), > service level (B3). The natural scenery of the western Sichuan region is unique, and the diversity of ecosystems greatly meets the needs of tourists for freshness during the tour. The index layer ranking results under the natural scenery criterion layer were natural feature richness (C3> biological species richness (C2) > development degree (C1). Respondents generally believe that they do not value whether areas with ethnic and natural scenery such as western Sichuan are fully developed, and that more original exploratory tourism is more popular with tourists than conventional tourism models with mature content and fixed routes. Unlike the rural tourism on the southeast coast, the more complex natural landforms and larger ecosystems in western Sichuan are important features of the region to attract tourists, and in the eyes of interviewees, the importance of the two is not much different.

The tourists' own aesthetic taste and knowledge background determine the depth of their understanding of folk culture, and tourists who love folk customs and are keen to experience different lives have a preference for ethnic areas. Tourists' appreciation of natural ecology has a commonality, and people of different ages and cultural backgrounds can intuitively feel the impact of natural scenery. In this item, ethnic customs (C6) > historical background (C4) > regional

development degree (C5). The two criteria of ethnic customs and historical background can strongly reflect the cultural heritage of the western Sichuan region, and satisfy tourists' curiosity and curiosity about other cultures, and the importance of the two as cultural attraction factors in western Sichuan is close.

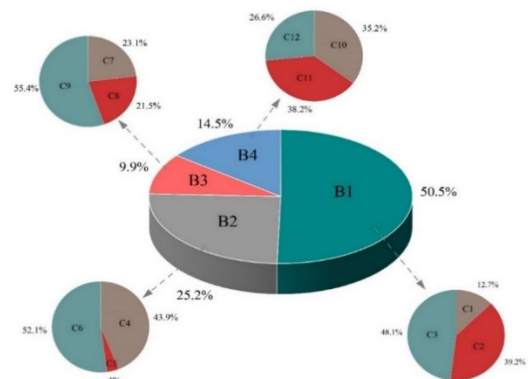


Figure 2. The weight of each factor affecting ethnic tourism in western Sichuan, China

With the rise of self-media, the third-party influence generated by major platforms, travel bloggers, and other tourists has gradually played a role in tourists' travel plans. The quality of other tourists, the evaluation of past tourists and the popularity of the scenic spot itself will affect the tourist's first impression of the destination, which in turn will affect his or her willingness to travel. However, from the overall weight observation, it is found that the third-party influence ranking in the criterion layer is not high, that is, tourists are still more inclined to horizontal comparison and dialectical thinking related content after receiving information about certain scenic spots. The weight of factors in the criterion is: tourist evaluation (C11), > tourist quality

(C10) > popularity (C12), and the weights of the three are relatively similar.

Service level is an important perception of tourists in the process of travel, and the western Sichuan area belongs to a characteristic tourism area based on natural ecology and supplemented by culture and folklore, and tourists rely more on themselves for tourism exploration. The weight results of each index are: supporting facilities (C9) > smooth communication (C7) > logistics maintenance (C8), in the past, scholars generally believed that smooth communication is an important factor affecting the development of tourism in ethnic areas, but with the popularity of Mandarin and smart devices, the communication barriers between tourists and local residents are reduced, and the Tibetan Yi dialect will not only not be regarded as a constraint, but even as a symbol of folk characteristics during travel. Better infrastructure helps to meet tourists' network needs and catering needs, and ensures the quality of characteristic tourism in western Sichuan, so supporting facilities have become the most important element.

6. Conclusions and Discussion

The development of ethnic characteristic tourism in western Sichuan has significantly improved the local social outlook, making it the mother base for learning in other regions with excellent mountain water resources and national cultural resources in China. In response to the above study, the following conclusions are drawn:

(1) The characteristics of natural scenery and folk culture in ethnic areas can greatly stimulate tourists' willingness to play. Promote the infrastructure equipment in western Sichuan, so that the situation of logistics facilities has changed from a "motivating factor" for traditional tourism to a "health factor" for characteristic tourism in ethnic areas.

(2) The degree of development of such scenic spots is not valued by tourists. Travelers who demand a high level of development tend not to choose such areas as destinations, and some tourists who are passionate about adventure or tired of city life may even show a preference for the original character of individual regions.

(3) Such scenic spots generally present a situation where the attraction of natural features is greater than that of cultural characteristics. When tourists have a certain cultural background or aesthetic taste, they can feel the local folk culture more effectively, and folk culture will become a strong attraction factor. The general public's appreciation of natural scenery has commonality, and the basic background of its needs is not high.

(4) Popularity is only a reference for tourists, and whether the natural scenery and national cultural characteristics of the scenic spot meet the expectations of tourists is the determining factor. When faced with the uneven tourism information pushed by the Internet, tourists tend to compare the actual natural and cultural conditions, but when the popularity of a scenic spot is below the threshold, it is more difficult for tourists to pay attention to the scenic spot, that is, the popularity also shows a nature similar to "health factors".

Acknowledgment

This study is funded by the China Social Science Fund (22BKS155), and is especially grateful to the staff of the

Cultural Tourism Bureau of Ganzi Prefecture and Liangshan Prefecture in Sichuan Province, the staff of the Tuniu Tourism Network and the representatives of tourists for participating in the research.

References

- [1] DONG Zhiyong, QIU Haiping, ZHANG Hui, PING Xinqiao, FANG Min, ZHAO Liuyan, SUO Lingyan. Striving for a new journey and creating a new great cause——Learning the experience of the report of the 20th National Congress of the Communist Party of China[J].Economic Science,2022(05):5-13.
- [2] ZHU He,LIU Jiaming,WANG Lei,SUN Dongqi. Analysis of influencing factors of tourism support of residents of historical and cultural villages:A case study of Linpu historical and cultural village[J].World Geographical Research, 2018, 27(02): 166-176.
- [3] LIU Jianyang, DONG Shuo. Research on tourism experience of cultural tourism belt based on two-factor theory:A case study of the northern section of the Grand Canal[J/OL].Operation and Management:1-13[2022-11-14]. DOI:10.16517/j.cnki.cn121034/f.20220629.002.
- [4] ZHANG Xujing, WANG Yongchao, MAO Kaining, ZHOU Tao, LI Wenjun. Evaluation and application of engine remanufacturing based on EAHP[J].Combined Machine Tool and Automatic Processing Technology,2022(02):151-154+160.DOI:10.13462/j.cnki.mmtamt.2022.02.035.)
- [5] JIN Yuan, YU Hongliang, CHEN Ke. Research on scientific and technological level evaluation of listed enterprises in construction industry based on sequence relationship analysis[J].Science and Technology Management Research, 2021, 41(13): 48-57.
- [6] LIU Wang. Journal of Southwest University for Nationalities(Philosophy and Social Sciences Edition), 1999 (S6): 125-127.
- [7] ZHANG Guan. Research on the coordinated development of rural tourism and new-type urbanization in ethnic areas of Sichuan:A case study of Mao County, Aba Prefecture [J]. Journal of Ethnology,2019,10(03):21-28+106-108.
- [8] ZHANG Hongmei,ZHAO Shuping,XU Jian. Research status and development trend of brand image of characteristic tourist destinations[J].Journal of North Minzu University, 2020 (03): 62-70.
- [9] CHEN Xin,ZHENG Zhijiang,LIU Wenlong,LV Chuanzhen,LI Linwei. Research on safety evaluation method of earthquake information system based on AHP[J].Earthquake Disaster Prevention Technology,2022,17(03):599-605.
- [10] HUANG Peihong, ZHONG Shien. Research on individual motivation under the dual identity of tourists and tourism practitioners[J].Regional Research and Development, 2020, 39 (03): 88-93.
- [11] LIU Yixuan. Evaluation of tourism efficiency of rural houses in pastoral areas of Inner Mongolia based on DEA multi-model and benchmarking management method[J].Rural Economy and Technology,2021,32(17):55-59.
- [12] Xiufang Li. Minority Regional Tourism Development and the Refactoring of Minority Culture[J]. Open Journal of Social Sciences,2015,3(9).
- [13] Tong Liang,Zhang Chunyu,Peng Zhongbo,Wang Lumeng. Spatial-Temporal Distribution Characteristics and Correlation Analysis of Air Pollutants from Ships in Inland Ports[J]. Sustainability,2022,14(21).