



“Gheorghe Asachi” Technical University of Iasi, Romania



CONTRIBUTORS TO ECONOMIC BENEFITS OF TOURISM FROM THE PERSPECTIVE OF ECOLOGICAL FACTORS

Panpan Guo

*Zhengzhou Tourism College, Zhengzhou 451464, China
E-mail: wipanpandoudou@126.com*

Abstract

In order to further promote the sustainable development of the tourism industry and effectively measure the economic benefits of tourism, this article focuses on Henan Province as the research area and constructs an evaluation index system for the influencing factors of tourism economic benefits based on its ecological tourism environment characteristics. The grey relational analysis method is employed to analyze the development status and influencing factors of Henan Province's tourism economy from 2011 to 2020, with significant guiding implications for the ecological environment construction and sustainable development of the tourism economy in Henan Province. The study results reveal a positive Pearson correlation coefficient between eight key indicators (number of tourist attractions rated A or above, added value of the tertiary sector, total retail sales of consumer goods, revenue passenger kilometers, park/green space area per capita, forest coverage rate, industrial wastewater discharge per capita, and compliance rate of industrial wastewater discharge) and Henan's total tourism revenue, suggesting that these indicators have a clear positive impact on the total tourism revenue. Furthermore, the Grey correlations between economic benefits of Henan's tourism and key contributors are ranked in the following order: number of tourist attractions rated A or above > revenue passenger kilometers > park/green space area per capita > forest coverage rate > value added of the tertiary sector > total retail sales of consumer goods > compliance rate of industrial wastewater discharge > industrial wastewater discharge per capita.

Key words: contributors, ecological benefits, Gray relational analysis (GRA), Henan province, tourism economy

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