

LETTER TO THE EDITOR

Comment on “Exploration of the Charm Factors of Ecological Tourism”

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The aim of this study was to develop the design strategy of ecological tourism based on the consideration of the psychological feelings of tourists, so as to provide a reference for the development and planning of ecological tourism.

Charm factors; Ecological tourism; Risk; evaluation grid

The ecological tourism industry has developed rapidly. However, various problems have appeared in it. More and more ecological tourist areas lose their unique features and become unattractive. Finally they become a waste of social and environmental resources. Thus, we hope to enhance the economic benefit and low waste environment resources, so as to get the charm factors of ecological tourism.

In their article, the charm factors and their influencing factors of ecological tourism were extracted. The construction strategy based on four charm factors was put forward. The study provides the basis for the rapid development of ecological tourism. The research procedure is: firstly selected the interviewee who had experience of tea ecological tourism. Applied EGM to interview them, then sorted out the hierarchical diagram of it, and extracted the charm factors. According to the hierarchical diagram, questionnaires of QTTI were made. To do QTTI coding and analysis after the questionnaires were collected. At last, proposed the strategies for charming ecological tourism constructing.

In their study, the sample size has some potential limitations. Despite these limitations, the present study provides valuable insight into the influence of multiple factors on the development of ecological tourism.

How to develop ecological tourism accurately and effectively not only for economic benefits?

The most importance is to reduce the waste of environmental resource and enhance the effective development of ecological tourism.

Their article verified the charm factors of ecological tourism from the feeling of tourists, and provided some strategies for the reasonable development of ecological tourism based on user centered. Therefore, their article has strong reference value.