

LETTER TO THE EDITOR

Establishment of Core Competence Evaluation Model of Eco-Health Tourism Base

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In order to improve the core competitiveness of eco-health tourism base, an evaluation model of core competitiveness of eco-health tourism base is proposed. On the basis of theoretical research, this paper analyzed the elements of core competitiveness of eco-health tourism base, constructed the index system and GSC model of core competitiveness of tourism base based on GEM model, analyzed the weight of index by using analytic hierarchy process (AHP) software, converted qualitative index into quantitative index, and constructed the mathematical model of core competitiveness evaluation index from the ecological perspective. The results show that in order to improve the core competitiveness of Shennongxi scenic spot, we should focus on the accumulation and development of its knowledge and brand resources, and at the same time, we should constantly improve and protect its existing resources.

Ecology; Health-preserving Tourism Base; Core Competence; Evaluation Model.

1 INTRODUCTION

Eco-health tourism is a special tourism product with the background of ecological environment and the theme of leisure and life-support activities. It refers to the purpose of leisure and health-care through carrying out various life-support activities in places with beautiful natural scenery and good ecological environment. At the same time, it also has the characteristics of health preservation, so eco-health tourism is increasingly popular with tourists, especially the elderly tourists (Liu et al. 2017). In the context of the current financial crisis, the development of health-preserving eco-tourism is of great strategic significance for increasing effective supply, enriching tourism products, improving industrial structure, innovating Tourism form, promoting circular economy, improving the quality of life and building a harmonious society. Taking Shennongxi scenic spot as an example, this paper makes a preliminary discussion on the core competitiveness of eco-health tourism (Lv et al. 2017).

Jun Xing, Jie Dong, Xinzhe Wang published an article in the Journal of Ekoloji (Issue 107, 2019) entitled "Design of Extraction Model for Copper Ion Pollution Information Based on Big Data Analysis". With the increase of medical expenditure, the decline of public health service quality and the aging of population in the world, the combination and cooperation between medical industry and tourism industry has become the focus of medical ecological development. Core competence was first proposed by Professors Prahalad and Gary Hammer. At present, the concept of core competence is not uniform. The representative viewpoints of the study include the view of resource integration and the view of quality of life. First of all, early researchers

believed that the core competitiveness was the allocation or integration of resources. Yu Qunye and Mengyu believed that the core competitiveness was the integration of various skills and their relationships, and the coordinated allocation of various assets and skills. Secondly, the concept of quality of life. After the study of Tax Weihuang, a large number of scholars have defined increasing regional wealth and improving residents' income and living standards as the goal of regional competitiveness. Malecki believes that the core of regional competitiveness should be the ability to continuously improve residents' living standards (Singh et al. 2018, Prajapat et al. 2018, Golui et al. 2018).

As a new carrier of new urbanization development, eco-health tourism will be paid more and more attention to (Wang and Guo 2017). Core competitiveness is the most important factor for sustainable and healthy development of eco-health tourism. The evaluation system of core competitiveness provides a basis for comprehensive measurement of the development of eco-health tourism. Therefore, based on the analysis of the key elements of the core competitiveness of eco-health tourism, this paper constructs the core competitiveness index system of eco-health tourism, in order to provide experience for the development and construction of eco-health tourism base, and provide basis for the comparison and evaluation between bases.

2 IDEA DESCRIPTION

2.1 Core competitiveness of eco-health tourism

(1) Product support system

The market needs new products and good products. According to experts' prediction, eco-products will be the wind vane for the development of tourism products in the future. As a new tourism product, eco-products need to be constantly promoted by tourism developers and promoted by new marketing methods if they are to be accepted by the market and loved by tourists. And this kind of excellent product which can meet the needs of tourists will also become the core competitiveness of scenic spots.

(2) Fengshui health Building Support System

The structural characteristics of geomantic architecture in Zhongshan, which is surrounded by water and gathers Tibetan wind, embody the concept of people-oriented, the unity of heaven, earth and people, and create a living environment in line with mental health. Linglongxia eco-health tourism scenic area has excellent ecological environment. Its air quality, water quality and noise all meet the national standard, and it is a rare geomantic treasure land. This scenic spot should take the ecological environment as the background, take the geomantic culture as the foundation, and construct the geomantic water health-preserving building, so as to facilitate the development of eco-health-preserving tourism and optimize its effect.

(3) Choice of business model

Consumer investment business model: From the current market demand, the main demand group of health tourism is middle-aged and old tourists. In order to make middle-aged and old tourists become repeaters and loyal customers, on the one hand, it depends on the company management team to use modern marketing methods to promote to the tourists; on the other hand, the word-of-mouth effect is more acceptable to tourists (Wang and Zhu 2017). Therefore, we can use some ideas of insurance marketing for reference and adopt one-to-one consumption investment business model.

2.2 Analysis of the weight of GSC model in the core competitiveness of ecological health tourism base

Based on the principles of comprehensiveness and feasibility, accessibility of index data, reliability of data sources and combination of qualitative and quantitative analysis, the core competitiveness index system of eco-health tourism base is screened by Delphi method through expert investigation. Finally, an index system

consisting of five core competitiveness, 18 secondary indicators and 32 tertiary indicators, including environmental resources, infrastructure, capital resources, industrial development and government support, has been formed. By adopting the subjective weighting method, the weight of the index system is calculated by using the 10.3 version of the analytic hierarchy process (AHP) software.

In the first step, according to the established index system, the hierarchical model is constructed by using YAAHP software version 10.3. A pair of comparison matrices is constructed to input the judgment matrix data, and a questionnaire is output. The scale type is 1-9.

The second step is to select eco-health tourism base research experts, tourism planning experts, financial investment experts and base staff to conduct a questionnaire survey.

The third step is to use the expert data aggregation method of group decision-making to weigh the arithmetic average of expert ranking vectors. The small error accumulation of input data leads to the inconsistency of judgment matrix. The consistency ratio before correction is 0.1304. After automatic correction with the minimum change algorithm, the consistency ratio is 0.097 4; and 3.1013. Finally, the core of eco-health tourism base is obtained. The weights of the first and second indicators of competitiveness are shown in Figure 1.

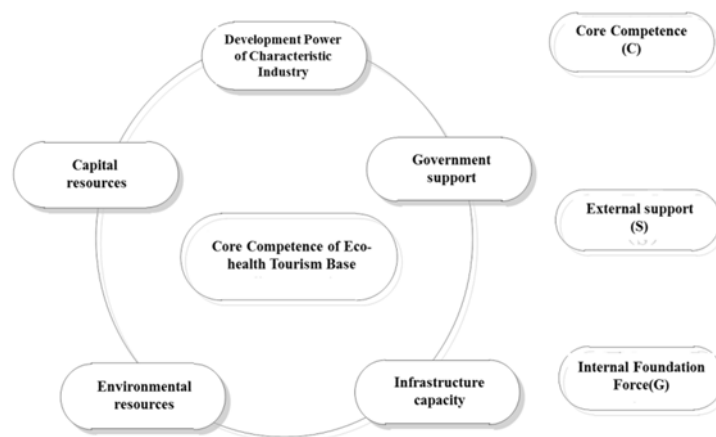


Fig. 1 GSC model ring of core competence of eco-health tourism base

The GSC model of core competitiveness of eco-health tourism base is based on the GEM model to quantify the factors - the semantic membership assignment method, which converts qualitative indicators into quantitative indicators (Liu and Liu 2018). Each standard of the reference indicator system is given a specific qualitative description for each level, such as poor competitiveness, poor competitiveness, general competitiveness, general competitiveness, and basic qualification; pass, medium, good, excellent and excellent. Appointment can solve the problem that the attributes and contents of qualitative indicators in the evaluation index system are different, and it is difficult to compare them with each other, so as to improve the reliability of qualitative indicators judgment of characteristic towns and reduce errors.

2.3 Mathematical model of core competence evaluation index from the perspective of ecology

$$DI = \sum_{i=1}^n D_i \cdot \sum_j^{m_i} D_{ij} f_{ij} \dots\dots\dots (1)$$

In the formula, *DI* is the core competitiveness index of enterprises from the ecological perspective; *D_i* is

the weight of the primary index i ; n is the number of the primary index i ; D_{ij} is the weight of the secondary index j under the primary index i ; m_i is the number of the second-level index under the primary index i ; f_{ij} is the score of the secondary index j (He 2017).

3 RESULTS

In order to verify the feasibility of the core competitiveness evaluation model, this paper uses the method of questionnaire survey to evaluate the core competitiveness of Shennongxi scenic spot. The interviewees came from the managers, administrators and experts of the tourism industry who are familiar with the regional tourism development of Shennongxi and the Three Gorges. The number of questionnaires was 30, and 28 valid questionnaires were recovered, with an effective recovery rate of 93.3%. According to the survey results, the core competitiveness of Shennongxi scenic spot is evaluated according to the above methods. The evaluation results are shown in Table 1.

Table 1 Evaluation results of tourism core competence of Shennongxi scenic spot

Index type	Evaluating Index	Membership of each grade					Composit score
		Best	Good	General	Bad	Worst	
General index	Resource capacity	0.1531	0.2532	0.4335	0.0972	0.0801	5.6841
	Professional ability	0.0912	0.2835	0.4940	0.1530	0.0802	4.8095
	Comprehensive ability	0.0875	0.0915	0.4514	0.3277	0.0617	5.0341
Target layer	Core Competence	0.1531	0.2835	0.4940	0.3277	0.0802	5.8956

According to the evaluation results, although Shennongxi scenic spot has beautiful and abundant natural and cultural tourism resources, it does not have much characteristics and advantages compared with other scenic spots in the Three Gorges Region. As a scenic spot enterprise, the key position of resource elements is irreplaceable. At the same time, resource elements are the most difficult to change. Therefore, in order to improve the core competitiveness of Shennongxi scenic spot, we should focus on the accumulation and development of its knowledge and brand resources, and at the same time, we should constantly improve and protect its existing resources.

4 DISCUSSION

To carry out eco-health tourism activities, the following 3 conditions must be met:

1. Excellent natural ecological environment and beautiful landscape conditions are the basis for carrying out eco-health tourism activities.

Excellent ecological environment, abundant natural resources and beautiful landscape are rare in the

province. Its sweet water, clean air and quiet environment will make it an ideal place for eco-health tourism.

2. Professional health preservation technology is the guarantee of eco-health tourism.

Professional health-preserving technology is a health-preserving tourism activity based on traditional Chinese medicine and Taoism. Eco-health tourism scenic spots provide health-care services for health-care tourists by employing many famous traditional Chinese medicine and Taoist experts all the year round. They also have good curative effects on some major diseases. Professional health preservation technology integrates treatment and convalescence, which is the guarantee of curative effect of health preservation tourism.

3. Professional service is the premise of health tourism

Under the guidance of famous Taoists and traditional Chinese medicine, eco-health tourism scenic spots have trained a group of well-trained and skilled professionals who are willing to provide health care services for the elderly tourists. At the same time, they will actively cooperate with travel agencies around the world to provide transport, consultation and various extension services for the elderly to enter and leave health-care scenic spots, providing comprehensive and personal services for the elderly.

5 CONCLUSIONS

As an important breakthrough point in the development of new urbanization background, eco-health tourism development evaluation and core competitiveness research are of great practical significance. In this paper, the core competitiveness evaluation index system of eco-health tourism is analyzed, and the weight of the index system is determined through expert investigation. At present, the tourism base is still in the period of development and cultivation, and some bases are in the stage of planning and development. Therefore, it is impossible to carry out fair and reasonable empirical analysis. The specific empirical and index system verification will continue to study with the development and improvement of the base. This paper has a very important guiding significance for the development of eco-health tourism base in the future. The proposal of core competitiveness plays an important role in the healthy and orderly development of the base. The construction of evaluation model is helpful to the comparison and evaluation among eco-health tourism bases, and can be used as a reference for the government to evaluate the base.

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