Research on Tourism Economy and Tourism Eco-environmental Effect Based on Supply-side Perspective

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Abstract. Since China's economy entered the new normal, the government has continuously adjusted the structure of the national economy. As a green economy, tourism economy has been favored by governments everywhere. Tourism has become an important pillar industry of China's national economy. The development of tourism economy promotes consumption and realizes the growth of economic benefits. Tourism economy has positive and negative effects on tourism ecological environment. As a kind of capital, tourism ecological environment has great influence on tourism economy. Tourism is a comprehensive and linked production and transformation, which is accompanied by a series of social and economic activities in the process of tourism consumption, adding vitality to the development of the whole city's economy, culture and culture. Theoretically, ecology and environment are indispensable to human beings, and they are one of the elements of human wealth creation. Based on the perspective of supply side, this paper analyzes the relationship between environment and economy, environmental benefits and economic benefits in tourism development from the perspective of factors affecting tourism economy.

1. Introduction
Tourism has become an important pillar industry of China's national economy. The development of tourism economy promotes consumption and realizes the growth of economic benefits. Tourism economy has positive and negative effects on tourism ecological environment. Since the reform and opening up, China's tourism industry has made great progress from scratch to strength, forming a tourism economy with Chinese characteristics [1]. According to the characteristics of tourism industry's environmental dependence, any tourism activity should take the environment as the premise, at the same time, the quality of ecological environment directly affects the development of tourism economy and shows a sustained impact. From an environmental point of view, there are contradictions between tourism economy and tourism eco-environmental effects, but from an economic point of view, tourism has promoted the development of China's economic construction [2]. The value of ecology and environment is becoming more and more obvious today when the environment is continuously polluted and the ecology is deteriorating. The monetization of its value is currently mainly manifested in such aspects as sewage charges for enterprises, residential drainage, garbage charges, etc. It is the current trend of global economic development to regard ecology and environment as capital and incorporate environmental factors into economic decision-making. In order to cope with the
downward pressure of the economy, the central government of our country has put forward structural reforms on the supply side to optimize and adjust the national economic structure [4]. In many countries, the tourism industry can bring regional incomes, employment rates, and improved infrastructure.

The ecological environment has also been mentioned and paid more and more attention. While human beings are developing economically at the cost of natural resources and environmental consumption, environmental pollution is frequent, and ecological and environmental problems threaten the normal production and life of humans. [5]. Tourism is a comprehensive and interlinked industrialization. In the process of tourism consumption, it is accompanied by a series of social and economic activities, which adds vitality to the development of the entire city's economy, culture, and society. In theory, ecology and the environment are indispensable to human beings, it is one of the elements of human wealth creation. Once the value of ecology and environment becomes a resource for people to seek benefits, it becomes a value that can bring greater value, that is, it is capitalized. The rapid development of China's tourism economy has promoted the further development of the social economy, but in the development, it has also brought certain tourism ecological environmental problems [7]. Based on the supply-side perspective, this paper analyzes the effects of the relationship and interaction between tourism economy and tourism ecological environment. As the manifestation of capital, ecology and the environment must first have the general attributes of capital, that is, it is for the purpose of profit, subject to the rules of competition, and must operate in accordance with market rules. On the other hand, it has the basic attributes of ecology and follows the laws of ecology.

2. Tourism Economic Benefit and Environmental Economic Benefit

2.1. Factors Affecting Tourism Economic Benefits
Tourism economy refers to the economic relations between tourists, leisure people and travelers, tourism enterprises or non-tourism enterprises and all related enterprises in their tourism activities and experiences. These enterprises provide tourists, leisure people and travelers with necessary goods or services such as clothing, food, housing, transportation, traveling, purchasing and entertainment. Pursuing economic benefits is the basic policy and core of all economic activities. Ecological environment is an important foundation for the sustainable development of tourism and the most fundamental guarantee for tourism products. The main attraction of tourism industry is from the harmonious integration of beautiful natural scenery, unique landscape, rich customs, and traditional historical culture and so on. If more tourists are provided with high-quality tourism products and services in a timely manner with less labor occupation and consumption, the economic benefits of tourism will be good [8]. On the premise of rational development and utilization of tourism resources and environmental protection, tourism economic benefit is the quantitative proportion relationship between the occupation, input, consumption of production factors and the output of effective achievements in the process of tourism economic activities. As tourism goods are not subject to tariff barriers, tourism can also promote the import and export of goods, increase foreign exchange income, and have a positive impact on the balance of payments. There is a certain proportion relationship between the number of tourists and the amount of labor occupied and consumed in tourism activities.

2.2. The Role of Ecological Environment in Tourism Economic Benefit
Under the condition of market economy, tourism economic activities must face the market and focus on tourists. This requires tourism management departments and enterprises to set up management ideas and concepts to serve tourists when organizing tourism activities. The content of leisure tourism public services is very extensive, and venues and facilities, traffic safety, information data, social security, etc. are all within the scope of tourism public services. The development of tourism economy depends on the ecological environment. If properly developed and protected, it will further create and maintain a good ecological environment. Tourists are the main body of tourism activities and the objects of tourism services. In order to understand the personal considerations of tourists, their attitude
towards self-help tours, the problems encountered and the solutions adopted, etc. Before doing the demand analysis, I made a questionnaire in the survey network. According to the questionnaire of 300 people randomly collected from the website, the data on the causes of distress during the trip was obtained as one of the references for demand analysis. The data are shown in Table 1.

Table 1. Causes of distress during schedule

| Reason               | Meal arrangement | Accommodation arrangements | Traffic arrangements | Attractions opening hours |
|----------------------|------------------|-----------------------------|----------------------|---------------------------|
| Number               | 36               | 127                         | 115                  | 22                        |
| Proportion           | 12%              | 42.3%                       | 38.3%                | 7.3%                      |

We define m as the sensitivity of the unit and k as the network output of the hidden layer, that is, the network output before the non-linear transformation. Combining the above derivation formulas, we obtained the rules for updating the weights from the hidden layer to the output layer:

\[ CPV(k) = \frac{\sum_{j=1}^{k} \lambda_j}{\sum_{j=1}^{m} \lambda_j} \]  

(1)

Take three regions as an example, enumerate their overall popularity and average popularity. Generally speaking, the heat in all three regions is similar. The overall popularity of the three regions is directly proportional to their administrative area. As shown in Table 2 and Figure 1.

Table 2. Attractions and popularity data of the three regions

| Region 1 | Region 2 | Region 3 |
|----------|----------|----------|
| Number of scenic spots | 484 | 435 | 397 |
| Average popularity | 5.64 | 5.28 | 6.17 |

Figure 1. Relationship between the number of attractions and popularity

The number and composition of tourists directly affect the economic benefits of tourism. While continuing to implement flexible and effective tourism demand management, we must strengthen tourism supply-side structural reforms to create a solid foundation and good environment and conditions for the sustainable and healthy development of the tourism economy. Improving the economic benefits of tourism can put more financial support into the ecological environment and have a positive impact on ecological protection. The increase in the number of tourists in tourism economic
activities will inevitably increase tourism income, thereby increasing the utilization efficiency of tourism products and services and increasing economic benefits.

3. Environmental and Economic Benefits of Tourism Resources Development
Although the vigorous development of tourism has brought a lot of benefits to China's economic construction, this situation does not apply to all regions, and over-development of tourism will also cause certain obstacles to economic construction. Changes in environmental quality caused by tourism development and management activities or travel tours are collectively referred to as environmental benefits of tourism. Tourism itself has both positive and negative impacts on ecology and environment. These basic conditions make tourists' tourism consumption and expenditure in tourism activities have different compositions and characteristics, thus affecting the economic benefits of tourism [9]. Developers with tourism resources must remember not to blindly develop, and must attach great importance to and scientifically develop the market value of tourism resources in order to improve the success rate of tourism development. For tourism, it is difficult to see economic benefits in the short term from investments in ecology and environmental protection. Therefore, many tour operators will ignore the existence of ecological and environmental problems because of immediate economic benefits, and even sacrifice the environment to achieve short-term economic benefits.

There is an inseparable relationship between the ecological environment and the development of tourism, which is the foundation to ensure the sustainable development of tourism. Tourism resources have different categories and their classification criteria are also different. Objective phenomena are all in constant development and change, and the laws governing the development and change of phenomena. We should not only understand the internal structure and interrelation, but also study the process of evolution over time. No resource can function independently as a factor of production. Only when natural resources are combined with social resources can they be transformed into productive forces with use value and value. Figure 2 shows the contribution of different resources at different stages of rural development.

![Figure 2](image)

**Figure 2.** The contribution of different resources in the development stage of the tourism economy

Tourism resources are one of the components of ecology and environment, and its value is reflected when tourists make tourism choices. The exploitation of the original ecology damages the development of tourism economy, which needs to rely on the ecological environment. On this basis, necessary tourism infrastructure and service facilities should be equipped. Ecology and environment are the basis of tourism activities. Only beautiful and unique ecology and environment can attract tourists and make tourists make tourism decisions so that tourism activities can take place. Local municipal governments cannot blindly position tourism industry as a pillar industry. It depends on whether it has monopoly and uniqueness. As long as it is a leisure tourism destination with monopoly and uniqueness, it is necessary to give up the traditional tourists' attenuation psychology caused by
distance in tourism development so as to intensify tourism development and realize the leapfrog development of tourism [10]. Tourism management departments and tourism organizations in various cities should strengthen the quality management and promotion of the whole process of leisure tourism, running through every commodity, service and related process and details of the local leisure tourism, so that consumers can enjoy the whole process and great physical and mental pleasure from the beginning of traveling away from home to the end of traveling home. The economic benefits obtained by protecting ecology and environment can be seen as a comparison between the labor consumption paid to achieve specific environmental goals and the comprehensive benefits of tourism economy and society obtained after improvement due to environmental protection.

4. Summary
There are both benign interactions and contradictions between China's tourism economy and tourism ecological environment, and properly solving this contradiction is the existence value of environmental tax. Tourism resources are one of the components of ecology and environment, and its value is reflected when tourists make tourism choices. There is an inseparable relationship between the ecological environment and the development of tourism, which is the foundation to ensure the sustainable development of tourism. After seeing the benefits brought by tourism, many regions also want to follow the example of other regions to develop tourism. However, before carrying out the plan, there are many problems in the development of tourism. As long as it is a leisure tourism destination with monopoly and uniqueness, it is necessary to give up the traditional tourists' psychology of attenuation due to distance, increase the intensity of tourism development, and realize the leaping development of tourism. Before the development of tourism, we should make a plan according to the actual situation of the tourist destination to promote the harmonious development of tourism and tourism economy.

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