

Article

Developing a Sustainable Business Model of Ecotourism in Ethnic-Minority Regions Guided by the Green Economy Concept

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Abstract: China as a relatively large group of ethnic minorities in a country, the existence of ethnic minorities on the development of society had a great impact. At present, mass tourism in minority areas has brought many positive benefits, but also produced negative effects such as environmental pollution, local culture extinction and over-commercialization, which affected the business model of sustainable development of tourism in minority areas. Therefore, this paper aims at optimizing the environment, culture, commercialization and other issues of tourism in ethnic minority areas, and promoting the sustainable development of tourism in ethnic minority areas. Using principal component analysis and high-order confirmatory factor analysis model, this paper discusses the basic situation of tourism environment in minority areas from the perspective of tourists' cognition. Taking the 4A-level scenic spots in three emerging areas of China as a case study, this paper provides a reference for the future tourism development of emerging areas, and considers the impact of COVID-19 epidemic. Firstly, it introduces the current tourism development in emerging areas. Then, the scale is designed by high-order factor analysis. Six first-order factors and 31 s-order factors are used to analyze the perceived quality of tourists in ethnic areas. Finally, this paper evaluates the tourism development in minority areas through the above design. In this paper, a total of 863 random tourists are investigated. It is found that the perceived quality of tourists in emerging market areas is the inclusive perception and evaluation of tourists. It involves the supply of tourism enterprises, the service of tourism staff, infrastructure and public management, the life of community residents and personal tourism experience. This paper comprehensively evaluated the tourism development of emerging areas from the above six aspects, and provided reference for the future green sustainable development of tourism in emerging areas through factor analysis. The research results provide a reference for optimizing the basic mode of tourism environment, culture and commercialization in emerging areas. Meanwhile, it also contributes to optimizing the research methods of tourism development and user perception in emerging market areas.



Citation: Chen, W. Developing a Sustainable Business Model of Ecotourism in Ethnic-Minority Regions Guided by the Green Economy Concept. *Sustainability* **2023**, *15*, 1400. <https://doi.org/10.3390/su15021400>

Academic Editors: Tsung Hung Lee, Byung Il Park, Taewoo Roh, Jootae Kim and Jinsup Jung

Received: 21 October 2022

Revised: 28 December 2022

Accepted: 4 January 2023

Published: 11 January 2023



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Keywords: Green Economy; ethnic-minority regions; tourism; sustainable development; business model

1. Introduction

With the development of society and the improvement of living standards, a new development concept: Green Economy (GE) has become the basic pursuit of all countries in the world. This concept provides the main direction for the green and sustainable development of society and environmental protection. Therefore, optimizing the current social situation through the concept of GE has become the main task of the society. Especially, China is rich in Ethnic Minority (EM) groups. EM has unique characteristics, such as heterogeneity and scarcity [1,2] (Chio, 2014; Wood, 1984). These areas have become the main areas to develop China's tourism market. The study of ethnic minority areas is of great importance to the development of tourism in China, and provides inherent advantages for characteristic tourism. However, local governments or enterprises still focus on mass tourism in emerging markets [3,4] (Martín et al., 2018; Weaver, 2007), while ignoring the quality of tourism [5]. Mass tourism has brought problems in EM area, including pollution,

safety, commercialization, and homogenization [6,7]. Tourism quality is the key index of long-term sustainable tourism. Eco-tourism protects the local environment while ensuring the perceived quality of tourists [8]. Therefore, developing eco-tourism in EM area is very important to improve the perceived quality of tourists. Therefore, the current research on the concept of green economy development is imperative, which will play an important role in the future development of society. Therefore, this paper takes the concept of green economy development as the main objective of research, and in order to fully reflect the domestic tourism market in China, the tourist attractions in ethnic minority areas are selected, which have certain representativeness and play an important role in developing the national tourism economy in the future.

At present, the development of green economy has become one of the main tasks of the society, so many projects need to refer to the research and development of green economy. Green economy is a new economic form which is market-oriented, based on traditional industrial economy, and aimed at the harmony between economy and environment. It is a kind of development state that industrial economy produces and shows to meet the needs of human environmental protection and health. As one of the main people-oriented industries, tourism is very important to improve the demand of green economy development. Therefore, in order to promote eco-tourism in minority areas, many studies have made a comprehensive analysis from an in-depth perspective. Studies have shown that the focus of tourism in minority areas is authenticity [9]. Some researchers have studied the impact of tourism development on residents' eating habits, kinship, women's status, national consciousness and moral behavior [10–15]. Others discussed the role of tourism in poverty alleviation [16], tourism empowerment [17,18], community residents' support [19], residents' quality of life [20] and the seasonality and instability of tourism in minority areas [21]. It is worth noting that the quality of tourism is rarely discussed. Therefore, at present, the tourism in minority areas has not paid enough attention to eco-tourism. The main reason is the lack of how to develop green tourism ecology and vigorously protect the environment in tourism development. Further exploration is needed to provide reference for tourism development in minority areas. When evaluating tourist destinations, sporadic research on tourists' perceived quality ignores the value needs of stakeholders such as government, tourism enterprises and residents of tourist destinations. On the other hand, the factors of tourists' perceived quality in emerging market areas deserve further study. Therefore, based on the development concept of green economy, promoting sustainable economic development mode and eco-tourism has become the main development goal of minority areas.

On this basis, this paper aims to further promote and coordinate eco-tourism in urban areas under the concept of green economy. Based on the interests of all stakeholders in tourist destinations, this paper makes exploratory research on tourism quality perception model in minority areas. The specific research structure of this paper is as follows: Firstly, by consulting relevant literature, the current situation of tourism development in emerging market areas is analyzed, and relevant evaluation models are established. Then, through principal component analysis, higher-order factor analysis, pre-survey and formal questionnaire survey, the model is empirically tested. Finally, through qualitative and quantitative research methods, the future development of eco-tourism in minority areas and the development of eco-tourism model are prospected. The research results are helpful to enrich the tourism quality and tourism development theory in minority areas. This paper not only provides a reference for evaluating and improving the tourism quality in minority areas, but also contributes to the development of eco-tourism and green economy in minority areas, thus making an important contribution to the sustainable development of tourism economy in minority areas.

2. Literature Review and Conceptual Model

Mikhno et al. [22] pointed out that green economy is a hot topic in the world. The experience of developing green economy in developed countries shows that to ensure the development of green economy, we must have a strong green economy measurement system as the foundation. Zhang et al. [23] pointed out that the rise of green economy has its economic, social and political background, which makes it more important. It makes economic development and environmental protection go hand in hand harmoniously, and under the impetus of environmental demand, it becomes the green core of economic development and the key to its rise. It shows that the current concept of green economy development has become the mainstream development direction of society, and tourism, as a branch of green economy development, has also begun to show its development characteristics. That is, the tourism method with the theme of eco-tourism has become the main method for the current tourism industry to follow the green economy development method. Ramaano [24] pointed out that eco-tourism is experiencing a period of vigorous development worldwide. It is an integral part of the ecological development of a region or a protected area. It not only played an important role in promoting regional economic and social development, but also stimulated the further development of protected areas. Samdin et al. [25] pointed out that excessive emphasis on economic income and uncontrolled tourism development may lead to inappropriate development or mismanagement, leading to ecological destruction. Therefore, the development of eco-tourism in protected areas should be carefully planned. Eco-tourism is to find a reasonable balance between tourists' enjoyment and nature protection. Ecotourism includes natural eco-tourism and humanistic eco-tourism. The original motivation of tourists to choose this way of travel is to return to the natural way of life.

To sum up, the development of eco-tourism has begun to take shape, but there is no specific rule for the evaluation of the tourism industry at present, so many researchers have studied the quality of the tourism industry from the perspective of tourists. Cooper et al. [26] put forward the theory of customer perceived value. Value is defined as the comprehensive quality of products that customers can spend money on. Later, Weinstein [27] did pioneering research on the conceptualization, driving factors and measurement methods of customer perceived value. After their research, Cosma et al. (2020) [28] verified the five-dimensional customer perceived value of leisure services, including the quality dimension. Later, Li et al. (2021) [29] determined three dimensions of customer perceived value by using previous research. Therefore, previous studies have shown that customer perceived value can come from customer experience, rational evaluation based on comparison, or a multidimensional concept. In particular, perceived quality and perceived price are highly valued. Lee(2012) [30] listed quality as one of the six factors that influence the development of tourism competitive advantage. That study mainly studies tourism quality from two aspects: tourism service quality and tourism product quality. Parasuraman et al. (1988) [31] put forward the service quality theory. This study evaluates the quality of tourism service from five dimensions: personal, reliability, responsiveness, assurance and emotional input. However, the attention to the quality of tourism service has not been satisfactorily evaluated. From the perspective of tourists, there is limited research on the basic factors that promote service quality [32]. It can be said that tourists' perception directly affects tourists' identification, their behavior and decision-making [33]. Tourists' perceived quality refers to tourists' perception of tourism quality. This is the overall judgment of tourists on whether the tourism experience is excellent or not, and the perceived quality (experience) in the whole tourism process [34]. It is embodied in tourism services, products and tourism destinations themselves. The research on the influencing factors of tourists' perceived quality mainly discusses the tourism destination environment, core scenic resources and tourism infrastructure [35,36]. Gibson (2010) [37] pointed out that tourists' perceived quality is the key factor affecting tourism consumption and quality, which directly affects people's quality of life and their yearning for a better life. Tourists' perceived quality mainly refers to tourists' overall perception and judgment of

tourism experience of tourist destinations. Some studies divide tourist destinations into several parts for analysis: tourism companies, tourism practitioners, local governments and community residents. Tourism reflects the basic dynamic relationship between tourists and destinations. Hall [38] holds that the perceived quality of tourists is a comprehensive evaluation of tourist destinations. It reflects how enterprises, tourism practitioners, local governments and community residents meet the needs of tourists in tourism activities. In a word, tourists' perceived quality is the key indicator of tourism destination and the whole industry generated by consumers. Therefore, it is a breakthrough to improve the quality of tourism in minority areas and promote the development of eco-tourism and green economy through the investigation of consumer groups. The purpose of this paper is to determine the conceptual structure of tourists' perceived quality in ethnic minority areas from six aspects according to the local actual situation.

To sum up, the current research on green economy and tourism economy is very mature, but the research on society as a whole is not comprehensive enough, and there is a lack of research on tourism market in minority areas. In China, as the main tourist attractions, minority tourist areas occupy a large tourist market, so it is very important to study the development of the tourist market in minority areas. Based on this, this paper studies the development of tourism economy in China minority areas from the perspective of tourists' perception, and provides strategies for its future development to promote the comprehensive development of tourism market.

2.1. Sustainable Development-Oriented Business Model under the Green Economy Concept

With the development of society, sustainable development has become the main direction of current social economy and even the whole society. Therefore, sustainable development not only meets the needs of the present generation, but also does not endanger the ability of future generations to meet their needs. They are an inseparable system, which not only aims to develop the economy, but also protects the natural resources and environment such as atmosphere, fresh water, ocean, land and forest on which human beings depend, so that future generations can develop sustainably and live and work in peace and contentment [39]. Green development, or green economy, is a new economic form that is market-oriented, based on the traditional industrial economy and aimed at the harmony between economy and environment. It is a development state that the industrial economy comes into being and shows to meet the needs of human environmental protection and health. Many countries promote the green industry, promote the adjustment of ecological and economic structure, and highlight the concept and connotation of green. Green economy and sustainable development are in the same strain. They are the inheritance of sustainable development, but also the theoretical innovation of sustainable development [40].

More precisely, as a market-oriented economic form, the green economy is based on the traditional industrial economy and aims at the coordination between economy and environment. It is the mission of the current industrial economy to meet the needs of the future development of mankind. In other words, ecological balance, economic growth and physical and mental health should also be considered in social development. Therefore, the green economy is an economic form. Its main contents are resource-saving and environment-friendly economy, low resource consumption, low environmental pollution, high added value of products and intensive production mode. The green economy is comprehensive, covers a wide range, and plays a leading role. It can form and drive many new industries, and help create employment opportunities and expand domestic demand [41]. This is a necessary support to push the economy out of the crisis and achieve economic growth. Meanwhile, the green economy has a high degree of resource conservation and environmental friendliness. Its core connotation is economic greening and green industrialization. High-tech industries under low-carbon economy, circular economy and ecological economy are conducive to changing the extensive development mode of social economy with high energy consumption, high material consumption, high pollution and

high emissions. It can promote the intensive development and sustainable growth of social economy. On this basis, the development concept of green economy has played a vital role in social development, thus promoting the development of various industries and regions.

Under the concept of green economy, sustainable business model has become an important direction for the development of various industries in the current society. Sustainable development refers to the development that meets the needs of contemporary people without endangering the well-being of future generations. Sustainable development can be explained from social, ecological and economic aspects. Sustainable development and economy are inseparable systems. By adhering to the concept of sustainable development, people should not only pursue economic development, but also protect natural resources and the environment. The atmosphere, fresh water, oceans, land and forests will be further cherished and protected, so that human beings can survive, develop and live and work in peace and contentment. On the other hand, sustainable development and environmental protection are both related and different. Environmental protection is an important aspect of sustainable development. The core of sustainable development is development, and its premise is to strictly control the population, improve the quality of the population, protect the environment and realize the sustainable utilization of resources. Therefore, realizing economic development under the concept of sustainable development is one of the important tasks of the current society and the inevitable result of green economy [42]. On this basis, this paper studies the tourism situation in minority areas. The research direction is consistent with the needs of the times. Through various explorations, it has played an important role in promoting the development of eco-tourism mode in minority areas. The research results have a strong practical value for the development of tourism economy in minority areas.

2.2. Perception of Tourism Supply System Quality (TSSQ)

This module is the independent variable factor in the whole tourism industry system analysis, that is, the basic setting content in the tourism industry, mainly the tourism supply system. Tourism supply system mainly refers to the supporting facilities and products provided by tourism enterprises, including tourist attractions, tourism catering, tourism accommodation, tourism entertainment, tourism shopping, etc. [43]. In addition, the quality identification of tourist attractions, the authenticity and quality of local food, the rating quality of accommodation, and the authenticity of national culture will all affect tourists' perception of tourism quality and willingness to pay [44–46]. In the quality analysis model of service quality, reliability emphasizes the brand reputation of tourism products and accommodation provided [31]. Through an empirical study of 774 star-rated hotels, Ye et al. (2014) [47] mentioned that price has a positive impact on customers' quality perception. In addition, the perception of the quality of tourism supply will affect the tourists' satisfaction with a specific tourist destination and his/her behavior after the visit [48].

The perception of the quality of tourism supply system in ethnic areas is mainly reflected in the fact that tourists can enjoy authentic and guaranteed food, comfortable local accommodation, attractive tourist attractions, the protection of folk culture or other tourism activities with local characteristics, and the accessibility of local specialties at reasonable prices. Therefore, ensuring the quality of tourism supply system in ethnic areas is the full guarantee for the sustainable development of tourism in these areas.

2.3. Perception of Tourism Employee Service Quality (TESQ)

This module is a dependent variable factor in the systematic analysis of the whole tourism industry, mainly referring to the relationship between the guest and the host in the tourism industry. Guest-host relationship is a key factor of tourism service quality. Improving the morale and pride of service staff is the key to improve service quality [49], and improving service quality is crucial to sustainable tourism management, that is, there is a significant positive correlation between service quality and tourists' satisfaction [50]. Moon and Han (2018) [51] said that the service quality is reflected in the courtesy of

tourism employees and the remarkable service provided. In addition, Fernandes and Cruz (2016) [35] claimed that TESQ is characterized by friendly service to tourists, good communication skills, the ability to make tourists feel respected, the ability to provide customized services and the ability to ensure the interests and values of tourists. In addition, Parasuraman et al. (1988) [31] claimed that TESQ is characterized by accurate performance of service promises and proactive, timely and reliable service.

The perception of employees' service quality by regional tourism industry is mainly reflected in the fact that tourists can enjoy the integrity of service employees and customer value-centered services, and can get localized and guaranteed services, as well as reasonable and personalized services. To sum up, in this paper, the basic setting of tourism is the research condition, and the quality of tourists' feelings is the main research purpose to analyze the level of tourist places to provide reference for improving the level of tourist places.

2.4. Perception of Tourism Infrastructure and Public Service Quality (TIPSQ)

The quality of tourism infrastructure and public service facilities directly affects tourist traveling and tourism quality [52–54]. Parasuraman et al. (1988) [31] reported that the perception of TIPSQ is depicted in the enhancement and attractiveness of facilities and the precision of the services provided. Moon and Han (2018) [51] demonstrated that the perception of TIPSQ is a sense of unique design and high-quality infrastructure, with good signage and useful tourist information. Meanwhile, tourism infrastructure and public service facilities should be neither excessive nor homogenized, or else the overall quality and sustainable development of tourism destinations would be affected. Ouattara et al. (2019) [55] reported an imbalance between tourism infrastructure and environmental quality. Furthermore, Burgui et al. (2018) [56] found a general quality decline in the areas with homogeneous buildings and infrastructure.

Hence, the perception of infrastructure and public service facilities quality of tourism in ethnic regions is embodied in the fact that tourists who travel to the destination can perceive the well-developed infrastructure, such as roads, parking lots, toilets, and public service facilities like highway service areas, tourism hubs, tourist service centers, and tourism transportation services, and can realize that these facilities are eco-friendly and ethnocultural. Meanwhile, a complete, precise, practical, and localized tourist signage system is perceived.

2.5. Perception of Overall Tourism Environment Quality (OTEQ)

Ross (1991) [57] reported that the ideal attributes of a tourism destination include excellent road conditions, peculiar landscapes, uncrowded resorts, friendly residents, and host communities. Moon and Han (2018) [51] considered that attributes of tourism destination cover accessibility, natural geography, local culture, local reception, architectural style, and tourism destination management. The attributes of tourism destination are explicit and stable characteristics of a tourism destination. The attributes of tourism destination mentioned above are, to a large extent, perception of the overall environment of the tourism destination. In addition, the quality of tourism environment comprises both natural environmental and social environmental quality [58,59]. Meanwhile, several studies stated that favorable public order, tourism security, and hospitality of residents are critical factors in the tourism environment [31,52].

Thus, OTEQ in ethnic regions is primarily reflected in that, at the destination, tourists can experience the high ecological environment quality, natural scenery, harmonious local architecture, unique national culture, simplicity and friendly neighborhood, convenient transportation, and favorable public order.

2.6. Perception of Tourism Experience Quality (TEQ)

Reportedly, TEQ directly determines whether a tourist would become a repeat customer or a "destination ambassador" who recommends the place to his/her friends and

relatives [60]. Currently, tourist satisfaction and loyalty are effective variables to measure TEQ [53]. Xie (2005) [61] demonstrated that the pleasure of travel experience is the most integrated measurement dimension of TEQ, and it is the highest level of measurement. In addition, customer experience has been examined from four dimensions—entertainment, education, esthetics, and escapist [62,63]. Moon and Han (2018) [51] supposed that TEQ was manifested in that, during the tourism destination, tourists have a sense of delighted, unforgettably, peaceful, comfortable and relaxed, escaping from daily life, and feeling that this was precisely the life favorable to them. Fernandes and Cruz (2016) [35] reported that good experience quality was depicted in service providers, learning, entertainment, functional benefits, and trust.

The ethnic minority is culturally unique. Ethnic regions are frequently characterized by native, customary, wild, and new features. The concept of TEQ is echoed in tourists who travel to the destination, can gain new knowledge, and have a relaxing, satisfying, pleasurable, unforgettable, and even shocking experience.

2.7. Perception of Community Residents Living Quality (CRLQ)

To date, studies on the impact of tourism development on the quality of life of tourism destination residents focused on both economic–social–environmental impacts and belonging spatial effects [64–66]. Residents are an integral part of the tourism destination. Of note, successful tourism development promotes the sustainable development of tourist destination and bring community residents a good perception of quality life. Liao et al. (2015) [67] demonstrated that focusing on the life quality of residents enables residents to participate in and support tourism development. Yu et al. (2014) [68] claimed that the tourism-related CRLQ includes community conditions and community services, among which community conditions cover job opportunities, infrastructure, traffic conditions, and overall community livability.

The perception of resident life quality in ethnic regions by tourists is reflected in the process of tourists' active participation in tourism development. Residents are content with their community conditions and overall situation. They have job opportunities and stable economic income in tourism development and gain new accomplishments in ideology, culture, and management, and the sense of happiness is noticeable.

Based on the analysis, this study proposes a conceptual model for the perception of tourism quality in ethnic regions (Figure 1).

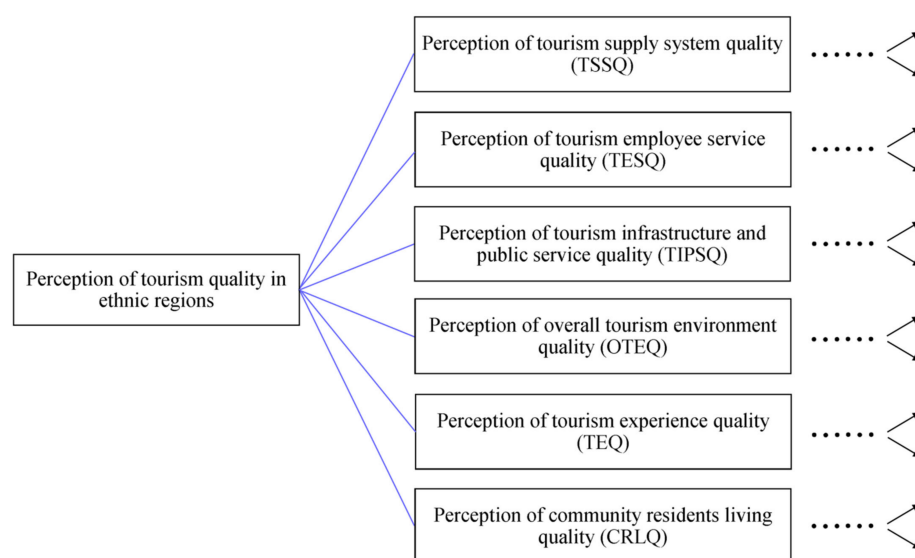


Figure 1. A conceptual model for the perception of tourism quality in ethnic regions.

3. Methods

3.1. Initial Measurement Items and Questionnaire Compilation

This work aims to promote the development of the GE system and Ecotourism model in the EM region. To this end, six primary factors and 31 projects will be used in tourism quality perception. As shown in the references of Fernandes and Cruz (2016) [35], Moon and Han (2018) [51], and Parasuraman et al. (1988) [31], they will measure the current tourism development in these regions. According to the national standards and the actual situation, the survey project shall be modified and supplemented to conform to the actual situation. Specific reference standards include air quality standards, environmental noise standards, drinking water standards, and landscape & entertainment water standards. Then, the Likert 5-point scale is introduced. “1” means very disagree, and “5” means very agree. The higher the score, the higher the perceived tourism quality is. The tourist-perceived quality is evaluated through the scale of the test to explore the impact of current tourism development on consumers in the EM region. It is hoped to provide a reference for sustainable Ecotourism in the EM region.

In addition, the specific technical method of this work is to build a Structural Equation Model (SEM) through AMOS and then evaluate and analyze the research project. SEM, a multivariate analysis technique, includes and extends the standard method. These methods include regression technique, factor analysis, analysis of variance, and correlation analysis. AMOS makes SEM easy. It has an intuitive drag-and-drop drawing tool, which can quickly customize models with demonstration-level path diagrams without programming.

3.2. Pretest Analysis

To ensure the validity and reliability of the questionnaire, we distributed questionnaires to tourists in Longsheng Longji Terrace Scenic Area in Guilin, Guangxi. A total of 55 questionnaires were distributed, and 50 valid questionnaires were collected. For the reliability analysis of the pretest questionnaire, the results revealed that the Cronbach's α coefficient of each subscale was >0.7 , and the Cronbach's α coefficient of the total scale reached 0.937. Hence, the scale demonstrates high reliability in this study. Meanwhile, the factor analysis revealed that the factor loadings of each item were >0.45 , suggesting that the validity of the construction scale was good. Hence, the pretest illustrated that questionnaire in this study is highly reliable and valid, which is suitable for formal questionnaire research.

3.3. Case Study and Data Collection

Firstly, the tourist attractions in the three EM regions are obtained through the recommendation of tourism websites, and the case studies are Longji Terrace Scenic Area in Guangxi, Qianhu Miao Village in Xijiang, Guizhou, and Xishuangbanna Dai Park in Yunnan. These three cases all belong to EM regions, rich in tourism resources but relatively underdeveloped in the economy. Therefore, economic revitalization is essential for poverty reduction and sustainable development through tourism development. At the same time, in EM regions, the tourism sector has achieved certain social and economic benefits. It is worth noting that the study of these three tourist destinations is very typical and feasible (Table 1; Figure 2).

The data comes from the above three case studies. According to Comrey's (1988) [69] factor analysis sample size standard, the sample size of about 500 people is very good, while the sample size of about 1000 people is the most ideal. Accordingly, the sample size of this paper is controlled at about 1000 people. Secondly, this paper designs the questionnaire content according to the research scale of tourist attractions proposed by Boukamba et al. (2020) [70]. Finally, a research group composed of 11 teachers and students from Guilin Institute of Tourism and Guangxi Normal University is organized. After intensive training, three groups go to the case study site to investigate tourists on the National Day of 2019 (1–7 October). All the questionnaires are randomly distributed among tourists. Guangxi Longji Terrace Scenic Spot, Guizhou Xijiang Qianhu Miao Village and Yunnan Xishuangbanna Dai Garden have 300, 400 and 300 tourists respectively. A total

of 1000 questionnaires are distributed, and 863 valid questionnaires are collected, with an effective rate of 86.30%.

Table 1. Overview of three case points.

Name of Case Point	Province	Race	Scenic Brand	Awards	Visitor Arrivals in 2019 (Tens of Thousands)	Tourism Revenue in 2019 (100 Million Yuan)
Longji Rice Terrace Scenic Spot	Guangxi	Zhuang and Yao	National 4A Level Tourism Attractions	Globally Important Agricultural Cultural Heritage	150	1.02
Xijiang Qianhu Miaozhai	Guizhou	Miao	National 4A Level Tourism Attractions	No. 1 Miao Village in China	827.93	74.5
Xishuangbanna Dai Garden	Yunnan	Dai	National 4A Level Tourism Attractions	The best-preserved Dai natural village in China	60	0.9

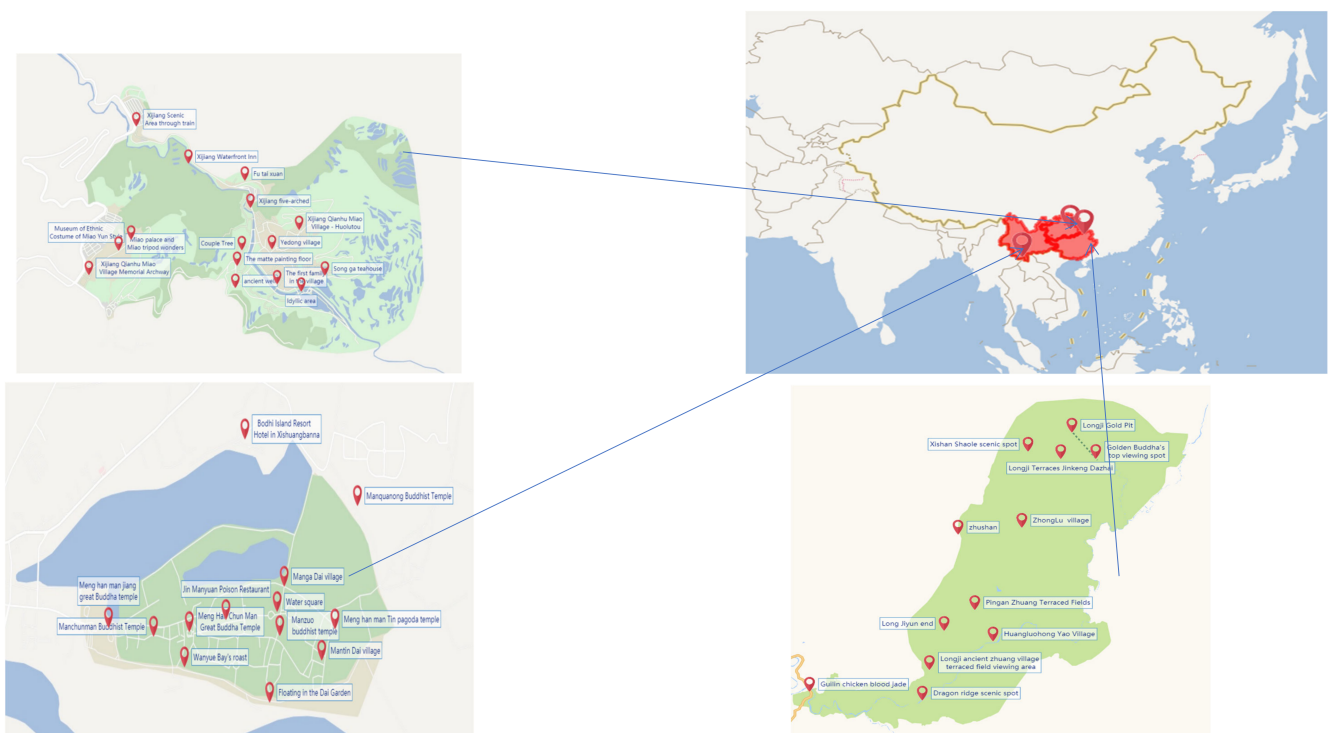


Figure 2. Overview of three case points.

3.4. Statistical Analysis

In this paper, SPSS23.0 and SEM software AMOS 21.0 are used for data analysis. The statistical methods mainly include: ① Exploratory factor analysis, which is used in the pre-exploratory data analysis stage of scale development. ② Cronbach's alpha and total item correction coefficient are used to test the internal consistency of the scale items. ③ The second-order CFA is used to test the construct validity of the scale. Importantly, Bayesian method and self-sampling method of AMOS are specific methods, and AMOS method is an advanced method, which overcomes the limitation of large sample condition to some extent. When the number of samples is less than 200 or even less than 100, the result of Bayesian method is relatively stable, which can provide standard error for endogenous effect of path analysis, which is especially useful for using intermediate effect. The prior and posterior distributions of the estimated parameters can also be set manually by observation. It can be studied through the following two aspects: observed variables: variables that can be directly measured, such as people's age, gender and other variables. Latent variables: variables that cannot be directly measured, such as people's attitude towards a certain behavior, feelings about certain social norms, etc. The advantages of this method include: the analysis of a complex model can be completed at one time without splitting the model. Applicable to all kinds of data (data with different distribution-non-normal distribution, data with different

types-discontinuous data). For long-term data, the stability of individuals can be tested. Therefore, this paper adopts this method to study and explore the development way of tourism market.

4. Case Study and Results

4.1. Analysis on Conditions of Tourist Attractions

We used SPSS 23.0 to conduct an EFA of the perception of tourism quality in ethnic regions to ascertain whether it has six dimensions (perceptions of TSSQ, TESQ, TIPSQ, OTEQ, TEQ, and CRLQ). The factors were extracted using the principal component analysis in SPSS 23.0 with the maximum variance orthogonal rotation. The results revealed that the KMO was 0.936 (>0.7), and the Bartlett test was significant, thereby suitable for factor analysis. In addition, the effective number of extraction factors was evaluated by refereeing to the lithotripsy chart and taking the eigenvalue ≥ 1 as the factor extraction (refer to the gravel diagram for determination). In this case, the criteria for selecting items were as follows: (i) if the factor load was <0.45 , the item was deleted; (ii) if a factor contained only one item, the item was deleted; and (iii) if the load of an item on all factors was <0.45 or the factor load of the item was >0.45 , it was deleted. After several explorations, we removed one item that did not fulfill the criterion. Alternatively, it is believed that residents have some initiative in tourism development (CRLQ5), and two of its loadings on all factors were >0.45 . Finally, six factors containing 31 items were obtained, each with an eigenvalue root >1 and an eigenvalue of 4.437, 3.845, 3.266, 3.156, 2.755, and 2.523; the variance contribution rate was 14.314%, 12.402%, 10.537%, 10.180%, 8.886%, and 8.138, and the cumulative variance contribution rate was 64.457%, respectively. Furthermore, the items had a large loading on the corresponding factors (range: 0.504–0.815), and the scale had good construct validity.

Usually, Cronbach's $\alpha > 0.6$ is acceptable; when it reaches 0.7–0.8, it suggests that the scale has considerable reliability, whereas when it reaches 0.8–0.9, it suggests that the reliability of the scale is excellent. In this study, we adopted the criterion suggested by Robert (2004) [71] for item deletion: the item-total correction coefficient of a specific item is <0.3 , and deletion of the item can increase Cronbach's α . When both conditions are fulfilled simultaneously, the item is deleted. The reliability analysis of 31 items revealed the Cronbach's α of each factor was >0.6 , and each item-total correction coefficient was >0.3 ; thus, there was no need to delete the item. Furthermore, the Cronbach's α of the total scale was 0.939, and the Cronbach's α coefficient of each dimension was 0.803–0.893. The total scale and each dimension had good reliability (Table 2).

Table 2. Exploratory factor analysis results.

First-Order Factors	Measurement Item	Author, Year of Publication	Description Statistics (1–5 Points from Strongly Disagree to Strongly Agree)		Factor Loading	Eigenvalues	Variance Contribution Rate/%	Cumulative Variance Contribution Rate/%	Cronbach's α Coefficient
			Average Value	Overall Mean Value					
Perception of tourism quality in ethnic regions Measurement and Scaling				4.386					0.939
Common factor 1: Perception of TSSQ	I have enjoyed original ecological, safe and hygienic delicacy	Sidali et al. (2019) [45]; López and Martín (2006) [72]	3.964		0.815				
	I found the accommodations to be comfortable and ethnic and localized	Parasuraman et al. (1988) [31]; Dmitrović and Žabkar (2010) [48]	3.964		0.773				
	I think the scenic Areas here are attractive	Parasuraman et al. (1988) [31]; Dmitrović and Žabkar (2010) [48]	4.220		0.770				
	I have experienced tourism activities with local characteristics	Dmitrović and Žabkar (2010) [48]; Moon and Han (2018) [51]	3.851		0.726				
	I can buy local products with quality labels	Fernandes and Cruz (2016) [35]; Dmitrović and Žabkar (2010) [48];	4.149	4.117	0.715	4.437	14.314	14.314	0.893
	I can book online and pay with the New Media Mobile App.	Ministry of Culture and Tourism of the People's Republic of China (2019) [43]	4.294		0.671				
	I think the prices here are open and reasonable	Ye et al. (2014); Dmitrović and Žabkar (2010) [48]	4.375		0.588				

Table 2. Cont.

First-Order Factors	Measurement Item	Author, Year of Publication	Description Statistics (1–5 Points from Strongly Disagree to Strongly Agree)		Factor Loading	Eigenvalues	Variance Contribution Rate/%	Cumulative Variance Contribution Rate/%	Cronbach's α Coefficient
			Average Value	Overall Mean Value					
Common factor 2: Perception of TESQ	I feel that tourism employees are enthusiastic and polite	Parasuraman et al. (1988) [31]	4.622		0.775				
	I feel that tourism employees are able to see the needs of tourists and provide personalized service	Parasuraman et al. (1988) [31]; Moon and Han (2018) [51]	4.618		0.761				
	I feel that tourism employees are simple and have the quality of being customer value-centered	Fernandes and Cruz (2016) [35]; Lin (2007) [49]	4.607		0.677				
	I think tourism employee service has local characteristics and impresses tourists	Fu and Yeh (2012) [73]; Moon and Han (2018) [51]	4.614	4.614	0.760	3.845	12.402	26.715	0.888
	I think tourism employees have good communication skills and can handle unexpected situations	Fernandes and Cruz (2016) [35]	4.611		0.667				

Table 2. Cont.

First-Order Factors	Measurement Item	Author, Year of Publication	Description Statistics (1–5 Points from Strongly Disagree to Strongly Agree)		Factor Loading	Eigenvalues	Variance Contribution Rate/%	Cumulative Variance Contribution Rate/%	Cronbach's α Coefficient
			Average Value	Overall Mean Value					
Common factor 3: Perception of TIPSQ	I think the roads, parking lots, tourist toilets are well developed	Vujko and Gajic (2014) [54]; Denstadli and Jacobsen (2011) [53]	4.125		0.774				
	I think that the public service facilities such as highway service area, tourist distribution center, tourist service center, tourist traffic service are perfect	Ross (1991) [57]	4.222		0.773				
	I think the tourism identification system here is accurate, practical, and has local characteristics	Vujko and Gajic (2014) [54]; Crompton and Love (1995) [52]	4.210	4.308	0.772	3.266	10.537	37.252	0.858
	I feel that the tourist center here provides free Wi-Fi service, smooth communication signal, and full video surveillance coverage	Ministry of Culture and Tourism of the People's Republic of China (2019) [43]	4.502		0.545				
	I feel that the information obtained through social media, travel online marketing platforms is complete, timely and accurate	Tilly et al. (2015) [74]; Gohr et al. (2009) [75]	4.481		0.504				

Table 2. Cont.

First-Order Factors	Measurement Item	Author, Year of Publication	Description Statistics (1–5 Points from Strongly Disagree to Strongly Agree)		Factor Loading	Eigenvalues	Variance Contribution Rate/%	Cumulative Variance Contribution Rate/%	Cronbach's α Coefficient
			Average Value	Overall Mean Value					
Common factor 4: Perception of OTEQ	I feel the ecological quality is good	Wang et al. (2018) [59]	4.713		0.724				
	I have enjoyed the beauty of the natural landscape and the harmony of the local architecture	Ross (1991) [57]; Tyrväinen et al. (2016) [76]	4.163		0.702				
	I experienced a unique ethnic culture	Parasuraman et al. (1988) [31]; Moon and Han (2018) [51]	4.458	4.489	0.658	3.156	10.180	47.433	0.803
	I feel the traffic here is convenient	Crompton and Love (1995) [52]; Ross (1991) [57]	4.448		0.634				
	I think it is clean and hygienic	Moon and Han (2018) [51]; Crompton and Love (1995) [52]	4.761		0.632				
	I think it's safe here	Moon and Han (2018) [51]; Crompton and Love (1995) [52]	4.393		0.631				

Table 2. Cont.

First-Order Factors	Measurement Item	Author, Year of Publication	Description Statistics (1–5 Points from Strongly Disagree to Strongly Agree)		Factor Loading	Eigenvalues	Variance Contribution Rate/%	Cumulative Variance Contribution Rate/%	Cronbach's α Coefficient
			Average Value	Overall Mean Value					
Common factor 5: Perception of TEQ	I have gained new knowledge on this trip	Fernandes and Cruz (2016) [35]; Luo et al. (2017) [62]	4.592		0.761				
	I have had an excellent aesthetic experience on this trip	Luo et al. (2017) [62]	4.542		0.710				
	This trip has been very relaxing, physically and mentally enjoyable	Xie (2005) [61]	4.591	4.556	0.618	2.755	8.886	56.319	0.844
	This trip has left me with many wonderful photos and memories	Fernandes and Cruz (2016) [35]; Moon and Han (2018) [51]	4.498		0.569				
	I felt that the local residents are satisfied with their living environment	Jeon et al. (2014) [77]; Chancellor et al. (2010) [78]	4.294		0.790				
Common factor 6: Perception of CRLQ	I think local residents have stable economic benefits in tourism development	Kim et al. (2013) [79]; Ridderstaat et al. (2016) [80]	4.418	4.342	0.716	2.523	8.138	64.457	0.816
	I feel that the local people have gained new ideas, culture, and management in the development of tourism	Andereck and Nyaupane (2010) [81]; Kim et al. (2013) [79]	4.416		0.658				
	I feel that the local residents are actively involved in tourism development	Su et al. (2018) [82]; Campón-Cerro et al. (2017) [83]	4.239		0.532				

4.2. Analysis of Tourist Perception Results

4.2.1. Goodness-of-Fit Test

Based on the EFA results, we used Amos 21.0 software to construct the first-order and second-order factor models for the perception of tourism quality in ethnic regions. In addition, the maximum likelihood method was used for the confirmatory factor analysis. The first-order factors initial model was obtained by importing the data from 863 valid questionnaires into the model. In the initial model of first-order factors, the correlation coefficient between the six factors (latent variables) was 0.47–0.75 ($p < 0.001$), suggesting that there could be another higher-order cofactor among these six factors (latent variables), and the strong correlation between the first-order factors of the initial model laid the foundation for the subsequent second-order factor analysis. Moreover, fitting indices of the initial model of first-order factors (Table 3): CMIN was 2198.151; GFI, AGFI, IFI, NFI, TLI, and CFI was >0.8 , but <0.9 ; CMIN/df was 5.246. The reference to fitness standards (Table 3), the degree-of-fit between the initial model construction and the data in this empirical study had not yet reached the ideal value, and the model warrants revision. In this study, we added covariate relationships for error variables with modification indices > 5 to modify the model [84], until the Default model fitted the observed data: CMIN was 626.443; GFI, AGFI, IFI, NFI, TLI, and CFI were >0.90 , RM R was 0.024, RMSEA was 0.030; CMIN/df was 1.775. In a comprehensive examination, the fit between the modified model and the data was excellent.

Table 3. First-order factors model fitness index before and after modification.

Name of Indicator		Adaptation Standards	Initial Model Fitting Indices	Modified Model Fitting Indices
Absolute Fit Index	CMIN	The smaller, the better, with a p -value, at least, >0.05	2198.151	626.443
	GFI	>0.90	0.840	0.955
	AGFI	>0.90	0.811	0.937
	RM R	Preferably <0.05 , the lower, the better.	0.034	0.024
	RMSEA	≤ 0.05 is good, 0.05 – 0.08 is good	0.070	0.030
Value-added fitness index	IFI	>0.90	0.880	0.982
	NFI	>0.90	0.856	0.959
	TLI	>0.90	0.866	0.976
	CFI	>0.90	0.880	0.981
Parsimony fit index	PNFI	>0.50	0.771	0.728
	PGFI	>0.50	0.710	0.680
	CMIN/DF	>1 and <3 ; >5 means the model needs to be revised	5.246	1.775

After modifying the first-order factors model, the level of correlation among the six factors (latent variables) was high, and the correlation coefficient between the six factors (latent variables) ranged from 0.49–0.79 ($p < 0.001$). Thus, it is crucial to perform higher-order modeling based on the first-order factor modification model to complement and enhance the structure of the evaluation model. To test whether the six factors (latent variables, including perceptions of TSSQ, TESQ, TIPSQ, OTEQ, TEQ, and CRLQ) belonged to the perception of tourism, higher-order modeling of the first-order factor, second-order confirmatory factor analysis was performed on the six factors mentioned above (latent variables), which are set as intrinsic latent variables, and the residuals were added, respectively. As shown in Table 4, the fitting indices fulfilled the fitting criteria, indicating that the model fitted well.

Table 4. Fitting indices in the second-order factor model.

Name of Indicator		Adaptation Standards	Fitting Indices
Absolute Fit Index	CMIN	The smaller, the better, with a p -value, at least, >0.05	722.990
	GFI	>0.90	0.947
	AGFI	>0.90	0.928
	RMR	Preferably <0.05 , the lower, the better.	0.029
	RMSEA	≤ 0.05 is good, $0.05\text{--}0.08$ is good	0.034
Value-added fitness index	IFI	>0.90	0.976
	NFI	>0.90	0.953
	TLI	>0.90	0.969
	CFI	>0.90	0.976
	PNFI	>0.50	0.742
Parsimony fit index	PGFI	>0.50	0.692
	CMIN/DF	>1 and <3 ; >5 means the model needs to be revised	1.997

4.2.2. Reliability Test

The composite reliability of each latent variable of the first-order factor modification model ranged from 0.7997–0.8928 (Table 5). The composite reliability of latent variables was one of the criteria to discriminate the intrinsic quality of a model; if the composite reliability of latent variables was >0.6 , the intrinsic quality of the model was ideal [84]. The composite reliability coefficients of the six factors (latent variables) were all >0.6 , suggesting that the intrinsic quality of the model was good.

Table 2 shows that the TEQ total scale Cronbach's α is 0.939, which is higher than the acceptable level of 0.6, suggesting that the scale reliability was excellent. Meanwhile, if the composite reliability of latent variables was >0.6 , it implied that the intrinsic quality of the model was ideal. In the second-order factor model, the composite reliability of the six first-order factors (latent variables) to the second-order factor (latent variables) was 0.9028 (>0.6 ; Table 6). Based on the reliability test standard [85], the measurement of latent variables in this second-order factor model had good reliability.

4.2.3. Aggregate Validity Test

Subsequently, the effectiveness of the model is analyzed. Suppose the factor load is greater than 0.5. In that case, the Average Variance Extracted (AVE) of the extracted potential variables is greater than 0.5, and the total effectiveness meets [86]. Table 6 shows the analysis results of second-order factors.

Obviously, in the second-order factor model, the load of six first-order factors (potential variables) on second-order factors (potential variables) is 0.650–0.869 (between 0.5–0.95), significant at $p < 0.001$. The result indicates that the model is well-fitted. At the same time, AVE is 0.6107 (>0.5), which meets the aggregation validity standard and has good cluster validity.

4.2.4. Model Validation Results

We tested the second-order factorial model for fit superiority, reliability, and validity. Meanwhile, the closer the target coefficient (chi-square of the first-order factor modification model/chi-square of the second-order factor model) to 1, the more representative the second-order model was. The target coefficient calculated was 89%, implying that the second-order factor model could effectively elucidate the correlation between first-order factors and their groups. Overall, the perception of tourism quality in the EM regions model was theoretically and empirically reasonable. Furthermore, the perception of tourism quality is the second-order factor, including perceptions of TSSQ, TESQ, TIPSQ, OTEQ, TEQ, and CRLQ, all six first-order factors (Figure 3).

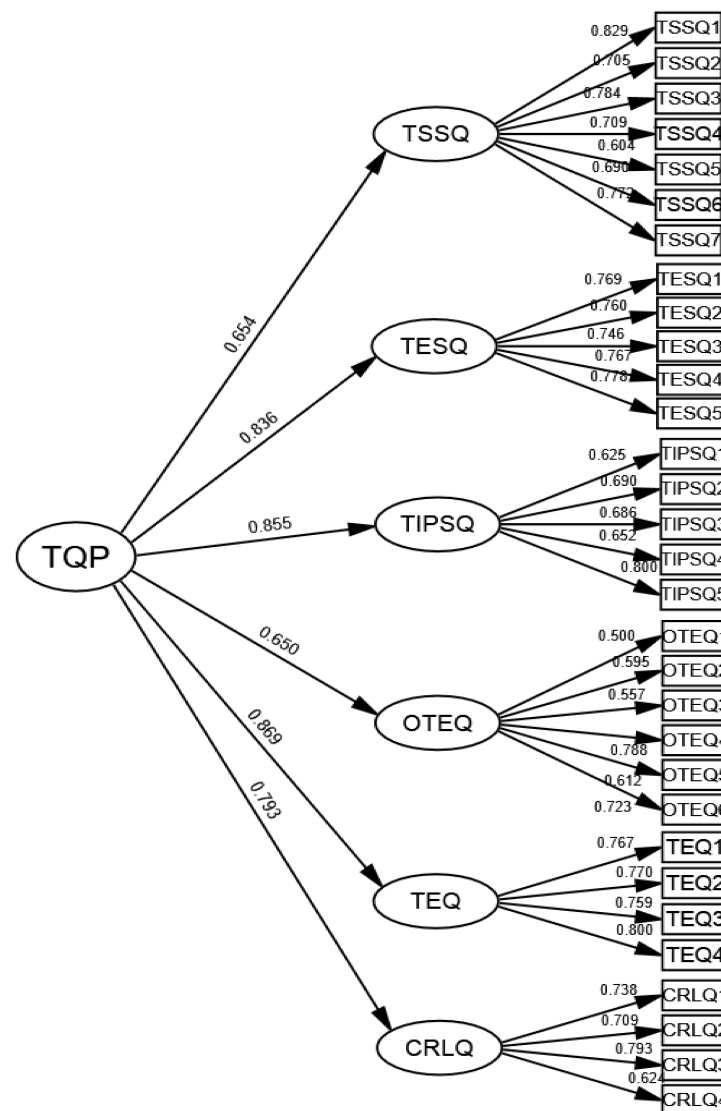
Table 5. Confirmatory analysis results of the first-order factor modification model.

Factor (Latent Variables)	Observation Items	Standardized Load	Composite Reliability	Average Variance Extracted
Perception of TSSQ	I have enjoyed original ecological, safe, and hygienic delicacy	0.831	0.8928	0.5446
	I found the accommodations to be comfortable and ethnic and localized	0.709		
	I thought the scenic Areas here were attractive	0.782		
	I have experienced tourism activities with local characteristics	0.715		
	I can buy local products with quality labels	0.665		
	I can book online and pay with the New Media Mobile App.	0.687		
	I think the prices here are open and reasonable	0.763		
Perception of TESQ	I feel that tourism employees are enthusiastic and polite	0.766	0.8744	0.582
	I feel that tourism employees can understand the needs of tourists and provide personalized service	0.758		
	I feel that tourism employees are simple and have the quality of being customer value-centered	0.741		
	I think tourism employee service has local characteristics and impresses tourists	0.771		
	I think tourism employees have good communication skills and can handle unexpected situations	0.778		
Perception of TIPSQ	I think the roads, parking lots, and tourist toilets are well developed	0.629	0.8227	0.4829
	I think that the public service facilities such as highway service area, tourist distribution center, tourist service center, and tourist traffic service are perfect	0.692		
	I think the tourism identification system here is accurate, practical, and has local characteristics	0.687		
	I feel that the tourist center here provides free Wi-Fi service, smooth communication signal, and full video surveillance coverage	0.658		
	I feel that the information obtained through social media and travel online marketing platforms is complete, timely, and accurate	0.797		
Perception of OTEQ	I feel the ecological quality is good	0.501	0.7997	0.4051
	I enjoyed the beauty of the natural landscape and the harmony of the local architecture	0.607		
	I experienced a unique ethnic culture	0.561		
	I feel the traffic here is convenient	0.782		
	I think it is clean and hygienic	0.598		
	I think it's safe here	0.726		
Perception of TEQ	I have gained new knowledge on this trip	0.766	0.8577	0.6012
	I had an excellent aesthetic experience on this trip	0.768		
	This trip has been very relaxing, physically and mentally enjoyable	0.767		
	This tour has left me with many wonderful photos and memories	0.800		
Perception of CRLQ	I felt that the local residents were satisfied with their living environment	0.733	0.8094	0.5166
	I think local residents have stable economic benefits in tourism development	0.704		
	I feel that the local people have gained new ideas, culture, and management in the development of tourism	0.793		
	I feel that the local residents are actively involved in tourism development	0.636		

Table 6. Confirmatory analysis results of the second-order factor model.

Second-Order Factor (Latent Variables)	First-Order Factors (Latent Variables)	Standardized Load	Composite Reliability	Average Variance Extracted
Perception of tourism quality	Perception of TSSQ	0.654	0.9028	0.6107
	Perception of TESQ	0.836		
	Perception of TIPSQ	0.855		
	Perception of OTEQ	0.650		
	Perception of TEQ	0.869		
	Perception of CRLQ	0.793		

The standardized load in the second-order factor model (Table 6) reflected the explanatory power of each first-order latent variable to the second-order latent variable (i.e., TEQ) and represented the tourists' emphasis on different dimensions. We found that the perception of TEQ (standardized load = 0.869) had the largest contribution rate to the perception of TEQ, followed by the perception of TIPSQ (standardized load = 0.855), perception of TESQ (standardized load = 0.836), perception of CRLQ (standardized load = 0.793), perception of TSSQ (standardized load = 0.654), and perception of OTEQ (standardized load = 0.650).

**Figure 3.** Second-order factor model.

4.3. Discussion

Based on all the above, it shows that the current development in China minority areas has an important impact on the development of the whole society. Meanwhile, as a region with the most prominent ethnic characteristics, the destination studied in this paper has great reference value for the development of all tourist attractions. Therefore, in order to improve the development of the tourism industry as a whole, this paper will also focus on the current mainstream direction of social development, that is, the development direction of green economy. Therefore, based on the downward trend of tourism economy in ethnic minority areas, this paper aims to improve the development effect of eco-tourism in ethnic minority areas through industry, and re-recognize the construction and development of green economy in these areas. This paper establishes a relatively new scale of tourists' perceived quality. The existing research on tourists' perceived quality model in emerging market areas is not mature enough. Therefore, this research has special innovative significance. Compared with the research of Park & Jeong (2019) [87], this paper expands the research objects of stakeholders, thus expanding the practicality of the research. In addition, in the research of Freeman et al. (2021) [88], stakeholder theory is different from the traditional concept of focusing only on owners, employees, suppliers and consumers. They integrate the government, community, relevant political, economic and social environments, and even non-human factors, such as natural ecosystems. This paper also optimizes the traditional concept of tourism, and measures the perceived quality of tourism in minority areas from the perspectives of tourists' perception of the quality of tourism destinations, tourism practitioners, community residents, the overall tourism environment, tourism companies, governments and other stakeholders of tourism destinations. It breaks through the reality that tourism in emerging areas pays more attention to quantity and short-term economic benefits, and creates and verifies the quality development index of tourist destinations. These indicators include the aesthetic and pleasure effects of tourists, as well as the social, cultural and environmental benefits of sustainable development of tourist destinations. Meanwhile, they also cover the economic benefits of tourist destinations and the improvement of residents' comprehensive quality. Generally speaking, this work has strong practical significance and practical value.

This work implements a second-order factor perception model of economic and technological capabilities in EM regions and verifies it by combining qualitative and quantitative research methods. There are usually eight standard steps in the development of the tourism scale. Notably, in Chen & Zhao's (2017) [89] research, the use rate of EFA and CFA did not reach 100%, and EFA was not applied in most studies. In contrast, this work qualitatively explores the conceptual structure of tourist-perceived quality and its 32 initial measurement items in combination with tourism development in EM regions and global tourism in China. At the same time, the quantitative research method and EFA method are used to conduct empirical tests through data. By removing one item that does not conform to the standard, six factors and 31 items are finally obtained. Then, CFA and Goodness-of-Fit test show that the initial model construction of the first-order factor and the data fitting does not fully reach the ideal value. Accordingly, the model is modified until the assumption model is consistent with the observed data. Further, according to the first-order factor correction model, a high-order model is built to test the reliability and validity. Finally, this work uses more comprehensive indicators to conduct a more comprehensive study on tourism development in EM regions, enhancing the research and practical value.

The above research shows that the tourist-perceived quality in EM regions is the most critical factor in determining the quality of local tourism. This finding is helpful for EM regions to determine their tourism consumption preferences. Therefore, they can provide a wide range of insights into tourism decision-making and behavior. Thereby, it helps tourists gain new knowledge, have a good aesthetic experience, relax, and have meaningful memories. For tourists, it is very important to determine the tourism quality of EM regions and then make a decision. At the same time, this work further confirms

that the tourist-perceived quality directly affects whether tourists will become repeat customers or recommend this place to their friends and family. The research results will play an essential role in the future development of GE and the Ecotourism model in the EM region. At the same time, the research has theoretical and practical significance for studying tourism destinations' economic and technological development. Unlike Some studies on the economic development and environmental development of tourist areas, this work not only selects more EM tourism regions but also studies the tourism industry development in EM regions through a relatively more random number of tourists. At the same time, more comprehensive PCA and higher-order CFA models are used to evaluate the research objects, further highlighting this work's advantages.

This work has theoretical significance. It can help understand the impact of the GE concept on market development and explore whether the development of the GE concept meets the current market demand. Thus, it provides a reference for future market development. The practical significance is to use excellent calculation methods to calculate and analyze the current market development and evaluate the practical application effect of the research methods. Hence, it can provide technical support for future market analysis and development planning.

5. Conclusions and Prospect

5.1. Conclusions

With the development of social economy, tourism has become one of the important factors to promote the overall economic development. On this basis, this paper is devoted to promoting sustainable eco-tourism in minority areas and establishing a green economic system. Based on CPV theory, this study analyzes the current development situation of China minority tourist attractions through structural equation model, which provides a reference for the future green development of these scenic spots. Firstly, the concept of eco-tourism development in minority areas is discussed under the concept of green economy. Through qualitative analysis, the conceptual model of tourists' perceived quality in minority areas is established. Then, 863 valid questionnaires are used to sample the 4A-level scenic spots in three minority areas of China. Principal component analysis and high-order confirmatory factor analysis are selected to test the model. Establishing a model of tourists' perceived quality in minority areas and clarifying its influencing factors will help local people to closely contact with various factors, improve tourism quality, reduce the negative impact of tourism and promote eco-tourism in these areas. The results show that the construction of green economy system and the developing eco-tourism model need to meet the common goals of environmental development, residents' well-being and cultural heritage protection. In the process of tourism economic development in the whole society, ecological factors are also very important. Ecological conditions can not only affect the far-reaching degree of social development, but also affect human life feelings. Therefore, it is very important to strengthen ecological management.

5.2. Theoretical and Practical Implications

This work has feasibility and practical significance. It is confirmed that tourist-perceived quality is the comprehensive perception and evaluation of local tourism by tourists. It involves tourism providers, practitioner services, government facilities and public management, and community residents' life and personal tourism experience. The tourism supply system in EM regions must consider tourism reception facilities, places, or villages with ethnic characteristics without ignoring the core attractions and tourism products with local characteristics and brands. At the same time, the quality and price system must be guaranteed. It is worth noting that TESQ directly affects TEQ cognition and highlights the comprehensive quality of tourism practitioners. Therefore, tourist perception quality and public service facilities in EM regions should highlight ecology, local characteristics, practicality, and intelligence. In addition, OTEQ perception is a comprehensive judgment of tourists on the excellent level of tourism destinations in terms of transportation,

environmental quality, landscape, safety, and health. The evaluation of tourism quality is combined with the resident's quality of life in the tourist destination. In general, the factors of residents' quality of life perceived by tourists' insight and experience of scenic spots confirm the reality of tourism destination development and reflect the need for sustainable Ecotourism. The specific needs include environmental protection, wildlife protection, and standardizing the division of tourist attractions. The proposed EM region-oriented tourist-perceived quality model includes six dimensions and 31 metrics. The model is verified by high-order CFA and reflects and verifies the above conclusions. There are differences in the relative importance of tourist-perceived quality in EM regions. The empirical results show that the six dimensions of tourism quality evaluation in the three cases in the EM region have relative significance. Specifically, the significances from high to low are the percentage of TEQ, TIPSQ, TESQ, CRLQ, TSSQ, and OTEQ. Therefore, the standardized load of the second-order factor model reflects and verifies this conclusion. This discovery provides a reference for the sustainable Ecotourism model in the EM region and contributes to the construction of GE's development system.

5.3. Limitations and Outlook

This paper has some limitations, which deserve further discussion and research. The case of this paper is a national 4A-level scenic spot in a typical ethnic area with good tourism development. Generally speaking, tourists have a high perception of the tourism quality in such areas, and they are in the stage of development and stability in the life cycle of tourism development. Based on the life cycle theory of tourist destinations, tourist destinations in different life cycle stages have different characteristics in terms of consumers, managers, producers, sales and profitability, and tourists' perception of their tourism development quality may also be different. Therefore, the reference significance of the current research results to different regions and tourist areas at different levels is not clear. Meanwhile, in the research methods, this paper mainly adopts the direction of green economy, so there are some limitations in other aspects, which reduces the reference value of the research content to some extent. Therefore, in the future research, it is possible to choose other tourist destinations in different life cycles, or track three tourist destinations in different life cycle stages to obtain a more comprehensive and effective tourist destination TEQ perception model. In addition, further research can examine the dynamic changes of tourism quality in the life cycle of tourism destination development and the promotion mechanism of tourism quality in industry consolidation.

The primary objective of this study was to promote the sustainable development of tourism destinations. This study explored the model establishment for the perception of tourism quality in EM regions but has not yet introduced the perception of tourism quality and other related conditions to explore the correlation between TEQ and tourist satisfaction and tourist loyalty. Meanwhile, for a more complex interpretation and prediction, tourism quality antecedent conditions, such as the combination of tourists' educational background, personality, psychological characteristics, and travel experience, have not been introduced. In the future, tourism quality-related conditions and antecedent conditions of tourism quality are expected to be introduced to the study.

Funding: This research was supported by the National Social Science Foundation of China, Research on the Quality and Efficiency Improvement of Rural Tourism in Yunnan, Guangxi and Guizhou Ethnic Regions under the Rural Revitalization Strategy (No.: 18BJY202); Guangxi Innovation-driven Development Special Fund Project "R&D and Application of 5G Scenario' tourism +' intelligent service technology" (No.: AA20302011 of Guike).

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data presented in this study are available on request from the author. The data are not publicly available due to anonymity and confidentiality purposes.

Conflicts of Interest: The author declares no conflict of interest.

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