Evaluation of Rural Tourism Development Environment in Chengdu Based on PSR Model

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Abstract: This paper builds the index system of regional rural tourism development environment based on PSR model (pressure-state-response model), and assigns values to the indicators through entropy method. Taking Chengdu as an example, we analyzed the evolution of its rural tourism development environment from 2014 to 2019. The study found that the effective development, construction and measures can better guide the development of rural tourism in the region and optimize the environment for rural tourism development, but the effectiveness of this related development, construction and measures will decline over time, and it has marginality which needs some time to be released and to be conducted. In addition, the change of rural production and life style is also an important content of rural tourism development environment optimization, which has certain development inertia. Based on this, optimizing the development environment of regional rural tourism should focus on maintaining the forward-looking, innovative, pioneering and cohesion of development, construction and measures, optimize the infrastructure of rural areas, and promote the renewal of the soft and hard environment of rural tourism development.

1. Introduction

Rural tourism is of great significance to promote regional development. Its development environment not only includes the external market, policies, industrial upgrading and transfer, but also includes the internal rural tourism consumption and the situation of the main body of rural tourism business. Under the current era background, the development of industries in rural areas is a tough spot for the development of social modernization, meanwhile, the challenges and problems faced by the development of rural tourism will be magnified. How to achieve the stable and good development of rural tourism under rapidly changing conditions in the future?

The research of rural tourism development environment should focus on the sustainable development of rural tourism. In terms of policy, some scholars believe that whether starting from static[1][2] state or dynamic[3] state, its research purpose aims to clarify how the policy affects the development of rural tourism, and further adjust the policy related. While other scholars also pay more attention to the separate policy research in a certain supporting element of rural tourism or a certain type of rural tourism, which lacks quantitative empirical research[4].In terms of development elements, complex associations and interactions will be formed among the natural environment, social, economic, cultural, political and other development elements[5]. In the new historical stage, the development factors affected by policies such as Supply-side Structural Reform will form a new state of development, so as to Promote the transformation, upgrading and sustainable development of rural tourism[6].Back to the countryside itself, the friction of rural nature, modernity and other drivers drive the development of rural tourism[7]. There are some contradictions between rural culture and rural tourism development, but a reasonable integration path can also be found[8], which also involves infrastructure construction and ecological environmental protection in rural areas. In general, the sustainable development of rural tourism should be a very systematic and complex problem, and the environmental research of rural tourism development is only one of the dimensions.

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The research on rural tourism using PSR model mainly focuses on tourism ecological environment protection, land use, cultural influence and other aspects. Meng Chunli has built an evaluation index system of rural tourism environmental protection based on PSR, and study the focus of rural tourism environmental protection and environmental protection concept, technical measures and action measures should be taken[9]; Liu Yuzhi and Hu Zhanyan build a PSR model framework linking the coordination mechanism between tourism development and the ecological environment, and made an empirical analysis of the coordinated development of tourism development and ecological environment in Guizhou Province[10]; Wu Rulian and Li Hongyi introduced the PSR model to construct the evaluation index system of land intensive use in the tourism demonstration area of the whole region, and conducted a quantitative evaluation study on the level and evolution of land intensive use in Shangrao City[11]; Applying the PSR model principle, Zhao Zan built the influence factor system of tourism development on the traditional national culture[12].Other researches mainly focused on the research of entrepreneurial environment. Xie Xiaoqing and Huang Jingjing evaluated and analyzed the entrepreneurial environment in Wuhan based on the PSR model[13]; Yang Min and Li Hongbin evaluated the rural innovation and entrepreneurship environment in Fujian Province[14], while other related studies were rare.

To sum up, there are some gaps in the evaluation of rural tourism development environment in China. On the basis of absorbing the achievements of relevant researchers, this study constructs an environmental evaluation index system for rural tourism development suitable for the region based on the PSR model, and uses the entropy method to assign indicator weights to analyze the development of rural tourism in Chengdu from 2014 to 2019 The evolution of the environment and make recommendations.

2. Basic situation of rural tourism development in Chengdu

Chengdu is located in the western part of Sichuan Basin, covering an area of about 14,335 square kilometers, and the plains, hills and mountains each account for about one-third. Chengdu has extremely superior rural tourism development conditions. Since the 1980s, rural tourism represented by "farmhouse entertainment" has gradually emerged and become the pioneer in the development of rural tourism in China. In terms of development level, scale, economic aggregate and growth rate, it is at the leading level in China. In recent years, rural tourism in Chengdu has gradually transformed from a single leisure and sightseeing mode to a coexisting mode of integrating agricultural experience, popular science research, leisure vacation, food tourism and other modes. In 2019, the number of rural tourism in Chengdu reached 132 million, with an income of 48.9 billion yuan. Linkage development of catering service, agricultural products processing, and transportation drove the number of relevant employment to more than 2 million, and the degree of integration of primary, secondary and tertiary industries was deepened. At present, the rural tourism in Chengdu is in the stage of high-quality development, deepening the integration with culture, health care, education, sports and other aspects, and building an international tourism brand.

3. Analysis of the applicability of PSR model to rural tourism development environment

3.1. PSR model concept

The P (Pressure) -S (State) -R (Response) model, proposed by the Canadian statistician David Rapport in 1979, was later widely used in the study of environmental and sustainability issues. Pressure indicators mainly represent the influence in the human social activities of political, economy, culture and other aspects, State indicators are shown in the changes of the whole environmental state under the pressure conduction, Response indicators expressed, in the current state, the response and change of the target object, in order to make the overall environment better and to form a cycle.

3.2. Applicability analysis

The PSR model was first proposed to build economic budget and environmental problems,

which was gradually developed and further improved. It is suitable for many types of research fields, and has been widely used in economic and social environmental analysis. In the process of rural tourism development, the change of economic and political environment will form related pressure. If the pressure further is conducted to the internal system and leads to the systematic and comprehensive changes of internal elements, even gradually form a new development state, which can influence the relevant economic and political environmental pressure, and lead to further changes in the environment, constituting a cycle. This process of dynamic cycling is consistent with the intrinsic logic of the PSR model.

Therefore, based on the PSR model, it can show the influence of all factors on the rural tourism development environment. Through empirical research, the state of rural tourism development environment can be effectively displayed, and the development of rural tourism in a certain period of time can be predicted. Therefore, it is applicable to evaluate and analyze the rural tourism development environment with the PSR model.

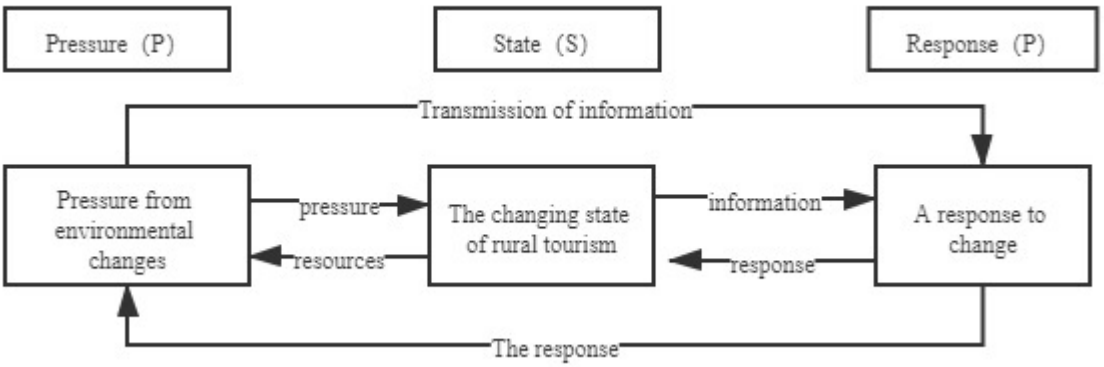

Figure 1 Logical schematic diagram of the PSR model of the rural tourism development environment

4. Analysis of the applicability of PSR model to rural tourism development environment

4.1. Data source

This paper analyzes and studies the development environment of rural tourism in Chengdu.

"Chengdu Leisure agriculture and Rural tourism Development Plan (2014-2020)" started in 2014. Affected by the new crown epidemic in 2020, this article selected Chengdu 2014 to 2019 statistical Yearbook, Statistical Bulletin of Social Development and National Economy of that time, Chengdu culture, radio and television tourism bureau work summary, relevant government departments announcement statistics and information announcement. Data source is real and reliable, which can effectively support the process and conclusion of this study.

4.2. Index design

This research is based on relevant research, combined with the actual situation of rural tourism development in Chengdu and related policies, plans, technical guidelines and other preliminary design index systems. On the basis of the PSR model, we will further design and screen the relevant indicators, design the pressure, status and response according to the model concept, design the corresponding secondary indicators according to the content requirements, and follow the internal logic and requirements of rural tourism development in the process of index selection.

The pressure (P) index consists of 6 sub-items, which mainly refers to the overall social and economic situation of the region in the process of the development of rural tourism, and constitutes the overall development environment. The status (S) index includes 7 sub-items, which is reflected in the rural tourism development environment in this region. The response (R) index consists of 7 sub-items, mainly showing further changes in the regional development environment brought by the development of rural tourism development in the region, updating and broadening the space for

rural tourism development.

Table 1 Environmental evaluation indicators of rural tourism development

class	metric	Pressure state
P(pressure)	Permanent resident population (10,000)	Is
	Municipal financial revenue (100 million yuan)	Is
	General public budget expenditure (RMB 100 million yuan)	Is
	Resident Consumer Price Index (last year =100)	Negative
	Per capita disposable income of urban residents (Yuan)	Is
	Industrial Production Price Index (last year =100)	Negative
S(state)	Rural tourism times (10,000)	Is
	Total rural tourism revenue (RMB 100 million yuan)	Is
	Rural tourism revenue accounted for (%) in total tourism revenue	Is
	Number of A-level scenic spots in rural areas (all)	Is
	The number of new rural tourism-related demonstration sites (villages and towns) compared with the previous year (each)	Is
	Number of rural practitioners (ten thousand people)	Is
	Number of travel agencies (individual)	Is
R(respond)	Urbanization rate is (%)	Is
	Number of special rural tourism plans at the municipal level (items)	Is
	Number of connected broadband villages (all)	Is
	Electricity consumption in rural areas (Wan KWH)	Is
	Number of tap water benefit villages (all)	Is
	Number of cable villages (all)	Is
	Area per capita road area (individual)	Is

5. Model construction and calculation results

5.1. Index weight calculation

Entropy is a measure of uncertainty in information theory, where the size of the entropy is positively correlated with the uncertainty and negatively with the amount of information. In this way, you can judge the weight relationship between the entropy and the corresponding index: the smaller the entropy values, the smaller the weight of the index is. The evaluation index system of the rural tourism development environment in Chengdu is established according to the PSR model (Table 2), in which the influence direction is set according to the content of the above indicators. That is, the positive and negative indicators.

Table 2. Environmental Evaluation Index System of Rural Tourism Development in Chengdu

Target layer	Code layer	Indicator number	Index layer	Indicator direction
Environmental Evaluati	P(pressure)	C1	Permanent resident population (10,000)	+
		C2	Municipal financial revenue (100 million yuan)	+

on of Rural Tourism Development in Chengdu		C3	General public budget expenditure (RMB 100 million yuan)	+
		C4	Resident Consumer Price Index (last year =100)	-
		C5	Per capita disposable income of urban residents (Yuan)	+
		C6	Industrial Production Price Index (last year =100)	-
	S(state)	C7	Rural tourism times (10,000)	+
		C8	Total rural tourism revenue (RMB 100 million yuan)	+
		C9	Rural tourism revenue accounted for (%) in total tourism revenue	+
		C10	Number of A-level scenic spots in rural areas (all)	+
		C11	The number of new rural tourism-related demonstration sites (villages and towns) compared with the previous year (each)	+
		C12	Number of rural practitioners (ten thousand people)	+
		C13	Number of travel agencies (individual)	+
	R(respond)	C14	Urbanization rate is (%)	+
		C15	Number of special rural tourism plans at the municipal level (items)	+
		C16	Number of connected broadband villages (all)	+
		C17	Electricity consumption in rural areas (Wan KWH)	+
		C18	Number of tap water benefit villages (all)	+
		C19	Number of cable villages (all)	+
		C20	Area per capita road area (individual)	+

5.2. Calculation results

The steps and results are as follows:

According to the constructed index system, we collected relevant data and formed a preliminary data form (Table 3). When calculating the entropy weight method, the initial matrix Aij is to be constructed, then, make corresponding standardized treatment according to the established index system. Since C4 and C5 indicators are negative indicators in the evaluation index system, the treatment is handled according to different calculation methods in the calculation process, after that, the index data standardization value was obtained (Table 4).

Table 3 Initial data of each index evaluation of Rural Tourism Development Environment in Chengdu

indicators	number	2014	2015	2016	2018	2017	2019
Permanent resident population (ten thousand people)	C1	1442.75	1465.75	1591.76	1604.47	1633	1658.1
Municipal financial revenue (RMB 100 million yuan)	C2	3096.1856	3078.9634	3344.5538	4222.232	4526.8174	4807.9238
General public budget	C3	1340.043	1468.424	1595.8	1756.6	1837.	2006.9

expenditure (RMB 100 million yuan)		3	2	949	621	4238	493
Resident Consumer Price Index (last year =100)	C4	101.3	101.1	102.2	102	101.4	102.8
Per capita disposable income of urban residents (Yuan)	C5	32665	33476	35902	38918	42128	45878
Industrial Production Price Index (last year =100)	C6	99.3	98	99.6	105	103.5	100.1
Number of rural tourists (ten thousand people)	C7	8876.43	9519.18	10200	10800	11800	13200
Total rural tourism revenue (RMB 100 million yuan)	C8	160.97	200.06	206.91	327.69	393.9	489
Rural tourism revenue accounted for in total tourism revenue(%)	C9	9.76	9.81	10.43	10.8	10.61	10.52
Number of A-level scenic spots in rural areas	C10	41	44	46	54	58	64
The number of new rural tourism-related demonstration sites was added compared with the previous year	C11	10	8	13	10	0	4
Number of rural practitioners (ten thousand people)	C12	377.4207	375.9442	377.4207	427.6088	427.161	41.01685
Number of travel agencies	C13	364	406	466	527	628	648
Urbanization rate (%)	C14	70.37	71.47	70.62	71.85	73.12	74.41
Number of special rural tourism plans at the municipal level	C15	1	1	1	1	1	1
Number of connected broadband villages	C16	2346	2379	2950	3084	3112	3160
Electricity consumption in rural areas (10,000 KWH)	C17	316671	321190	363262	366457	371510	380265
Number of tap water benefit villages	C18	2034	2055	2342	2391	2437	2595
Number of cable villages	C19	2325	2361	3149	3147	3161	3163
Area per capita road area (square meter)	C20	14.78	14.62	13.89	14.06	14.2	15.87

Table 4 Standardization value of environmental evaluation indicators of rural tourism development in Chengdu

indicators	numbe	2014	2015	2016	2018	2017	2019

	r						
permanent resident population	C1	0.000029	0.031133	0.201541	0.218729	0.257312	0.291255
The city's fiscal revenue	C2	0.003778	0.000038	0.057725	0.248362	0.314520	0.375577
General public budget expenditure	C3	0.000034	0.065350	0.130203	0.211996	0.253085	0.339333
consumer price index	C4	0.249986	0.283314	0.100011	0.133339	0.233322	0.000028
The per capita disposable income of urban residents	C5	0.000040	0.024627	0.098176	0.189611	0.286929	0.400617
Industrial production price index	C6	0.232642	0.285694	0.220399	0.000029	0.061243	0.199994
Number of rural tourists	C7	0.000039	0.057738	0.118855	0.172717	0.262487	0.388164
Total rural tourism revenue	C8	0.000040	0.048127	0.056554	0.205132	0.286580	0.403568
Rural tourism revenue accounted for the total tourism revenue	C9	0.000031	0.014865	0.198807	0.308579	0.252210	0.225508
Number of A-level scenic spots in rural areas	C10	0.000038	0.049207	0.081986	0.213104	0.278663	0.377002
The number of new rural tourism-related demonstration sites was added compared with the previous year	C11	0.222213	0.177776	0.288868	0.222213	0.000029	0.088902
Number of rural practitioners	C12	0.188938	0.188109	0.188938	0.217122	0.216871	0.000022
Number of travel agencies	C13	0.000033	0.049146	0.119308	0.190638	0.308744	0.332131
Urbanization rate	C14	0.000042	0.114358	0.026023	0.153849	0.285833	0.419895
Number of special rural tourism plans at the municipal level	C15	0.166667	0.166667	0.166667	0.166667	0.166667	0.166667
Number of broadband villages	C16	0.000028	0.011193	0.204393	0.249732	0.259206	0.275447
Electricity consumption in rural areas	C17	0.000029	0.020629	0.212417	0.226982	0.250016	0.289927
Number of tap water	C18	0.000034	0.012759	0.186663	0.216354	0.244227	0.339965
Number of connected to cable TV villages	C19	0.000025	0.010750	0.245519	0.244923	0.249094	0.249690
The region has a road area per capita	C20	0.218122	0.178918	0.000049	0.041703	0.076007	0.485201

After standardization processing, the weight of each index can be further calculated. The calculation process is briefly described here, so the entropy right calculation results of each index are directly given (Table 5).

Table 5 Enropy of Rural Tourism Development in Chengdu

number	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
Entropy right	0.0469	0.0775	0.0447	0.0366	0.0635	0.0394	0.0517	0.0637	0.0531	0.0565
number	C11	C12	C13	C14	C15	C16	C17	C18	C19	C20
Entropy right	0.0355	0.0271	0.0042	0.0643	0.0536	0.0536	0.0500	0.0558	0.0530	0.0693

After the above calculation, the standardized value of each index and the entropy right of each index can be obtained to further obtain the index index of pressure (P), state (S), response (R) index, and the comprehensive index of each year (Table 6).

Table 6 Environmental Evaluation Index of Rural Tourism Development in Chengdu

time	pressure (P)	state (S)	respond (R)	composite index
2014	0.018598	0.013025	0.024062	0.055685
2015	0.027555	0.021240	0.031605	0.080400
2016	0.038319	0.040821	0.055606	0.134746
2017	0.055914	0.064998	0.071501	0.192413
2018	0.076935	0.068129	0.085805	0.230869
2019	0.091263	0.083593	0.131031	0.305886

6. Evaluation and analysis

The development environment of rural tourism in Chengdu was evaluated through the PSR model, and the data of various indicators obtained from 2014 to 2019 were processed. It was then evaluated and analyzed in detail.

Overall merit. In this study, the calculation of the composite index was obtained by multiplying and adding the weight of each index with its standard value, which can effectively reflect the changing state of the rural tourism development environment in the study sample. The index value is growing (Figure 2), which shows the rural tourism development environment in Chengdu is continuously optimized as a whole. Therefore, the measures of Chengdu Municipal government to the development of rural tourism can play a guidance in its development and incentive effect.

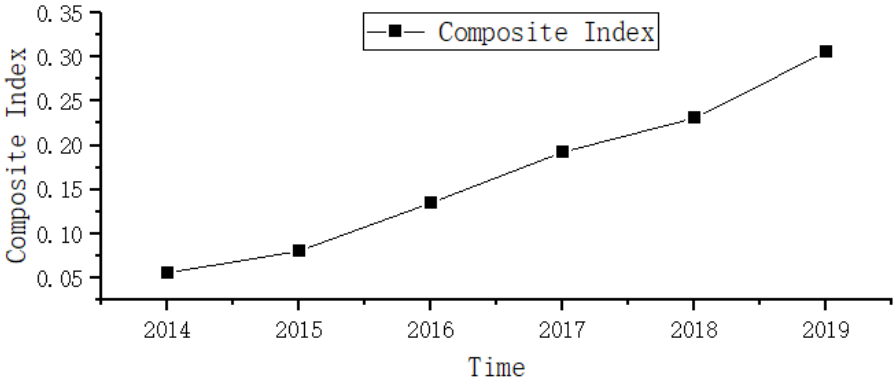

Figure 2 Change Map of the Comprehensive Index of Rural Tourism Development Environment in Chengdu

"Pressure" evaluation. The pressure has positive or negative states, forming a good or bad development of environmental pressure. When the indicators are evaluated in this study, some of them were negative, and the P index after treatment is a neutral index, which can objectively show the changes in development environmental pressure. In this study, the pressure of the rural tourism

development environment in Chengdu is constantly increasing, and the index value is constantly increasing, too (Figure 3).In the process, the curve slope between 2014 and 2018 is getting bigger, indicating the pressure strength is increasing and slowing after 2018.Research shows that even if the development measures are carried out in an orderly manner in accordance with the urban development plan, the pressure may still decrease, indicating that the environmental pressure formed by the development measures may have cutoff values, the behavior is marginal, and the pressure utility is marginal decline.

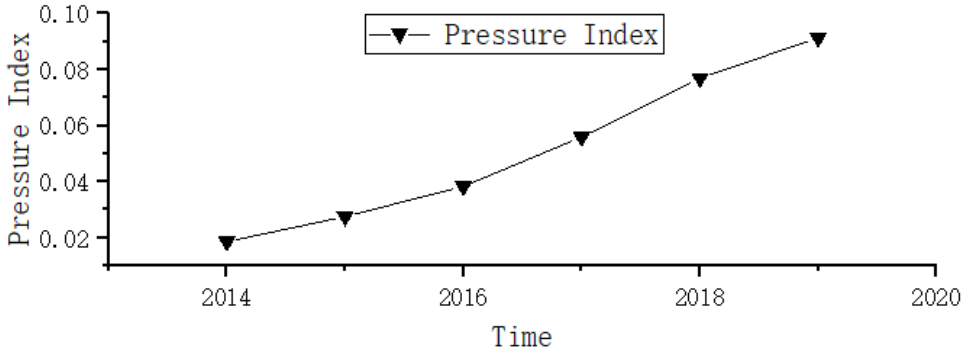

Figure 3 Change chart of P (pressure) index of Rural Tourism Development Environment in Chengdu

"Status" evaluation. The state indicators selected in this study can intuitively show the change of the development status of the rural tourism industry. Through the line chart, it is seen that the index value is constantly increasing (Figure 4), which shows that the overall industry response to the change of development environmental pressure is positive, that is, the development level of the rural tourism industry in Chengdu is constantly improved. Among them, the change slope from 2014 to 2017 is significantly greater than that after 2017, which shows that the development of the rural tourism industry in Chengdu has entered a period of adjustment and transformation after 2017, and has been further developed since then. The pressure to promote development came from the previous year, and the discount slope from 2018 to 2019 was greater than that from 2017 to 2018, indicating that the transmission of "pressure-state-response" takes time.

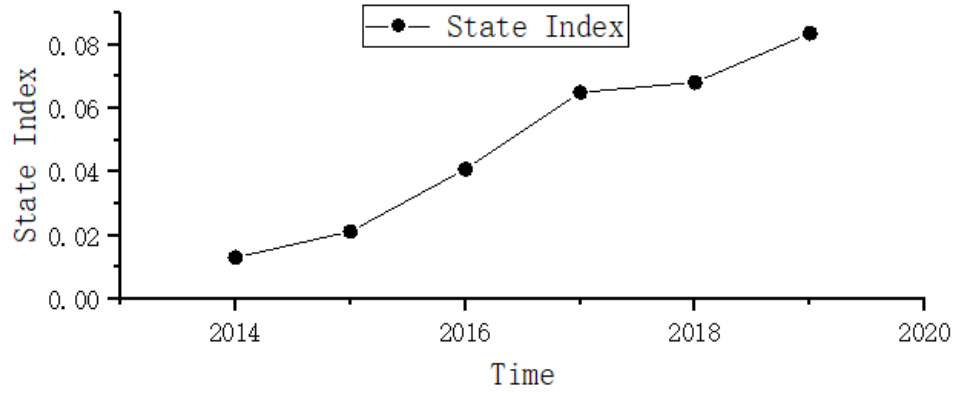

Figure 4. Change Figure of S (Status) Index of Rural Tourism Development Environment in Chengdu

"Response" evaluation. The study found that the impact index of the rural tourism development environment in Chengdu is constantly improving (Figure 5), which shows that the adjustment and response based on the development of the rural tourism industry in Chengdu will get positive feedback to the overall environment in the future. The slope of the fold formed in the three stages from 2014 to 2015, 2015 to 2018 and 2018 to 2019 is constantly increasing, indicating that the adjustment based on changes in the rural tourism industry is constantly optimized. This study shows that the rural area development investment is constantly increasing, so a new development

environment is formed, and the production and living environment and mode in rural areas are constantly optimized.

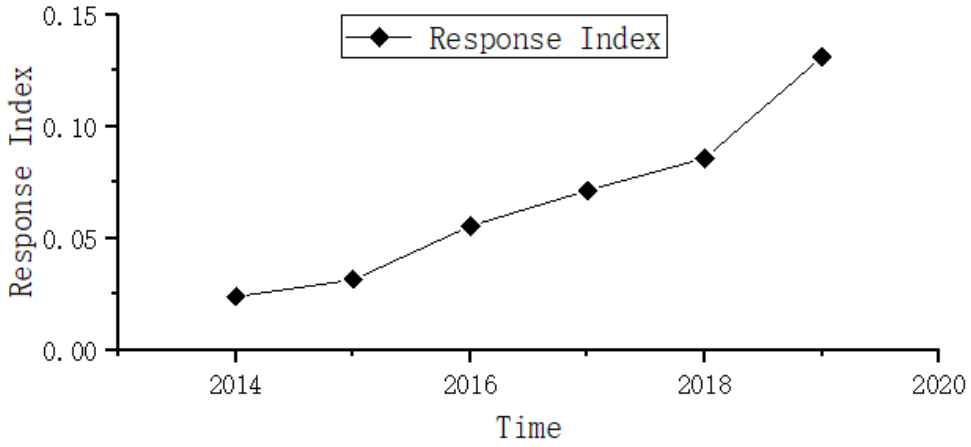

Figure 5 Change chart of R (Status) Index of Rural Tourism Development Environment in Chengdu

In general, In general, all the values in the study are constantly improving (Figure 6), indicating that the development environment of rural tourism in Chengdu is constantly optimizing, and the comprehensive index value will continue to increase in the future. The pressure (P) index is rising steadily. The state (S) index shows two changing states in 2017, which indicates that under the condition of constant pressure, rural tourism in Chengdu has experienced a period of transformation and development. It was found that Chengdu issued relevant important policies such as "Chengdu Provincial Implementation Opinions on Accelerating rural tourism Promotion" and "Chengdu Several Policies and Measures for Promoting tourism Reform and Development" at the end of 2016 and 2017, which effectively supported the transformation and development of rural tourism in Chengdu. The value of the response (R) index is increasing, and the slope of the index is greater than the pressure (P) and state (S), indicating that when the overall change of the environment is transmitted to the system, the effect of system adjustment is accumulating, and it takes a certain time to release.

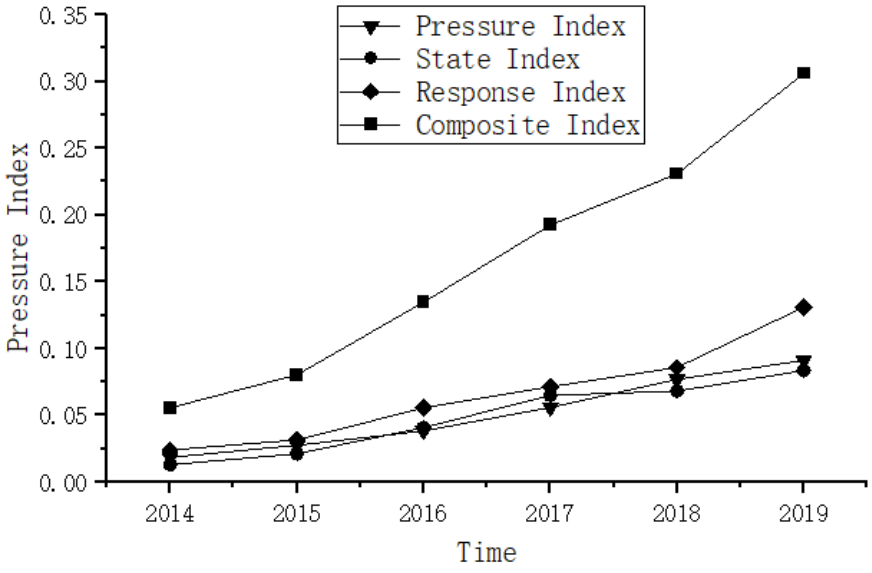

Figure 6 Overall Index of Rural Tourism Development Environment in Chengdu

7. Conclusions

Through the PSR model, this study makes quantitative and qualitative analysis of the rural tourism development environment in Chengdu and draws the following conclusions:

First, if the relevant policies, which are formulated based on the regional development, can be effectively implemented and implemented, it can have a certain guidance and incentive effect, the effect is sustainable. Second, the effectiveness of implementing development measures will decline over time. Third, the utility of development measures is marginal and diminishing. Fourth, relevant development measures take some time to accumulate utility and release them. Fifth, the optimization of the development environment of rural tourism should focus on the reform of the mode of production and lifestyle in rural areas. Sixth, the development of rural tourism has inertia. Assuming that the society develops steadily in the future period of time, the development environment of the rural tourism industry will still maintain a state of continuous optimization.

Based on the conclusions of this study, the following relevant development suggestions are proposed:

First, we should focus on forward-looking development measures. Correct policies should be taken as the guide to study and we should judge the future development trend of the industry, including the development direction, positioning, path, etc., and the impact of the measures should be estimated. First, it is necessary to correctly judge the higher level of policies and market conditions; second, to carefully investigate the basic situation within the region; third, to extensively solicit opinions from experts, scholars and industry practitioners.

Second, we should maintain the innovation of development initiatives. We should maintain the timely revision and update of policies, planning and other measures to promote the continuous enhancement of the development effect. First, we need to continuously add and improve the corresponding supporting measures for some specific policies and plans, and ensure the implementation of supporting measures; second, based on the determined development theme and combined with the new background, further update policies and plans.

Third, we will open up new space for development measures. If the space for rural tourism will continue to narrow, it should be optimized and innovated at a higher level. First, pay attention to the development guarantee of rural tourism in the important development goals of countries and regions to further enhance the status of rural tourism; second, promote the development of rural tourism from the level of reform and innovation. Actively implement the national strategy and stimulate the vitality of rural tourism.

Fourth, we will comprehensively coordinate development measures. The connection of development measures should be promoted from both horizontal and vertical dimensions. First, it should be connected with the urban development planning and other industrial development planning. We should promote the integration of rural tourism and agriculture, culture, transportation, industry, education and other fields and develop new forms, new models of rural tourism. The second is to combine with higher-level policies and planning goals and positioning, based on new policies and new directions, strengthen the application of rural tourism research and survey results, grasp the opportunities released by the development measures in the previous stage, and continue to optimize the development of rural tourism environment

Fifth, we should attach great importance to infrastructure construction. We should accelerate the improvement of the way and environment of production and living in rural areas. First, improve the level of rural infrastructure construction, including: rural roads, regional distribution centers, radio, television and Internet coverage, tap water and natural gas coverage; the second is to promote the change of traditional agricultural production mode, guide urban industrial transfer to rural areas, promote the integration of rural tourism and rural characteristic industries, improve the supply level of rural tourism, change the production and life mode of rural areas, and promote the further optimization of rural tourism development environment.

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