



*“Gheorghe Asachi” Technical University of Iasi, Romania*



---

## **ANALYSIS OF COUPLING COORDINATION BETWEEN ECO-ENVIRONMENT AND CULTURE-ORIENTED TOURISM: AN ANALYSIS IN ANHUI, CHINA**

**Jun Zhang**

*College of Resources and Environment, Anqing Normal University, Anqing 246133, China  
E-mail: 150501@aqnu.edu.cn*

---

### **Abstract**

This study develops a comprehensive assessment indicator system designed to enhance the coordination and advancement of eco-environment and culture-oriented tourism, with a focus on high-quality development in Anhui Province, China. Using a comprehensive indicator assessment method, coordination coupling models, and obstacle extent analysis, this study dynamically evaluates the development, coordination, and obstacles facing the preservation of culture-oriented tourism and the eco-environment in Anhui. The findings are threefold: (1) Culture-oriented tourism in Anhui has experienced a slowdown due to the impact of the COVID-19 pandemic, whereas the eco-environment has maintained a stable and positive development trend. (2) The integration of the eco-environment and culture-oriented tourism in Anhui has shown a fluctuating yet generally improving trend, reaching a stage characterized by "effective coordination with moderate imbalance, leading to primary coordination." (3) The key challenges to the development of the culture-oriented tourism industry in Anhui include the limited industry scale and the insufficient supply of high-quality tourism resources, along with management, quality, and environmental pressures affecting the ecosystem.

*Key words:* coupling coordination, culture-oriented tourism, eco-environment, high-quality development

*Received: August, 2023; Revised final: May, 2024; Accepted: May, 2024; Published in final edited form: May, 2024*

---