

# Research on Entrepreneurship in Sustainable Development of Seasonal Tourism Destinations

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**Abstract:** In order to better develop the tourism industry and promote the healthy development of related enterprises, the seasonal tourism characteristics of Swedish tourism industry are investigated and studied. This paper focuses on analyzing the problems such as excessive travel volume and verification of resource waste encountered in the process of sustainable development of seasonal tourism destination enterprises, and puts forward relevant solutions. To promote the long-term development of the tourism industry by establishing the enterprise's entrepreneurial spirit of sustainable development and stimulating entrepreneurial motivation. At the same time, the paper designs a management model of enterprise's sustainable development relevance degree, standardizes the CSR indicators of enterprise's sustainable development by counting the important quantitative relations in the input-output tables of related industries, and puts forward the enterprise's sustainable development entrepreneurship strategy based on O2O in combination with CSR indicators, so as to effectively improve the enterprise's social responsibility and development awareness and ensure the healthy development of related enterprises.

**Keywords:** Entrepreneurship; Entrepreneurship; Sustainable development; Seasonal tourist destinations

## 1. Introduction

With the rapid development of globalization, the international tourism market is gradually warming up, which has a great impact on the entrepreneurial development of the marketing tourism industry. With the rapid development of economy, the number of tourists around the world has increased greatly, and the demand for advanced tourism industry and the seasonal difference of tourism market have gradually attracted attention. In order to solve the above problems, this paper puts forward the research on sustainable development and entrepreneurship for seasonal tourism destinations. Due to the problems of large resource consumption and high investment and maintenance costs in the development of traditional tourism enterprises, it is not conducive to the development of the industry, resulting in the decline of enterprise benefits, resulting in an increasingly strong challenge to the tourism market under the background of seasonal characteristics. Under such circumstances, the traditional tourism marketing theories and methods have obviously failed to meet the needs of the development of the tourism market environment[1]. Therefore, this paper studies the characteristics of seasonal tourism in combination with the idea of modern sustainable development. Taking Sweden as an example, it analyzes in depth the main characteristics of seasonal tourism and a series of problems brought about by the requirements for the sus-

tainable development of local tourism enterprises, and puts forward relevant countermeasures based on the analysis results[2]. By strengthening the entrepreneurial spirit and motivation of enterprises, optimizing entrepreneurial technology, raising awareness of corporate social responsibility, and optimizing the sustainable development strategy of entrepreneurial enterprises, the goal of researching the sustainable development of seasonal tourism destinations is finally achieved. This paper focuses on the problems such as overheated development of local summer tourism industry and excessive depletion of tourism resources in autumn and winter, and actively introduces mature sustainable development entrepreneurship theory, constructs tourism marketing theory system, and integrates marketing theory to guide tourism practice, which has made great progress. To solve a series of problems such as insufficient concept of resource integration in the current tourism industry, compete for the market for the start-up and development of tourism enterprises in Sweden and other places, and improve the efficiency of enterprises.

## 2. Characteristics of Seasonal Tourist Destinations

Seasonality, as one of the important characteristics of Swedish tourism market, greatly affects the development of local tourism industry and other related industries. Through a large number of investigations and studies, the

seasonal characteristics of Swedish tourism industry are very obvious. Sweden's tourist season is mainly in summer. In order to attract tourists in large quantities, relevant industries will reserve a large amount of resources and consume a large amount of manpower, material resources and financial resources in summer. However, once it comes to other mid-season and off-season periods, the number of local tourists will drop dramatically, resulting in the surplus resources of relevant enterprises and the low utilization rate, which will lead to the problems of resource waste and enterprise losses. The seasonal characteristics of tourism not only cause a short-term imbalance in the number of tourists and affect the income of enterprises, but also bring about double fluctuations in the demand and supply of tourism[3]. To solve the above problems, this paper proposes to combine the theory of sustainable development with in-depth investigation and analysis, and do a good job of adjusting and planning the resources reserves of tourism development enterprises and service departments according to the light season of local tourism. With the rapid development of tourism, Swedish local tourism products have gradually become mature and have gradually formed a nuclear tourism system. In view of tourism and related industries, we have initially established our own enterprises. In terms of tourism and cultural tourism products, landscape scenery, cultural relics and historical sites, customs and customs have obvious characteristics, rich contents and gradually

formed a scale, which has a certain competitive advantage in the domestic and foreign tourism markets[4]. In recent years, Sweden's tourism market has experienced a development path of giving priority to international tourism and paying equal attention to international tourism and domestic tourism. At present, the international tourist market has entered a stage of steady development, while the domestic tourist market has entered a stage of rapid growth, with the number of international and domestic tourists, international foreign exchange earnings and domestic tourism earnings increasing year by year. In the international tourism market, the scenic spot actively participates in international economic and trade activities and promotes overseas tourism. It has already gained a certain popularity abroad and basically formed a certain scale of overseas tourist market[5]. As the intrinsic attribute of Swedish tourism resources, seasonal characteristics make the local tourism attractions colorful on the one hand, and on the other hand they are a difficult problem that puzzles the development of Swedish tourism. Therefore, the issue of off-season tourism and seasonal balance of tourism has become an important research topic at present[6]. In order to better study and solve the characteristics of seasonal tourism destinations, the seasonal characteristics of Swedish tourism industry in 2016 - 2017 were investigated and recorded. The data in Table 1 are obtained.

**Table 1. Survey on seasonal characteristics of swedish tourism industry in 2016 - 2017**

Country	Time	2016-2017			
		1-3	3-6	6-9	9-12
Total		371499	286258	497675	296357
China		103154	102421	101541	103454
Japan		8012	3142	6341	3232
South Korea		7674	1515	6124	2102
Britain		154511	24521	164101	90564
France		26544	51211	64135	32210
Germany		25451	54211	84214	31315
U.S.A		15541	12021	21451	10123
Canada		11511	10212	10121	9455
Australia		11558	10121	14232	8121
Denmark		3206	3031	6412	2311
India		2021	2021	6421	2412
Sweden		1101	1021	1121	810
Other		1215	810	1341	248

According to the above statistics, it is not difficult to find that residents in China, Britain, France and other places have formed a good desire to travel to Sweden's tourism industry, with a relatively high rate of travel, and their main travel time is focused on national holidays, summer holidays, leisure vacations, and health care. These tourist markets are an important driving force for Sweden's tourism development. In addition, Swedish urban residents are also the main components of domestic tourism during holidays. The main tourist time was concentrated in June

- September, and the tourist resources in March - June and September - December showed an obvious downward trend, thus confirming the obvious seasonal tourist characteristics in the region[7].

**3. Problems in the Sustainable Development of Enterprises in Seasonal Tourism Destinations**

According to the characteristics of seasonal tourism, this paper analyzes the development of local entrepreneurial

enterprises, and under the background of Swedish tourism market characteristics, analyzes the entrepreneurial strategy in the sustainable development of enterprises. The sustainable development of enterprises means that in the process of pursuing self-survival and sustainable development, enterprises should not only consider the realization of their business objectives and the improvement of their market position, but also maintain sustained profit growth and ability improvement in the leading competitive field and future expanding business environment, so as to ensure their prosperity for a long time. In the process of starting a business and developing, the core issue of an enterprise is to be effective, which requires not only institutional guarantee, but also constant innovation. Only a continuously innovative enterprise can guarantee the sustainability of its benefits, that is, the sustainable development of the enterprise[8].

Tourism industry plays an important role in promoting Sweden's GDP growth, which also brings great foundation and challenge to the enterprise's start-up and development. In the process of enterprise development, it is necessary to grasp the local golden week of tourism, pay attention to the global financial situation in real time, and pay attention to the unique attributes of tourism, especially the seasonal impact of local tourism. At present, many tourism industries still have insufficient awareness of market concern, and it is difficult to effectively guarantee the healthy and orderly development of the tourism industry[9].

In addition, due to the hot tourism market, the related enterprises will have vicious competition and other phenomena, resulting in the chaos and disorder of the tourism market and serious waste of resources[10]. If enterprises cannot make reasonable and effective plans for the tourism market and related industries, the contradiction between tourism supply and demand will be intensified, leading to more hot tourist season and more depression in the off - season. In the process of development, there are some enterprises driven by interests. In order to make up for the loss in the off-season with the excess profits in the peak season, they arbitrarily open the door to accept tourists in the peak season, which eventually leads to overloading of capacity, poor quality of tourism services and overloading of scenic spots, seriously damaging the environment and ecological balance of scenic spots. Such a move to eliminate fishing is not conducive to the goal of sustainable development and is not conducive to the long-term development of tourism.

#### **4. Countermeasures for Sustainable development and Entrepreneurship of Enterprises in Seasonal Tourism Destinations**

##### **4.1. Enterprise's entrepreneurship and motive force for sustainable development**

If entrepreneurs want to start a successful business, they first need to combine new ideas, optimize industrial service awareness and improve their entrepreneurial spirit. In the face of fierce market competition, if entrepreneurs want to gain an advantage in it, they must carry out strategic organizational renewal and constantly put forward new ideas. In this way, entrepreneurship is actually a successful social practice. In the tourism industry, entrepreneurship is the embodiment of innovation achievements and innovation is the tool of entrepreneurship. Innovation is the activity of creating social wealth. In fact, innovation itself creates resources. Therefore, entrepreneurship is actually a value embodiment of continuous pursuit of self - innovation. In the process of entrepreneurship, it also promotes the formation of the concept of innovation consciousness. In short, innovation and entrepreneurship complement each other and complement each other. If we want to achieve entrepreneurship, we must carry out innovation continuously, embody the value of innovation through successful entrepreneurship, further solidify the new ideas of innovation, make innovation consciousness market - oriented, practical and more service - oriented, and achieve innovation in entrepreneurship. The two are integrated and absorbed, promote each other, drag the growth of entrepreneurs and develop innovation and entrepreneurship consciousness.

Enterprise's motivation to start a business is to acquire new factor endowments, which is also an important decisive factor in the transformation and development of resource-exhausted tourist attractions. Without or without such factors, the industry of resource-based tourism will lock itself in, but the factors are often nurtured in the process of industrial development, thus forming a dead circle: Because of the lack of entrepreneurial motivation, new industries cannot be created and industrial transformation cannot be realized. And there is no new industry, so can't cultivate entrepreneurial motivation. This dead cycle still needs external force to break. Since the government is the biggest bearer of responsibility for economic development and environmental protection, it still needs the government to act as an external force, with the aid of the government aid mechanism, start with cultivating entrepreneurial motivation of enterprises, make full use of the market mechanism based on all possible local resources, and cultivate entrepreneurial motivation mainly with endogenous mechanisms. The market's active exploration of emerging industries is determined by social entrepreneurship. Strengthening entrepreneurial motivation of enterprises is a process of exploring the future industries. When the market is in a balanced state, all existing industries will face the pressure of complete competition. Therefore, if they are built into a known industry by external forces, they will increase the com-

petitive strength of the market and will not benefit from too much competition and destroy the market order.

Under the background of seasonal tourism, continuing to develop new industries around resources will face a lack of resources to support sustainable development. Therefore, the promotion of transformation must rely on the mechanism with the ability to explore, and the market mechanism can guarantee full exploration, because the market's decentralized decision-making and trial-and-error ability are incomparable to other mechanisms. Entrepreneurship is a pure market activity, often a new exploration, and essentially a decentralized decision-making. Entrepreneurship is an incremental improvement that will not destroy the original industrial stock, avoid excessive social unrest, ensure social stability and provide a stable social environment for entrepreneurship. What is more important is that entrepreneurship as an incremental exploration, whether successful or not, will not cause losses to the original economy, but can become a subsequent industry after success.

The incremental improvement of entrepreneurial motivation is also the requirement of economic transformation. If the transformation is carried out by destroying the stock, the impact on society will be too great, but if the transformation is carried out by cultivating increment, structural adjustment or growth adjustment can be achieved without reducing the stock of industries. Although the stock will still decay in the end, it is slow. Therefore, the society can produce adaptive stock, while the success of incremental transformation can bring expectation to the decayed stock and guide the stock to change to incremental. This kind of adjustment, while shrinking and cultivating, is the transformation with the lowest difficulty and also the ideal state for the transformation of resource-based cities. The key to promoting the transformation of local seasonal tourism resources by promoting entrepreneurial motivation lies in fostering the entrepreneurial spirit of the whole society.

Entrepreneurial behavior is both a market behavior and a social behavior. Full market freedom and widespread entrepreneurial spirit are important sources of individual entrepreneurial spirit. This will lead to a paradox. If an individual does not have entrepreneurial spirit, then society will not have entrepreneurial spirit. If society does not have entrepreneurial spirit, it will be difficult to cultivate an individual with entrepreneurial spirit, thus forming a self-cycle. Entrepreneurial spirit should have been formed internally, because the person with entrepreneurial spirit will become a model for many people to learn if he achieves achievements and sets a benchmark, and his qualities will be learned by others so that entrepreneurial spirit can be spread. Therefore, the role of the government needs to be cleaned up and redefined. With the goal of diversified industrial development planning, with pro-

ductive services and entrepreneurial spirit, the industrial system with resources as the main industry will be cultivated, and a diversified industrial system will be formed after sufficient technical management capabilities have been obtained. Increasing investment in exogenous new factor cultivation and looking for new factor cultivation units not only allow factors to enter the market independently and start their own businesses from scratch, but also promote the economic transformation of regional tourism industry in an organized way.

#### **4.2. The management model of enterprise sustainable development correlation degree**

In order to better study the sustainable development and entrepreneurship of tourism industry and analyze the related industries, it is not enough to study the relationship or dependency among industries based on certain production technologies only by quantitative method, because the relationship between industries in different regions can be explained by the industrial development situation in the region. However, in regions with different economic development conditions, there are great differences in industrial relations. This difference reflects the quality of the economic system structure of a region, which is also the standard for us to judge whether a local tourism economy is developed or not. The degree of industrial correlation is a concept that reflects the internal quality of a regional industrial system and refers to the degree of interdependence of various economic indicators.

In general, the degree of industrial correlation can be quantitatively studied by using direct consumption coefficient and grey correlation model. The direct consumption coefficient refers to the quantity of products and services directly consumed by a department's production unit's total output, also known as the input coefficient, which reflects the direct technical and economic relationship and direct dependence between the department and other departments. The analysis of tourism industry's correlation degree starts with the establishment of an input-output table of tourism-related products, and then calculates the "direct consumption coefficient" according to the input-output table. The input-output table shows the output across the board, which shows how the total output of each department is distributed among the departments as the input of each department. The column indicates the input of each item, and indicates how many products of each department are needed to produce a certain amount of total output as its input. An important feature of the input-output table is that input is always equal to output.

Table 2. Statistics of important quantitative relationships in input - output tables of related industries

Input	Output	Sustainable Development Tourism Entrepreneurship Related Industry Output									
		Government	Tourism	Agriculture and animal husbandry	Heavy industry	light industry	Construction industry	Aviation industry	Catering industry	Hotel industry	Other
Sustainable Development Tourism Entrepreneurship Related Industry Investment	Tourism	a1	a2	a3	a4	a5	a6	a7	a8	a9	a0
	Agriculture and animal husbandry	a11	a12	a13	a14	a15	a16	a17	a18	a19	a20
	Heavy industry	a21	a22	a23	a24	a25	a26	a27	a28	a29	a30
	light industry	a31	a32	a33	a34	a35	a36	a37	a38	a39	a40
	Construction industry	a41	a42	a43	a44	a45	a46	a47	a48	a49	a50
	Aviation industry	a51	a52	a53	a54	a55	a56	a57	a58	a59	a60
	Catering industry	a61	a62	a63	a64	a65	a66	a67	a68	a69	a70
	Hotel industry	a71	a72	a73	a74	a75	a76	a77	a78	a79	a80
	Other	a91	a92	a93	a94	a95	a96	a97	a98	a99	a100

According to the above table, the complicated quantitative relationship between related industries in the local tourism market can be clearly reflected through the input-output table. The degree of association of tourism-related industries can be expressed by the direct consumption coefficient, which can also be calculated as follows:

$$a_{mn} = a_m / a_n \tag{1}$$

It indicates that the total input required for the tourism industry is  $a_{mn} / a_n$  units of product output. The comprehensiveness of the tourism industry determines the multi-factor and complexity of the tourism industry system. As the roles of many factors are very complex, it is difficult to distinguish which factors are closely related and which are not, we call the relationship between these factors gray. The analysis method of grey correlation degree is a method to measure the correlation degree among factors according to the similarity or dissimilarity of the development trend among factors, and its calculation method can be divided into three steps: original data transformation; Calculate the number of relationships; Find the degree of correlation. Let's say that the two dimensionless sequences are  $a_0$  and  $a_1$ . If the values of

$n$  at the same time of the two sequences are respectively counted as  $\{a_{0(m)}\}, \{a_{1(m)}\}$ .

$$a_{0(n)} = \{a_{0(1)}, a_{0(2)}, \dots, a_{0(n)}\} (n = 1, 2, 3 \dots k) \tag{2}$$

$$a_{1(n)} = \{a_{1(1)}, a_{1(2)}, \dots, a_{1(n)}\} (n = 1, 2, 3 \dots k) \tag{3}$$

Then, the absolute value of  $\{a_{0(m)}\}$  and  $\{a_{1(m)}\}$  is  $\Delta_i$

$$\Delta_i = |a_{0(n)} - a_{1(n)}|^m \tag{4}$$

The minimum difference at each moment is called  $\Delta_{\min}$ , and the maximum difference is  $\Delta_{\max}$  then:

$$\Delta_{\min} = \Delta_i |a_{n(n)} - a_{m(m)}|^m = \min \left\{ |a_{0(1)} - a_{1(1)}|^m, |a_{0(2)} - a_{1(2)}|^m, \dots, |a_{0(n)} - a_{1(n)}|^m \right\} \tag{5}$$

$$\Delta_{\max} = \Delta_i |a_{n(n)} - a_{m(n)}|^m = \max \left\{ |a_{1(1)} - a_{0(1)}|^m, |a_{1(2)} - a_{0(2)}|^m, \dots, |a_{1(n)} - a_{0(n)}|^m \right\} \tag{6}$$

Then the association formula algorithm is:

$$e = \frac{\Delta_{\min} + \rho \Delta_{\max}}{\Delta_{n(m)} + \rho \Delta_{\min}} \tag{7}$$

$\Delta_n(m)$  - is the absolute difference between the two comparison sequences at time  $n$ ;  $\rho$  - resolution coefficient,



which is used to eliminate the influence of too large  $\Delta$  max value to distort the calculated E value;  $\rho = 0 \sim 1$ , usually  $0.1 \sim 0.5$ . The degree of correlation is the average number of correlation coefficients at each time, expressed by t, then:

$$T = \frac{1}{k} \sum_{i=1}^n e^m \quad (8)$$

Where k is the number of sequences and  $r_i$  is the correlation coefficient at each time between sequences. Consi-

dering that the latest local input-output table does not list tourism as a separate industry and tourism satellite account has not yet been established and the tourism consumption has not been separated out by the statistics department, the author will use grey system correlation and multiple linear regression equation to measure and analyze the correlation between tourism internal components and tourism-related industries.

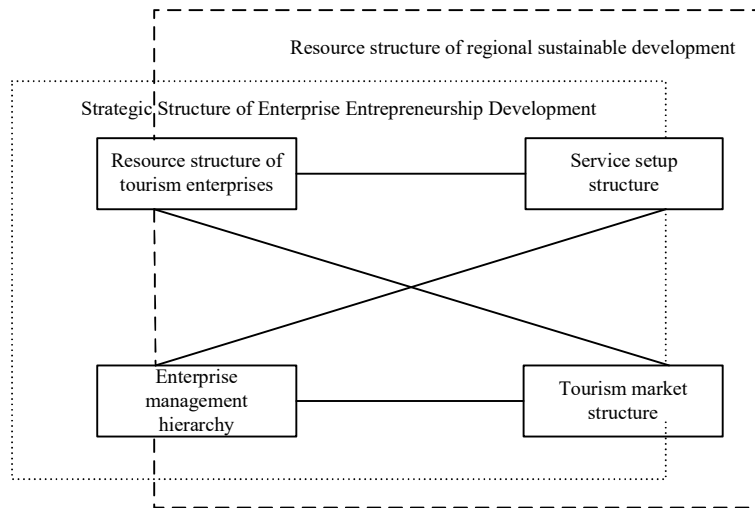


Figure 1. Correlation calculation of tourism internal components

As shown in the figure, through the above steps, the design of the enterprise sustainable development relevance management model is completed, the research goal of industrial sustainable development is optimized, and the market competitiveness of entrepreneurial enterprises is effectively improved under the background of seasonal tourism characteristics.

**4.3. CSR construction for enterprise sustainable development**

In order to ensure the healthy development of enterprises, it is necessary to construct corporate social responsibility. Therefore, a CSR pyramid model for sustainable development of enterprises is established for understanding. The model follows the corporate social responsibility from low to high, regardless of the order. Enterprises have four kinds of social responsibilities as shown in fig. 2 in the process of operation, although their meanings are different, the social obligations that enterprises should fulfill in the process of development. colleagues who strive to make profits must ensure that they abide by the law, attach importance to ethics, do good deeds, improve their own social image and sense of social responsibility, and build enterprises that are responsible to society. therefore, they need to combine the social responsibility triangle model to divide corporate social responsibilities

into three parts and set the lowest level as the responsibility level of enterprise laws and regulations, that is, the behavior at this level is the responsibility category that requires enterprises to enforce according to national laws and regulations and belongs to the obedience of enterprises. The middle tier is the standard level, in which corporate social responsibility is the social responsibility that acts according to the customs and habits of the tourist destination or the social and industrial standards. The highest level is the strategic zone and the moral zone. The behavior of the strategic zone is the action taken by managers based on strategic considerations, while the behavior in the moral zone is the behavior implemented by enterprises based on their own value judgments. As shown in the following figure.

As the definition of corporate social responsibility is not unified and corporate social responsibility itself is also in constant development, there is no unified index system for corporate social responsibility in the process of sustainable development and entrepreneurship of tourism industry. In order to ensure the stability of entrepreneurship development, this paper proposes to conduct an in-depth study on the index system of corporate social responsibility and divide it into three situations. First, academic research indicators in theoretical circles, such as comparative analysis of the implementation of various

countries after establishing a relatively complete index system. Second, guiding framework indicators of government agencies. Third, testing indicators of various independent agencies such as rating agencies and certification agencies. As Sweden and other countries attach more importance to corporate social responsibility, there are relatively many rating agencies in social responsibility, which can be replaced to ensure the healthy development of enterprises. In addition, the focus of corporate social responsibility lies in its implementation, so the index system of rating agencies is of great reference value. Therefore, the key indicators of corporate social responsibility are summarized and the index detection information is integrated as follows.

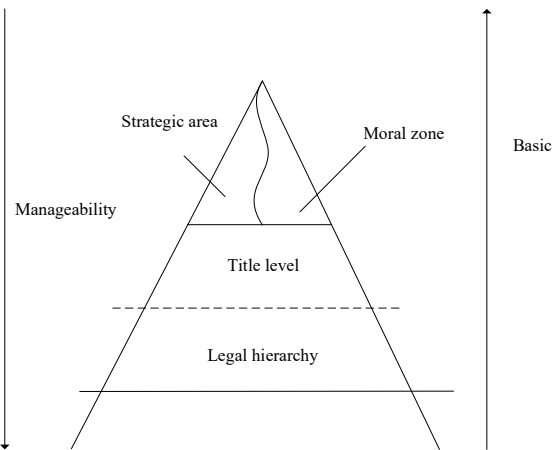


Figure 2. Pyramid model of CSR for sustainable development of enterprises

Table 3. CRS indicators of entrepreneurs in sustainable development

Indicators	Content
Internal Performance	Work non-discrimination policy
	Statement of equal opportunities
	Good time
	Maximum overtime hours
	Employee development
	Education and vocational training outside work
	Free negotiation
External Performance	The right to collective bargaining protects human rights in the operation of the company
	Supplier's labor policy
	Supplier's policy of restricting the use of child labor
	Protection of human rights within the company's sphere of influence
	Check the health of the supplier
	Safety and environmental protection measures
	Protection of local communities
	Policy of treatment
	Including procedures for resolving complaints
	Fair trading policy
Policies to protect local people and their rights	
Announcements	Business ethics
	Social responsibility
	Announcement on sustainable development
Duties and Powers	Policies and procedures for two-way communication
	Direct support to third-party societies and sustainable development initiators
	Educational programs to improve corporate responsibility
	External activities to enhance social and sustainable development

As an important part of economic growth, the essence of the healthy development of tourism is the optimization of the industrial structure. Through this optimization process, the tourism industry will continue to enhance its functions, improve its efficiency and further promote economic growth. Therefore, the industrial structure is the core factor leading whether tourism can develop continuously in the long term. This paper makes an empirical study on the data of Sweden's four core tourism industries, and further analyzes the impact path of tourism industry structure configuration on tourism development, thus deducing the impact mechanism of industry internal structure on tourism development. In addition, tourism is

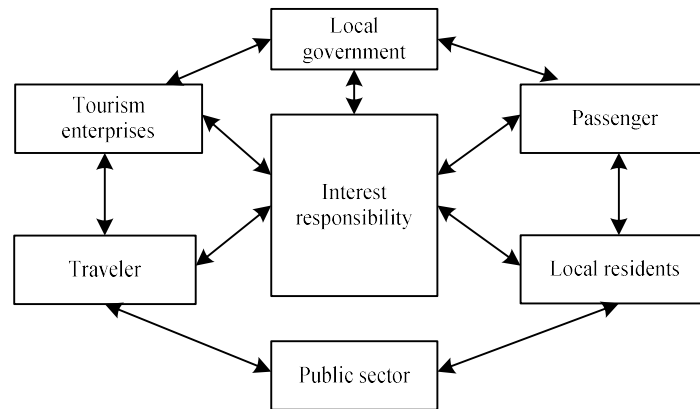
essentially a demand-oriented industry. In order to maintain the integrity of the tourism industry chain, enterprises in various tourism industries are constantly cooperating and competing with each other. Therefore, the local government should encourage diversified tourism industry development environment and create positive conditions for tourism industry integration, which can not only expand the non-traditional content of tourism from both depth and breadth, but also fully promote the development of traditional tourism. Finally, clarifying the needs of tourism specialization in different regions of the tourism market can strengthen the communication and cooperation between tourism industries and further promote

the establishment of a benign interactive competition mechanism among tourism enterprises.

**4.4. Enterprise sustainable development entrepreneurship strategy based on O2O**

The sustainable development strategy of enterprises based on O2O is not only the mutual influence between tourism enterprises, but also closely related to the behavior of the government, tourism industry associations and local residents. Therefore, the integration of tourism en-

terprises with stakeholders is also an indispensable task for Swedish tourism integration marketing. According to the concept of tourism integrated marketing, all stakeholders in the tourism destination are influenced by each other. Tourism integrated marketing is not a simple addition of all stakeholders, but requires all stakeholders to produce real synergy through integration so as to maximize the marketing effect.



**Figure 3. Enterprise sustainable development entrepreneurship chain based on O2O**

Under the concept of sustainable development of tourism industry, O2O - based entrepreneurial marketing subjects have diversified characteristics, and each marketing subject has different interests, and some of them are in conflict with each other. Therefore, how to coordinate and balance the interests of various marketing subjects, form the effect of resultant force, and effectively implement marketing to tourists as a whole has become the main issue to be discussed in this paper. However, there are too many participants, mainly analyzing the marketing subjects of Swedish tourism integrated marketing: including Swedish local government, tourism enterprises, tourism industry associations and local residents. The key point of improving the internal integration of tourism enterprises with online to offline is to analyze the effective communication and coordination between tourism enterprises and the government, tourism industry associations and local residents, and establish good relations so as to jointly build a sound development mechanism for tourism. Based on the process of enterprise construction of regional tourism destination system, under the guidance of the above-mentioned enterprise CRS evaluation index system principle, the index system is established through literature review and expert selection, and the index system is optimized by further improving the membership analysis of the index system, so as to determine the index system of enterprise evaluation of regional tourism destination. the overall design idea of the tour-

ism enterprise evaluation system based on o2o is shown in the figure.

Sweden's regional tourism destination enterprise evaluation is an endogenous process of tourism destination enterprise construction system. The design of tourism enterprise evaluation system based on O2O will help promote the optimization and improvement of enterprise sustainable development and entrepreneurship strategy. The generation of tourism destination enterprise value is created by stakeholders, especially the government, tourism enterprises and community residents, in the process of tourism destination enterprise construction by using economic capital, social capital and cultural capital, and will win certain satisfaction economic and social benefits for stakeholders. The evaluation of tourism destination enterprises shows four dimensions: enterprise positioning ability, enterprise construction ability, enterprise communication ability and enterprise management and control ability. Combined with the above ideas, the enterprise's sustainable development and entrepreneurship strategy can be improved as shown in the figure.

The perfection of entrepreneurial strategy for sustainable development of entrepreneurial enterprises, combined with the seasonal characteristics of local tourism enterprises, is a powerful factor to stimulate tourists' motivation for tourism industry development. The positioning theme of the strategy aims to show tourists the unique benefits that tourism destinations can offer them. At present, the main orientation of tourism industry entre-



preneurship strategy is mainly based on the perspective of tourism suppliers, telling tourists what tourism destinations are, and most of the tourism destinations adopt this orientation idea at present. Therefore, from the perspective of tourists' experience, it is necessary to emphasize what kind of feelings tourists can get when they arrive at the tourism destinations. Therefore, tourism indus-

try resources should be developed and protected according to tourists' psychological feelings and the local actual situation and market development confidence of the tourism scenic spots to position entrepreneurship direction and strategy, so as to achieve the goal of sustainable development entrepreneurship research on seasonal tourism destinations.

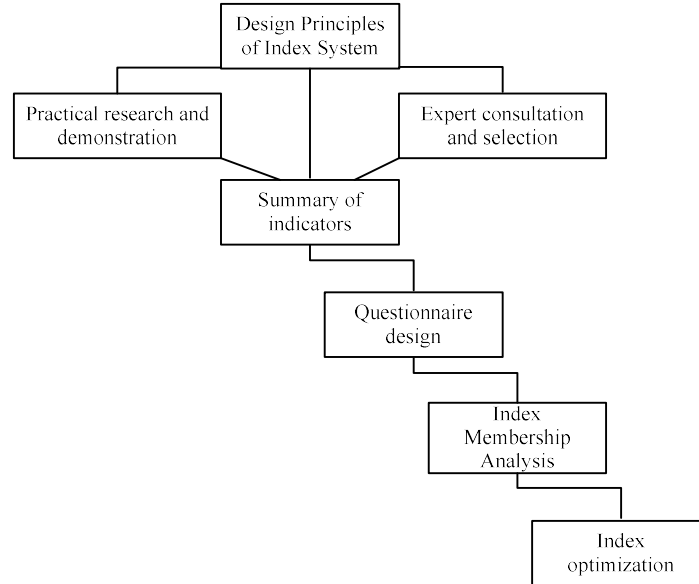


Figure 4. Evaluation system of tourism enterprises based on O2O

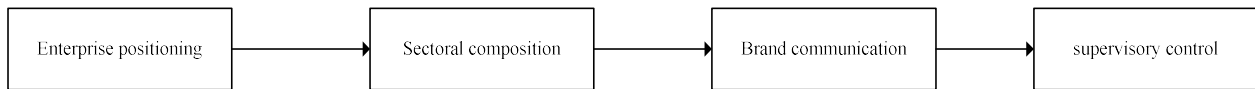


Figure 5. Enterprise sustainable development entrepreneurship strategy

### 5. Summary

In order to effectively solve the problems that seasonal tourism brings to related industries, this paper puts forward the entrepreneurship strategy of tourism-related industries under the guidance of sustainable development theory, and promotes the healthy development of enterprises under the background of seasonal tourism, reasonably protects and utilizes tourism resources, thus promoting the long-term development of tourism industry.

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