

The New Era is in the Context of the Development of Ecotourism Discussion of Patterns

Chunli Deng

China West Normal University, Nanchong 637002, China.

Abstract: At present, the eco-tourism model of sustainable development based on unique regional environments and customs and customs is booming. This model aims to achieve local environmental protection and economic development, and relies on the country's ecological development concept of vigorously promoting carbon peaking and carbon neutrality, and the specific eco-tourism development model is discussed. Through the analysis of the current development status of ecotourism, this paper puts forward several suggestions on the business model of ecotourism, hoping to provide theoretical reference for the construction of ecotourism.

Keywords: Tourism Ecology; Landscape Ecology; Sustainable Development

1. Introduction

With the rapid development of China's social economy and the continuous improvement of residents' living standards, people's tourism demand continues to increase, and China's tourism industry has become an important driving force supporting national economic growth. The government has placed the "construction of ecological civilization" in an important strategic position. The development of eco-tourism has become an important task in this construction background, and it is necessary to strengthen the standardized management mode of eco-tourism and promote the healthy and sustainable development of eco-tourism through innovative scenic spot management models.

2. Overview and research of related theories

2.1 The concept of ecotourism

Eco-tourism refers to the concept of sustainable development, the premise of protecting the ecological environment, the coordinating of the harmonious development of man and nature as the criterion, and relying on a good natural ecological environment and a unique humanistic ecosystem, taking an eco-friendly approach to carry out ecological experience, ecological education, ecological cognition and obtaining psychological and physical pleasure. ^[1]The four major concepts of ecotourism are: "innovation, coordination, green and sharing".

2.2 The concept of ecotourism promotion

Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, eco-tourism promotion requires firmly establishing a new development concept, focusing on the integrated development of rural first, second, and third industries, effectively connecting with poverty alleviation, fully tapping the multiple functions and values of rural areas, and promoting the formation of a development pattern of urban-rural integration development, so as to lay a solid foundation for the promotion of eco-tourism. It is required to follow the four basic principles of adapting to local conditions, government assistance, common development, and innovative green to explore eco-tourism resources. ^{[2][3]}

2.3 Ecotourism Promotion Strategies

(1) Strengthen education and publicity, guide people to change their ideological concepts, combine the concept of tourism economic development with ecological environmental protection, and create a sustainable development of ecological tourism model.

(2) Vigorously cultivate new professional teams, strengthen the construction of ecological professional talents, encourage social talents to devote themselves to rural construction, and inject vitality into the development of rural eco-tourism.

(3) Increase investment in capital, technology and other elements, actively seek cooperation with local governments, consolidate and expand the achievements of industrial poverty alleviation, and support the development of characteristic resources in poor areas.

(4) Develop multi-type integration formats. Cross-border allocation of agricultural and modern industrial elements, optimize the development model, extend the industrial chain, promote the deep cross-integration of industries, and form a "agriculture +" multi-format development trend.^[4]

Fully tap the resource endowments and natural scenery advantages of rural areas, take the eco-tourism leisure economy as the development idea, lay the economic foundation for the realization of the rural revitalization strategy, and provide a more environmentally friendly environment for eco-tourism.^{[5][6]}

3. Status quo of ecotourism

3.1 Traditional ecotourism and modern ecotourism

The term "ecotourism" was first coined by the International Union for Conservation of Nature (IUCN) in 1983, and in 1993 the International Ecotourism Association defined it as a tourism activity with the dual responsibility of protecting the natural environment and maintaining the lives of local people. Ecotourism emphasizes the protection of natural landscapes and is sustainable tourism.

Traditional ecotourism: For traditional tourism, developers focus on maximizing profits, while tourists pursue a focus on pleasure and expanding their horizons, and the link between tourists and tourist spots is mainly price. Traditional tourism, which benefits at the expense of the environment, is difficult to sustainably develop.^[7]

Modern ecotourism: In ecotourism, tourists' tourism activities to enjoy natural and cultural landscapes should be carried out without destroying the natural ecology and social culture of the tourist destination, and the tourism activities should be carried out into activities that are socially and economically beneficial to the tourist destination.

Therefore, it is of great practical significance to explore the current situation of modern ecotourism and find scientific and reasonable solutions.

3.2 Advantages of contemporary ecotourism:

China's eco-tourism started in the 1990s, although it started late, but the rapid development, economic development is steady and progressive, ecological environmental protection is also increasingly valued, and relying on the continuous construction of forests and geological parks and scenic spots, so that it has been actively promoted throughout the country.

The advantages of contemporary ecotourism are mainly reflected in : (1) is conducive to expanding the scope of agricultural production and operation, ecotourism agriculture is the integration of agriculture and tourism, providing tourists with a series of services such as ornamentation, entertainment, recuperation, vacation, etc., and can obtain high economic income, so as to achieve high added value of agricultural production;

(2) It is conducive to the optimization and adjustment of the industrial structure, adhere to the original natural environment of local agriculture and the agricultural production environment, adjust the layout of the agricultural production structure and industrial structure, improve the utilization rate of resources, and bring more wealth to the society.

(3) It is conducive to promoting economic and technological cooperation and exchanges, introducing funds, technology and talents, cultivating and opening up markets, improving the popularity of local products, increasing sales channels, driving

the development of agriculture and rural economy, and gradually narrowing the gap between urban and rural areas.

(4) The development of ecotourism agriculture has high social and ecological benefits. In terms of poverty alleviation and dissemination of agricultural science and technology knowledge, it pays attention to high-tech inputs and biological control, so that local agriculture can avoid the ecological damage caused by excessive fertilization and pesticides in agriculture.

3.3 Disadvantages of contemporary ecotourism

(1) Lack of government macro planning, the spatial distribution of tourism resources is wide. Due to the lack of macro planning, cross-regional and cross-departmental management has become a bottleneck restricting the development of eco-tourism.

(2) Lack of awareness of ecological environmental protection. Tour operators are driven by interests and overexploit resources regardless of the ecological environment, causing irreversible damage to the local ecological environment.

4. Research on innovation in ecotourism operation and management

4.1 Improve the construction of the operation and management system of eco-tourism

(1) Innovative cooperation participation mechanism. Improve the mechanism for farmers' participation, encourage farmers to invest in rural cultural tourism projects with land, technology, craftsmanship, capital, etc.; build a mechanism for joint construction and sharing of development, and enhance the intensity of cultural and tourism integration. Optimize the docking mechanism of external enterprises, encourage social enterprises to cooperate with rural cooperatives, family farms, and farmers, and enhance the added value of agricultural products.

(2) Optimize the mechanism for the introduction of funds. Management departments should optimize support policies, increase financial subsidies and loan subsidies for rural construction projects led by social capital; set up rural development funds to encourage social figures and entrepreneurs to actively donate.

(3) Clarify the revenue-sharing mechanism to standardize the form of cooperation, implement the contract signing system, and protect the interests of farmers.

4.2 Strengthen the marketing management of ecotourism

Marketing is an important way to promote the integration of ecological cultural tourism, choose the appropriate marketing combination path, and build a rural cultural tourism integration brand.

(1) Transform the way ecotourism is marketed. The first is to break through geographical limitations, combine self-media, short videos and other ways, make full use of third-party platforms, e-commerce sales platforms, etc. to create a momentum for eco-tourism products, and create rural explosions; the second is to cultivate a fixed fan base and save marketing costs through long-term projects; the third is to enhance popularity with the help of conference research reception, variety show recording, etc.

(2) Attach importance to IPmarketing of ecological cultural tourism. By holding creative design competitions, we collect eco-tourism theme IP and featured product IP from the society, and disseminate visual IP symbols through new media.^[8]

(3) Create an ecological cultural tourism marketing platform. Integrate the eco-tourism information of various provinces and cities, and establish a comprehensive publicity platform integrating information release, accommodation reservation, project reservation and other functions in the province and city as a unit to improve the current situation of ecological information fragmentation.

4.3 Dig deep into the cultural resources of eco-tourism and increase the thickness of the integration of ecological culture and tourism

Culture is the soul of the integration of ecological culture and tourism, so it is necessary to do a good job in the excavation and development of culture on the basis of protecting traditional culture.

(1) Fully excavate the elements of ecological traditional culture. The terrain and landforms, stories and legends, and cultural memories with local characteristics are used as the objects of excavation, and the cultural components are connected to form a distinctive eco-tourism cultural system.

(2) Attach importance to the inheritance of excellent ecological culture. The first is to enhance the interpretation of the practical significance of traditional culture, and the second is to improve the exposure of rural traditional culture, attract interested parties to learn, and cultivate excellent ecological culture inheritors.^[9]

(3) Improve the degree of tourism development of ecological culture. Enhance the visibility of rural culture through rural cultural and creative products, folk performances, rural literary experiences and other forms.

5. Conclusions

With the continuous improvement of the current level of economic development, Chinese residents are paying more and more attention to spiritual and cultural life, which has made the tourism industry develop rapidly in recent years, especially eco-tourism has attracted a large number of tourists by relying on its superior geographical location and unique fresh environment. Eco-tourism is a new model to achieve the organic integration of rural culture and tourism industry, to create an eco-tourism development model that integrates tourism and health care and leisure, is an irresistible development trend in the future, in order to promote its sustainable development, it is still necessary to continuously explore new industrial development models.^[10]

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