

The Ecological Environment Optimization Mechanism of Rural Tourism Community Based on “Two Mountains Theory”

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Abstract. The good humanities and natural ecological environment of rural communities are not only the basis for human survival and development, but also the favourable factor for promoting rural tourism development. However, with the continuous growth of rural tourism, the ecological, natural environment and production life of rural communities have been negatively affected by the over-development, urbanization, homogenization, desertification and non-ecological behavior of a large number of tourists. Therefore, under the guidance of the “Two Mountains Theory”, this paper, focusing on the natural environment, humanistic environment, economic environment and ecological behavior requirements of ecotourism, analyses the ecological environment impact of rural tourism communities, and puts forward the mechanism of optimizing the ecological environment of rural tourism communities, so as to propose epistemological and methodological basis for the protection of ecological environment of rural tourism communities and sustainable development of tourism industry.

Raising of Issues

Good ecological environment is the basis for human survival and development, and is also an important attraction for tourism development. As an important part of tourism industry, rural tourism is the result of rapid urbanization and the attraction of good rural culture and natural environment on the outskirts of the city. Therefore, the core of rural tourism is the phenomenon of tourism activities with local civilization and good ecology as the core attraction. With the continuous growth of rural tourism passenger flow, the vast rural communities outside the city rely on their superior geographical location, ecological environment, folk culture and other resource advantages to vigorously develop tourism. Tourism has brought a gratifying situation of economic income, industrial development and improvement of people’s livelihood to rural communities. However, with the continuous growth of rural tourism development, the ecological environment of rural communities is facing severe challenges. Over-development, urbanization, homogenization, desertification of community tourism destinations, and community ecological impacts caused by tourists’ consumption behaviors have brought negative impacts on the ecology, natural environment, production and life of rural communities.

Based on this, referring to the connotation and value orientation of the “two mountains theory”, on the basis of objective analysis of ecological environment problems in rural tourism communities, focusing on the requirements of natural environment, human environment, economic environment and ecological construction of ecological tourism, aiming at the optimization of community ecological environment in rural tourism destinations, the index system of optimization of community ecological environment in rural tourism destinations is systematically constructed, and the evaluation method of community ecological environment in rural tourism destinations is proposed, which provides epistemology and methodology reference for realizing the protection of community ecological environment in rural tourism destinations and the sustainable development of tourism industry.

The Connotation and Ecological Value Orientation of the “Two Mountains Theory”

The Connotation Characteristics of “Two Mountains Theory”

As is known to all, the "two-mountain theory" is a scientific assertion made by Xi Jinping, secretary of the Zhejiang Provincial Party Committee, in 2005 when he visited the village of Yucun, Anji County, Zhejiang Province. Literally, "two mountains" refers to two mountains, one is the "mountain" of nature, summed up as "lucid waters and lush mountains", and one is the "mountain" for economic development, which can be compared to "gold and silver mountains". Therefore, "lucid waters and lush mountains are invaluable assets" constitutes the basic connotation of "two mountains theory."

"Two Mountains Theory" is a dialectical abandonment of the concept of ecological environmental protection and the concept of economic development. It is necessary to abandon the "development concept of drinking and quenching thirst" and pursue the "ecological development concept of poetic habitation"^[1]. It can be seen that the connotation essence of the "two mountains theory" reflects three levels. First, in the process of economic development, priority should be given to protecting the ecological environment. We must not sacrifice the ecological environment for temporary economic development. It reflects the concept of sustainable development and innovates the concept of green new development, further enriches the connotation of the scientific concept of development, and provides an important theoretical basis and practical guide for the concept of ecological civilization. Second, in the choice of protecting the ecological environment and economic development, it is better to have an ecological environment and not to develop economically. Third, the ecological environment itself is the capital of economic development. As long as the ecological priority is adhered to, the ecological environment will become an ecological economy, and the ecological environment will bring greater economic benefits. The "two mountains theory" has become the cornerstone of the thinking of "the rise or fall of a civilization is closely tied to its relationship with nature"^[2], and it has also become China's governance of the country, strengthening the construction of ecological civilization, promoting the construction of the "the Belt and Road", and building together. The theoretical basis of the community of human destiny.

“Two Mountains Theory” Ecological Value Orientation

Ecological Environment is an Important Capital for Poverty Alleviation through Tourism.

In poor and economically underdeveloped rural areas, there are good natural and human ecological resources and natural advantages in developing tourism. Vigorously developing tourism can increase residents' income through labor input, tourism services and direct employment, improve residents' lives, and realize the functions of helping the poor and enriching the people through tourism^[3]. Therefore, tourism poverty alleviation must be based on a good ecological environment, through the promotion of scenic spots, beautiful rural construction, ancient villages, ethnic villages, and the integration of characteristic industries, and implement multichannel poverty alleviation of tourism.

Ecological Benefits are the Basis for Promoting Sustainable Tourism Development.

Sustainable development and environmental issues is the core of ecotourism development. It emphasizes the comprehensive effect evaluation of tourism development as the starting point, seeks the long-term value of tourism development as the goal, and must pay attention to the ecological benefits of tourism. Therefore, from the initial stage of tourism development, economic benefits should be organically combined with environmental protection, and the sustainable development of ecotourism should be emphasized so as to realize the sustainable utilization of resources.

Ecological Supply is the Upgrade of Tourism Supply Optimization. Structural imbalance and insufficient effective supply of tourism products have been the main problems restricting the development of China's tourism industry. With the improvement of people's consumption level and the diversification of consumption patterns, ecotourism centered on natural landscape, local

culture has become the main content of tourism market demand. However, many traditional rural tourism destinations with a long history of development have lost their ecological elements, the foundation of ecotourism industry is weak, they lack stickiness to tourists, and even rely too much on project ticket income, resulting in less experiential activities for tourists, and gradually falling into the predicament of shrinking tourists, aging products, unfavorable competition, etc. Therefore, adhering to ecological civilization simultaneously and driving the optimization and upgrading of tourism industry through innovation in system, technology and management are both important fields of supply-side reform and important practical fields of innovative development concepts^[4].

The Development of Rural Tourism Community Ecological Environment Impact

The demand and development boom of rural tourism not only meet the growing demand of tourists for a better life, but also improve the living standards and quality of life of residents in rural community tourism destinations. Over the past years, China's rural tourism has a growing trend. According to statistics, China's domestic tourism reached 4.44 billion in 2016, of which leisure agriculture and rural tourism were nearly 2.4 billion with business income exceeding 570 billion yuan. In 2018, there were more than 5 billion domestic tourists, of which 3 billion were mainly rural tourists, as shown in Table 1.

Table 1. Growth Scale of Domestic Tourism and Rural Leisure Tourism in China from 2015 to 2018

Year	The total number of domestic tourists (hundred million)	Number of rural tourists (hundred million)	Income from rural tourism (RMB hundred million)	Rural tourism operators (ten thousand)
2015	40	22	4400	26
2016	44.4	24	5700	30.57
2017	50.01	28	6200	33
2018	55.39	30	8000	--

The rapid development of rural tourism brings good social and economic benefits to rural tourism destinations. At the same time, tourism development and tourist consumption behavior have brought certain negative impacts on the ecological environment of rural communities.

The factors that impose negative impact on the ecological environment of the community caused by tourism development are mainly represented by five aspects of problems. First, it refers to the over-development, such as the overall renovation of village houses, the hardening of streets, the cutting of mountains, etc. Second, it refers to the urbanization atmosphere, that is to say the rural environment is developed and transformed according to the urbanization atmosphere, so here comes the big square and lawn, big building and gate as well as the big archway. Third, it refers to the form of homogenization, that is to say, the development of rural areas loses the original ecological environment of the village, with the lack of differentiation, characteristics; Fourth, it refers to the environmental desertification, that is to say, in order to meet the needs of tourists, the environment is over-exaggerated, the natural environment is degraded, the original biological production is insufficient, and the rural human environment is degraded, leading to desertification of the rural environment. Fifth, it is the primaryization of industry, that is, the commercial format of rural tourism development is mainly limited to primary farmhouses, farmhouse meals, and sales of agricultural and sideline products on the street.

The community ecological environment problems caused by tourists' consumption behavior are mainly manifested in two aspects. First, it includes bad behavior, non-ecological behavior and uncivilized behavior in tourism activities, such as: scribbling, loud noise, spitting everywhere, climbing at will, littering. Second, it is tourism waste generated by various activities, especially tourism waste generated by tourists' consumption, which has become a practical problem that cannot be ignored in affecting the ecological environment of tourist destinations. According to statistics, during the National Day Golden Week in 2016, Beijing Tiananmen Square received 47.9 tons of garbage, compared with 100 tons in 2006^[5]. Relevant studies show that, based on the estimation of the amount

of waste and the number of tourists in the Golden Week,each tourist produces an average of 0.25kg-0.3kg^[6]; the study of M.E.Kaseva shows that each tourist produces about 0.6 kg^[7].Among these garbage,recyclable garbage accounts for 96%,of which 68% are glass bottles,26% are plastic and 2% are metal.A sample survey of overnight tourists conducted by European tourism agencies shows that tourists produce 2.61 kg of waste per night,more than 50% of which are solid waste,including 12% waste paper and 31% organic waste^[8].It can be seen that garbage produced by tourists' consumption is an important factor affecting the quality of ecological environment.

Optimizing Mechanism of Community Eco-environment in Rural Tourist Destinations

Guiding the Community Ecological Environment Construction of Rural Tourist Destinations with “Two Mountains Theory”--Ideological Cognition

Thought is the foundation of action,and there is knowledge to behave.Therefore,we must deeply understand the essence of the “Two Mountains Theory”,clarify the logical relationship between the lucid waters and lush mountains,establish the idea that the concept of ecological environment protection is the concept of people’ s livelihood and life,effectively regard ecological environment protection as the normal mode of rural community development and life style,and delimit the ecological red line of rural tourism community.The ecological environment of rural communities should be planned to coordinate the construction of rural communities.

Constructing the Evaluation Index System of Community Eco-environment in Rural Tourist Destinations--Method and Means

The development of rural tourism is not only related to tourists’ satisfaction with consumption,but also to the interests of tourism operators,and also to the improvement of people's livelihood in the community of tourist destination.Therefore,the various forms of tourism development with rural community tourist destination as the core attraction must take the ecological environment protection and quality evaluation as an effective means and method to take into account the interests of all stakeholders.Based on this,combined with the above ecological environment factors,the evaluation index system to measure the ecological environment quality of rural tourism community will be constructed as shown in Table 2.

Table 2. Evaluation Index System of Community Eco-environmental Quality in Rural Tourist Destinations

Item	Indicator factor	Consideration factor
Natural Environment of Rural Communities	Topography environment	Mountain,Plain,Altitude
	Water basin environment	Rivers,hydrology,water quality
	Bioclimatic environment	Vegetation,Climate,PM2.5,Noise
Humanistic Environment in Rural Communities	Community population	Scale,quality and structure
	Community settlement	Houses, blocks, sanitation facilities
	Community history	Ancient buildings,figures,events
	Community culture	Folk customs,customs,festivals
Economic Environment of Rural Communities	Industrial structure	First,second and third production (proportion)
	Community tourism	Tourist Number,Business Entity,Format Type
	Tourism Employment	Tourism employment scale and structure
	Economic income	Total Tourism Income and Residents' Tourism Income
Ecological Behavior of Stakeholders in Rural Tourism	Residents	The mode of production and life
	Tourists	Travel behavior,consumption behavior
	Management subject	Business premises and operations

Formulating the Standardization System of Rural Tourism Guided by Eco-environment--Institutional Innovation

Rural tourism is not only an integral part of tourism product system, but also an important way of elastic supply of tourism activity elements, and an important manifestation of industrial integration. It is precisely this particularity of rural tourism that links tourists, rural communities, rural industries and rural ecology, thus making the rural community tourism destination become a fragile environment. Therefore, it is necessary to strengthen the protection of the community ecological environment in rural tourism areas from the perspective of institutional innovation.

Conclusions

Adhering to the “two mountains theory” as a guide, establishing the ecological environment on the basis of economic development, giving priority to ecological protection, optimizing the environment, recognizing the negative impact of tourism activities on rural communities, constructing a community ecological environment evaluation system for rural tourism destinations, strengthening the normal detection of ecological environment, and compiling a community ecological tourism standard system are important mechanisms for the symbiotic, coordinated and innovative development of tourism industry and community economy.

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