

Eco-tourism Problems and Solutions in China

Zhang Nianping

Guilin Institute of Tourism
Guilin, Guangxi, 541006, China

Abstract—Eco-tourism is a kind of new forms of tourism which is burden on the social responsibility, both integrates into the environmental education, and it helps the education of natural resources and the development of biodiversity conservation. In this paper, we will analyze the problems in China's eco-tourism development, such as unreasonable planning and construction of eco-tourism resources, excessive capacity in busy seasons of eco-tourism and lack of standards and specification in eco-tourism. This paper will give the corresponding solutions to make our eco-tourism more healthy and vigorous.

Keywords- *eco - tourism; green label; environmental protection*

I. INTRODUCTION

Eco-tourism in China has rich resources advantages and huge tourist market advantages. Although eco-tourism in China is started late, but it has rapid development in theory and practice have been conducted very active. At present, China's tourism education, especially higher education has developed significantly. Higher levels of tourism professional theoretical research level in the field of eco-tourism is also high. But because of our country's conditions, the eco-tourism in general only stays in academic research stage. There are many problems of the construction and development of eco-tourism area, this paper will study these problems and the corresponding solutions.

II. CONCEPT OF ECO-TOURISM

The history of eco-tourism (short for the ecological tourism) can be traced back to 1965. Since mid-twentieth century, environmental ethics view of human began to penetrate the field of tourism. With the large-scale development of modern tourism industry, the breadth and depth of the penetration increases continuously. People gradually formed the environmental protection and tourism as a new form of tourism research object.

The definition of the World Tourism Organization is that eco-tourism is a kind of special forms of natural tourism based on theory of ecology tourism. Institute of Eco-tourism explains the eco-tourism as: in order to understand the cultural and natural history knowledge of the local environment, have the destination to natural areas do tourism, the tourism activities in the best not to change at the same time complete ecological system, create economic opportunity, let the natural resource protection in the finance to make local people benefit. The first session of the East

Asia region countries and Park Nature Reserve defined the eco-tourism as ecological tourism should be advocated to care for the environment, or the provision of facilities and environmental education accordingly, so that tourists in does not damage the ecosystem or regional culture circumstances access, understanding, appreciation, feel natural and cultural region.

Therefore, the concept of eco-tourism can be summed up as a tourism featuring ecological environment landscape. It refers to a kind of tourism which is based on the sustainable development concept and is in the premise of protect the ecological environment to co-ordinate the harmonious development of man and nature as the criterion. It takes the ecofriendly way to carry out ecological experience, education, and cognition and get psychosomatic pleasant way to travel.

III. PROBLEMS IN ECO-TOURISM IN CHINA

A. *Unreasonable Planning and Construction of Eco-tourism Resources*

The development of many new ecological tourism places is short of reasonable planning or construction. It has become a primary factor in the ecological tourism resources destruction.

In real life, some people consider eco-tourism as an outdoor recreational activity, or as ordinary scenic tourism. They put forward higher requirements for the 6 elements (food, accommodation, walking, travel, shopping and entertainment) in the eco-tourism. In order to meet some people material pleasures tourism demand, some tourism developers and tourism management department keen on the road in the ecological tourism scenic spots within the bridge repair, erecting cable car, additional vehicles, providing convenient transportation, and be busy at putting up installations for tourists, hotel, restaurant, shop building, sauna, dance halls and other service facilities to make the ecological tourism has become the valley city. This not only contributes to the atmosphere of extravagance, but also makes the ecological tourism zone commercialization, urbanization and artificial. This behavior will destroy the natural beauty and natural resources.

Also, some local governments lacked of scientific research and careful planning. They made some places which are not suitable for eco-tourism become eco-tourism zones. It is not only a waste of resources of money and human, but also destroys the forest, water, vegetation and species.

B. Excessive Capacity in Busy Seasons of Eco-tourism

Some economic backward regions hope that tourism income will promote economic development of a strong mood. But many regions take the predatory exploitation only considering short-term benefits, extensive management in the lack of business and management personnel. Nonrenewable development mode of this kind of one-sided pursuit of extension of the damage to the tourism resources reduces the quality of tourism landscape, caused by man-made destruction, so that it is difficult to carry out ecological tourism. At the same time, many tourist destinations are driven by short-term economic interest. All comers in the reception of visitors, making the number of tourist season, tourists far beyond tourism capacity, especially in the Labor Day, National Day, Spring Festival. Tourist amount greatly exceeds the tourism bearing capacity during the long holiday, causing great environmental pressure to the scenic spot.

C. Lack of Standards and Specification in Eco-tourism

Eco tourism takes environmental protection as the core, the pursuit of ecological, social and economic benefits. This requires the development of ecological tourism to launch a standardized and orderly. However, at present our country standard for ecological tourism suited to China's national conditions and standardized system has not been formed, and the related laws and regulations, which is a major cause of all kinds of pseudo ecological tourism the emergence of a lot of. The current in some areas appeared disorderly development to eco-tourism as a slogan, resulting in scenic areas of blind development, waste of resources, ecological damage and environmental pollution in violation of ecological protection of an event. Therefore, the contradiction between ecological tourism and orderly development requirements and relevant specification is the lack of an important reason of influencing the development of ecological tourism.

IV. SOLUTIONS IN ECO-TOURISM IN CHINA

A. Unified Planning and Orderly Development

In the overall planning of tourism, must the tourist area of geological resources, biological resources and involves all kinds of resources and environment quality to conduct a serious investigation, damage to the environment in order to develop tourism activity caused by sufficient preparation, and take active measures, eliminate or reduce the pollution sources, strengthen the monitoring of the environmental quality. In addition, in order to ensure the quality of the environment of high grade of ecological tourism, tourist areas of the building must follow the appropriate and orderly, there are principles of development level, development of those who do not or little to affect the ecological environment of tourism projects, do not allow any form of damage the ecological environment development activities, in order to maintain the balance of ecosystem.

National tourism authorities and relevant departments should strengthen eco-tourism certification system, naming a number of qualified eco-tourism area, regulate eco-tourism market, tourism operators constrained behavior, while

establishing ecological information feedback mechanism is used to detect ecological tourist effect.

B. Promote the Harmonious Development of Economy and Environment

We assess local government and business leaders of the Chief Executive should not only consider the performance of GDP growth, but also consider the GNP which the cost of environmental protection should be strictly deduction of GDP. Assessment of leadership from the government should not short-sighted behavior and performance engineering economic development at the expense of environmental events occurs, to avoid re-take economic development, pollution, great price environment governance, old development to ensure the sustainable development of eco-tourism economy.

We should pay attention to ecological scenic spot about attractions, tourist routes, attractions propaganda environmental protection knowledge propaganda and identification system construction. In recent years, Huangshan National Geological Park tourism developments are paying more attention to the construction of publicity logo system of intellectual attractions of science and technology. Sanqingshan ecological tourism scenic spots was constructed with introduction about building within the brand and introduces the geological landslide, knowledge of plants of the identification card, the face of nearly 1300 year old Rhododendron tree which let us have respect and compassion of Rhododendron trees on a day trip tour in the enjoyment of the natural beauty. This shows that in addition to the tourist's degree of civilization, the signage obscure there is no small credit. Tourism scenic spots marking system construction of scientific system is conducive to the ecological the sustainable development of tourist attractions.

C. Strengthen Legal System and Law Enforcement

Eco-tourism must strengthen environmental legislation and management, formulate and improve the tourism resources development policies and regulations, strictly implement and abide by *China's Environmental Protection Law, Forest Law, Cultural Relics Protection Law* and other tourism related closely to the environmental protection laws and regulations. Behavior on the development of behavior in violation of laws and regulations and the destruction of natural resources to increase the supplementary provisions, carry out severe punishment, increase the intensity of law enforcement, which shall bear the corresponding civil and criminal liability.

V. CONCLUSIONS

At present, the ecological tourism in China shows a scene of vigorous development. However, behind the thriving development, eco-tourism in China is still faced with some basic problems and contradictions, affecting its further development. Firstly, this paper sums up several major contradictions facing the development of ecological tourism in China through the analysis of the current domestic about eco-tourism research and practice. After that, it puts forward countermeasures and strategy, to provide some

enlightenment and reference to our country ecotourism steady, healthy, orderly development.

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