

## Study on the Sustainable Development Strategy of Ecotourism Scenic Spots

Chao Ge Ji Le Tu<sup>1,a</sup> Jiang Liu<sup>1,b</sup>

<sup>1</sup> School of Management, Yulin University, China, 719000

<sup>a</sup>1298786721@qq.com, <sup>b</sup>52186531@qq.com

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**Abstract.** The sustainable development of tourist attractions can not only ensure the sustainable utilization of existing tourism resources, but also maintain the ecological balance of local scenic spots and develop the economic development in local areas. This article explores the development of local ecotourism scenic spots from the perspective of sustainable development. According to the three major problems in ecotourism research, namely the development of local ecotourism scenic spots, the carrying capacity of ecotourism and community participation, the development strategy of local ecotourism scenic spots is discussed.

### Review of the Current Researches in China

Under the background of promoting tourism strategy of sustainable development in China, a lot of researches have been done on the development of domestic ecotourism from theoretical research to practical problems. Based on the theory of sustainable development, this study analyzes and discusses the feasibility and necessity of carrying out sustainable development of local ecotourism scenic spots. Therefore, it mainly focuses on the development of ecotourism, the carrying capacity of ecotourism and the community participation of ecotourism to sort out the current researches into the sustainable development of ecotourism at scenic spots in China.

**Study on the Development of Scenic Ecotourism.** In the scale of ecotourism scenic spots, this paper mainly points out the development direction and mode of ecotourism in scenic areas, and discusses the development ideas, landscape design schemes and ecotourism products design (Huang Xiaofeng, 2006; Zhang Ying, 2009; Wang Jin, 2014; Zhong Lin Sheng 2016). In particular, ecotourism should be developed through rational functional zoning, community participation, environmental management and education to protect nature reserves that are fragile in ecological environment with small environmental capacity and insufficient funds to avoid mass tourism and over-utilization of resources and environment in ecotourism destinations so as to achieve sustainable development of eco-tourism with the least environmental impact.

**Study on the Carrying Capacity of Ecotourism.** Carrying capacity of ecotourism refers to the tourist's tourism activities can meet the tourists' requirements for tourism activities and minimize the impact on the scenic spots' ecological environment on the premise of not interfering with the local ecological environment and insisting on protecting the local ecological environment while bring benefits for residents at the scenic spots. It is the maximum intensity of tourism development carried out by tourist destinations, the largest tourism activities or the largest amount of tourist the destination can hold (Dong Wei, 2004; Qu Xiaoxi, 2006). In practical application, the current emphasis is on the management of the number of tourists, the management of tourist activities and the intensity of tourism activities. In terms of ways, tourist demand can be mitigated or reduced by adopting measures such as measuring the number of tourists, spatial monitoring of visitor activities or diverting tourists from rush hour (Xiong Ying, 2013).

**Research of Community Participation in Ecotourism.** Community participation is one of the main ways for the sustainable development of ecotourism, and the differences in the degree of participation also affect the sustainable development of ecotourism in varying degrees. For example, the poor participation leads to the plight of natural environment protection, the single connotation of ecotourism

and internal corruption problem. Instead, "excessive participation" has led to problems such as social structure and cultural changes (Lin Minxia, 2017). As for the system of community participation, community participation is a rational course of action under the restriction of the system. Meanwhile, it is embedded in many formal and informal systems. In the course of participation in tourism development at different rural communities, due to differences in institutional embedding, there are different informal sports decisions and development results and the embedding of informal institutions within the community is the main influencing factors. When the informal institutions within the community are de-embedded, the effective embedding of external formal institutions is the key factor for coordinating the development of tourism and community (Chen Haiying, 2011; Wang Hua, 2016).

**Significance and Research Value.** As a new type of tourism industry, ecotourism plays an important role in the natural environment and social sustainable development of tourist destinations. However, with the development of eco-tourism, there have been many problems. Therefore, the study of the sustainable development of ecotourism has become a very important issue. This research discusses the sustainable development of ecotourism in scenic areas from the perspective of sustainable development theory, implements the sustainable development monitoring system and establishes the theoretical framework for the realization of sustainable development. The paper analyzes the problems existing in the sustainable development of ecotourism theoretically, and puts forward the coordination mechanism of tourism related departments, that is, establishing the communication and learning mechanism among travel agents, governments, schools, local residents and other subjects, and on this basis, a theoretical framework is formed. In practice, combining the carrying capacity of ecotourism and local community participation and according to the theoretical framework, this paper explores a feasible practical path for the sustainable development of local community participation.

**Research Objective.** Based on the theory of sustainable development of tourism and the development of ecotourism in scenic area, this paper draws lessons from the theoretical and empirical research achievements of the academic circles, interprets the different conclusions of the empirical researches in the academic circles, puts forward the feasibility and necessity of sustainable development of ecotourism to realize sustainable development of eco-tourism from the methods of community participation.

### **Research Contents.**

1. Investigation and Countermeasures of Ecotourism in Scenic Spots under the Background of Sustainable Development
2. Investigation of the Status Quo of Ecotourism Monitoring System in Scenic Spots and Study of Countermeasures Based on New Media
3. Study on the Feasibility and Necessity of Participation of Local Communities with the Concept of Sustainable Development
4. Study on the Theoretical Framework and Practice of Sustainable Development of Ecotourism Scenic Spots

## Research Ideas and Research Methods

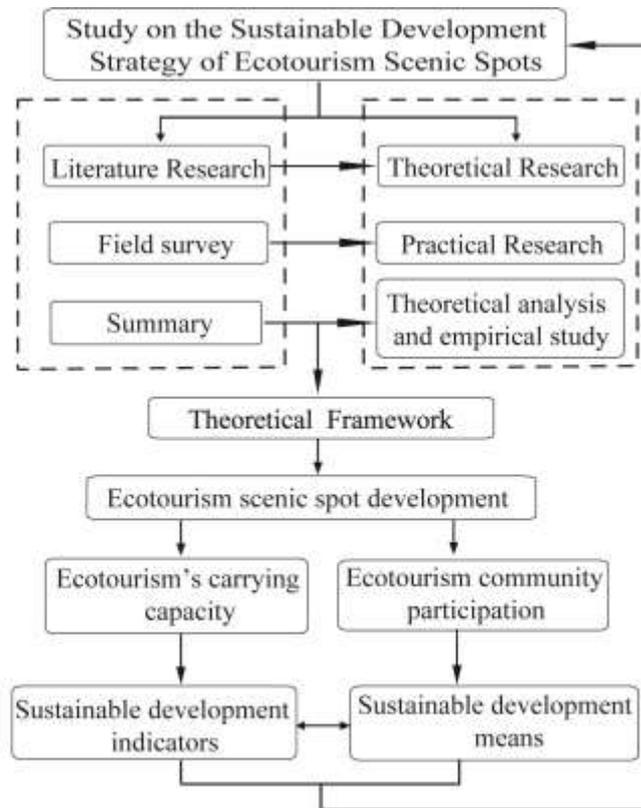


Fig. 1 Technical Roadmap

### Assumptions and Innovations

1. The sustainable development of ecotourism is the prerequisite of this research.
2. It is the theoretical basis to develop sustainable development index of ecotourism in scenic area based on the theory of sustainable development and tourism.
3. Analyze the carrying capacity of ecotourism, formulate sustainable development indicators and the sustainable development of community participation through the field investigation of ecotourism are the key issues in this research.

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