

The Mechanism Analysis of How Water environment Affects City Tourism

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Abstract . In this article, it is used the tourism management theory, analysis the determinants of the travel system, and pointed that water environment is one of the important factors what influence the system of city tourist. And study the relation between the water environment and urban tourism, it shows that the water environment is an important component of the support system of urban tourism and urban tourism, urban tourism is a double-edged sword to the water environmental protection. On this basis, it is exploring the mechanism of how water environment impact the urban tourism, from three facts, such as: the water environment influence the tourism resources, tourist flows, and tourism industry economic. And last for the conclusion of the study, giving the suggestion.

Introduction

Since the twenty-first century, with the development of economy and the improvement of people's living standard, the tourism industry which praised as "smokeless industry" and "eternal sunrise industry" has been rapidly developed. As the tertiary, tourism industry has gradually become the focus of economic development. Because of its powerful impetus, tourism industry also stimulates revenue growth of transportation, catering, accommodation and other related industry, and is becoming a bellwether of the tertiary occupation or even the whole industry. China's tourism bureau director Shao Qiwei pointed out: "In the context of current international financial crisis, the tourism industry is of great significance to expand domestic demand and maintain economic development. In a sense, the development of tourism is an important part to tackle the international financial crisis [1]."

Seeing the economic benefits of the tourism industry, people have ignored the negative impact of tourism on the environment. China's tourism resources are being destroyed and the declines of environmental quality issues have become increasingly prominent. As one of the most important factors affecting sustainable development of urban tourism, the importance of Water environment is self-evident. This paper starts from the perspective of the water environment, then analyzes the determinants of urban tourism system, probes the relationship between the water environment and the impact of the water environment to urban tourism analysis. In the end, we will give some suggestions to help to promote the sustainable development of urban tourism.

Determinants of urban tourism system

In 1972, Gunn built a model of the tourism system initially. In his theory, the determinants of the travel system consist of two parts: demand and supply, which include tourist population, transportation, attractions, services and information promotion. He thought if any one of the five has been changed, the equilibrium of the travel system will shift. He also said effective implementation of the travel system relies on this structure.

In this framework, a Chinese scholar Wu Bihu puts forward a more condensed model. This system consists of four parts: customer resource market, travel system, destination system and support system. The customer resource market system mainly refers to a sub-system consists of factors like leisure travelers or tourists on each paragraph of Recreation Activity Spectrum and its formation or background [2]; Travel system portrays the warranty or promotion of tourists' travel or toward the destination. The destination system mainly refer to a variety synthesis travel demand of provide sightseeing, entertainment, room and board, shopping or some special service for the tourists arrived; Support system contains policy, system, circumstance, talent and so on.

Just as the analysis mentioned above, water environment is an essential part of natural geographical environment; it is not only the basic factor for the development and construction of the tourist area, but also the most dynamic constitutive landscape factors. So, the development of tourist attractions, especially the development of water environment is of great significance.

The Relationship Between Urban Tourism And Water Environment

Water environment is an important restriction factor of urban tourism system, and they are interdependent. A concrete analysis is as follows:

water environments is an essential constituent of urban tourism support system

Water is recognized as the source of all lives that embraces and nurses human beings. As an important constituent of urban tourism support system, the condition of water environment will directly affect the tourist area residents and tourists' travelling life.

People need water to eat, drink and wash in the tourist area, so the quality of water in the tourist area has a direct impact on the health of local residents and tourists. The decrease of the water volume, the deterioration of the water quality and some other water environment problems, which not only can reduce the output of aquatic products and decline the water quality, resulting in the great loss of residents' life, will also affect the development of local tourism. Through research, Ma Minli and Wen Shuyao showed that the harsh reality, the decrease of the baiyangdian water named 'pearl of north China' and water pollution, seriously affected the development of local tourism and the improvement of the quality of people's life.

Water environment is an important part of urban tourism

Water, as the important material base being, is composed of the tourist resources at the city, and it has the huge landscaping and beautifying the environment function. Therefore, in the tourism activities, the water is often used as tourism ornamental object and the carrier of water activities. All over the world, there have some tourism resort which are famous with water: beautiful west lake in Hangzhou, natural "fairy tale world" in Jiu Zhaigou, the city of Venice with blue sky and blue sea, the clear water and white sand in Maldives and so on, they all are famous in the world, because of the existence of the landscape water. Therefore, the importance of the water to the urban tourism is self-evident.

Urban tourism is a double-edged sword for water environmental protection

The high-quality water environment promotes urban tourism development, at the same time, is also affected by the influence of urban tourism in turn. One of the outstanding performances is that the problems of the tourist area water environment pollution in the tourist area are aggravated. With the rapid increase of the tourists' number, sewage in scenic area also will increase. And because in the initial period of the economic development, the residents' lack of water environmental protection consciousness, some tourists' bad behaviors and the poor tourism management leads to the scenic areas environment expense for economic development. What is more, lacking attention to the water environment protection, makes a lot of untreated life sewage was directly poured into the river. All of those caused the surface water pollution and the water environmental deterioration.

Conversely, urban tourism promoted the development of the water environmental protection. In order to create a beautiful and clean water environment, improve the urban scene and climax urban tourism brand, each scenic spot will improve the work of water environment management by building sewage treatment plants, using drainage facilities and monitoring of water quality change.

The mechanism analysis of the influence of water environment on the urban tourism

The influence of water environment on the urban tourism

Water environment as an important part of the tourism resources, its quality is important to tourism resources.

Good water environment can make the tourism resources better, increasing tourism attraction. High quality water environment for the landscape add a touch of Reiki and its cultivation of aquatic products also attract tourists, stimulating the economic growth. For example, Guilin is famous for the clear Lijiang River and Tai Lake attract tourists by the fishes from TaiLake.

The harsh environment of the water will damage the image of tourism resources, reducing tourist attraction. Smelly rivers and lakes will not only damage the beauty of tourism resources, but also damage the health of visitors and affect the traveling scenic area's reputation. The deteriorated quality of Dianchi Lake have decreased its tourism income and affected aquatic products.

The water environment influence on tourism passenger flow

The water environment influence on tourism passenger flow can be illustrated with the following two theories:

(1) Tourism motivation theory

Tourism, as a social activity or phenomenon, is not only promoted by tourist inner psychological factors but also influenced by external factors. According to psychological research, the most direct reason that produces action is motivation: push-pull theory model which is universally acknowledged and applied to tourism motivation research. But the push factors is internal drive, which produces tourism desire; the pull factors is external incentives to influence the choice of tourist destination.

While tourists travel in the tourist scenic tour, it is also closely linked to its internal drives and external incentives [3]. Tourists' personality characteristics, such as personality traits, age, gender, are likely to have an impact on travelling experience. External conditions, such as the attractiveness of tourist resources, infrastructure and service levels of the scenic spots, interaction between tourists in the travel process and the surrounding environment, and other factors are also important aspects affecting the travelling experience.

In view of the above analysis, there're two aspects where water environment impact tourist flows. First, the impact of the choice of a tourist destination, beautiful water environment must make more visitors willing to choose, which affects the tourist flow from the number of visitors; the second is the impact of visitors tour experience, the quality of the water environment is easier to increase the attractiveness of tourism resources, so that the tourists have a better interaction with environment during tourism, impacting tourist flows from the tourism quality.

(2) The relations theory of travel expectations and travel experience

The academics Ryan use the "map of relationship between the tourist expectations and travel experience" to clarify the main points of the relational theory of the tourist expectations and travel experience. The travel experience factors are divided into first factor, interference variables, behavior and results, and that the quality of the tourism experience is the result of the interaction of these factors [4]. Among them, the first factors are constituted by personality, social class, lifestyle, family life cycle stages, destination marketing and image positioning, knowledge and experience of the tourists, expectations and motivation, and motivation can be impacted by other factors, and thus to exert influence on the various interference variables. This interference variable includes delay or punctuality, comfort, convenience, access to the destination and its nature, the accommodation quality, attraction quantity, activity and destination racial characteristics on the course of the travel.

As for the concrete water environment tourism resource element: (1) if a tourist has a relatively high expectation on scenic spot water environment, he or she will be unsatisfied with actual relatively poor water environment if one has relatively low perception adjustment. (2) If a tourist has relatively high perception adjustment ability, he or she may acquire relative satisfied travel experience after self-adjustment. However, it is difficult to attain high quality experience. (3) If a tourist has a general or a relatively low expectation, he or she may get satisfied with travel experience or even beyond the original expectation only if the water environment is not too bad.

In that case, the actual quality of water environment influences the tourist travel experience, satisfaction and evaluation towards scenic spot water environment and even worse its fame, finally influence the tourists' number.

Water environment influence on tourism industry economic benefit

The relation between water environment and tourism industry economic benefit is the issue of economic and environmental coordinated development and the environmental bearing capacity towards tourism economy, which is of great significance to coordination between economy and environment and development of local tourism economy.

(1) Water environment influence on city tourism growth

Regional water environment is closely related with regional tourism economic growth. The scholars in our country have shown that the rate of industry waste water in regional water environment has a positive correlation between economic development and tourism reception people. That is to say, there is a relatively high positive correlation among rate of industry waste water in water environment index, per-capita GDP in tourism economic index and tourism reception people. To promote the rate of industry waste water will have a positive effect on the increase of both regional economic development and tourist population^[5]. In that case, a relatively high quality of water environment will benefit the promotion of tourist population and city tourism economy.

(2) Water environment influence on city tourism push pull effect

Except embodied in tourism economic growth, water environment pull effect towards city tourism reflect increasingly on the pull function to supporting industry of the tourism. It mainly embodies following two points:

① The high water environmental quality can provide visitors a good dining and the accommodation environment for a satisfactory psychological experience, strengthen tourists' satisfaction, and promote tourism scenic area of reputation as well, all which will attract more tourists to contribute the development of catering industry and hotel industry.

② The high water environmental quality can not only guarantee the security of tourists' using water, but also guarantee its breeding aquatic products safety, which provide high quality water specialty for visitors and improve local aquatic product reputation so as to promote the development of tourism related food processing industry.

The effect of urban tourism and social culture caused by Water environment

Tourism culture effect is mainly refers to conflicts to the tourism zone social culture from tourists as outside people, while urban tourism social culture effect is under the scope of city tourism. Sightseeing place water environment quality and the urban tourism between social and cultural effect is a complementary relationship.

(1) The beautiful water environment can prevent the occurrence of adverse social culture effect. Under the beautiful and clean environment, the local citizens with the proud pride of their hometown are more likely to protect the water environment, which also effectively stop the bad behaviors from outside tourists. The local citizens' love and protection to Lijiang water environment contribute to the harmony between man and nature and very human living environment.

(2) Under the bad water environment, it will encourage unscrupulous social atmosphere: ① As the public product, the water environment could be easily get from environment by residents for individual personal gain; ② Facing the damaged water environment, residents are more likely to form a kind of losses faire psychology. Therefore, the government takes more relevant measures govern environment, while residents will shirk their responsibility.

Conclusions and countermeasures

Conclusions

Water environment is one of the tourist resources' elements in the city, its quality has a direct impact on the tourism resources quality. Water environment and urban tourism passenger flow, tourism industry economic benefits and the cultural tourism are the development of positive

correlation relations, namely high quality water environment brings superior quality tourism passenger flow, and promotion to improve the economic benefits of the tourism industry, and promote the healthy development of social culture tourism.

Suggestions

In order to realize the sustainable development of tourism industry, it must implement the following measures:

(1) We should strengthen water environmental legislation and management work, establish and perfect tourism water environmental protection legal protection, at the same time, we must strengthen the law enforcement and do this and law enforcement will do.

(2) To strengthen the tourism water environmental protection knowledge propaganda education to tourists and local residents, emphasize on the water environment quality schooling.

(3) To study the water environmental capacity and ensure the sustainable utilization of the tourism resources. The so-called tourism resources sustainable use means: to meet the needs of the local economy development through the tourism development; to maintain the environmental resource quality (including natural and humanistic environment factors); to maintain and improve the tourism competence and vitality, safeguard fair business environment; to meet the growing travel demand.

(4) Taking advance of water environment governance mode. These governance modes include not only engineering, ecology but also culture. Advanced water environment management is the principal measures to improve water environment quality and to realize the sustainable development of tourism.

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