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On the sustainable development system of regional tourism

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ABSTRACT

The standard of the development of the society is "sustainable development", which applied to all fields, whatever it is economic, political or regional tourism. This paper discusses sustainable development of regional tourism and related issues. Sustainable development is an inevitable choice of regional tourism. Ecological balance is the premise to achieve sustainable development of regional tourism as well as the basis of putting in place the sustainable development system of regional tourism. Sustainable development must follow three principles, namely: fairness principle, sustainability principles, communality principle, on which the sustainable development of regional tourism system relies to build up.

KEYWORDS

Sustainable development; Fairness; Sustainability; Communality.



INTRODUCTION

Before discussing the sustainable development of regional tourism, we should know what “sustainable development” means.

Sustainable development is to meet the needs of people, and do not pose a hazard on future generations. It is necessary to achieve the purpose of economic development, as well as to protect the survival of mankind's including atmosphere, fresh water, oceans, land and natural resources such as forests. The future generations can live in peace and continue sustainable development. Sustainable development and environmental protection are parallel but not the same. Environmental protection is an important aspect of sustainable development. The core of sustainable development is development, but it requires strict control of population, improve quality, protect the environment and promote economic and social development under the premise of sustainable use of resources. Development is the prerequisite of sustainable development; person is the central body of sustainable development. As Comrade Jiang Zemin pointed out, "we should never satisfy our needs by destroying next generation's future."

THREE PRINCIPLES OF SUSTAINABLE DEVELOPMENT

Fairness principle

Fairness principle refers to fairness between generations, intergenerational equity fair utilization and resource allocation. Sustainable development is an opportunity and an equal development. On one hand, every region should share the same chance of development. That is to say the development of an area should not be at the expense of other regions. On the other hand, every generation should share the same chance of development. That is to say, the development of one generation should not harm the development ability of future generations. This principle thinks that human generations are in the same living space, so they have the same right to enjoy the natural resources and social wealth of this space and they are entitled with the same right to life. Moreover, their right to tourism resources is also equal. Therefore, poverty reduction is an important part of the sustainable development and should be given a priority. People of all countries and regions and of all generations boast an equal right to development. Bearing these in mind, sustainable development of regional tourism will be just around the corner.

Sustainability principle

As we all know, the carrying capacity of environment and resources is limited. Therefore, in the process of development, economic and social development cannot exceed the carrying capacity of environment and resources. In other words, the concept of development contains a restraint while meeting the demands. The main restraints fundamental to human survival are natural resources and environment. So the core principle of sustainability is that economic and social development of mankind shouldn't exceed the carrying capacity of environment and resources as well as a scientific combination between current and future human interests.

Community principle

Although different countries have different sustainable development models, the fairness and sustainability principles apply to all. Earth's integrity and interdependence of the world determine that we must unite together and get full aware of our homeland. Sustainable development has reached beyond the barriers of culture and history to look at global issues. It discusses issues related to mankind and the goal is to achieve the common aspiration of all mankind. Every country, whether rich or poor, should follow the fairness principle, the sustainability principle and the community principle. So it is necessary to adjust domestic and international policies. Only when everyone works together, can we

achieve the overall goal of sustainable development and make us as one. Regional tourism and sustainable development system must be established with the joint efforts of the whole nation.

In China, sustainable development outlook is more and more popular in recent years. It enhances economic and social benefits of tourism.



Figure 1 : How sustainable development outlook enhances economic efficiency

From the figure 1, we can see that with the growing popularity of sustainable development outlook, economic and social effects constantly show up. So we should promote the establishment of the sustainable development system of regional tourism, contributing to the great socialist development prosperity.

REGIONAL TOURISM AND SUSTAINABLE DEVELOPMENT

WTO proposed a definition of the sustainable development of regional tourism, which is "sustainable tourist development meets people's need for economic, social and aesthetic requirements while maintaining cultural integrity and ecological environment. It not only provides opportunity for people but also protects the interests of future generations and provides them with the same opportunities for development. For example, from the perspective of ecology, sustainable development of regional tourism is "to establish an optimal ecological tourism system and to realize the sustainable development of local economy, society and ecological environment." Some scholars believe that sustainable development is "registering a balance when exploring and exploiting natural resources. This paper agrees with this point of view.

Sustainable development outlook is a dynamic equilibrium theory established under the conditions of unbalanced regional development. It will be a turning point for China's tourism as well as an important way and method to achieve sustainable development. Judging from the current development trend, sustainable development of regional tourism of the state is expected to become dominant in the 21st century. But sustainable development of tourism requires a lot of theory to support. The academic sector has launched many studies on this issue. Tourism environmental capacity is at the top of the list.

Studies have shown that there are two main definitions of the tourism environmental capacity. First, it refers to the reception capacity of tourism; second, it refers to the maximum carrying capacity of environment. In practice, the carrying capacity of environment is integrated with the overall performance of the environment, including tourism environmental systems, structure and characteristics. It is a subjective concept where tourism managers take charge of scientific management of the environment. It includes space capacity, facility capacity, ecological capacity, psychosocial capacity and other capacity. The prominent feature of sustainable tourism is the coordinated development of economy and environment. Carrying capacity of tourism environment ties the economy and the tourism and is also an important indicator of judging whether a region can realize sustainable development.

Ecological tourism must be under the guidance of the sustainable development outlook. Traditional equilibrium theory used a formalized and mechanized way to present the theoretical system of metaphysical space motion, but sustainable development concept is different from the past, it is a

dynamic. Different from that, sustainable development outlook used a dynamic way to treat space motion. It holds that the space will change with historical conditions, social conditions, economic and political conditions. Its size and strength will also change with the real situation. Therefore, its activities are affected by a number of causes, all of which will depend upon each other through various forms of interaction. Such dependence is orderly and balanced. Each subject will find interest in a particular position as a part of the whole. And they are trying to get in line with the overall interests of the whole. Thus, sustainable development cannot be considered separately but various factors.

The following Figure 2 shows the proportion of completed construction of sustainable development system of regional tourism in China:

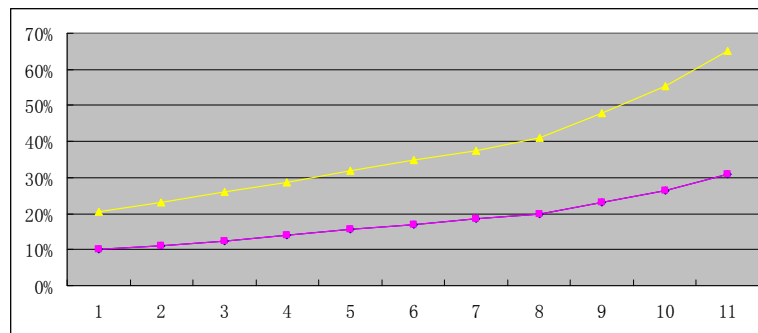


Figure 2 : The proportion of completed construction of sustainable development system of regional tourism in China

With China's emphasis on sustainable development, the sustainable development outlook in tourism is gaining popularity. China is making efforts to establish a sound sustainable development system of regional tourism. From the chart, we can see the completion rate improved year by year, indicating that the construction of this system will continue to bring more benefits.

INTRINSIC CORRELATIONS BETWEEN REGIONAL TOURISM AND ECOLOGICAL ENVIRONMENT

The development of regional tourism relies mainly on the existence of the natural environment and human environment that are in a constantly evolving and extremely complex system. Regional tourism system mainly refers to tourists, tourist destination and the connection between the two. Ecological system composes of organic complexities and all the physical elements of the environment. From the ecological point of view, regional tourism system is actually a system with special significance constituted by organic compound and an organic environment. It has general properties of ecological system and follows the basic principles of ecological system.

Systems are linked with one another to achieve economic and social responsibility and promote the simultaneous development of landscape, tourists and environment. Managers of tourist spots are the core stakeholders as they take charge of environmental management and get rewarded all activities on tourist spots. The interests include economic, environmental and social effects. The effectiveness of the management of the tourist spots will directly affect the future development of tourist's spots.

The balance of ecological system refers to a relatively stable state of internal structure and function of the ecological system within a certain period of time, and the ability to self-regulate when there are external influences. The self-adjustment of ecological system will achieve its gradual optimization. There are two principles to comply with during optimization: one is the efficient principle, namely, the efficient use of substance to achieve the maximum benefit; the second is the principle of harmony, namely, every part in the ecological system are balanced and harmonious, so that the ecological system is faced with the minimum risk in the self-evolution process. Natural optimization of the system is a spontaneous evolution of ecological system while artificial optimization is to incorporate

people's subjectivity to the direction of development. So we prefer natural optimization because the nature knows best what it wants.

The balance of ecological tourism system refers to a relatively stable and orderly living condition of tourist spots. It is mainly featured by the combination of ecology, society and economy. In other words, it refers to meet the development needs of the local economy by means of developing tourism projects. In addition, there are long-term goals. For example, ensure a high living standard for future generations, meet the travel needs of future tourists and continue to attract more tourists to sightseeing. This is the true meaning of sustainable tourist development.

In fact, regional tourism environment and the ecological system are constantly against each other. For example, regional tourism development caused a series of environmental impact, such as environmental protection policy of tourist spots, carrying capacity of tourist spots and the development and protection of tourist resources. China's tourism can be described as flourishing, but serious problems present in the management philosophy of tourist spots. First, the emphasis on economic effects neglects social effects; second, attention is paid more on the interests rather than other stakeholders, especially the interests of tourists. This is against "people-oriented" concept. As the main contradiction in China today is "the contradictory between people's growing material and cultural needs and the backward social production." So, no matter what kind of economy it is, the principal contradiction should be resolved as a priority. Therefore, tourism should make it a goal to meet people's spiritual and cultural needs and focus on improving the quality of people's lives.

The survey found that serious consequence has posed on the environment caused by ecological development. According to statistics, among all developed nature reserves, 24% of the protected object suffered from destruction. 12% of tourism resources began to show signs of degradation. 13% of the water was contaminated. 40% of garbage was harmful. 10% had noise pollution and 40% of air pollution. See the Figure 3 below:

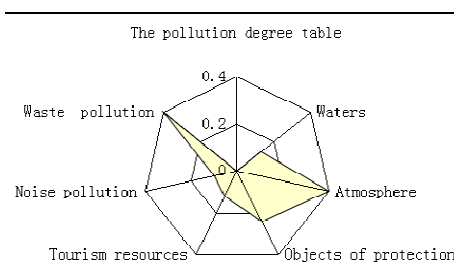


Figure 3 : Date

Maintaining a good ecological tourist environment is the premise and foundation of establishing the sustainable development system of regional tourism. A good ecological environment will make the tourist spots more competitive. As tourist spots are relative fragile, in the process of tourism development, we must follow the principles of sustainability. Only by doing so can we protect the tourist spots of ecological environment and have the qualification to achieve the sustainable development of regional tourism system.

CONCLUSIONS

With the development of society and the progress of the times, our country has made remarkable achievements in all aspects, in particular, the tourism industry. People pay attention to the fast development of the economy. One important criterion is "sustainable concept", which can only be achieved on the basis of sustainable development. The sustainable system of regional tourism in the country is reaching far under the correct leadership of the CPC. We believe this system will bring us a bright future.

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