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The ecological construction of scenic spots

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ABSTRACT

In the natural resources and environment resources from the damage condition, the coordination of economy and the development of society and the environment these three aspects, is an important goal of sustainable development in the modern tourism enterprise. Tourism scenic area's ecological design mainly include environmental factors in the tourism product design, in the procurement, production, use, recycling of fully considering the environmental impact of product life cycle, through the design of improved implementation environment friendly and resource saving, this paper puts forward the circular economy, as a model of economic development in harmony with the environment, It is the inevitable choice to realize the sustainable development of scenic spots, is the important guarantee to promote the development of regional economy, this article through the analysis of environmental problems of tourism scenic spots, scenic area ecological construction measures and suggestions were put forward, and then realize the sustainable development of tourism scenic road.

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KEYWORDS

Circular economy;
Resources saving;
Construction of scenic spots.

INSTRUCTION

Tourism industry as the tertiary industry of the national pillar, originally due to the rise of tourist attractions as the main content of tourism activities, the six elements in tourism, the element of traveling is undoubtedly the most fundamental elements of the tourist attractions and tourism industry, hotel industry, tourism, transportation, tourism businesses and tourist entertainment together constitute the tourism industry of the integrated system, in the sustainable development strategy of the tourism industry, tourism scenic area is a indispensable, so ecological tourism scenic area planning and management is an important part of tourism

industrial ecology.

Contemporary ecological tourist area is the natural ecological and cultural ecological system that can be used by modern tourists, it is for the improvement of the ecological environment and upgrade the existing, enable tourists to close to nature, experience the nature, realize the direct communication between human and nature, and meet the desire of construction of ecological tourist area, is on the premise of ecological environment protection, development and utilization of the natural ecology of the limits of cultural tourism resources, the formation of holy love travel products and provide tourists consumption, and realize the value of resources into the economic value of a way of development, is the

maintenance of natural resources and cultural resources of water use, for the purpose of keeping the economy, environment and social benefits of harmonious and unified way of tourism development, therefore the ecological construction of scenic spots to meet the demand of tourists, adjust the structure of tourism products, protect the ecological cultural tourism resources, driving the development of local economy and society, promote sustainable tourism development has very important significance.

PROBLEMS EXISTING IN THE ECOLOGICAL CONSTRUCTION OF SCENIC SPOTS

Scenic spots itself in the process of construction of ecological consciousness is not strong

Many beautiful scenery scenic spots in China is located in a remote, economically underdeveloped areas, such as southwest ethnic minority areas, they are still in a state of the development of close partly, half open, the original cutting firewood to keep warm, to farming way of life. Therefore, when the living have been developed as tourism scenic area, the residents in the form of ecological damage or killing animals souvenirs, and in this way for tourism economy income. Residents so weak ecological consciousness also affected the tourists ecological consciousness, the tourists in the tourism scenic spot throw confetti, peel anywhere, for cultural relics such as disorderly scrawled uncivilized behavior is very common. So both local residents and tourists themselves weak ecological consciousness undoubtedly increased difficulty for ecological construction of the scenic spots.

The government supervision and management is not in place

Although the relevant state departments have formulated a series of environmental protection laws and regulations, but the tourism industry in our country is still does not have special tourism environment protection law. The Chinese government in 1985 seemed tourism as a national key to support enterprise, formally incorporated into the national economic and social development plans. About environmental protection, therefore, even though we did a lot of work on the legislation, in the aspect of laws, regulations, supervise the

implementation of the lack of perfect management. Scenic spots most infrastructure projects, there is no related environmental protection formalities according to the prescribed procedures, though some of them did it, but no relevant departments cooperate, become a mere formality. The government's lax management led some scenic spots to muddle along, they didn't really realize the importance of the construction of ecological tourism scenic spot from the consciousness.

High technical threshold, small and medium-sized scenic area is very difficult to realize ecological construction

Nowadays a lot of scenic spots are difficult to achieve the ecological construction, it is mainly depends on technology, ecological construction of the scenic spots will undoubtedly need to refer to new technology to change the existing energy consumption model, involving energy supply to the scenic spot, such as the change in the energy use pattern of the scenic area, the use of energy, energy conservation and environmental protection energy such as solar, wind, etc.; Ecological construction of the scenic area also need green traffic, now there are many ecological scenic area usually adopt ecological path, natural path, adventure trail, air corridor, annular safe passage, etc., ecological construction also need to use energy conservation and environmental protection, no pollution of environmental protection material; Services, increase the quality of tour guide is necessary to strengthen the ecological tourist guide's personnel training ecological tourist area is different from other tourist area of interpretation of the word in addition to the basic situation of the ecological tourism ecological value management regulations and so on also should focus on resolving is located outside the ecological process of regional geographical characteristics of the landscape types of ecological system and so on, at the same time also need to set up environmental protection communications, food, accommodation services and the classification of waste recycling, etc. These for small and medium sized tourism enterprises is undoubtedly a huge amounts of expenditure and the economic burden, for deep-pocketed big scenic spot, the technology innovation can be implemented through its own technology accumulation and for general small and medium-sized scenic spot, there is no ability to solve. In

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the ecological construction of scenic spots need from several aspects to obtain, need to do the real ecological tourism, both from technology and capital, will not be easy

Blind use of extensive resources of ecological, tourism development, natural landscape has been disrupted.

In many parts of the government and relevant departments in the development of ecological tourism resources, lack of in-depth investigation and scientific reasoning, evaluation and planning, heavy interests despise protection, on the basis of the lack of overall planning, blind development and extensive development, in recent years, more and more ecological tourist area artificialization, commercialization and urbanization phenomenon is serious, the ecological tourist area in our country has been constructive destruction, in addition, in some type nature reserve ecological tourist area, animal and plant resources are very precious, but in many places, in the development of the tourism resources in order to obtain greater economic benefits, excessive development not only, and does not control the number of visitors, damage the ecosystem of scenic spot, at the same time some scenic spot management of the scenic area management, law enforcement, many wild animals by taking over.

THE SOLUTION

To strengthen the guide of ecological tourists and local residents and education

Developing ecological tourism is the key talent, a lot of problems in current ecological development of the scenic spot can be summed up in personnel quality is not high and the lack of professional talents, so be geared to the needs of ecological tourism development will need to follow the requirements of the international tourism market competition, increase ecological tourist talents, efforts to form a high quality, strong ability, excellent service of ecotourism talent team, to speed up the coordinated development of the ecological construction of scenic spots.

In order to strengthen the professional training of the ecological tourism, will effectively improve the existing staff of professional quality and the ecological en-

vironment knowledge level, to to the professional training for personnel engaged in ecological tourism, training of tourism and ecological tourism related policies, market dynamics, the different types of tourism management procedures, environmental education and other professional knowledge, and can be positive for visitors to fully introduce and promote to achieve the goal of ecological education. Ecological tourist area and other forms of tourism is one of the biggest difference for environmental education function of the tourists, in the construction of the ecological tourist area, must be considered carefully in the tourist area in the design of some can enlighten environmental protection consciousness of facilities for tourists and tourist projects, such as environmental education function of the tourist zones in infrastructure, corresponding explanation about ecological environment landscape, to remind visitors pay attention to the signs of environmental health, convenient and coordinated with environmental waste collection system, etc.

In fact, the ecological construction of scenic spots, unlike other tourist areas, tourist guide in addition to the need to introduce the basic situation of tourist area, interpretation of the ecological value, management regulations and so on, also should focus on resolving local landscape types, ecological system and so on, therefore, on the basis of the original tour guide knowledge, training should focus on ecology, environmental protection knowledge, side to improve the quality of the ecological tourist area tour guides, to better guide the tourists ecological tourism behavior, improve service quality and improve the ecological tourist area, higher ecological tourism experience to tourists.

At the same time, the development of tourism is dependent on the active participation of the community residents, so pay attention to strengthen the propaganda of local ecological environment knowledge, continuously improve the environmental protection consciousness of community residents, establishing the scientific development concept of harmony with nature.

POLICY SUPPORT

National policy support is the key to ecological construction of the scenic spot. Countries should introduce more detailed policies and regulations to ecotourism

standardization and institutionalization, to accelerate the pace of entering the eco-tourism. From the aspects such as funds, policy, land will increase support for tourism scenic spot ecological project construction, incentive scenic spots and tourism enterprises to carry on the ecological construction of the scenic spots, may formulate policies to further develop green environmental protection enterprises, support the traveling scenic area, scenic spots, hotels, tourism transportation enterprise and utilization of new energy, new materials, timely and comprehensive introduction of energy conservation and emissions reduction technology, reduce greenhouse gas emissions, reduce carbon consumption, make ecotourism become fashion, become people to pursue a healthy lifestyle. At the same time, formulate reasonable tourist visitors capacity is also very necessary. Reasonable design of tourist capacity is the guarantee of sustainable development of tourism scenic spot, is the basis to control the number of visitors of the ecological construction of scenic spots, development and utilization of ecotourism resources should follow the rules of ecology, ecological tourism resources and environment on the development and utilization of its sequence has a range of bearing capacity, beyond this range, tourism resources and the environment will be damaged, therefore tourism planning department should according to characteristics of tourist area and the accessibility conditions, such as carefully calculates the best environmental capacity, when necessary, with administrative and legal means to regulate the tourists flow, control the intensity of tourism activities and visitors enter the number in the range of the bearing capacity of resources and environment.

Mutual assistance between the scenic spot, solve the problem of cost of technology.

Ecological construction of the scenic area mainly face comes from technological changes, equipment replacement, infrastructure and knowledge creation and dissemination process of common pressure. Scenic spot can collaborate between jointly cope with external change will become more competitive. Collaboration between the scenic area mainly has two modes: one of, horizontal strategic alliance. Refers to the use of tourism scenic spot on the value chain together with stage other scenic resources and technology, in order to cre-

ate more value alliance system. Including technical alliance: refers to the cooperation with other scenic spot research is suitable for the ecological scenic area of energy, transportation, infrastructure, technology, integration of human and knowledge resources advantage, form complement each other between the scenic spot, coordinate with each other in the league, spread new technology development costs, forms the enterprise new competitive advantage in the era of low carbon economy. Second, the longitudinal alliance. Longitudinal alliance refers to the scenic spot and other travel companies at different stages on the tourism industry chain, to increase the value of the cooperative competition system. Longitudinal alliance, main show is the federation of scenic spots and travel agencies, in order to reduce the carbon emissions, tourists travel traffic ecological tourism knowledge education, ecological tourism scenic area should maintain close communication with the travel agency, formed a convergence of interests of longitudinal alliance, this will help to increase ecological scenic area of customers.

Adhere to the scientific planning, the principle of combining the protection and development

Ecological tourist area development and construction and management, we should always adhere to the first planning, development, management, under the guidance of scientific planning and development, in developing ecological tourist area planning, must be on the local ecological environment characteristics, environmental carrying capacity for scientific analysis and evaluation. At the same time, the management of the ecological tourist area and the construction should be carried out in strict accordance with the plan, must not blind development.

Ecological tourism development cannot leave the two points, one is the good ecological environment, on the other hand the development of ecological tourism is to improve people's ecological environmental protection consciousness, promote the protection of ecological environment, reduce the negative impact on the ecological environment, therefore, the protection and development is the organic combination of rather than the opposite, in the process of ecological construction and development to the strict protection, create a good environment and conditions for its, at the same time through

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the scientific development and rational use of ecological tourist area, for the protection of the ecological environment and tourism resources to provide important safeguard, in addition to want to protect the ecological environment during development, also want to travel in the process of operation and management part of the economic income of business, back to the environmental protection, caused by tourism activities to protect and eliminate the damage to the environment and resources, ensure its sustainable development.

CONCLUSION

Ecological construction of the scenic area is a difficult, complex process, is also the future trend of the development of tourism, need administrative department of tourism, tourism operators and tourists common efforts. And ecological construction of the scenic spots there are a lot of difficulties: tourism resources damage decreased the quality of the scenic spots, and shortage of funds is likely to make the ecological construction of scenic spots become a paper empty talk. Although the ecological construction of the scenic spots there are a lot of difficulties, but we still have a solution: to ecological tourism construction to operation and management of every detail, to strengthen the publicity and education of tourists, policies to encourage tourism scenic ecological creation, development technology for energy conservation and emissions reduction, etc. Although the ecological construction of scenic spots is a long process, but through the joint efforts of the whole society, will create a true sense of ecotourism scenic area, to realize the economic, social, ecological, environmental, resources, mutual benefit.

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