

Discussion on the Research and Application of Innovative Tourism Enterprise Management Mode under Ecotourism Management

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Abstract: The development of social modernization has accelerated the pace of China's economic construction, people's material living standards have been significantly improved, and the demand for tourism is also rising. People pay more attention to environmental quality, economic and environmental protection and sustainable development when choosing tourism. In this case, ecotourism has gradually entered people's vision. Ecotourism has become a new type of tourism that has attracted much attention, fully coordinated society, economy and environment, and contributed an important force to the deepening of the concept and practice of sustainable development. With the continuous development of eco-tourism, many tourism enterprises are exploring new modes of tourism enterprise management under the concept of eco-tourism management. This paper will first trace the origin of this concept, and combine the current situation of domestic tourism development, put forward some problems existing in traditional tourism management mode, and carry out the reform of tourism management enterprises under the concept of eco-tourism, in order to raise the research to a practical level, and analyze which aspects should be improved in order to build a new tourism enterprise management mode under the management of eco-tourism.

1. Introduction

With the development of my country's society and economy, the tourism industry at this stage is showing unprecedented prosperity. With the improvement of people's living standards and quality of life, tourism has also been loved by more and more people [1]. In response to the current travel needs of people, some tourism companies have developed eco-tourism to achieve people's closeness to nature and relieve stress [2]. On holidays, people who are busy in cities all day long are eager to relax their body and mind and effectively relieve pressure through tourism, while eco-tourism is warmly praised by people for its health, ecological and environmental protection [3]. Due to the sustainable development of eco-tourism, people have done a lot of research on enterprise management reform under the premise of eco-tourism management. Nowadays, the concept of eco-tourism has been deeply rooted in the hearts of the people and is constantly developing forward. More and more tourism enterprises are actively exploring new modes of tourism enterprise

management under the concept of eco-tourism management [4].

As a healthier lifestyle that relieves stress and relaxes the body and mind, tourism is accepted by most people. With the rapid development of the tourism industry today, ecotourism, a new form of tourism, is gradually being recognized and understood by people, and is favored and sought after. As a higher form and more humanistic management form, ecotourism management has gradually become The trend of the transformation and development of the tourism industry in the future [5]. The meaning of ecotourism is based on the original ecology and nature's own ecosystem as the research object. In the past, the tourism industry paid less attention to social, economic, and environmental sustainability issues. It blindly emphasized the unlimited excavation and utilization of existing tourism resources, which is a consumption of tourism resources that only decreases but does not increase. From a long-term perspective, Such a development model is risky in the future [6].The concept of sustainable development has become an important topic in the current development of globalization. The rapid deepening of China's urbanization construction process continues to increase the fast-paced pressure of urbanization life. In this context, the proposal of the concept of ecotourism has become a new direction for the development of tourism industry. With the theme of advocating environmental protection, it meets the new needs of people to get closer to nature [7]. In the new era, how to innovate the ecotourism management mode is a problem that the industry must pay attention to.

2. Ecotourism Overview

2.1 The Concept of Ecotourism

Eco-tourism is a tourism way that aims at eco-natural system and guides people to face up to the importance of eco-environmental protection through the experience of being close to nature, so as to minimize the pollution to the environment and ensure the sustainable development of natural tourism resources. Eco-tourism with sustainable development as the guiding theory is an important way to realize the sustainable development of tourism. Deepening the understanding of eco-tourism can not only protect the environment in the process of tourism, but also introduce the concept of eco-tourism into the management of tourism enterprises and promote the development of tourism enterprises in China [8].

Ecotourism management is the management mode of ecotourism system based on the harmonious coexistence between man and nature and following the ecological concept. Ecotourism with sustainable development as the guiding theory is an important way to realize the sustainable development of tourism. Deepening the understanding of ecotourism can not only protect the environment in the process of tourism, but also introduce the concept of ecotourism into the management of tourism enterprises and promote the development of tourism enterprises in China. It can be seen that the guiding theory and thought of ecotourism is the concept of sustainable development, which is not only the future trend of China's tourism industry, but also for tourism enterprises, they can better promote the good development of China's ecological environment through the understanding and implementation of the concept of ecotourism, so as to realize the value of tourism enterprises, The comprehensive introduction and implementation of the concept of ecotourism in management has become an important driving force for the development of contemporary tourism enterprises.

2.2 The Development Status of Ecotourism

The research on ecotourism in my country started late, and most of the researches are purely descriptive and still in the stage of continuous exploration. Judging from the general situation of my

country's tourism resources, the amount of eco-tourism resources is huge, especially in the central and western regions, where there are a large number of native landscapes such as forests and rivers, which are conducive to the excavation of tourism resources. my country has a vast expanse of land and resources and abundant eco-tourism resources. Whether it is a nature reserve or a forest park, it is attracting many tourists from home and abroad in large quantities. The form of tourism has gradually developed from traditional sightseeing tours to experience tourism such as picking and fishing [9]. The solution of eco-tourism transportation based on Internet architecture is shown in Figure 1.

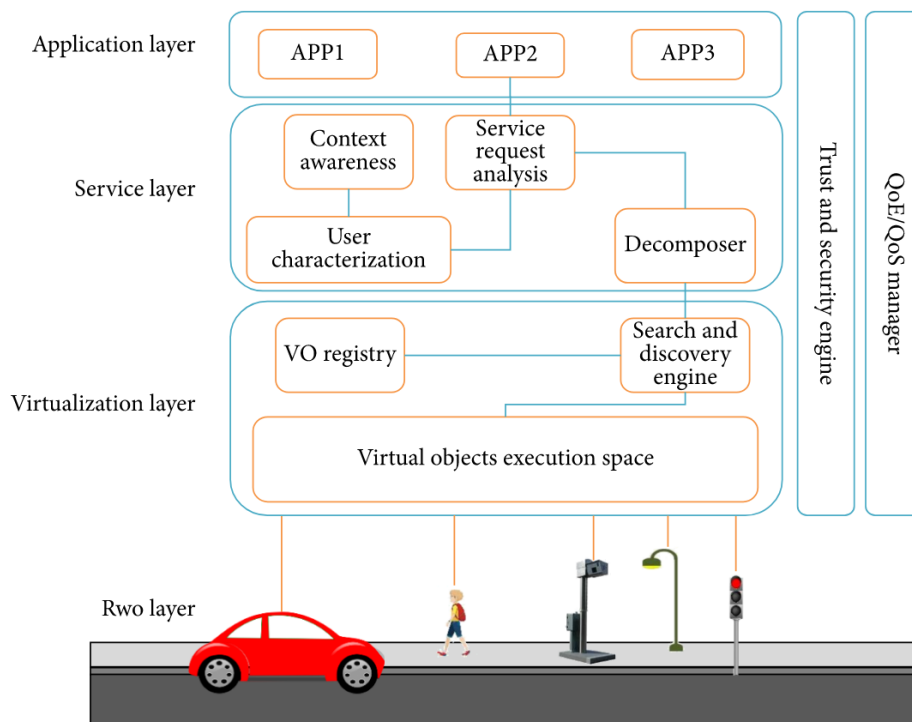


Fig.1 Eco-Tourism Transportation Solution Based on Internet Architecture

In terms of the current development of China's ecotourism industry, many domestic tourist attractions attract tourists under the banner of ecotourism. However, how to maintain the ecological environment is not considered in the actual planning process. For landscapes such as nature reserves, tourists still leave a large amount of garbage after leaving, causing adverse living conditions such as drinking water pollution, noise pollution and air pollution to local residents, and even varying degrees of damage to scenic spots, resulting in the degradation of tourism resources. This behavior not only seriously affects the lives of local residents, but also is not conducive to the sustainable development of resources, It does not meet the requirements of ecotourism.

3. Analysis on the Malpractice of Traditional Tourism Enterprise Management

The management of tourism enterprises is the fundamental driving force to promote the development of tourism enterprises. For a long time, the management mode of tourism enterprises has always focused on providing tourists with higher quality services. From the reality of traditional tourism, the development speed is faster, the scale is larger, and the benefits are higher, but most of them have short-term characteristics.

3.1 Management Concept

Although the development speed of my country's tourism industry is relatively rapid, it started relatively late. This model determines that the tourism enterprises in my country's traditional period are mainly small and medium-sized enterprises for a long time. These tourism companies do not have high-level information management, nor do they have advanced organizational structure innovation. The main performance is: the low level of application of information technology in the management process of the enterprise, such as poor management, the production capacity cannot be fully utilized, and the instant information cannot be quickly understood. The pace is very lagging behind the information age. The management level is also seriously affected and it is difficult to improve. Tourism industry has certain ecological ability, economic regulation ability and social ability. The realization of these must rely on scientific planning system and management. Fundamentally speaking, in order to realize the new transformation of tourism ecological management, the first thing is to change the inherent thinking, and we can no longer apply the current tourism management with the previous tourism model. The management of tourism enterprises under ecotourism management not only pays attention to the satisfaction of the relevant needs of tourists, but also regards the scenic spot as the main part and pays attention to its maintenance [10].

3.2 Human Resources

To carry out tourism ecological management, we must need professional talents. The staff of tourism enterprises are not professional, and most of them are amateurs, which makes the comprehensive quality level of enterprise employees low and the awareness of serving tourists weak. Due to the influence of various factors such as the salary level of tourism industry, many high-quality talents graduated from tourism management major in Colleges and universities are unwilling to engage in relevant work of their major, resulting in a large number of Amateur workers entering the tourism industry. However, looking at the current tourism industry, the frequent exposure of a large number of negative news and information highlights the comprehensive quality and professionalism of the employees of tourism enterprises, and the service awareness of tourists is also declining, and the human resources of the industry are fluid. Too frequent, to a large extent restrict the healthy development of tourism enterprises. Professional management talents can do effective publicity and protection work, not only can improve the economic benefits of tourism enterprises, but also drive people to carry out environmental protection to the end.

3.3 Market Situation

The development speed of tourism industry is extremely rapid, and this “invincible” situation seems to be that the opportunities are greater than the challenges for tourism enterprises on the surface, but in fact the challenges are greater than the opportunities. Influenced by the positive factors of China's overall economic level, the development of tourism is increasingly prosperous, but the management of tourism enterprises is obviously insufficient, and the management of the market should be strengthened to present a benign market competition trend. Nowadays, more and more people choose to fly themselves in the form of tourism and pursue the enjoyment of beauty. However, the original traditional forms of tourism, such as getting on the bus to rest, getting off the bus to take photos with mobile phones and cameras, have lagged behind people's requirements for modern tourism, constantly mastering the changes of market demand and adopting corresponding design, Only by providing tourists with supplies that meet the market demand can they stand out in the competition, win the initiative of competition among enterprises, and be recognized in the

market. Only by positioning the field of vision to the tourism market, can it effectively conform to the development orientation of the tourism market to effectively and innovatively reform the management mode of tourism enterprises, so that tourism enterprises can win more competitive advantages.

4. Conclusions

In order to change the present situation of tourism management and integrate ecological management into all aspects of tourism management, it is necessary to focus on many aspects, such as concept, talent system, industrial chain and business structure, in order to seek a more reasonable new development model. Relevant tourism enterprises should recognize the shortcomings of management and correct them in time, and then apply innovative models in tourism management, based on the concept of eco-tourism, and introduce them into the management of tourism enterprises. Only when tourism companies have a correct understanding of the shortcomings of traditional management models can they fully integrate eco-tourism management concepts into the management models of tourism companies to generate innovative models, actively promote ecological transformation, focus on team building and select professionals, and continue to strengthen the learning, education and training of management personnel will enhance ecological awareness, and while promoting their own healthy development, they will contribute positively to the sustainable development of our country's ecological environment.

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