

Research on the High Quality Development Path of Guizhou Tourism Industry under the Concept of Green Development

Qinge Yang

School of Social Sciences, Guizhou Minzu University, Guiyang, China

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Abstract: As a strategic pillar industry of the national economy, taking a high-quality development path under the guidance of new development concepts is an inevitable trend and development mission. With the support of ecological civilization construction, "dual carbon" and other strategic environments, high-quality development of tourism has a healthier and optimistic development prospects. Based on the concept of green development, this article analyzes and summarizes the existing development difficulties of Guizhou's tourism industry. Based on existing research ideas and achievements, it explores the path of high-quality tourism development in Guizhou from the six dimensions of policy support, such as tourism subject consumption expansion, technology empowerment development, diversified industry integration, market governance system upgrading, and green industry construction, with a view to providing useful reference for high-quality tourism development in Guizhou.

1. Introduction

During the 14th Five-Year Plan period, China will fully enter the era of tourism popularization, and the tourism economy will develop vigorously. Tourism occupies an important position in the modern social and economic system, and has become a major happiness industry that meets the growing needs of the people for a better life. The expression "high-quality development" was first proposed in 2017, which is a new direction of social and economic development based on national conditions. It has become a core strategic measure to solve new problems in China's new development stage, new development environment, and new development conditions. It has become the theme of China's economic and social development during the "14th Five Year Plan" period and even longer. As an important part of the new development concept of "innovation, coordination, green, openness, and sharing", the green development concept pays more attention to solving the problems of harmonious coexistence and development between human beings and nature. In the construction of ecological civilization and "dual carbon", under the strategy, the implementation of the concept of green development have been further supported and guaranteed, becoming a good path to building a beautiful China. Guizhou has rich tourism resources and good resource endowments. Tourism has become a strategic pillar industry in Guizhou Province, and promoting the high-quality development

of tourism in Guizhou Province has become an inevitable trend. Under the strategy of green development concept and ecological civilization construction, explore the path of high-quality tourism development in Guizhou, and build Guizhou into a colorful and strong tourism province. It not only promotes the high-quality development of the tourism industry, but also provides strong support for the construction of ecological civilization and the realization of the dual carbon goal. It is also an important measure to build a new development pattern of "dual cycle".

2. Related Literature Review

With the continuous advancement and evolution of the ecological civilization construction and rural revitalization strategy, under the guidance of the "two-step" strategy and the "dual carbon" long-term goal, a series of development plans and high-quality development plans have been introduced and implemented in succession, providing direction for high-quality development path, and high-quality development journey in various fields has gradually entered the right track and is constantly expanding and extending. Since the formulation of "high-quality development" was proposed in 2017, the academic community has focused on "high-quality development" and achieved a series of research results in various fields. "The 14th Five-Year Plan for Cultural and Tourism Development" proposes that high-quality development is the core theme of development, and attention should be paid to the unity of development quality, structure, scale, speed, efficiency, and safety. Nowadays, high-quality development has become the main direction of tourism development in China, gradually entering the research field of scholars, becoming one of the research fields of high-quality development, and achieving some beneficial research results. This article combs relevant research from two dimensions: high-quality tourism development and the concept of green development and tourism research, as follows: (1) Relevant research on high-quality tourism. Starting from research backgrounds such as green development, cultural tourism integration, and epidemic situations, scholars have focused on theoretical thinking, problem dilemmas, path strategies, development models, integrated development, theme tourism, and regional high-quality development to conduct research. Scholars Zhang Chaozhi and Yang Jirong proposed the theoretical connotation, analytical framework, and approaches to human centered multi scale comprehensive governance of tourism in sustainable development theory under the high quality development perspective of economics and political economics [1]. In terms of research on issues and dilemmas, Wang Ting et al. analyzed the existing problems of rural tourism in China from the perspective of high-quality development, and proposed corresponding countermeasures from aspects such as tourism land, resource property rights, service levels, market entities, talent teams, policies, mechanisms, and so on [2]. Jiang Jiaxin and Li Songmei analyzed the driving forces and practical constraints of high-quality development of ski tourism economy based on the current situation of ski tourism development in Heilongjiang Province, and explored breakthrough paths [3]. Yu Fawen et al. used the theory of coordinated development of ecological economy to explain the high-quality development of rural tourism, identify key issues in high-quality development of rural tourism from six aspects, and propose countermeasures and suggestions [4]. In terms of path strategy, Liu Hongmei analyzed the problems encountered in the development of tourism in ethnic villages and designed a "1344" mechanism to promote the high-quality development of tourism in ethnic villages through four development paths. That is the construction and protection of tourism facilities in ethnic villages, the development and innovation of tourism resources, the integration of culture and tourism, and institutional innovation [5]. Geng Songtao et al. analyzed the three important missions and driving factors for the development of China's tourism industry, and proposed to give play to policy advantages and strengthen the integration of culture and tourism; adhere to innovation leadership and optimize resource allocation; based on consumer demand, improve quality supply; pay attention to ecological protection and

improve the living environment through four practical paths [6]. In terms of research on high-quality development of theme tourism, Qiao Xiangjie believes that smart tourism is an advanced stage of tourism informatization, and its essence and connotation, as well as its application in tourism practice, can be found in the internal logic and dynamic mechanism that can empower the high-quality development of tourism [7]. Song Changyao (2021) studied the high-quality development of Red tourism [8]. Zhou Mingyang et al. analyzed the current development situation of China's sports tourism industry to explore the logical starting point and implementation path of its high-quality development [9]. The rural revitalization strategy is constantly advancing. Zhang Bixing believes that it is necessary to seek a path that can promote the normalization and high-quality development of rural tourism from the overall perspective of the industrial chain [10]. In addition, Chen Chaolun et al. believed that exploring the scientific connotation of high-quality tourism development should start from the perspective of development mode, growth mode, supply system and power reform, analyze the impact of the COVID-19 on the development of tourism in Guizhou, analyze the existing problems and challenges of tourism development in Guizhou, and put forward corresponding suggestions and countermeasures to promote high-quality tourism development [11]. Long Zhi and Zeng Shaolun analyzed and constructed a tourism development quality evaluation index system from the perspective of ecological civilization, and conducted empirical research using Guizhou tourism as a research sample to analyze the temporal and spatial evolution of tourism development quality [12]. There is a wealth of research on high-quality development related to tourism, but no consensus has been reached on how to understand high-quality development from a tourism perspective. Research findings on the plight and path of high-quality tourism development have provided useful reference for high-quality tourism development, and further enriched theoretical research on high-quality development. (2) Research on the concept of green development and tourism development. The concept of green development plays an important guiding role in the high-quality development of tourism. Currently, research related to green development and tourism mainly focuses on research topics, dilemmas, paths, development models, innovative practices, and other aspects. For example, Zhong Linsheng et al. proposed the important significance of the green development concept for the development of China's tourism industry and a new topic of green development practice [13]. Ma Yue tourism poverty alleviation development thinking under the green development concept and three tourism development models of "trinity", "three-dimensional" form and "government support, mutual assistance between agriculture and tourism" [14]. Liao Junhua and Yu Sanchun considering tourism policy and reality, proposed to use the "green+" concept to launch and realize the transformation and upgrading of ethnic village tourism in terms of green development models, green standards, green culture management systems, green industries, and green concepts [15]. Huang Zonghua believes that ecological tourism poverty alleviation is an innovative practice of practicing the concept of green development. Green development is a model innovation based on traditional development. It is limited by the ecological environment capacity and resource carrying capacity, and takes environmental protection as an important pillar to achieve sustainable development [16]. Wu Guoqin believes that the green transformation and development of the tourism industry requires the triple collaboration of the government, tourism enterprises, and tourists to achieve the green transformation and development of the concept, development methods, tourism products, and tourism consumption in one [17].

In summary, high-quality tourism development has become an inevitable path for the development of modern tourism. The existing high-quality development, green development concepts, and tourism related research have laid a good theoretical foundation for follow-up research on high-quality tourism development, among which the relevant research on issues, suggestions, paths, and models has certain reference value for high-quality tourism development. However, in the existing research, the integration of high-quality tourism development and green development concepts is relatively

shallow, and more attention is paid to high-quality development in various categories such as red tourism, skiing tourism, sports tourism, etc. Currently, the path of high-quality tourism development has not been considered from the regional overall level and the extended level of the green development concept, and it is also necessary to conduct research in combination with the current relevant planning schemes and strategies of the country and relevant departments, to promote high-quality tourism development practices and academic research. This article is committed to exploring the high-quality development path of tourism in Guizhou based on the concept of green development, combining the "14th Five Year Plan" Tourism Development Plan, national and local strategies such as ecological civilization construction, "dual carbon", and rural revitalization, as well as relevant documents, in order to enrich relevant theoretical research and provide useful reference for high-quality tourism development in Guizhou, It has certain theoretical and practical value.

3. The Value of Green Development Concept for High Quality Tourism Development in Guizhou

Social and economic development has different directions and themes, and high-quality development has become the core theme of current development. Overall, economic and social development requires adhering to high-quality development to take the overall picture, which is fully in line with the changes in the current development stage, environment, and conditions of Guizhou. Focusing on the "four modernizations" and the "four innovations" as the main goal, we will treat the two as an organic whole and coordinate the promotion of high-quality development in Guizhou. Deeply implementing the concept of green development in the process of tourism development points out the direction for tourism development. Green development is an important idea for achieving high-quality tourism development, providing an important impetus for achieving the transformation and upgrading the internal structure of the tourism industry. The green development of tourism is an important force in promoting the opening of a new era and achieving new achievements in the "Four New". It is also conducive to the implementation and deepening of ecological civilization and the "dual carbon" strategy, thereby promoting the realization of the beautiful goal of building a beautiful China and common prosperity.

4. Existing Development Dilemma of Guizhou Tourism Industry

4.1. The Tourism Economy is Significantly Affected by the Impact of the Epidemic in the Short Term

Tourism is a comprehensive and interconnected industry that integrates elements such as food, housing, transportation, tourism, shopping, and entertainment. It is known as a "smokeless", "green", and "eternal sunrise industry", with advantages such as low cost, large profits, and quick results. However, since the outbreak of the COVID-19 epidemic, the tourism economy has been greatly impacted by the epidemic, and its related industries are not optimistic. As shown in Table 1 (Tourism Status in Guizhou Province from 2016 to 2020), during the period from 2016 to 2018, the total number of tourists and total tourism revenue in Guizhou Province showed a steady growth trend. However, due to the impact of the epidemic in 2019, the number of employees of travel agencies, the total number of tourists and total tourism revenue have significantly decreased, with the total number of tourists in 2020 reaching 617.8149 million, a decrease of 517.4511 million compared to the previous year in 2019. The total tourism revenue in 2020 was 1231.886 billion yuan, a decrease of 653.377 billion yuan compared to the previous year in 2019. From the following data, it can be seen that the tourism economy is significantly impacted by the epidemic in the short term.

Table 1: Tourism Status in Guizhou Province from 2016 to 2020

Item	2016	2017	2018	2019	2020
Total Number of Travel Agencies(unit)	364	392	339	498	665
International Travel Agencies	27	30	28	31	31
Domestic Travel Agencies	337	362	311	467	634
Number of Staff and Workers of Travel Agencies(person)	5873	6229	4572	5244	4159
International Travel Agencies	1135	1203	1205	1201	723
Domestic Travel Agencies	4738	5026	3367	4043	3436
Total Number of Tourists(10000 person-times)	53148.42	74417.43	96858.12	113526.60	61781.49
Number of Overseas Visitor Arrivals	110.19	126.79	146.55	161.31	4.36
Foreigners	51.83	64.86	79.57	102.11	1.94
Chinese Compatriots from HongKong and Macao	29.13	31	35.74	24.26	1.50
Chinese Compatriots from Taiwan Province	29.24	30.39	31.24	34.94	0.91
Total Number of Domestic Tourists	53038.23	74290.64	96711.56	113365.29	61777.13
Tourism Earnings (100 million yuan)	5027.54	7116.81	9471.03	12318.86	5785.09
Foreign Exchange Earnings from International Tourism (USD 10000)	25270.74	28326.58	31762.59	34503.00	2110.80
Earnings from Domestic Tourism (100 million yuan)	5011.94	7097.91	9449.58	12296.03	5783.64

Note: (1) The data in the table come from the 2021 Yearbook of Guizhou Provincial Bureau of Statistics. (2) The tourism earnings are calculated according to the spending of overnight tourists and one-day tourists. (The relative tables are the same)

4.2. The Tourism Economy is affected by the External Environment and There Are Significant Differences in Urban and Rural Travel and Consumption

Table 2: Statistical Table of 2021 Domestic Tourism Data Sampling Survey (Data Source: China Tourism News)

Index	2021	Growth Rate in 2021 compared to 2020 (%)
Total number of domestic tourists (100 million)	32.46	12.8%
Urban residents	23.42	13.4%
Rural residents	9.04	11.1%
Domestic tourism revenue (total tourism consumption) (trillion yuan)	2.92	31%
Tourism consumption of urban residents	2.36	31.6%
Rural residents' tourism consumption	0.55	28.4%
Per capita consumption per trip (yuan)	899.28	16.2%
Per capita tourism consumption of urban residents	1009.57	16%
Per capita tourism consumption of rural residents	613.5	15.7%

According to the sample survey of domestic tourism, 2021 domestic tourism data are collected, as shown in Table 2. From the tourism data in Table 2, it can be seen that in the context of the normalization of the epidemic, domestic tourism is generally recovering, with the number of domestic tourists and domestic tourism revenue returning to 54% and 51% respectively in 2019. At the same

time, through comparison, it is found that the difference between urban and rural residents in terms of total tourist arrivals, tourism consumption, and per capita tourism consumption is 1.438 billion, 1.81 trillion, and 396.2 yuan, respectively. The significant difference between the two also reflects the phenomenon of the dual structure of urban and rural income. There is a significant difference between urban and rural residents in terms of travel and consumption, and various measures need to be taken to further narrow the gap between the two, so that the development achievements are truly beneficial and shared by the people. In addition, the overall level of residents' tourism consumption in the domestic tourism market is relatively low, and it is necessary to further expand domestic demand to stimulate consumption.

4.3. The Three-Dimensional Tourism Transportation Network is not Yet Perfect

Among the factors affecting tourists' travel, the travel accessibility of tourist destinations is a key factor for tourists to consider. In 2015, Guizhou Province was fully connected with expressways throughout the province, becoming the first province in the western region to "connect counties with expressways." At the same time, due to the continuous strengthening of the construction of transportation facilities such as high-speed rail and aviation in Guizhou, the time required for the passage of various tourist destinations and tourist source markets in Guizhou has been greatly reduced, which can better promote the travel of tourists from this province and other provinces to Guizhou. However, as the infrastructure of "Fast Travel" continues to improve, due to the increase in tourist traffic, "roaming" begins to become less convenient. The "tip" traffic connecting the "last mile" between scenic spots has become a barrier for development, and there are still difficulties such as inconvenient vehicle access, low efficiency, slow traffic, difficult parking, and difficult transfer. In the era of mass tourism, residents' parades are more independent, and the lack of intelligent tourism facilities in some scenic spots will affect consumers' tourism consumption experience, leading to low satisfaction.

4.4. The Tourism Industry System and Internal Structure need to be Optimized and Upgraded

Currently, the development of Guizhou's tourism industry is in a transitional stage of development. The development of tourism resources in scenic areas pays more attention to natural resources and sightseeing, and fails to fully integrate cultural elements into it, resulting in a single tourism product. National cultural tourism resources and products have not yet broken through the standard configuration and homogenization competition situation. First, from the perspective of the distribution of total tourism revenue sources, most scenic spots in Guizhou are still in a period of excessive tourism development, and have not yet clearly identified their development positioning and innovative development breakthroughs. Tourism revenue mainly depends on ticket economy, accommodation services, transportation, and other aspects. Most scenic spots have not yet formed a comprehensive tourism consumption chain and industrial chain, and tourist consumption demand has not been effectively released, resulting in a single source of tourism revenue. Secondly, the homogenization of tourism products and supply is serious. The extensive supply of tourism products in the tourism market has caused a problem of product oversupply, and high-quality and cost-effective tourism boutiques lack creativity. Among them, the tourism format of characteristic tourism products is relatively single, and the traditional tourism mode is dominant. Thirdly, the cultural connotation of tourism products needs to be explored. For example, the lack of embedding of cultural and digital technologies in the tourism products of red tourism destinations and historical scenic spots has led to a lack of depth in the development of "antique" products, and weak tourist experience and sensory participation, greatly affecting the improvement of tourist satisfaction and loyalty. Fourth, Guizhou has fewer characteristic products in the off-season, such as hot springs, mountains, intangible cultural

heritage, ethnic minority culture, health care, and unique traditional festivals and competitions, and other advantageous resources need to be further transformed into advantageous products for tourism development to alleviate tourism consumption and demand in the off-season. The development of tourism such as "research+ tourism" and "intangible cultural heritage+ tourism" is not yet mature, and corresponding development models and paths need to be further explored. In addition, the core scenic spots with high visibility have not effectively driven the surrounding scenic spots, forming a tourism and leisure resort circle of "stars supporting the moon", but have a shielding effect on the surrounding tourism products. In addition, the tourism product supply system needs to be improved, and the diverse and personalized tourism needs of different tourism groups cannot be met due to insufficient development of characteristics. The youth of the main body of tourism consumption has made the "night economy" a breakthrough in tourism consumption, making it a new growth pole for tourism consumption. In addition, the tourism service system needs to be upgraded and optimized, and there are problems such as insufficient technical support and poor public services[12]. There is still a lack of facilities and services corresponding to the needs of tourism groups with different ages, cultural levels, and personalities. Under the epidemic prevention and control, the scenic area has restricted passenger flow and implemented a series of measures to guide tourism travel, such as appointment system and time division. The different tourism needs of tourists before, and after tourism pose new challenges to the support of information technology. For example, in the early stages of travel, the consulting of tourism information, the technical virtual experience (VR experience) in tourism, the scanning of code for passage and consumption during travel, the "brush face" ride, and admission to the park, the voice intelligent explanation facilities and services in the scenic area need to be improved, popularized, and optimized. The after-sales service for tourism shopping, the issuance effectiveness of electronic invoices, and the credit evaluation service for tourists have not yet been effectively implemented, increasing the burden of post tourism services.

4.5. Extensive Management and Management of Tourism Industry and Lagging Management System of Market Entities

Tourism is an important driving force for promoting the optimization of economic structure, which also means that there will be new standards and requirements for its main management. With a good tourist market, how to achieve reasonable orderly, and high-quality management of tourism business and market entities in the tourism industry has become a major challenge in the tourism industry. The market scale of Guizhou tourism rapidly expands during the peak season, but the tourism business entities with mixed qualities seize the tourist resources in the tourism market and provide services of varying quality. In an environment of extensive management, weak supervision, or omission, the quality of tourism services cannot be effectively guaranteed, and the "risk" of tourism has increased invisibly. When tourists go to a tourism destination, they will have more contact with tourism operators and service providers, and whether they experience and are satisfied with receiving tourism services will become an important influencing factor for the brand and impression of the destination. In the Guizhou tourism market, the scale, capacity, and service quality of tourism service providers such as travel agencies and tour guides vary. During the peak season, there are phenomena in the market, such as customer switching, and invisible forced to compete for a second time after signing up for a tour. This has virtually increased certain service risks for the multi-level and diversified tourism market, and it will directly affect the tourism experience of tourists. Therefore, tourism industry management should be committed to hierarchical classification, segmentation and refinement of the market, real-time understanding of market demand dynamics, achieving accurate and effective connection between tourism supply and demand, improving the level of industry service reception, and achieving high-quality development of tourism services.

5. Exploration of High-Quality Tourism Development Path in Guizhou under the Concept of Green Development

Resource conservation and environmental protection are a basic national policy in China. In the process of implementing them, green development has become the mainstream thinking of development, and it is also a way to achieve sustainable development based on sustainable development theory. Green development is a new economic development initiative that will be placed at the center of human well-being and development, highlighting its importance in sustainable development. The high-quality development of tourism industry is facing new challenges and obtaining new development opportunities during the crucial period of promoting high-quality development and constructing a new development pattern during the "14th Five Year Plan" period. Promoting high-quality development of tourism is a positive response to the needs and calls of national economic development. It has also become an inevitable choice to unblock the obstacles to tourism development and establish a foothold in sustainable development. It is also an important support for building a beautiful China and an ecological civilized society. Yang Xia discussed the relationship between ecotourism and sustainable development in the book "Theoretical Analysis of Ecotourism and Sustainable Development", and then proposed specific measures to develop ecotourism [18]. Chen Ning compared the traditional economic growth theory with the new economic growth theory, believing that developing ecotourism is the only way to develop the tourism economy in the new era, and exploring the development model of the tourism economy [19]. Meng Zhengyu and Zhou Chunbo concluded from their research on the impact of cultural tourism industry integration and tourism economic growth that the degree of cultural tourism integration development is positively correlated with tourism economic growth. The positive effect between marketization and urbanization and tourism economic growth is significant, which plays a strengthening role in promoting tourism economic growth by integrating cultural and tourism talents. Tourism economic growth has a positive dynamic inertia and a trend of convergence [20]. In the context of existing research and strategic environments such as the "dual carbon" vision and the construction of ecological civilization, focusing on the green development concept is of great significance for the sustainable development of tourism and the implementation of relevant "green strategies" by guiding high-quality tourism and exploring the high-quality development path of integrating green development and tourism.

5.1. Focusing on Ecological Civilization Policy, Opening up the Idea of Tourism Meta Universe

When the epidemic situation or uncontrollable factors affect the tourism development environment, efforts should be made by the government to stimulate and support its development through the introduction of corresponding policy documents, in order to gradually restore tourism order. In addition, in the context of the normalization of the epidemic, the tourism industry should combine the needs of epidemic prevention and control work with its own advantageous resources to strengthen independent innovation. The National "Internet plus Tourism" Development Report in 2021 shows that "Internet plus" has become a new scene of mass tourism and a new driving force for the development of smart tourism. China's total online tourism consumption has reached trillion yuan [21]. Therefore, under the situation that the downstream of the traditional line is blocked, the development idea of the tourism metauniverse has become a new way of tourism development. The basic characteristics of the tourism metauniverse are immersive and sensory dimensionality, mainly reflected in the digitization of cultural and tourism resources, virtual human service, and the virtual and real interaction of cultural scenes. Virtual people can receive guests, provide personalized explanations, accurately market and attract guests based on the intelligent interactive screen of the scenic spot, create exclusive IP business cards for the scenic spot, monitor and guide the flow of people, change the style of holiday themes, and take photos during the tour, making travel more

convenient and vivid, becoming a major breakthrough in the development of online tourism.

5.2. Focus on Green Tourism Consumption and Expand the Mass Tourism Consumption System

Based on the new development stage, building a new development pattern should focus on the strategic basis of expanding domestic demand, from the perspective of promoting demand side management reform, committed to improving the satisfaction of tourism consumption experience, and promoting tourism consumption from the dimensions of quality improvement and spatial expansion. To meet the diversified needs of tourism consumers, domestic tourism demand can be stimulated from the demand side. Firstly, efforts should be made to improve tourism infrastructure and improve the public service system, specifically from the following aspects. Firstly, the improvement and optimization of the consumption environment. Stimulate and guide group tourism by various preferential policies for enterprises, institutions, social groups, and other groups, while flexibly arranging vacation time for employees. Group peak shifting tourism can be implemented under reasonable circumstances. Participate in relevant tourism activities after completing the work. Secondly, implement corresponding tourism benefits measures to stimulate tourism consumption. Value and price are important factors that affect tourism consumers' outbound travel, such as the large number of rural residents and urban low-income groups, and the large number of tourism trips are greatly affected by tourism tickets and tourism consumption prices. Therefore, we can formulate and implement tourism subsidy policies such as discount tickets for tourist attractions, free gifts of off-season tickets, and special certificate discounts, and hold tourism consumption festivals in densely populated areas with high traffic, to stimulate tourists' seasonal, monthly, and weekly consumption, and to expand domestic tourism travel and consumption through tourism related preferential activities. Thirdly, grasp and support diverse tourism needs, encourage different groups to participate in different types of tourism activities, and provide corresponding services for them, such as long-distance car transfer services for youth groups to share cars, car rental, tent rental, equipment rental, and other services. Fourth, improve the tourism infrastructure network, promote its coverage in urban and rural areas, achieve universal sharing, practical and convenient, and add corresponding cultural elements to make it more distinctive. At the same time, consider the needs of special groups and build corresponding barrier-free facilities. In addition, it is necessary to promote the production of tourism products with "localization, specialization, branding, and standardization" from the supply side, in order to expand the consumption demand for tourism shopping, and produce high-quality tourism products with practical, unique, and exquisite features, thereby driving tourism development and increasing total tourism income.

5.3. Smart Tourism Empowering Efforts to Improve Infrastructure Construction

Connect the scenic area with the "tip" traffic of the "last 1km" to form a "line connected" tourism transportation network. Focus on solving the problem of "road connectivity" in global tourism to achieve the high-quality development of global tourism, save various costs of tourism and leisure for residents, and improve the happiness index of residents' lives. In the digital information era, "Internet plus tourism" has become an inevitable trend of tourism development. Accelerating the digitization of resources, the networking of tourism information and services, the intellectualization of infrastructure and services, and broadening the application of various emerging technologies will also become an important path to achieve high-quality tourism development. To comprehensively deepen "Internet plus tourism" and promote tourism development, we should focus on technology and innovation at this stage. Firstly, it is necessary to promote the comprehensive implementation and improvement of smart tourism, innovate the public service model of smart tourism in various tourist

destinations in Guizhou, and reasonably and efficiently integrate various types of tourism related information, such as tourism, meteorology, transportation, etc. At the same time, it is also necessary to make full use of technologies such as 5G communication, big data, and cloud computing to empower tourism services. For example, after obtaining relevant information through digital technology, real-time information such as weather, road conditions, and tourist traffic in scenic spots should be promptly released on various platforms. In addition, we should also continue to promote the tourism reservation system, strengthen the construction of tourism reservation platforms, and scientifically guide the diversion of tourists to facilitate management and improve the overall service quality. Various scenic spots can also implement measures such as time-phased sightseeing reservations and regional medical diversion based on the traffic volume of the scenic spot, to alleviate various queuing and congestion caused by the large number of people in the scenic spot, so as to improve the tourist experience.

5.4. Focus on Integration of Green Industries, Innovate and Develop Diversified Business Forms

With the continuous development of the tourism industry, the needs of tourists are gradually diversified. With the development and application of technology, the integration of business forms has become a development trend. Traditional sightseeing based on natural and cultural resources can no longer meet diverse tourism needs. The integration of "tourism+" and "+tourism" has brought new opportunities for tourism development. The new situation of integrated development of diversified formats and tourism is committed to enhancing the depth and effectiveness of tourism development, and stimulating the development vitality of various entities in the tourism market. Guizhou is extremely rich in natural and cultural tourism resources, but in the process of resource development and tourism, tourism projects have become inefficient and idle. It is necessary to give full play to the advantages of Guizhou's tourism resource endowment, enrich and upgrade tourism formats, avoid homogeneous competition in tourism products, change the "small scattered and weak" situation, and promote the gradual transformation and upgrading of Guizhou's tourism industry to promote high-quality tourism development. In the latest revolution in the science and technology industry, the improvement of the tourism industry system should be based on a good tourism consumption environment, accurately grasping market demand, deepening product supply, and even innovative supply and output of new hot spots to guide tourism consumption. In terms of tourism product supply, we should start from enriching the supply of high-quality products and extending the industrial chain. Specifically, it can be summarized as follows: First, create a brand image of Guizhou tourism. In the 14th Five Year Plan for Tourism, adhering to the principles of ecological priority and scientific utilization emphasizes the need to accelerate the promotion of green and low-carbon development. Guizhou should use its ecological and climatic advantages to present the image of "colorful Guizhou" under the guidance of the "two mountain theory", and create a "green" (natural ecology, ethnic minority culture) as the background color, "Red (red culture, Danxia landform), blue (science and technology, landscape, bridge cave, Basha Miao village, etc.), white (Baijiu, waterfall, fossil group, etc.) are bright tourism brands, but at the same time, attention should be paid to brand publicity. Second, realize the integration and development of "tourism+" diversified formats. It is necessary to rationally and effectively utilize the innovative achievements of science and technology, upgrade the traditional tourism based single tourism format, and promote the transformation of tourism from resource driven to innovation driven. Promote the implementation of the "+tourism" model in industries and fields such as mountain, big data, research and learning, medical care, and health care and elderly care, form new "industry+ tourism" formats such as mountain tourism, research and learning tourism, and health care tourism, and expand and upgrade the incremental market of traditional industries [12]. At the same time, it is necessary to improve the quality and tourism

efficiency of existing tourism formats such as rural tourism, research tourism, intangible cultural heritage tourism, Pay attention to "silver hair tourism" and "business tourism "Product development and innovation for exclusive groups such as cultural tourism. In addition, under the development concept of deep integration of cultural tourism, it is necessary to strengthen the integration of cultural tourism from the dimensions of industry, products, markets, services, and other dimensions to form a complementary development force. In the era of experience economy, it is necessary to pay attention to the application of scientific and technological innovation results to activate resources such as red culture, historical culture, and three-dimensional technology presentation, such as activating resources such as Guizhou red tourism and dinosaur fossils."

5.5. Improve Efforts in Green Governance and Improve the Tourism Governance System

Due to the existence of problems such as inadequate management, extensive management, and uneven service levels in the tourism market, it is an inevitable requirement for market governance to improve the comprehensive supervision mechanism of the tourism market. In adhering to the "people-oriented" approach, carry out reforms on tourism related entities. Firstly, it is necessary to develop tourism and carry out corresponding tourism activities in accordance with the national deployment for epidemic prevention and control and economic and social development. It is necessary to start from the management of tourism market entities, improve the governance system, and enhance their development vitality. Starting from multiple entities such as travel agencies and tour guides, we can carry out quality improvement reforms. The specific ideas are as follows: First, upgrade travel agencies. We should take the entire regional tourism market as a whole, focusing on large, excellent, and strong tourism backbone enterprises, and strive to cultivate a group of large tourism groups and internationally influential tourism enterprises to cope with the high-end tourism market. This can also improve the service capacity and quality of tourism enterprises in general. At the same time, it is necessary to support and guide the development of travel agencies towards a high, refined, and cutting-edge "specialization, specialization, and innovation" direction, and achieve an intensive and efficient transformation of business entities. Secondly, improve the quality of tour guide service. As a frontline group in the tourism industry, the service quality and professional level of tour guides will greatly affect the tourism satisfaction of tourists. In the era of networking, "Tourist Complaints Caused by Tour Guide Service" "The corresponding risks posed by the problem of influencing the tourism public to have a negative perception of the tourism destination after being fermented through the network cannot be ignored. Therefore, strengthening the construction and management of tour guides through the admission of tour guides, professional evaluation, and improvement of professional and service levels has become a major software requirement for the high-quality development of the tourism industry. Specifically, it can be achieved through rating assessment, building a comprehensive evaluation system, conducting pilot tour guide practice reform, and broadening the work of tour guides." Scope, improve basic welfare protection; Implement a research and training plan for the professional quality of tour guides and a "gold medal tour guide" and "incubation" project to improve the service quality of tour guides, and continue to effectively promote the implementation of online tour guide training; Graded classification, cultivating tour guides for different types of markets, such as the supply of tour guides in various languages on the international market. Thirdly, strengthen and promote the construction of tourism credit system. Nowadays, credit has developed into a credit economy. It is necessary to vigorously encourage and guide the main players of Guizhou's tourism market to make credit commitments independently to the society, promote the leadership of tourism industry associations through various measures or policies, and further establish and improve the internal credit commitment system of Guizhou's tourism industry. It is also necessary to fully comply with laws and regulations to improve the construction of the credit

supervision system for the tourism market in Guizhou, strengthen the collection, publicity, and sharing of tourism services and travel credit information, and establish credit files to classify and archive them. At the same time, tourists should also be included in the credit system to standardize and guide civilized, green, and honest tourism for tourists, prevent the abuse of tourism authority and disregard of "tourism rules" and other phenomena, so as to ensure the sustainable development and healthy operation of tourism.

5.6. The Dual Carbon Goal Leads Efforts to Protect Ecological Dividend Development

Under the guidance of the "two mountains" theory of "green waters and green mountains are golden mountains and silver mountains", development not only needs to see that ecological resources can be transformed into capital advantages for economic development, but also needs to attach importance to the development of the new era and adhere to the ecological bottom line to protect ecological dividends. Take the green concept as the premise of development and construction, and develop and build a green tourism brand. Nowadays, environmental issues and the "depletion" crisis of resources have made the world more aware of the importance of sustainable development, and green development has gradually taken root in people's hearts. The "green concept" has begun to permeate various fields to form a green fashion. Tourism, as a smokeless sunrise industry, coincides with green development under the theory of sustainable development. However, how to enhance the coupling between tourism development and green development has become a problem that requires in-depth consideration and refinement for high-quality tourism development. The Opinions on Completely and Accurately Implementing the New Development Concept and Doing a Good Job of Carbon Peak and Carbon Neutralization, the "14th Five Year Plan" Tourism Development Plan, and the "14th Five Year Plan" Natural Resource Protection and Utilization Plan of Guizhou Province all provide useful guidance and development reference for the sustainable and high-quality development of tourism in Guizhou. Tourism green cars, which focus on developing rural tourism, low-carbon tourism, green tourism, and ecotourism, are gradually opening to traffic, but the optimization and acceleration of green cars have also become a requirement for high-quality tourism development. Therefore, the supply of green brands, green tourism consumption concepts, and green development models will become the breakthrough point for the integration of green development and tourism, and promote the construction of sustainable high-quality tourism development.

6. Conclusions

From the perspective of the concept of green development, this article summarizes and analyzes the significant impact of the epidemic on Guizhou's tourism industry, the duality of urban and rural tourism travel and consumption, the low level of tourism consumption in the domestic market, the imperfect infrastructure and intelligent tourism facilities, the imperfect tourism industry system, and the extensive management and operation of the tourism industry. On this basis, efforts are made in terms of policies, consumption entities, technology, industry, and governance, Propose six paths: (1) focus on ecological civilization policy and open up the idea of tourism meta universe; (2) Focus on green tourism consumption and expand the mass tourism consumption system; (3) Smart tourism empowering efforts to improve infrastructure construction; (4) Focus on green industry integration, innovate and develop diversified business forms; (5) Improve efforts in green governance and improve the tourism governance system; (6) The dual carbon goal leads efforts to protect ecological dividend development. In this article, based on the current situation of tourism development and the difficulties encountered in combination with relevant plans and strategies, corresponding suggestions and some solutions have been proposed, but some of the specific measures of the path still need to be considered and improved, and the ideas and models of green integrated development also need to be

further explored and demonstrated.

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