

# Research on the Economic Development Trends of Ecological Tourism Industry from the Perspective of Sustainable Development

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**Abstract:** The development of ecotourism projects lacks a holistic approach. In some places, there are phenomena such as neglecting one aspect and neglecting the other, one-sided development, and "valuing nature over humanities" in development. In terms of the current development status, the impact of modern culture and foreign culture has led to the difficulty of highlighting the local ethnic cultural characteristics in the development of ecotourism, and the inherent cultural value has been ignored. This article conducts further research on the economic development trend of the ecotourism industry from the perspective of sustainable development. Due to the fact that most ecotourism destinations are remote and impoverished areas with limited transportation, underdeveloped economy, and little human damage, development is still in its early stages, and software and hardware construction is still in an extensive mode. This requires more funds than other tourism products to build the infrastructure and reception facilities required for ecotourism resources, promote domestic and international markets, and train professional ecotourism personnel. Not only can it enhance the visibility and brand image of tourist attractions, but it also enables the reasonable protection and development and utilization of various natural and biological resources in the ecological environment.

## 1. Introduction

With the continuous progress of China's social economy, people's living standards have been significantly improved. Under such circumstances, tourism and other service industries have developed rapidly and have become an important part of the national economy. As a country with vast land area and natural resources, China has a very significant advantage in the development of eco-tourism through the development of nature reserves and forest parks [1]. Eco-tourism refers to a responsible tourism behavior in a certain natural area. In order to enjoy and appreciate the historical and existing natural and cultural landscape, this behavior should be carried out without disturbing the natural area, protecting the ecological environment, reducing the negative impact of tourism and providing beneficial social and economic activities for local people [2]. Realizing the eco-tourism and sustainable economic development of domestic tourism can not only enhance the popularity and brand image of tourist attractions, but also realize the reasonable protection and rational development and utilization of various natural and biological resources in the ecological environment. For the tourism industry, tourism dominated by natural resources has always occupied a considerable proportion, but we also found that with the development of tourism and the increase in the number of tourists, it has brought tremendous pressure to the ecological environment, which is obviously not conducive to sustainable development. Therefore, the sustainable development of eco-tourism economy is of great significance [3-4]. In this paper, the economic development trend of ecotourism industry is further studied from the perspective of sustainable development. In the process of developing eco-tourism, it is necessary to coordinate the relationship between man and nature and insist on harmonious coexistence between man and nature. While enjoying tourism resources, we should do a good job in protecting the natural environment, and we should not deprive future generations of the right to enjoy human landscape and natural landscape, so as to realize the renewal and sustainable development of tourism format. In the modern social and economic development, eco-tourism has become the development trend of tourism. How to

rationaly develop and utilize tourist attractions and realize eco-tourism is the main problem facing China's tourism development [5].

## **2. The problems in the development of ecotourism economy**

### **2.1. Lack of macro coordination in ecotourism planning**

On the basis of sustained economic transformation and development, various regions are thinking of developing ecotourism, so they mainly focus on the concept of ecotourism. The development of ecotourism is constrained by many factors, and some places disregard the constraints of environmental resources and develop ecotourism without relevant planning and guarantees. For ecotourism development areas, they are mostly mountainous areas, forest areas, reservoirs, rivers, amber and other areas with abundant natural resources. These types of tourism resource areas generally face problems such as large area and difficult management. However, due to the widespread presence of such natural tourism resources in suburbs, towns, and vast rural areas, there are certain deficiencies in the professional literacy of development and management personnel [6]. The development of ecotourism projects lacks a holistic approach. In some places, there are phenomena such as neglecting one aspect and neglecting the other, one-sided development, and "valuing nature over humanities" in development. In terms of the current development status, the impact of modern culture and foreign culture has led to the difficulty of highlighting the local ethnic cultural characteristics in the development of ecotourism, and the inherent cultural value has been ignored[7]. For example, in the early stages of tourism development in Hongcun, Anhui, Hongcun has always been under the shadow of the development of Xidi Village's tourism industry, with low tourist reception and ticket income, and slow growth. The relevant management departments have not clearly defined the division of labor for the development and construction of tourist areas, which has led to the phenomenon of multiple departments such as the Tourism Bureau and the Forestry Bureau implementing management. This has led to each department believing that their department is the commander and the subject of power in the process of developing and constructing tourist attractions, but no department truly manages and is responsible for the development and construction of tourist areas. Some departments only consider economic benefits when planning ecotourism projects, resulting in a lack of scientificity and rationality in the planned ecotourism projects, making it impossible to comprehensively integrate natural tourism resources within the same region[8].

### **2.2. Eco-tourism infrastructure needs to be improved**

China is a country with a wide geographical area, with beautiful ecological environment in many areas, but lacking perfect infrastructure facilities, such as transportation and communication, which are relatively old and backward, which makes tourists who have adapted to the infrastructure conditions in city easy flinch and has a serious negative impact on the mood of the tourism process [9]. The government's investment in infrastructure construction of tourist attractions is not high enough, and the infrastructure of some tourist areas is already poor, and the publicity of tourist areas is not strong enough. These infrastructure reasons have led to this part of tourist attractions with poor infrastructure, and it will be more difficult to develop eco-tourism [10]. We can't look at the construction of scenic spots from the perspective of sustainable development, and we are short-sighted and only look at the immediate interests, which leads to the mismatch of infrastructure in many scenic spots, which has affected the experience and safety of tourists to a certain extent, seriously affected the passenger flow, and even less investment in publicity, which directly or indirectly affected the overall income of scenic spots and formed a vicious circle. In addition, due to the imperfect and unreasonable layout of infrastructure conditions, traffic and accommodation in some eco-tourism scenic spots can not meet the needs of tourists in the peak season, but a large number of infrastructure are idle in the off-season, resulting in a serious waste of resources and serious harm to the ecological balance.

### 3. Economic Development Trend of Eco-tourism Industry from the Perspective of Sustainable Development

#### 3.1. Improve the planning system and management system.

With a long-term perspective, the eco-tourism resources will be effectively passed on to the next generation. Therefore, relevant departments should implement strict policies on the development of eco-tourism resources and do a good job in supervision and management measures to prevent the phenomenon of over-exploitation of resources. At present, the investment composition of most eco-tourism projects in China is mainly based on government investment, supplemented by developers' investment. The reason for adopting this model is to expect the government to play a more important role in it. As an important part of the country's natural resources, eco-tourism projects cannot be seriously damaged because of blindly pursuing economic benefits. At this point, relevant government departments often do a better job. The idea of sustainable tourism development should be reflected in the formulation of eco-tourism planning. From the requirements of sustainable tourism development, eco-tourism planning should determine two basic goals, as shown in Figure 1.

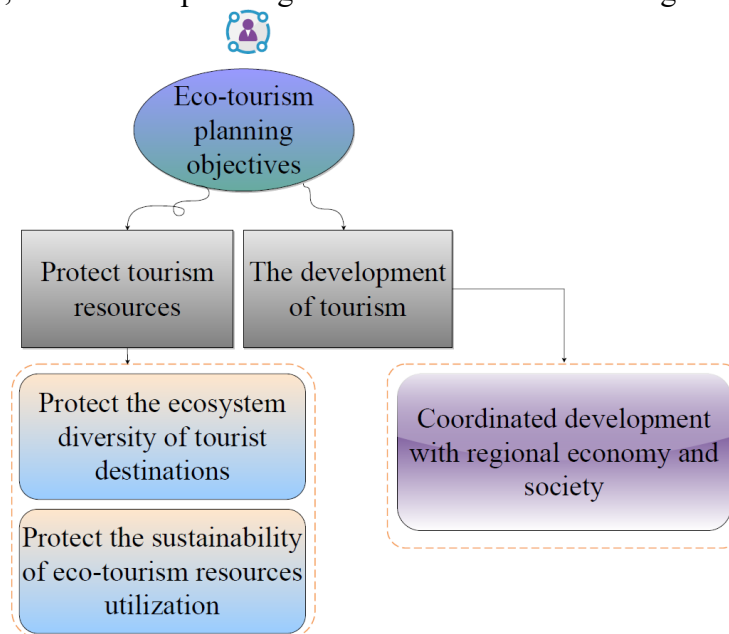


Figure 1 Eco-tourism planning objectives

The contents and implementation methods of planning must be organically combined with ecological development and environmental protection, and on this basis, relevant eco-tourism objectives, land use planning and landscape planning should be formulated. In addition, we should constantly improve the management system and establish a scientific and reasonable management mechanism. According to the needs of its own development, we should introduce advanced management experience at home and abroad appropriately and establish a set of policies and regulations that are in line with the development of the region.

#### 3.2. Realize diversified development

Ecotourism has a high degree of correlation and driving force, and its development level often supports the sustainable development of related industries. Therefore, it is necessary to pay attention to diversified development models. Due to the fact that most ecotourism destinations are remote and impoverished areas with limited transportation, underdeveloped economy, and little human damage, development is still in its early stages, and software and hardware construction is still in an extensive mode. This requires more funds than other tourism products to build the infrastructure and reception facilities required for ecotourism resources, promote domestic and international markets, and train professional ecotourism personnel. Ecotourism needs to focus on the scientific pursuit of planning content. In this process, firstly, it is necessary to introduce

specialized talents; Secondly, we need to promote the construction of tourism qualification units and enhance the level and level of tourism qualification units; Three not all, but only the use. Reasonably and flexibly utilize high-end tourism planning talents and units from outside the province and abroad to promote the rapid improvement of ecological tourism planning level. Effective control of passenger flow can be implemented from three aspects, as shown in Figure 2.

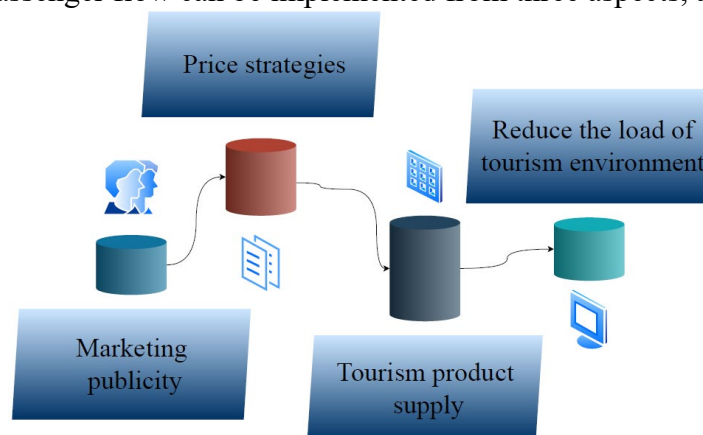


Figure 2 Ecotourism Management Strategy

Ecotourism can be combined with leisure farms and rural health industries to develop new forms of rural tourism that meet market demand; By integrating industrial and tourism industries, innovating tourism elements and comprehensively developing industrial ecotourism economic products; Integrate with commerce, optimize the business environment, integrate more tourism elements, and develop commercial leisure tourism.

### 3.3. Perfect infrastructure

Before developing ecotourism in tourist attractions, tourism developers need to investigate the local natural environment and ecological environment, and make some analysis and research on the costs and benefits required by these survey data, so as to formulate a variety of feasible development plans. Accelerate the mutual coordination and rational layout of roads, railways and other modes of transportation, build a large traffic pattern, and realize smooth access to tourist roads; Accelerate the road construction and upgrade the tourist ring line. At the same time, establish tourist traffic signs, strengthen the construction of tourist guidance system, and provide convenient services for tourists. Conduct comprehensive management of eco-tourism scenic spots. Train the managers and service personnel of scenic spots to improve their comprehensive quality and professional ability, especially the quality and accomplishment of tour guides need to be improved, and hire responsible tour guides who are familiar with regional nature and culture. Secondly, improve reception facilities. Improve accommodation facilities and entertainment service facilities, and form a pattern with star-rated hotels as the main reception and other accommodation facilities as supplements; Further equipped with entertainment venues suitable for the needs of consumer groups, to create a theme street with cultural heritage. Conduct regular environmental assessment and pollution remediation for enterprises in scenic spots, and suspend business or even cancel business qualifications for those with heavy pollution; Strictly control the entry and exit of vehicles, and make overall arrangements for the number, type, route, time, parking place and parking fee of vehicles. Improve environmental protection facilities, establish garbage treatment plants and sewage treatment plants in eco-tourism areas, and treat domestic garbage and domestic wastewater in time to ensure that eco-tourism is "low carbon and environmentally friendly". What needs to be emphasized is that while infrastructure construction, we should also pay attention to ecological and environmental issues and take the road of sustainable development.

## 4. Conclusions

In summary, the development of ecotourism requires understanding the combination of publicity

and education work with strong measures to enable developers in the ecotourism industry. Ecological tourism projects are also a part of China's precious natural resources, which can meet people's travel needs while also creating economic benefits. The sustainable development strategy requires us not to sacrifice the environment and resources as a substitute for creating economic benefits. Sustainable tourism development is a new tourism development model full of the characteristics of the times, and ecotourism is an effective way to achieve this development model. Ecotourism is a vast Xintiandi, which is creatively developed and constructed from the relationship between man and nature, from the combination of culture and landscape. It should be emphasized that while infrastructure construction is being carried out, attention should also be paid to ecological and environmental issues, and sustainable development should be pursued. Develop scientific and reasonable plans before construction to ensure the coordination and unity of infrastructure construction such as roads, hydropower, and communication with the ecological environment, and to avoid ecological problems caused by construction. Managers and operators can recognize the close connection between the tourism economy and the ecological environment, understand the respect for nature, protect the environment, integrate development and protection work, and ultimately achieve sustainable development of the ecotourism industry.

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