

Research on Problems and Development Countermeasures of Heiyu Lake Wetland Tourism in Daqing City

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Abstract: Daqing city has rich wetland tourism resources, Heiyu lake wetland is one of them. Through research on development present situation of Heiyu lake wetland, analyzes the problems in the development, put forward concrete and effective solutions, so as to realize the sustainable development of Heiyu lake wetland tourism, also provide reference for urban wetland tourism development.

1. Introduction

The development and utilization of the wetland resources have been favored by the government's attention, because the wetland not only has the function of water conservation and purifier of environment, so called "kidney of the earth", "natural reservoir". Daqing city has a "natural lake city" reputation, wetland resource is very rich. Nowadays, more and more of the wetland was developed as a tourist resources, the wetland tourism has become characteristic and advantage of Daqing city tourism[1]. However, wetland tourism development has faced with many problems at the same time. Based research of development present situation on Daqing Heiyu lake wetland tourism, make an analysis aiming problem of Heiyu lake development, put forward concrete measures. Purpose is for urban wetlands development and protection to provide valuable advice, do "development in the protection and protection in the development".

2. General Situation of Heiyu Lake Wetland

Heiyu lake wetland located in the northeast of Daqing city, more than 20 kilometers from downtown, and border Lindian, Anda, Heiyu lake ecological park, relying on the Heiyu lake and wetland and lake. Ecological park area is 116 square kilometers, of which water is the area of 60 square kilometers, equivalent to 10 West lake. Heiyu lake wetland's area is larger during the Daqing city wetland, both natural resources and human landscape are very rich. Since the 1970 s, Heiyu lake wetland has been constantly development and use, the surrounding infrastructure construction has been continuously perfect.

Heiyu lake is mainly made of natural precipitation and Nen river water, with superior natural conditions to form the magnificent natural scenery. Heiyu lake wetland water area is about 60 square kilometers, belong to national water scenic area, Heilongjiang agricultural tourism demonstration site. In recent years, Heiyu lake wetland tourism development has more and more got

the favour of the government and investor's attention, development investment construction projects are becoming more and more diversified, it is ideal place for entertainment, leisure, catering tourism and conference reception.

3. Problems in Heiyu Lake Wetland Tourism Development

3.1. The Tourism Project is Single

Heiyu lake wetland although has been committed to the innovation of water sports, efforts to develop new projects in many ways to attract tourists, but tourist experience effect is not ideal. Although Heiyu lake has opened channels of watching lotus, let the tourists can enjoy pictures closer, but also just the visual perception. In the park, visitors simply admire the landscape flowers, in the face of thousands acre of lotus, in addition to the original amazing to finally aesthetic fatigue, will inevitably boring.

3.2. Festival Activities are Less

Heiyu lake mainly made two festivals, respectively is: " Heiyu lake lotus cultural tourism festival" and "Heiyu lake national fitness day". The two festivals highlight Heiyu lake landscape characteristic, at the same time also pay attention to the participation of urban residents. Heiyu lake, however, the biggest problem of the current festival activities is not only a small number, also in concentration in the summer, the other seasons are blank. In addition, the form is too simple and lack of new ideas.

3.3. Wetland Cultural Products are Lack

Heiyu lake wetland has been strive to build on the natural ecological landscape image, always give priority to natural ecological tourism products, and just stay on the tourist experience. Humanism ecological tourism products is very few, however, even if value degree to the developed product is not high, not only the development is not comprehensive, and not enough characterization. Heiyu lake wetland didn't take the culture and the ecological wetland tourism culture, community culture, wetland wetland tourism travel history culture blend well.

3.4. Functional Division is not Enough Clear and Detailed

Heiyu lake wetland area is big, but the lack of the orderly development and regional function is not enough clear and detailed, there are a lot of overlap for many of the attractions, bring repeated experience of tourists, also caused the waste of time of tourists. Not clear functional partition, unable to make the necessary protection. There are a lot of water projects in Heiyu lake wetland, there are many rare animals in Heiyu lake wetland, too, not clear function division will damage the protection of plants and animals and the natural environment.

4. Development Countermeasures of Heiyu Lake Wetland Tourism

4.1. Innovate Tourist Experience

Different consumers have different demand. In order to open the tourism market, must comprehensively understand the target group, with a new and unique way to attract visitors.

In order to avoid the tourist's boring psychology, can undertake breakthrough in the way of trip on the lake, in the boat to add new content. Heiyu lake currently trip project on the lake is mainly to

appreciate lotus. The lotus in the lake is the static state, but the ship is always moving. Dragon boat race people always do their ship unique, so, on the lake is also can let visitors choose different ships, should design the shape of the ship, such as appearance can be designed to "mood ship", "parent-child ship", can be cartoon style, and can be ethnic characteristics. At night, can be placed in the lotus pond the lotus lanterns, every hour in a blessing ring, build a kind of artistic conception. This tourist experience is called combination of the "dynamic" and "static" .

4.2. Rich Festival Activities

Festival activities can not only attract tourists, also is a kind of marketing channel, if the festival can form tradition, deeply rooted in the hearts of the people, can set up a good brand image.

Can make different festival activities according to different season. For example, in snow and ice melting spring, break "fishing culture festival when river melts ". Heiyu lake is famous for its fish, fish species are more than 40 types, this festival can shape the brand image of the lake, and for its injected new fisheries cultural connotation. In summer, rich the original two festival, increase the added value of it. Carry out lotus photography contest, lake music festival, beer culture festival activities in the lake, to show the Heiyu lake summer cool and refreshing, to create a Comfortable, cool and memorable summer for tourists. In autumn, can start cooperation with farmhouse, held "agriculture picking festival ", let visitors experience the fruits of autumn. In winter, can hold "ice and snow festival," with "snow carnival" as the activity theme, carry out rich and colorful ice tourism project, such as short track speed skating, ice skating, etc. In every season, Heiyu lake through festival activities can not only attract tourists, make up the seasonal differences, but also can effectively avoid the idle and waste of resources.

4.3. Develop Wetland Cultural Products

Wetland cultural products value is not only memorable, but also science popular education. Wetland cultural products not only are a representative of the wetland area, also is a kind of propaganda way of wetland tourism. To develop wetland cultural products should pay special attention to tourists experience and feelings[2].

Heiyu lake wetland can be combined with the characteristics and the existing resource to develop "Farming culture products", bring visitors personally experience of farming civilization; and With Heiyu lake wetland as a background, can also create micro movie, show visitors the fisheries culture with the most local characteristics in the form of film and television works; in addition, can also use water birds and fish of Heiyu lake ecological park as prototype, made souvenirs with auspicious meaning, compact, convenient for tourists to carry; can also be the primary and secondary schools to carry out the cooperation with Daqing region, provide tour activities of a return to nature, is not only beneficial to the school to realize outdoor ecological teaching, also reflected the Heiyu lake wetland environmental education value. Heiyu lake wetland can through the combination of natural ecological landscape and architectural culture, create a unique landmark for tourists photography pictures.

4.4. Refine Wetland Tourism Functional Area

If wetland tourism function zoning division is not detailed, it may be directly cause the destruction of wetland resources. If want to protect the wetland tourism resources, must be divided into the functional areas in a reasonable manner.

From the perspective of the sustainable development of the Hyuhu lake, must be divided into core area to protect the precious species, gave them a piece of tranquil habitat; Planning out the

pilot zone, play a good transition zone role; Fully and rationally develop tourist area, play the role of propaganda, education, protection and tourism development. Wetland can be divided into four parts: water area, amusement area, recreational area, the food area. Within the functional partition, must pay attention to environmental governance, fight pollution damage.

5. Summary

In a word, Heiyu lake wetland is extremely precious natural resources in Daqing, in the process of tourism development should be based on its natural environment characteristics, dig deeper into the regional culture characteristic, objective understanding of the existing problems and take effective measures, can give full play to Heiyu lake wetland ecological function, economic function and function of popular science education, eventually realize the sustainable development of wetland tourism.

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