

# Study on the Construction Path of Ecotourism Destination

-- a case study of Pu'er, Yunnan Province

Xinhua Zhang, zhijun Liu\*

School of Economics and Management, Pu'er University, Pu'er, Yunnan, China

\*Corresponding author: Zhijun Liu

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**Abstract:** The development of eco-tourism is a vivid practice of implementing Xi Jinping's ecological civilization thought and an important carrier of ecological civilization construction. As the first green economic experimental demonstration zone in the country, there are abundant resources for eco-tourism. It is necessary to build a healthy life destination and expand the tourism link of the western Yunnan as the turning point. Based on the advantages of ecological cultural tourism resources, we can improve the top-level design. Optimize the development layout; Enrich the product system and innovate and develop business forms; Establish ecological concept and adhere to international standards; Improve infrastructure and improve service level; Accelerate industrial integration and improve the development mechanism; Improve the content of science and technology and actively cultivate talents; Build a brand system, strengthen marketing and other measures to build Pu'er into an international eco-tourism resort, so as to drive the rapid development of other industries in Pu'er and make green water and green mountains the advantage and business card of Pu'er.

## 1. Introduction

In recent years, eco-tourism has developed rapidly at home and abroad. So far, it has developed into a mature form of tourism, and with the acceleration of people's pace of life, it has attracted more and more attention. In his visit to Jilin in September 26, 2018, general secretary Xi Jinping stressed that ecological protection and eco-tourism development complement each other. The development of ecotourism not only contributes to the protection of ecological environment, but also promotes the sustainable development of local economy and society. With superior natural ecological environment and rich and colorful national culture, Pu'er has the superior conditions to build an international eco-tourism resort.

## 2. Advantages of Pu'er City in Building an International Ecotourism Resort

### 2.1 Superior Ecological Environment and Green Development Base

With a forest coverage rate of 75%, Pu'er is the world's second largest tropical rain forest after Amazon and the largest tropical rain forest in the northern hemisphere. It is like spring all year round. The average concentration of negative oxygen ions is 7000 per cubic meter, more than 12 times higher than the "fresh air" standard of the World Health Organization. It is one of the areas with the highest climate comfort index and the best air cleanliness in China. The city has more than 5600 kinds of higher plants There are more than 1490 species of animals, which retain one third of the species in China in less than one ten thousandth of the land area. It has the reputation of "natural green treasure house", "natural species gene bank" and "natural oxygen bar". Pu'er has always adhered to the strategy of "ecological city and green development", walked out of the development path of the close combination of green economy, poverty alleviation and rural revitalization, and has the natural and ecological background of building an international eco-tourism resort without the destructive development of large-scale demolition and construction.

## **2.2 Rich in High-Grade Tourism Resources, It Has the Basic Conditions for the Development of Ecotourism**

Tourism resources are the basis for the development of the destination. Pu'er has a complete range of tourism resources, and its ornamental and recreational value, historical, cultural, scientific and artistic value, rarity and strangeness, scale, abundance, integrity, suitable tourism period and scope of application can be classified as above the excellent level. With the continuous iteration of mass tourism demand, Pu'er's local lifestyle and literary temperament can also become local tourism attractions. The high-grade and scarce tourism resources have laid an inherent advantage for Pu'er to implement the eco-tourism development strategy towards the world.

## **2.3 Pu'er Tea Has a Long-Standing Reputation and Laid a Foundation for High-Quality Customers in Pu'er City**

Pu'er tea has long enjoyed a high reputation at home and abroad for its production history, regional culture, processing technology and product efficacy. With the improvement of public living standards and the popularization of green health preservation concept, the health care value, collection value and investment value of Pu'er tea as a high-quality beverage have been explored by more and more consumer groups, “drinking cooked tea, Tibetan raw tea and tasting old tea” It has become an important symbol of fashion consumption and green and healthy life for medium and high-end consumers, and has also laid a global customer base for Pu'er City to find root tea culture, ancient tea ceremony and tea origin. The majority of Pu'er tea lovers above the middle class and their own green health awareness provide high-quality potential tourists for Pu'er City.

## **2.4 The National Culture is Colorful and Rich, and the Ecological Concept Contained Therein is Inherited from Generation to Generation**

There are 26 nationalities in Pu'er City, which is the “Grand View Garden” and “Kaleidoscope” of China's national culture. The cultures of Hani, Lahu, WA, Dai, Bulang and other ethnic minorities are intertwined and integrated. The ancient towns and villages still retain relatively complete original characteristics. The ancient and simple concept of development of “harmonious coexistence between man and nature” formed by all ethnic groups has a long history. The ecological protection tradition and unique ecological protection wisdom handed down from generation to generation have become the cultural gene for the development of ecological industry in Pu'er today, Nearly 1000 inheritors of intangible cultural heritage and growing local entrepreneurs in the city can also become narrators and disseminators of Pu'er ecological culture, so that the “ecological” positioning of Pu'er is not only reflected in the superior environment, but also contained in the local scenery, style, customs, flavor and customs.

## **2.5 The Tourism Revolution is in Full Swing and Has Formed a Certain Industrial Development Foundation**

In recent years, Pu'er City has actively integrated into the construction of the Great Western Yunnan Tourism Ring Road, improved the external channel of Pu'er, completed Simao and Jingmai airports, and successively opened routes outside the province such as Beijing, Shanghai, Guangzhou, Chengdu, Chongqing, Changsha and Nanning, which has improved the accessibility of Pu'er as a tourism destination. The construction and improvement of class a scenic spots, star hotels, boutique B & B and provincial tourist resort continued. International brand cooperation such as aman Hotel and intercontinental Huayi has been implemented one after another, effectively improving the tourist reception capacity of Pu'er. In addition, adhering to the concept of “green water and green mountains are golden mountains and silver mountains”, Pu'er City actively connects tourism development and Rural Revitalization Project. The key rural tourism villages, including laodabao village, Yonge village and Gaojia village, have been improved through the improvement of the overall style and living environment, superimposed with mysterious and distinctive folk culture, It has also become an important engine for Pu'er to enter the fast track of international tourism development.

### **3. Ideas and Measures for Pu'er to Build an International Ecotourism Resort**

Although the development of tourism in Pu'er started late, it avoided the stage of mass sightseeing tourism in which people, resources and environment were competing, and ushered in the best time to directly enter the embedded, immersive and experiential high-end in-depth tourism. We should highlight high-quality landscape, high-quality service and high-level consumption, adhere to the integration of personality characteristics and creative genes into the whole process of tourism development, and strive to build a famous “raise in Pu'er” health brand in the country and even the world.

#### **3.1 Improve the Top-Level Design and Optimize the Development Layout**

2.1.1 Prepare special ecotourism plan. According to the relevant requirements of the national ecotourism development plan (2016-2025), grasp the law of ecotourism development and combined with their own reality, prepare the ecotourism development plan of Pu'er City (2021-2030) and special plans for ecotourism public services, publicity and marketing, market governance, human resources and so on.

2.1.2 Optimize the layout of eco-tourism in the city. Firmly establish the concept of integrated development of large-scale tourism, continuously expand supply, further optimize the layout of eco-tourism development in the city, enrich product lines, and build an eco-tourism spatial layout with point to area and line to line, so as to form a superior ecological environment, agglomeration of tourism elements and perfect tourism functions The development pattern of ecotourism with close regional cooperation.

#### **3.2 Enrich the Product System and Innovate and Develop Business Formats**

2.21 Create a number of eco-tourism boutiques. Combined with the layout characteristics of ecotourism resources, transportation trunk lines and major cities, actively promote the transformation from ecological sightseeing tourism to ecological experience tourism, increase the participation and entertainment of ecotourism, and enrich the content of ecotourism boutiques. Create a number of high-end scenic spots, a number of pastoral complex projects, a number of high-end hotels and a number of high-end tourism products.

2.22 Build a high-quality ecotourism route. A national unity and red tourism line with the twin festival of Mojiang, Ning'er and Simao and the monument of national unity poetry as the main line; With Silan expressway as the link and the idea of large-scale tourism, develop Silan tourism line with unique ethnic customs, ancient tea forest and mysterious religious culture of “three border counties”; Ailao Mountain - Wuliang Mountain scenic tourist line mainly focusing on the natural scenery, religious culture and rich ethnic customs along Ailao Mountain and Wuliang Mountain; International tour routes represented by Jiangcheng's international packet loss Festival and border tour.

2.23 Actively cultivate new business forms. Promote the interactive development of ecotourism and modern service industries such as information consultation, cultural creativity, film and television entertainment, exhibition and Expo. Fully tap natural and humanistic ecological resources and launch a number of high-level humanistic ecological performance programs; Relying on the existing characteristic hot spring tourism resources, integrating forest, rivers and lakes and other resources, introducing a number of medium and high-end medical and health care service institutions, developing hot spring physiotherapy, hot spring health care, hot spring beauty and other business forms with high quality, forming a high-quality hot spring recuperation line connecting points and lines, and promoting the deep integration development of tourism and medical and health care; Make good use of the name card of China's coffee capital, accelerate the construction of coffee manor, coffee town and theme block integrating cultural tourism, popular science and cultural experience, coffee fun and leisure, make traveling with coffee a new fashion of Pu'er tourism, and promote the in-depth integrated development of coffee tourism.

#### **3.3 Establish Ecological Concept and Adhere to International Standards**

We should adhere to starting from ecology and taking protection as the premise, explore a new way of coordinated progress between protection and development, focus on ecological health and ecological experience, supplement ecological education and ecological cognition, set world-class standards, and build a cultural and tourism platform that matches Pu'er's own characteristics and can meet the service needs of high-cost customized tourists, Implement the interpretation system project of ecotourism scenic spots and the information project of ecotourism environmental education, build an international exchange platform for environmental education, strengthen the environmental protection of ecotourism resources, implement the “Pu'er protection action plan”, comprehensively implement the comprehensive improvement of urban and rural environment, establish and improve the environmental quality evaluation and supervision system, promote energy conservation and emission reduction in tourism, and form a natural ecology Create an eco-tourism experience full of historical and cultural colors in an environment where human ecology and social ecology blend and coexist, so that Pu'er's natural environment, infrastructure, convenience, service quality, governance level, product quality, business diversity and cultural experience can meet the reception and consumption needs of international tourists, so as to show Pu'er's unique ecological charm in an all-round way..

### **3.4 Improve Infrastructure and Improve Service Level**

1) Develop ecological accommodation. Adhere to the principles of sustainable utilization and energy conservation, guide ecological low-carbon consumption, and actively explore new models and ways for the development of ecological accommodation. Strengthen the ecological brand and cultural construction of hotels and guesthouses, improve the level of ecological products, ecological services, ecological marketing and ecological management, and achieve economic, efficient, safe, healthy and environment-friendly development.

2) Improve the tourist toilet. We will continue to promote the “toilet revolution”, optimize the allocation of tourist toilets, improve the distribution of toilets along ecotourism routes, reasonably allocate tourist public toilets, toilets in scenic spots and tourist villages and towns, build or reconstruct a number of unique tourist toilets and ecotourism toilets, and encourage the commercial operation mode of “building toilets by business, supporting toilets by business and managing toilets by business”, Realize the construction goal of “sufficient quantity, qualified quality and full coverage” of tourism toilets.

3) Build an ecotourism identification system. At the entrances and exits of key tourist cities, stations, ecotourism scenic spots, hotels, main urban roads and main distribution areas of tourists, fully grasp the regional characteristics, standardize and improve ecotourism signs and service guidance signs in combination with the national construction standards and requirements on public signs, so as to reflect diversity, standardization, humanization, ecology Eco tourism identification system with regional characteristics.

4) Build ecological greenway and ecological parking lot. Optimize the route, highlight the key points, fully combine the characteristics of natural resources such as terrain, water system and vegetation, and highlight the characteristics of humanization, ecology and security, so as to make the greenway complement and rely on each other with various infrastructure and public service resources. Build an ecological parking lot near the ecotourism scenic spot according to local conditions, and take the laying of breathable and permeable pavement materials and planting a certain amount of green plants as an important part of the infrastructure of the ecological parking lot, which will be included in the planning, approval, construction and management of the parking lot.

5) Build ecotourism environment and popular science education places. Build ecotourism publicity and education centers and environmental and popular science education places in key ecotourism scenic spots. Popularize the ecological environment and popular science knowledge of the scenic spot to tourists, improve environmental awareness and ecological civilization code of conduct, and form an “open natural classroom” to popularize natural knowledge and improve ecological morality.

6) Improve the eco-tourism distribution and consulting service system. Accelerate the construction of tourism distribution centers at the municipal and county levels, and set up tourism distribution centers and tourism consultation points at different levels. A number of ecotourism consulting service centers will be planned and built in the central urban area, key tourism counties and cities, scenic spots above 3A level, key ecotourism villages and towns, railway stations, bus stations and other tourist gathering areas.

### **3.5 Accelerate Industrial Integration and Improve the Development Mechanism**

#### **3.5.1 Actively Promote “Ecology Plus” and “Tourism Plus”.**

Focusing on the goal of building an “International Ecotourism resort”, promote the synchronous and integrated development of ecotourism and other industries, strengthen industrial linkage, and plan the construction and development of transportation facilities, municipal facilities, public services, modern agriculture and commerce according to the needs of ecotourism development. Relying on the unique ecological resources, customs and Humanities of Pu'er, highlight the regional culture and ecological advantages in the construction, explore its own uniqueness, continue and innovate its own characteristic culture, create a unique tourism brand, implant Pu'er tea, Pu'er coffee, tea horse ancient road and other elements into tourism products, further enrich the connotation of tourism products and create personalized Diversify tourism products and integrate the concept of all-round tourism into the overall development of the city.

#### **3.5.2 Improve the Development Mechanism of Ecotourism Industry**

Explore the establishment of tourism ecological compensation mechanism and improve the incentive and restraint mechanism linking tourism ecological protection and income distribution. Promote the implementation of green certification system, explore the construction of green tourism standards, and implement the certification system of green tourism products and green tourism enterprises. Encourage society to participate in the development and operation of ecotourism, and explore the access, management and exit mechanisms such as franchising. Encourage international, private and other social capital to participate in the development of ecotourism resources, scenic spot operation and industrial project construction, and carry out the pledge of ecotourism scenic spot management right, equity, trademark exclusive right, forest right and land use right in accordance with laws and regulations.

### **3.6 Improve the Content of Science and Technology and Actively Cultivate Talents**

#### **3.6.1 Excavate the Scientific Connotation of Ecotourism Products**

Take ecotourism projects and ecotourism products as the carrier, increase the application depth and breadth of information technology in ecotourism, integrate the application of science and technology into the forms of tourism products such as ecological sightseeing, ecological leisure, ecological environment interpretation, ecological popular science education and ecological culture performance through technological innovation, and increase the scientific and technological connotation of ecotourism products.

#### **3.6.2 Promote Advanced Technologies Conducive to the Development of Ecotourism**

Support the R & D and base construction of ecotourism technology, increase the R & D and support for major ecotourism technologies such as energy conservation, resource recycling and ecological restoration, actively promote the transformation and application of ecotourism technology achievements, and promote the ecological and low-carbon design of the whole tourism industry chain.

#### **3.6.3 Establish an Ecotourism Talent Team System**

Establish an ecotourism talent team composed of ecotourism operation and management talents, marketing talents, guide and interpretation talents, policy research talents and environmental technology talents, and comprehensively promote the specialization, marketization and

internationalization of ecotourism talent team. Explore the establishment of the certification system for ecological tour guides and ecotourism professional managers, establish and improve the tourism professional qualification and professional title system, improve the professional skill appraisal system, establish and improve the regular training system for ecotourism practitioners, and explore an effective mechanism for the connection of on-the-job training with the certification system and salary system.

#### **3.6.4 Strengthen the Training of Ecotourism Talents**

According to the needs of ecotourism development in the new era, further adjust, transform and reorganize the existing disciplines, take ecotourism as a pilot specialty for the cultivation of Applied Talents in Colleges and universities, establish an open training system for the joint cultivation of talents by schools, tourism departments and enterprises, and actively explore the training mechanism combining production, learning, research and application, Strengthen the cultivation and training of skilled talents in ecotourism, and establish an ecotourism talent team with advanced tourism concepts and good management.

### **3.7 Build Brand System and Strengthen Marketing**

#### **3.7.1 Build an Ecotourism Brand System**

Build a diversified tourism brand system composed of tourism destination brand, tourism product brand and tourism enterprise brand around the core brand of “Tianci Pu'er”. Attract and retain tourists to the greatest extent with the affinity of nature and the attraction of national culture.

#### **3.7.2 Implement the Eco-Tourism Festival and Exhibition Project**

Take the cultivation of ecological culture as the soul of an ecological province, and display the ecological image of “God given Pu'er” by holding major festivals to promote the harmonious development between man and nature. Innovate the brand festival exhibition mode and enhance the attraction of festival tourism.

#### **3.7.3 Implement the Eco-Tourism Publicity and Logo Design Project**

Through the determination of ecotourism publicity slogans, the production of tourism image publicity album, the shooting of ecotourism series publicity films and other publicity channels, enhance the goodwill and trust of Pu'er ecological environment, and enhance the popularity and reputation of Pu'er ecotourism brand. Establish an official website for the promotion of Pu'er International Ecotourism resort, and establish cooperation links, information sharing and marketing promotion with the websites of ecotourism related organizations such as domestic and Foreign Ecotourism associations, wildlife protection associations, environmental protection organizations and large travel groups.

#### **3.7.4 Strengthen the Promotion of Ecotourism Products**

Make full use of traditional media such as TV stations, newspapers and periodicals to launch eco-tourism advertisements with novel content, strong appeal and beautiful vision. Carry out publicity and reporting around the theme of ecotourism through outdoor billboards, continuous billboards on highways, special pages, columns, special topics, special pages and other forms. Mobile phone tiktok, Kwai Fu, micro film and online games are used as new media forms to build a unified and rich publicity platform for eco tourism marketing, and to develop interactive marketing of eco-tourism. Enrich and improve tourism websites, expand tourism publicity space, encourage ecotourism scenic spots to establish tourism e-commerce platform, and promote the development of tourism e-commerce. Actively promote online services and sales of ecotourism products. Carefully plan and hold ecotourism festivals to attract the attention of domestic and foreign tourists and improve the marketing power of tourism brands.

#### **3.7.5 Advocate Green Tourism Consumption**

Establish a reward and punishment mechanism for green consumption and carry out green tourism consumption reward activities. Promote the hotel to link the room price with the consumption of water, electricity and low value consumables. Strengthen tourism ecological civilization education, take the lead in implementing green tourism education and training for all members of the tourism industry, disseminate green management concepts, carry out green marketing, guide tourists to establish green tourism concept and lead the low-carbon tourism mode of the whole society.

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