

Research on Tourism Economy and Tourism Eco-Environmental Effect Based on Supply-side Perspective

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Abstract: as a Kind of Capital, Tourism Ecological Environment Has Great Influence on Tourism Economy. Tourism Has Become an Important Pillar Industry of China's National Economy. the Development of Tourism Economy Promotes Consumption and Realizes the Growth of Economic Benefits. Tourism Economy Has Positive and Negative Effects on Tourism Ecological Environment. the Rapid Development of China's Tourism Economy Has Promoted the Further Development of Social Economy. Theoretically Speaking, Ecology and Environment Are Indispensable to Human Beings. They Are One of the Essential Factors for Human Beings to Create Wealth. Tourism is a Comprehensive and Linked Production, Accompanied by a Series of Social and Economic Activities in the Process of Tourism Consumption, Which Adds Vitality to the Economic, Cultural and Cultural Development of the Whole City. Based on the Perspective of Supply side, This Paper Analyzes the Relationship between Environment and Economy, Environmental Benefits and Economic Benefits in Tourism Development from the Factors Affecting Tourism Economy.

1. Introduction

Tourism Has Become an Important Pillar Industry of China's National Economy. the Development of Tourism Economy Has Promoted Consumption and Realized the Growth of Economic Benefits. Tourism Economy Has Positive and Negative Effects on Tourism Ecological Environment [1]. from an Environmental Point of View, There Are Contradictions between Tourism Economy and Tourism Eco-Environmental Effects, But from an Economic Point of View, Tourism Has Promoted the Development of China's Economic Construction [2]. in Order to Cope with the Downward Pressure of the Economy, the Central Government of Our Country Has Put Forward Structural Reforms on the Supply side to Optimize and Adjust the National Economic Structure. in Many Countries, Tourism Industry Can Bring about the Effects of Regional Income Increase, Employment Rate Increase, and Infrastructure Improvement [3]. under This Background, Various Regions Have Developed Their Own Characteristic Industries in Succession in Order to Provide New Impetus for Regional Economic Growth. the Ecological Environment Has Also Been Mentioned and Paid More and More Attention by People. While Human Beings Are Aggressively Developing Economy At the Cost of Natural Resources and Environmental Consumption, Environmental Pollution Occurs Frequently, and Ecological Environment Problems Threaten the Normal Production and Life of Human Beings [4]. Theoretically Speaking, Ecology and Environment Are Indispensable to Human Beings. They Are One of the Essential Factors for Human Beings to Create Wealth. Once the Ecological and Environmental Values Become the Resources for People to Seek Benefits, They Become the Values That Can Bring Greater Value, Which is Capitalized [5].

Since the Reform and Opening Up, China's Tourism Industry Has Made Great Progress from Scratch to Strength, Forming a Tourism Economy with Chinese Characteristics. According to the Characteristics of the Tourism Industry's Environmental Dependence, Any Tourism Activity Should Take the Environment as the Premise, At the Same Time, the Quality of Ecological Environment Directly Affects the Development of Tourism Economy, and Shows a Sustained Impact Trend [6].

Tourism is a Comprehensive and Linked Production, Accompanied by a Series of Social and Economic Activities in the Process of Tourism Consumption, Which Adds Vitality to the Economic, Cultural and Cultural Development of the Whole City. Ecology and Environment Are of “Value or Price” as Resources. This Value Can Be Expressed as Material Product Value and Comfortable Service Value, and Its Value Depends on Its Finiteness, Scarcity and Development and Utilization Conditions [7]. the Rapid Development of China's Tourism Economy Has Promoted the Further Development of Social Economy. However, in the Process of Development, It Has Also Brought about Certain Tourism Ecological Environment Problems. Based on the Perspective of Supply side, This Paper Analyzes the Relationship between Tourism Economy and Tourism Ecological Environment and the Effect of Interaction.

2. Tourism Economic Benefit and Environmental Economic Benefit

2.1 Factors Affecting Tourism Economic Benefits

Pursuing economic benefits is the basic policy and core of all economic activities. Ecological environment is an important foundation for the sustainable development of tourism and the most fundamental guarantee for tourism products. The main attraction of tourism industry is from the harmonious integration of beautiful natural scenery, unique landscape, rich customs, traditional historical culture and so on. In order to promote the growth of the national economy, the main industries, and to improve China's comprehensive competitiveness in the international community have made great contributions [8]. Since tourism commodities are not bound by tariff barriers, tourism can also promote the import and export of commodities and increase foreign exchange earnings, which has a positive impact on the balance of international payments. The number of tourists is proportional to the amount of labor occupied and consumed in tourism activities. If more tourists are provided with high-quality tourism products and services in a timely manner with less labor occupation and consumption, the economic benefits of tourism will be good. Tourism economic benefit is the quantitative and proportional relationship between the occupation, input, consumption and effective output of production factors in the process of tourism economic activities under the premise of reasonable development and utilization of tourism resources and protection of the environment.

2.2 The Role of Ecological Environment in Tourism Economic Benefit

Under the condition of market economy, tourism economic activities must face the market and focus on tourists. This requires tourism management departments and enterprises to set up business ideas and concepts to serve tourists when organizing tourism activities, and to provide marketable and inexpensive products and services as much as possible considering tourists' consumption needs. The development of tourism economy depends on the ecological environment. If properly developed and protected, it will further create and maintain a good ecological environment. Tourists are the main body of tourism activities and the objects of tourism services. The number and composition of tourists directly affect the economic benefits of tourism. To improve the economic benefits of tourism, more funds can be invested in the ecological environment, which has a positive impact on the protection of the ecology [9]. After seeing the benefits brought by tourism, many regions also want to follow the example of other regions to carry out tourism. However, there was no overall planning for the region before it was carried out, resulting in many problems in the development of tourism. The increase in the number of tourists in tourism economic activities will inevitably increase tourism income accordingly, thus improving the utilization efficiency of tourism products and services and increasing economic benefits.

3. Environmental and Economic Benefits of Tourism Resources Development

Although the vigorous development of tourism has brought a lot of benefits to China's economic construction, this situation does not apply to all regions, and over-development of tourism will also cause certain obstacles to economic construction. The composition of tourists includes the age, sex

and nationality of tourists, as well as tourists' hobbies, customs, religious beliefs, consumption habits and ability to pay. Changes in environmental quality caused by tourism development and management activities or travel tours are collectively referred to as environmental benefits of tourism [10]. Tourism itself has both positive and negative impacts on ecology and environment. These basic conditions make tourists' tourism consumption and expenditure in tourism activities have different compositions and characteristics, thus affecting tourism economic benefits. For tourism, it is difficult to see economic benefits in the short term from investments in ecology and environmental protection. Therefore, many tour operators will ignore the existence of ecological and environmental problems because of immediate economic benefits, and even sacrifice the environment to achieve short-term economic benefits. Before the development of tourism, we must make overall planning, not too much for the tourism industry. We must make plans according to the actual situation of the tourist destination to promote the harmonious development of tourism and tourism economy.

Tourism resources have different categories and their classification criteria are also different. Objective phenomena are all in constant development and change, and the laws governing the development and change of phenomena. We should not only understand the internal structure and interrelation, but also study the process of evolution over time. No resource can function independently as a factor of production. Only when natural resources are combined with social resources can they be transformed into productive forces with use value and value. Figure 1 shows the contribution of different resources at different stages of rural development.

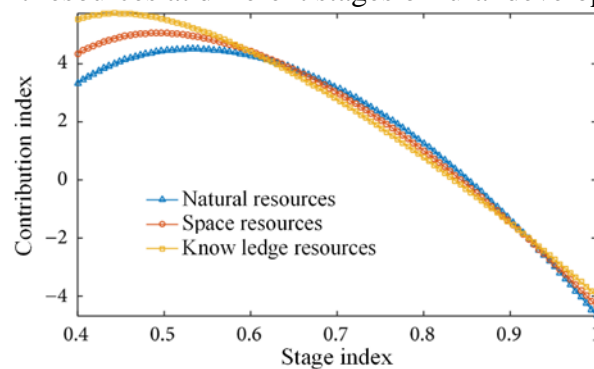


Fig.1 The Contribution of Different Resources in the Development Stage of the Tourism Economy

Ecology and environment are the basis of tourism activities. Only beautiful and unique ecology and environment can attract tourists and make tourists make tourism decisions so that tourism activities can take place. There is an inseparable relationship between the ecological environment and the development of tourism, which is the foundation to ensure the sustainable development of tourism. Beautiful and good ecology and environment bring physical and mental enjoyment to tourists, enabling tourists' tourism consumption behavior to take place, and correspondingly increasing tourism economic income and economic benefits of tourism destinations. The exploitation of tourism resources is actually a kind of plundering of natural resources. If the protection measures are not favorable, the exploitation and construction, tourists' sightseeing, etc. will cause certain pollution to natural resources. Tourism resources are one of the components of ecology and environment, and its value is reflected when tourists make tourism choices. The exploitation of the original ecology damages the development of tourism economy, which needs to rely on the ecological environment. On this basis, necessary tourism infrastructure and service facilities should be equipped. The economic benefits obtained by protecting ecology and environment can be seen as a comparison between the labor consumption paid to achieve specific environmental goals and the comprehensive benefits of tourism economy and society obtained after improvement due to environmental protection.

4. Conclusions

There are both benign interactions and contradictions between China's tourism economy and

tourism ecological environment, and properly solving this contradiction is the existence value of environmental tax. After seeing the benefits brought by tourism, many regions also want to follow the example of other regions to carry out tourism. However, there was no overall planning for the region before it was carried out, resulting in many problems in the development of tourism. Before the development of tourism, we should not over-emphasize the tourism industry. We should make plans according to the actual situation of the tourist destination to promote the harmonious development of tourism and tourism economy. A perfect environmental tax system and effective environmental protection legislation can protect the tourism ecological environment, but the implementation of the system is based on public awareness. Through extensive publicity and education with environmental protection as the main content, the public's concept of ecological protection in the tourism process should be strengthened, and the tourists' awareness of environmental protection should be improved. Tourism resources are one of the components of ecology and environment, and its value is reflected when tourists make tourism choices. We should continuously strengthen the publicity and implementation of environmental taxes to ensure the harmonious development between tourism economy and tourism ecological environment.

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