

Development Strategies for Tourism under the Background of the Construction of Beauty China

Peng Jiaofei

Tourism School, Central South University of Forestry and Technology, Changsha, Hunan, 410004, China

Keywords: Construction of Beauty China, Tourism, Strategies.

Abstract: Beauty China has become the keywords leading the future development of China. The development of tourism is one of the important ways for the construction of Beauty China. This study focused on the current situation of the constraints of Beauty China and proposed the development strategies for tourism under the background of Beauty China.

1 INTRODUCTION

The report of 18th CPC National Congress clearly proposed the strategic conception of constructing the Beauty China. The conception became the keywords of China's future development. The phrase Beauty China has been contained by people's infinite expectation for future happy life and by the resolution of CPC and China to improve people's lives. Beauty China means that people will have abundant material life and nice homeland: green trees, beautiful rivers and mountains, blue sky and fresh air.

The construction of Beauty China has been a hot topic. Departments of government and public institutions have paid much attention on drawing up corresponding strategies and measures aimed at the construction of Beauty China. As a strategic industry and modern service industry, tourism is an important platform for the construction of Beauty China and there is a close relationship between them. First, tourism is a sunrise industry and good industry. The abundant tourism resources of China are important barriers for the construction of Beauty China. Second, the construction of Beauty China needs to rely on ecological civilization and good ecological environment. The development of tourism can not only strengthen the protection of ecological environment, but also cultivate people's habits of behaviors and green consumption, facilitating the construction of ecological civilization. Last, the construction of Beauty China is human-oriented and emphasizes people's wealth. The development of tourism satisfies the higher demands of people and improves their life quality. Therefore, the

construction of Beauty China meets the characteristics, cultural features and core advantages of the development of Chinese tourism, which is the final goal of the tourism development.

The construction of Beauty China requires that the development of tourism can not destroy the ecological environment. However, current development of Chinese tourism neglects the construction of ecological civilization, which is contrary to the construction of Beauty China.

2 FACTORS CONTRARY TO THE CONSTRUCTION OF BEAUTY CHINA IN TOURISM DEVELOPMENT

2.1 Developing Tourism Resources with Extensive Economic Development Pattern in Some Areas or Unplanned and Unreasonable Exploitation of Tourism Resources

The extensive economic development pattern is part of traditional economic development pattern with large input, large consumption, large discharge and high production. To some extent, the extensive economic development pattern earns economic growth with unsustainable resources and environment. In the development of Chinese tourism, some areas overly emphasized economic benefits, pursuing for internationalization and

modernization to demonstrate the so-called image project and cold numbers. The predatory development brings long-term damages for the further development of tourism. The extensive tourism constructions can only result in more damages. Therefore, the development of tourism should follow natural discipline and have plan first.

In 21st century, drawing up plans has been general practices of many countries and areas. However, the practical exploitation of tourism resources is still unpractical and anxious to achieve quick success and get instant benefits. Some areas even did not have any plans when they construct tourism projects. They relied on brain storming, digging out forests, destroying vegetation and dividing ecology, ruining the tourism resources development at early stage. Some tourist attractions did not attach importance to their cultural characteristics but cut apart their cultural characteristics or clone other tourist products. Stereotyped construction with insufficient unique and creative plans for tourism resources development brings huge waste and damages to ecological civilization, which is contrary to the construction of Beauty China.

2.2 Exhaust Emissions from Cars and Buses as Stumbling Block for the Construction of Beauty China

Since 2013, more than 100 cities in 25 Chinese provinces have suffered heavy fog and haze, which is generated by the exhaust emissions from increasing number of vehicles. The exhaust emissions give rise to the index of PM2.5. Tourism transportation is one of the main factors of the composing parts of Tourism. With the popularization of civilian vehicle, more and more tourists choose self-driving traveling. In national day of 2012, about 100 thousand tourists came to Gulangyu, Xiamen each day and about 10 thousand people were held up in Huashan Mountain. In October 2, 2013, about one thousand tourists were held up in Jiuzhai Valley. The happening of all these events was closely related to self-driving traveling without booking tickets ahead. Self-driving traveling in China mainly relies on cars while the product oil used by cars has high sulphur content, which is blamed for the environment pollution. The pouring of large number of cars is a serious test to the infrastructures in tourist attractions, including parking lot, hotels and caterings. The issue of product oil is even more serious because the CO₂ exhausted by cars will severely damage the

ecological environment in scenic spots. In mountain areas and crowded areas, the air pollution is more severe.

2.3 Failing to Fulfill Low-carbon Standard by Travel Agencies, Tourist Accommodation and Caterings

Tourism has long been widely considered as smokeless industry or green industry without few pollution. However, with the development of tourism, people found that the pollution caused by tourism is severe. For example, tourist accommodation and caterings have large-scale of consumption. In order to gain profits, catering industry advocate tourists to order plenty of dishes and discard the leftovers, wasting a lot of food. The raw materials of catering are mainly semi-finished products or cannings; the boiler rooms of hotels and restaurants as well as throwaway chopsticks can definitely increase carbon emission. The phenomenon of large consumption of energy is contrary to the construction of Beauty China.

2.4 Uncivilized Behaviors of Tourists

Since the implementation of golden week in China, huge crowds of people are in tourist spots each year. Uncivilized behaviors of tourists emerge in an endless stream. Throwaway chopsticks, facial tissues and beverage bottles are arbitrarily discarded in tourist spots. A tourist from Tai'an, Shandong even climbed on the giant land turtle and some tourists throw beverage bottles at Terra-Cotta Warriors. Some tourists even carved characters on 7782 meters high cliff in Tibet. The uncivilized behaviors were even bought to other countries, which left bad impressions on foreigners. These uncivilized behaviors, disasters for the construction of Beauty China, should be paid much attention to.

So, under the background of Beauty China, how can we foster the development of tourism? Government, tourism companies and tourists should make joint efforts in it.

3 DEVELOPMENT STRATEGIES FOR TOURISM UNDER THE BACKGROUND OF THE CONSTRUCTION OF BEAUTY CHINA

3.1 Adjusting Industry Structure to Develop Service Industry with Tourism as a Leading Role

Currently, the pillar industries of China include mechanical-electronic, petrochemical engineering, automobile manufacturing and construction industry, which are necessary to the social and economic development with large resources input and huge waste discharge. Therefore, we should not abandon these industries but develop what is useful or healthy and discard what is not, moving on greenization and circulating development road. For one of the pillar industries, tourism should emphasize developing and promoting ecological tourism. Tourism has instinct low-carbon and green features. It is first choice for the construction of Beauty China to have both good ecological environment and social economic development in developing tourism.

3.2 Reasonably Planning Tourism Resources and Exploring the Construction of Natural Park System

The goal of national park construction is to achieve beauty of nature and ecology, which is the main content of the construction of Beauty China. The Third Plenary Session of the eighteen Committee of the Communist Party of China passed CCP Decision on Deepening the Reform of Some Major Issues (Decision for short). The 52th article of Decision clearly proposed to establish the national park system. The State Council issued Some Opinions on Promoting the Tourism Industry Reform and Development, proposing to steadily facilitate the national park system and achieve the effective protection and exploitation of natural and cultural heritages.

The construction of national park system first needs to unify the resources management areas. Currently, the administration authorities of natural resources and heritages in China include Building Department, Ministry of Land and Resources, Ministry of Water Resources, State Forestry Bureau and National Bureau of Oceanography. Too many

management departments result in disperse administration authority, which is not beneficial to the overall management and arrangement. Secondly, a monitoring and early warning mechanism of resources and environment carrying capacity needs to be established to stipulate the rational capacity and maximum capacity as well as measures for overloading of bearing capacity. Last, the legislature should define the management system of national park, such as drawing up a national park law.

3.3 Quickening the Construction of Greenways and Advocating Low-carbon Tourism Transportation

Greenways, a kind of natural corridor, refer to the ways linking parks, natural reserves, landscape and famous scenery, historical relics as well as urban and rural residential areas. Greenways are often along natural corridor like streamsides, vales and ridge lines. In some areas, greenways are also along deserted railroad line, canals and scenic roads used as liner open space for tourists to rest, including natural and artificial landscape line for pedestrians and riders to enjoy. Greenways in Japan, Singapore and Germany develop fast while in China, the construction of greenways is in a primary stage. Quickening the construction of greenways is an important method for the construction of Beauty China.

On the basis of greenways, low-carbon tourism transportation should be advocated. Through the connection of greenways, tourism areas and tourist spots can facilitate bike rental system and electric tourist vehicles. When tourists enter scenic spots, they can choose to walk in the beautiful scenery or ride on bicycle. As a green and low-carbon means of transportation, riding bicycle can not only allow tourists to exercise, but also reduce the air and noise pollution in tourism areas. Therefore, the key of construction of Beauty China is transportation.

3.4 Fulfilling Low-carbon Standard and Reducing Costs by Travel Agencies, Accommodation Industry and Catering Industry

Tourism companies play important roles in the construction of Beauty China. Travel agencies are one of the three pillars of tourism industry. In the construction of Beauty China, travel agencies should first have active cooperation with scenic spots to

develop low-carbon and green travel products, advocating new travel forms and reducing the emission of carbon dioxide. Second, travel agencies should design and develop low-carbon and pack low-carbon travel routes. Especially, they can design hiking routes, such as hiking travel routes along scenery belt along rivers and bicycle travel routes, guiding tourists to reduce carbon emission. It is advisable for tourists to choose trains instead of planes to travel, reducing the carbon emission.

The travel accommodation industry should consolidate and promote low-carbon measures and absorb the advanced low-carbon experiences of some hotels. For example, in water using, we should advocate introducing new-type of water-saving equipment and adopting water-saving measures, strengthening the recycling use of water resources. In energy using, we should develop energy scale of electricity and coals and responsibility system, actively adopting new energy-saving technology. For well-conditioned hotels, they are advised to use renewable energy like solar energy and geothermal energy; then they can be equipped with solar energy air conditioner and draw up low-carbon accumulative points plan. The sheet of low-carbon accumulative points plan should list low-carbon standard in details. When tourists check in, they should get an accumulative point sheet. When their points reach a certain figure, they can deduct corresponding room charge with their points next time.

The tourism catering industry should try to purchase natural and non-contaminated food materials; when primary processing raw materials of food, workers should seriously wash and the water for washing vegetables can be reused. Cooks need to approximately apply cooking skills and try to avoid damages to the nutrition of raw materials, not using any additives. They should also simplify the food production link and reduce the chance of being polluted. The process of catering service should also be simplified to avoid pollution of napkins and tablewares. It is better to use clean containers for dishes and order appropriate dishes to avoid wastes.

In addition, large-scale hotels or hotel groups can establish raw material planting base and farm place without pollution or pollution nuisance. The base can be open to tourists to have experiential tourism, satisfying tourists' mentality of recovering one's original simplicity and return to the nature. The farm base can also be used to motivate children's visiting interests. This can be integrated with travel agencies to develop family travel products, which gets a double advantage.

3.5 Strengthening the Propaganda on Civilized Travel and Drawing up the Measures of Rewards and Punishments

For the uncivilized behaviors of some tourists, firstly, the press can strengthen the propaganda on civilized travel; the travel agencies should strengthen the training and instruction on civilized travel before each tour. Secondly, the tourist attractions can draw up measures of rewards and punishments. They can encourage tourists to have garbage classification by giving tourists preferential policies next time; or, they can put up a notice at the entrance of the tourist attraction, elaborating that if a tourist can collect enough number of mineral water bottles dropped by other tourists, they can exchange for some mineral water. For those commit a mistake on purpose, tourist attractions should seriously punish them. In addition, the tourism departments should cooperate with cultural departments, transportation departments, public health departments, industrial and commercial departments to strengthen law enforcement efforts. These departments can give tourist attractions some law enforcement powers to deter uncivilized behaviors. Tourists' uncivilized behaviors should first be exposed on the Internet and then relevant department should impose a fine on them. Through the awards and punishment, the uncivilized behaviors can be effectively restrained, creating a harmony between human and the nature and laying a good foundation for the construction of Beauty China.

REFERENCES

- Hu Jintao. Report on the eighteenth national congress of the CPC. People's Daily, 2012-11-18.
- Lu Zhiyuan. Tourism is an important platform for the construction of "beauty China and happy Hainan". the New Orient, 2013, 195.(1):26-28.
- Wu Bihu. Ten influences on Chinese tourism of the third plenary session of 60 "decision". www.china-315.com, 2013-11-27.