The Weakness and Innovation of China Eco-tourism

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Abstract

The purpose of this paper is to propose a new direction of eco-tourism development in China. Using the converse thinking method, we found China eco-tourism is still locating a lower level, and has some problems: the eco-tourism plan is simple and unreasonable; the eco-tourism development has mainly focused on better ecological system resource but not the worse; the eco-tourism products mostly expense natural resource and damage ecological system, but not protect or rebuild it. Then we proposed the advice that the eco-tourism development should mainly focus on the destroyed ecosystem, it has important meanings to reconditioning and protecting the environment, and it is feasible.

1 Introduction

The “eco-tourism” was first used by Hetor Ceballors and Lascurain in 1983. They were supposed to make people give an attention to protecting and improving the natural environment, after traveling in those less pollution area [1].

In the next 20 years, the eco-tourism had had a surprised developing at a high speed. Then, what is the eco-tourism? There are many kinds of definitions given all over the world, but two points are emphasized commonly. One is emphasizing that eco-tourism is a traveling which is base on natural resource and the tourist is coming back to it, the other is emphasizing that eco-tourism should play an important role on protecting environment.

So we can define the eco-tourism as following: Eco-tourism is a special tourism which emphasizes people’s activity protecting environment but not damaging it, it is base on natural ecological system and society ecological system. On ensuring the balance of ecological system ahead, meeting the need of the tourist, and developing the economy at the same time.
Watching from the human culture, human society has had hurting culture, agriculture culture, industry culture and ecological culture. Human has change the space from being controlled by nature to controlling it. More and more activities have been doing damaging the natural environment. Continuous developing opinion becomes the main topic. Comparing with the traditional tourism, the eco-tourism joined the continuous developing opinion, in order to reduce the damaging part of environment in the traditional tourism. So it is being given more and more attention in the world. Many countries have achieved much progress in this field. Some experts forecast: the eco-tourism must be the most fashionable role in the 21st century [2]. But Chinese eco-tourism is still locating a lower level; there are some problems of it, such as the simple development of the eco-tourism resource, the still existing and worse pollution in the eco-tourism development and so on.

2 Methods

We mainly used the converse thinking method to re-probing the connotations, forms and the limitative factors of the eco-tourism, then induce the weakness of China eco-tourism, propose the new direction focusing on the destroyed ecosystem, and study its feasibility.

3 Analyses

3.1 The Reasons of Eco-tourism Becoming Fashionable

Firstly, traditional tourism cannot meet the need of the tourist. Tourism is a fashionable sport, basing on the feeling, expecting, fresh, etc. of tourist. With the development of the whole society, which includes industry, business, traffic and culture etc. What is the tourist favorite has been varying all the time.

Secondly, more attention is given to the environment quality. The development of industry and city made the terribly pollution, the environment where people live in is going very worse. Otherwise, the traditional tourism plays a bad role on damaging the ecological system. People become liking traveling in the good environment.

Thirdly, tourist is more interested in special tourism. With the enlarging number of income and vacation, people are more interested in special tourism. The traditional one is bother for them to do again and again. They like fresh thing.

Finally, the eco-tourism is good for the continuous development of tourism. The traditional tourism makes many and many problems about ecological and resource. The un-limit development of tourism resource, the simple management of tourism spot and the destruction of tourism scene all endanger the base of eco-tourism, the environment and resource.

3.2 The Eco-tourism Items in China

Now the eco-tourism item in china mainly includes the protected natural area, the forest park, the natural plant park, the natural animal park, the ecological area and man-made ecological system. These items are all base on plant, animal and wonderful scene etc. They are all the contents of tourist watching.
3.3 The Eco-tourism Products in China


3.4 The Developing Condition of Eco-tourism in China

Eco-tourism is a special tourism activity which is bade on the environment for people living in, its developing need some important conditions. These conditions involve tourism supplier, tourist, developing businessman, tourism seller, tourism management department and so on. It is not every country or area suit for developing eco-tourism, and it is not as the same as the traditional tourism, which only gathering many and many tourists by advertising is all. Summing up the experience of many countries, it informs that developing eco-tourism should go ahead step by step with good condition. It can not do it as the traditional tourism done. In detail, developing eco-tourism should do well these conditions following ahead:

1) Good educated and quality tourist group. The member of the group do not only love the natural environment but also have a high sense of protecting environment, and must be the person who are willing to active to protect and improve environment. So they can avoid damaging the ecological system in the whole trap and be the example for other tourists. Set up this group is very important for eco-tourism, and how large is the group? I do not think it should be decided by any department, it should be decided by the commonly level of eco-tourism. It can be said setting up the group is a long way and hard work. It mostly dues to the development of education.

2) People who know tourism and environment protection. The development of eco-tourism thanks to the ecological resource, and only doing some reasonable developing on these resources can produce the tourism product sold in market. But the ecological resource is very weaker than the usual tourism resource, the developing of it must be scientific and not damage the balance of ecological system. Some developing businessmen do not know how to protect environment only stare at the benefit, so make much damaging of environment.

3) Tourism seller willing to protect environment. The seller of eco-tourism is not only a good seller but also a good protector of environment, at some time they had better reduce their own benefit to protect the ecological system. Now some tourism agencies do explanation of the importance of protecting environment before the trap, this is just a good way for seller.

4) Perfect the management of eco-tourism. It mainly includes perfect law, perfect management department, good worker, good condition, reasonable company activity and person activity.

5) Support of the people who live in tourism destination. As developing the eco-tourism, the people who live in tourism destination should get benefic from eco-tourism[3]. Only doing so can the people support developing eco-tourism. At the same time, the developing work must avoid breaking the structure of economy and destroying the inhabitant’s custom that is also an important eco-tourism resource.

3.5 Problems of Eco-tourism in China

The conditions of developing eco-tourism have not perfect yet in china, and many developing work have done under the thinking that is not clear and scientific, so the present eco-tourism developing expose some following problems.

1) The eco-tourism plan is simple and unreasonable. Many eco-tourism’s development are still as the same as the traditional one’s done, taking up a block of ground, building a gate and selling tickets. They
did not consider how many people should the tourism spot accept, how to do reasonable and scientific building, how to protect ecological system etc.

Many eco-tourism spots has not a reasonable plan, they only stare at the later benefit, set up a large of markets of selling tourism products, but not enough rubbish buckets and ash-man, so lots of rubbish makes the terrible pollution in the sport.

Some spots hold some unreasonable activity, for example boasting, it do not only give off large of smoke but also endanger the forest on fire.

2) The eco-tourism development has mainly focused on better ecological system resource but not the worse. Now the eco-tourism items mostly developed on the better resource, we take the natural protected area as example[4]. ( TABLE 1)

Table 1. Natural protected area in china

<table>
<thead>
<tr>
<th>Kind</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forest</td>
<td>419</td>
</tr>
<tr>
<td>Grassland</td>
<td>20</td>
</tr>
<tr>
<td>Waters</td>
<td>61</td>
</tr>
<tr>
<td>Sea</td>
<td>26</td>
</tr>
<tr>
<td>Desert</td>
<td>7</td>
</tr>
</tbody>
</table>

As the table says, the easier developing the resource, the more number has of the eco-tourism item. In my opinion, the bad resource just is the best text to teach people the importance of protecting environment, and the damaging level of it has not been worse yet, it has not the environment cost. To develop some tourism products basing on it and compare them with those in better resource, the educational sense will very large.

3) The eco-tourism products mostly expense natural resource and damage ecological system, but not protect or rebuild it. Most eco-tourism products, such as watching the natural biosphere, ski tourism, floating tourism etc are all expensing the resource and produce lots of rubbish, maybe some effects has not been exposed present yet, but it will be a terrible problem at some day. The best way avoiding this problem is developing more eco-tourism products that are protecting or rebuilding the environment at the same time we expensing the resource.

4 Results

Now eco-tourism is not the special tourism for small part of people, it becomes more ordinary for the person of any age, any income, and any level educated and any race. The need of eco-tourism market is becoming larger and larger, how to develop the eco-tourism resource to meet the need? Do it as traditional way is unreasonable. Facing the problems in last part, the author gives some advice as following:

4.1 Make Use of and Develop the Worse Ecological System Resource

Enlarge the number of eco-tourism item basing on bad resource, developing the eco-tourism product, which combine the resource with the history of it, showing the resource history trace in different age. With comparing the trace in different age, teaching people the importance of protecting ecological system. The feeling in terrible environment is stronger than in good one, so it is larger educational sense. Developing the better resource again and again can only make people release the tiresome, expense the resource, know where still exist good environment and damage it, its educational sense is weak actually.
4.2 Protect and Rebuild the Ecological System but not Damage It

The traditional eco-tourism products are not good for protecting environment but damaging it. Developing good products is the most important problem for the continuous development of tourism. The way of protecting environment and rebuilding ecological system balance simply are adding the damaged part and reducing the damaging part. In detail, holding the activity that cleaning the rubbish in the tourism spot, planting the trees and being in charge of it in the future time by tourists, diving in waters or sea to clear waste, riding bike go around to flack the importance of protecting environment, and holding conference to discuss how to do the rebuilding environment better etc.

References