

Study on the Path of Ecotourism for Tourism Economic Development in Guizhou Province

Qiling Tan

Guizhou Provincial Institute of Ethnic Studies, Guiyang 550001, China

Abstract: Relying on the unique local ecological environment and rich tourism resources, Guizhou Province (located in the Southwest of China) adheres to the concept of sustainable development, and the development of the tourism industry has gaining remarkable results, bringing considerable economic benefits. Driven by economic development and environmental protection, ecotourism and tourism development in Guizhou Province are interpenetrated. The purpose of this paper is to discover the problems existing in the development of ecotourism and tourism economy in Guizhou Province, to find a long-term path to further integration of the two, to comprehensively enhance the competitive strength of ecotourism, and to achieve the coordinated development of economy, society and environment.

Keywords: Guizhou Province; Ecotourism; Tourism Economy

1. Current situation of ecotourism in Guizhou Province

Known for its unique geographical location and rich natural resources, Guizhou Province is one of the important ecological barriers in China. Guizhou attracts a large number of tourists with its unique ecological environment. Ecotourism has become an important part of Guizhou's economic development. Guizhou has a number of national and provincial nature reserves, which attract tourists for sightseeing and leisure with their unique natural landscapes and rich biological resources. Ecotourism not only promotes the development of local economy, but also raises public awareness of ecological environmental protection. Through the development of ecotourism, Guizhou has not only achieved a win-win situation in terms of economic and social benefits, but also made positive contributions to the protection of natural resources and the inheritance of ecological culture. Guizhou Province attaches great importance to the development of ecotourism and has taken a series of measures to promote the development of ecotourism.

2. Effectiveness of ecotourism in promoting tourism economic development in Guizhou Province

2.1 Significant increase in tourism revenue

Guizhou Province is rich in ecotourism resources, which attracts a large number of domestic and foreign tourists to come for sightseeing and travelling, directly contributing to the increase in tourism revenue. In recent years, the total income from tourism in Guizhou Province has continued to grow, and ecotourism has become an important force in promoting the development of the tourism economy. For example, Fanjing Mountain, as a world natural heritage, attracts a large number of tourists with its well-preserved primitive forests and peculiar karst landscapes. According to statistics, the annual number of tourists received at Fanjing Mountain has exceeded millions, and the tourism income has reached hundreds of millions of yuan, becoming one of the important sources of tourism income in Guizhou Province. In addition, Huangguoshu Waterfall attracts a large number of tourists with its spectacular water scenery and surrounding natural environment, and with the number of tourists increasing year by year, the catering, lodging, shopping and other related services in the scenic area are also booming as a result of the increased number of tourists, which has led to the rapid growth of the local economy.

2.2 Providing a large number of employment opportunities

The development of ecotourism has created a large number of employment opportunities in Guizhou Province, directly driving the employment of local residents. The development of tourism requires a large number of direct jobs, such as tour guides, hotel attendants, catering service staff, etc. It also drives employment in related industries, such as transport and handicraft manufacturing. These jobs provide stable

employment opportunities for local people and increase their income. Meanwhile, the development of tourism has led to the prosperity of the transport industry in Guizhou Province. The increase in tourists requires a large number of transport services, such as passenger cars, taxis and tourist buses. Employment opportunities in the transport sector have increased significantly, and many local residents have achieved employment through working in transport.

2.3 Driving the development and upgrading of related industries

The development of ecotourism has driven the development and upgrading of related industries in Guizhou Province. The development of tourism has promoted the prosperity of catering, accommodation, transport, handicrafts and other industries, as well as the transformation and upgrading of these industries and the improvement of their added value. The development of ecotourism has driven the rapid development of catering and accommodation industries in Guizhou Province. In order to meet the needs of tourism development, Guizhou Province has increased the construction of transport infrastructure. In recent years, Guizhou Province has built and expanded a large number of new highways, railways and airports, which has improved the conditions of tourism transport and the convenience of travelling for tourists, which not only enhances the development of tourism, but also promotes the development of the province's economy. The development of ecotourism has promoted the diversification and upgrading of tourism products in Guizhou Province, which has actively developed a wide range of tourism products such as ecological experience, cultural experience and recreation and health tourism, thus enhancing the added value of tourism products.

3. Deficiencies in ecotourism for tourism economic development in Guizhou Province

3.1 Inadequate infrastructure construction and service level

Although Guizhou Province has made some progress in infrastructure construction in recent years, there are still deficiencies: first, the transport infrastructure is not perfect. The mountainous and hilly terrain of Guizhou leads to difficulties in transport construction, and some tourist attractions are inconveniently accessible, with high time costs for tourists to arrive and leave scenic spots. Especially in some remote scenic spots, the transport facilities are even more backward, limiting the growth of the number of tourists.

Secondly, tourism supporting facilities are insufficient. The supporting facilities of some scenic spots, such as catering, accommodation, sanitation and other infrastructures, are not perfect, making it difficult to meet the needs of tourists. This not only affects tourists' traveling experience, but also limits the development potential of tourism. Thirdly,

The service level needs to be upgraded. The tourism service level of some scenic spots is low, and the professionalism and service awareness of tour guides, attendants and other practitioners need to be improved, making it difficult to provide quality tourism services, which can easily lead to a decline in tourists' satisfaction and affect the reputation and attractiveness of scenic spots.

3.2 Insufficient ecological environmental protection and sustainable development

With the rapid development of tourism, ecological environmental protection and sustainable development are facing certain challenges: firstly, overdevelopment and environmental damage. Some scenic spots are over-developed in the process of development, causing certain damage to the ecological environment. The second is the improper treatment of rubbish and sewage. With the increase in the number of tourists, the problem of rubbish and sewage treatment in scenic spots is becoming more and more prominent. Some scenic spots have imperfect rubbish and sewage treatment facilities, leading to serious environmental pollution problems, affecting the ecological environment of scenic spots and the experience of tourists. Third, the popularity of the concept of ecotourism is insufficient. Some scenic spots and tourists are not popular enough with the concept of eco-tourism, lack of awareness and attention to ecological environmental protection, leading to littering, destruction of vegetation and other uncivilised behaviours in the process of tourism, affecting the sustainable development of scenic spots.

3.3 Inadequate tourism products and marketing

There are deficiencies in tourism products and marketing there, which affect the development potential of the tourism industry. It is

mainly reflected in the following aspects: Firstly, tourism products are single and insufficiently innovative. The tourism products of some scenic spots are relatively single and lack of innovation, making it difficult to meet the needs of tourists at different levels. Secondly, the market promotion is not strong enough. Guizhou Province in the tourism market promotion investment needs to be improved, publicity means and channels are relatively single, it is difficult to comprehensively demonstrate Guizhou's rich tourism resources and unique cultural charms. Third, the brand building is not strong. Guizhou province's tourism brand building efforts are not enough, the lack of influential tourism brands and iconic scenic spots, it is difficult to form a strong brand effect in the domestic and international tourism market.

4. Paths for ecotourism to promote tourism economic development in Guizhou Province

4.1 Strengthening infrastructure development and service level

First, increase investment in transport infrastructure. Investment in tourism transport infrastructure should be increased to improve the transport network, like road, railways and airways to enhance the accessibility of scenic spots. Secondly, the level of tourism supporting facilities should be upgraded. Catering, accommodation, sanitation and other infrastructures in scenic spots should be improved to enhance tourists' travelling experience. The quality and standard of service can be improved by introducing branded chain hotels and catering enterprises to meet the needs of tourists at different levels. Thirdly, the training of tourism service personnel should be strengthened. Strengthen the training of tour guides, waiters and other practitioners, improve their professionalism and service awareness, enhance the comprehensive quality of practitioners, provide quality tourism services, and improve the satisfaction of tourists.

4.2 Adhering to ecological priority and scientific planning for tourism development

First, improve the rubbish and sewage treatment facilities. Increase investment in rubbish and sewage treatment facilities in scenic spots, build a perfect rubbish classification and treatment system, ensure that rubbish and sewage in scenic spots are effectively treated, and reduce environmental pollution. Second, strengthen environmental protection publicity for tourists, advocate rubbish classification and reduction, and enhance tourists' awareness of environmental protection. Third, popularise the concept of eco-tourism and strengthen environmental education. Strengthen the popularisation and publicity of the concept of eco-tourism and convey the importance of eco-environmental protection to tourists through various channels. This can be done by setting up environmental protection publicity slogans and distributing environmental protection publicity materials to raise tourists' awareness of environmental protection and advocate civilised tourism behaviour.

4.3 Enriching tourism products and expanding publicity channels

First, increase the development and innovation of tourism products, enrich the variety of tourism products and meet the needs of tourists at different levels. The second is to strengthen the updating and upgrading of tourism products to improve the attractiveness and competitiveness of scenic spots. Thirdly, it should increase investment in the promotion of the tourism market, expand publicity channels, and comprehensively display Guizhou's tourism resources and cultural charms. Fourthly, brand building should be strengthened to create iconic scenic spots. Strengthen the construction of tourism brands, create influential tourism brands and iconic scenic spots to enhance the brand effect of Guizhou tourism.

References

- [1] Zhang Xiaoli. Ecotourism [M]. Beijing: Higher Education Press,2018
- [2] Wang Kaijun. Theory and practice of sustainable tourism development [M]. Beijing: Science Press,2019
- [3] Li Hong. Ecotourism management [M]. Beijing: People's Publishing House,2017
- [4] Li Wei. Green development and ecotourism [M]. Beijing: China Environmental Science Press,2018
- [5] Yang Song. Social and environmental effects of ecotourism [M]. Beijing: Commercial Press,2016
- [6] Zhang Jianhua. Research on Guizhou Karst Landscape and Ecotourism Development [M]. Guiyang: Guizhou University Press,2020
- [7] Liu Haiyun. China's ecotourism development path and policy analysis [M]. Beijing: Social Science Literature Press,2019