

Thinking on the Theory and Practice of Ecotourism

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Abstract: As a means to realize the sustainable development of tourism, ecotourism has played a positive role in promoting the transformation of tourism development model, which is a subversive innovation of the development model based on economic theory. However, due to the inherent defects of its concept and the changes of The Times, it is doomed to be an idealized theoretical framework. Highlights the contradictions in the theory and practice, must be timely reflect on the concept of ecological tourism and reconstruction, should attach great importance to the protection of tourism development in the ecological problems, and can't ignore the essence of tourism economic profit-driven, only depending on both wings like a bird, two-wheeled vehicle, collaborative symbiotic development, in order to better deal with the relationship between tourism economy and ecological protection.

From the analysis of the concept and nature of ecotourism, to the discussion of its value and function, the classification and evaluation of resources, and then to the analysis of stakeholders are the evolvement sequence of domestic ecotourism theoretical research hotspots in the past 20 years.

1. The Debate over the Basic Theory

At present, the most confusing thing in the whole theoretical research is that, due to the difficulty in reaching a consensus on the definition of the connotation of the concept of eco-tourism, there is no agreement on the understanding of its essence and characteristics, connotation and extension and other theoretical framework system issues. According to incomplete statistics, there are about 140 concepts related to ecotourism in the world and nearly 100 in China, but there is still no absolute authoritative definition. Since 1996, many scholars have interpreted ecotourism from different perspectives. Among them, lu yunting and guo laixi's definition starts from the perspective of constructing eco-tourism system, which not only makes clear that eco-tourism should adhere to the principle of ecology, but also emphasizes the natural ecological view and environmental protection responsibility that such tourism should hold, and scientifically summarizes the value and function of eco-tourism. Compared with the previous definition of simple meaning, these two definitions have made a leap-forward progress in the understanding of eco-tourism, but there are also some deficiencies. For example, in the same concept given by lu yunting, "ecological engineering" and "travel activities" are highlighted, which are slightly less accurate as definitions. Guo laixi's definition fails to reach the essence of the concept and lacks the positioning of the nature of ecotourism. Niu yafei's definition starts from the perspective of tourism demand, emphasizes the characteristics of eco-tourism resource system and the pursuit of authenticity of eco-tourism, and at the same time extends the eco-tourism resource from natural ecology to human ecology. However, the definition of eco-tourism concept system function, value and nature is still lacking due to the monotony of the perspective. Due to the imperfect content and unclear goal in the definition, it is difficult to get to the real place in practice. Li donghe proposed that ecotourism should be comprehensively understood from the perspectives of demand and supply. From the perspective of demand, it is a form of tourism activities or tourism products. From the perspective of supply, it is a

sustainable tourism development model. This definition hits the nail on the head and touches the essence of ecotourism, but does not provide a mechanism for the effective combination of the two, resulting in the problem of "two skins" of supply and demand. From the perspective of tourism demand, wu chucui's definition emphasizes that ecotourism is a kind of responsible tourism in which niche consumer groups go to a good natural ecological environment. This definition emphasizes the ecological characteristics of tourism, but ignores the economic attributes of ecotourism, and defines ecotourism too narrowly.

At the same time, in recent years, zhong linsheng, yu wei, lu xiaoli and others have tried to differentiate and analyze a large number of representative ecotourism concepts from different perspectives, either by classification and summary, or by mapping of scientific knowledge, or by cluster analysis, in an attempt to find the conceptual connotation that best conforms to China's reality. However, as Orams, a New Zealand scholar, said, "The concept of ecotourism is like a line drawn on a beach, its boundaries are blurred and continuously washed and modified". Although the definition of ecotourism is various, domestic scholars have reached some consensus on its nature in some aspects, such as education, participation, high taste, sustainability, interference controllability and so on. At present, the domestic debates on the essential characteristics of ecotourism mainly focus on: (1) whether to pay attention to the economic attributes of ecotourism; (2) whether to maintain the absolute opposition between ecotourism and mass tourism; (3) whether to expand from natural ecology to semi-artificial ecology, and even the whole human ecology. The paper holds that the over-emphasis on the property of "capital seeking profits" in the tourism industry is the culprit that leads to the extreme of extensive development of traditional tourism. This is why the theory of ecotourism is born. However, most of the current studies on ecotourism emphasize its "ecological nature" while ignoring its inherent economic attributes, which leads to the problem of overcorrection. Only a scientific theory of ecotourism can guide the traditional tourism industry out of the mire and into a new life; otherwise, it will fall into a paradoxical dilemma.

2. Research on Types and Evaluation of Ecotourism Resources

Over the past 20 years, domestic scholars have never stopped their research on the category and type of ecotourism resources. Guo laixi, Yang guihua and wang lifeng studied the category and classification of ecotourism resources from the perspectives of resource formation mechanism, resource development direction, resource essential characteristics and resource spatial attributes, etc. Urban ecotourism, rural ecotourism, agricultural ecotourism, industrial ecotourism, and folk culture ecotourism have been extensively studied. Scholars represented by liu deqian and wu chucui have opposed the phenomenon of domestic ecotourism generalization, believing that it deviates from the development idea of ecotourism and rejects the consensus reached in international ecotourism studies. This paper argues that this kind of controversy is caused by the lack of authoritative theoretical framework of ecotourism. Since the publication and implementation of the "classification, investigation and evaluation of tourism resources" by the national tourism administration in 2003, the evaluation research on eco-tourism resources has entered a high-tide period. The research method has changed from the early stage of empirical qualitative evaluation to the focus on the combination of qualitative and quantitative evaluation. For example, wang lifeng and lu jianshu tried to use the classical quantitative research methods such as fuzzy comprehensive evaluation method, analytic hierarchy process, and grey evaluation method to evaluate the eco-tourism resources with examples. The updating of research methods makes the evaluation of ecotourism resources more scientific and reasonable.

3. Research on Stakeholders

Tourism stakeholder theory originates from the understanding of enterprise stakeholders in management studies. It breaks the traditional "shareholder first concept" of enterprises and proposes that enterprises do not exist only for shareholders, but are organizations that serve many stakeholders affected by corporate decisions. Domestic studies on eco-tourism stakeholders mainly

focus on the definition, hierarchy, interest demands, conflicts and requirements of the stakeholders

Theoretical research. Tan hongyang, liu yan, kuang xiongjie and other scholars have studied the hierarchy division of eco-tourism stakeholders, and identified the interest demands, conflicts and requirements of the core stakeholders of eco-tourism, thus providing a decision-making basis for effective management. However, there are still some problems in the study of eco-tourism stakeholders, such as the lack of comprehensive and in-depth analysis of the relationship between stakeholders; more theoretical analysis and less practical verification; The group hierarchy of stakeholders lacks unified standards.

4. Research on the Impact of Regional Ecotourism

As an effective means to solve the contradiction between resource protection and tourism development in fragile ecological environment areas, ecotourism has been studied from different perspectives by scholars since it was proposed. For example, li junling et al. analyzed the impact of tourism on the vegetation of Putuo Mountain from the perspective of ecological tourism vegetation landscape characteristics. Taking Wuzhizhou Island as an example, linjiquan et al. analyzed and evaluated the impact of eco-tourism development activities on the island ecosystem. Taking fuzhou qishan national forest Park as an example, shao min studied the impact of forest ecotourism on the economy, society and environment of forest dwellers. Liu lei took fuxian Lake District in yunnan province as an example to predict the extent and scope of environmental impact of tourism activities under different circumstances. The above studies show that the negative impact of ecotourism on society and environment is controllable. In the field of evaluation and research on the impact of ecotourism, domestic scholars are deeply influenced by foreign studies, and prefer to measure it by environmental impact assessment (EIA), ecological footprint capacity, acceptable limit of change (LAC), tourist impact management (VIM) and input-output analysis (CBA). These methods set up a comprehensive evaluation system for the impact of eco-tourism from different perspectives, but the disadvantage is that they ignore the main body of eco-tourism -- the main role of tourists in the index system. In addition, due to the structural defects in the nature of traditional ecotourism, studies on the environmental capacity and ecological efficiency of ecotourism fail to take into consideration the vital interests of tour operators, so it is difficult to mobilize the enthusiasm and consciousness of tour operators to become loyal environmentalists in practice.

5. Study on the Judgment of the Conditions of Eco-Tourism and the Development Countermeasures

Since ecotourism has been introduced into China as the main form of sustainable development of tourism, the society has placed high hopes on it. The judgment of ecotourism conditions and the study of development countermeasures have become a hot topic in the field of ecotourism research. Gao wenzhi et al. analyzed the conditions for the development of rural ecotourism in dachangke township in Beijing and quantitatively studied the potential of realizing the leapfrog development of rural ecotourism there. Liu Juan analyzed the conditions for the development of ecotourism in gongnaisi national forest Park and put forward some Suggestions for its development. Based on the analysis of 23 samples from sichuan, li nian et al. studied the development mode of ecotourism in national wetland park. Zhao yan analyzed the three major grassland ecotourism resources in western sichuan and put forward three models for the development of grassland ecotourism in minority areas. During the more than 20 years of development in China, the research on ecotourism has spread its hot spots to many fields along the lines of theory and practice. In recent years, the research has shown an obvious trend of application, focusing on solving the practical problems in the development of ecotourism. The internalization of negative externalities in the development of ecotourism, the cost and benefit accounting of destination ecotourism, community participation, scenic spot management and so on have become the new hotspots of ecotourism research. Unfortunately, due to the vague concept connotation, insufficient theoretical research depth and unclear structure, a large number of empirical studies rarely involve the core of ecotourism, and the

strategic guidance is not strong.

6. Main contradiction between domestic ecotourism theory and practice

6.1 Understanding of the Nature of Ecotourism

And theory put forward of the concept of ecological tourism development, to curb the traditional tourism economy in vulgar momentum of development has a positive role, but as the above analysis, the ecological tourism in its theoretical system, the theoretical starting point is too idealistic, too highlight its ecosystem, stress the demarcate activity area, the behavior way, number of visitors and tourists such as quality of the pursuit of tourism activities on the ecological impact of minimized. In reality, as an important economic industry, economy is its essential attribute. Therefore, in the process of eco-tourism theory guiding practice, there will be fierce conflicts between theoretical idealizations and profit-seeking in practice, which makes it difficult for the theory of eco-tourism to achieve its original intention in practice. For example, in the development of ecotourism, many operators use ecotourism as a gimmick to catch consumers' needs of returning to the original nature of beauty and experience. They pretend to be ecotourism, but in fact they are destroying the ecology. Ecotourism is just a golden sign for them to attract tourists. Taishan cableway, zhangjiajie hundred

Long elevator, huangshan building and other projects are representative examples. Therefore, eco-tourism breaks the traditional economy-only mode of tourism development at the theoretical level and aims at the sustainable development of tourism, which is a reform and attempt of tourism development ideas. However, in practice, due to the lack of understanding of the economic attributes of ecotourism and the idealized conception of its operators and consumers, it is unable to really guide the development of tourism to a new road and finally falls into the economic fate and outcome of the traditional tourism development model. Therefore, it is urgent for the academic community to deeply reflect on the theoretical framework of traditional ecotourism and promote a new development idea that is more suitable for the characteristics of today's times and the consumption environment, so as to fundamentally curb the non-" ecological "behavior of ecotourism.

6.2 Understanding of Ecotourism Consumer Groups

Western scholars have reached a consensus on the niche and high-level features of eco-tourists. They define the scope of ecotourism in areas with good natural environment, less interference or no pollution, or even in ecologically sensitive areas. Therefore, the participants in such environmentally fragile areas are bound to be a niche high-end group with high environmental awareness. Domestic scholars have great disagreement on whether the ecotourism consumer group should be a minority or a mass one. Among them, the supporters, represented by liu deqian and song rui, believe that the consensus reached by western scholars in the study of ecotourism should be adhered to. Mass tourism is not only detrimental to strict ecological protection, but also unable to shoulder the responsibility of ecotourism. The opposition, represented by li tianyuan and he chunyan, believed that the form of niche could not meet the broad market demand, but also arbitrarily and unethically deprived some people of the right to demand eco-tourism, which eventually led to the lack of capital investment and caused greater damage to resources. With the continuous and vigorous development of China's tourism economy, tourism has become an essential part of People's Daily life. Yearning for nature and loving life are both human instincts and the rights of everyone. No one should be excluded from the consumption group of ecotourism. Although domestic scholars such as zhu xuan and ding jiaqi focus on the characteristics of eco-tourists. Li yanqin proposed a specific method to identify and subdivide ecotourists by using the k-order nearest neighbor and back-propagation feedforward multi-layer neural network comprehensive classification. However, none of these research results can be used as a standard to measure the moral and behavioral qualifications of participants in ecotourism, so they are not practical and operable. The characteristics of "niche tourism" of traditional ecotourism cannot meet

the current national fanatical demand for tourism consumption. By limiting the scale and moral level of tourism consumers, the ecological problems brought by tourism cannot be solved, and the selection of tourists is not practical. Although the development of mass tourism is unstoppable, it does not mean that ecological problems should be left unchecked. Instead, we should adjust our thinking and guide the realization of the symbiotic development model of tourism and ecology from the perspective of the trinity of government, tourism operators and tourists. Realize the coordinated development of tourism and ecological protection relies on government guiding, laws and administrative supervision, need business to ecological morals, scientific planning, rational organization, technical support, balance management, dynamic monitoring, and visitors need to continue to foster ecological consciousness, improve the moral accomplishment, form the low carbon, green consumption concept and behavior.

6.3 Restrictions on the Object of Ecotourism Resources

The concept of ecotourism is intended to explore a new path of sustainable development of tourism by promoting a new concept of "tourism + ecology" in limited natural areas. After the introduction of the concept of ecotourism into China, the scope of ecotourism has expanded from the original natural landscape to the semi-artificial ecological landscape and even the whole cultural landscape. A series of new terms have emerged, such as rural ecotourism, agricultural ecotourism, industrial ecotourism, urban ecotourism and cultural ecotourism. Domestic scholars represented by liu deqian, wu chuai, song rui and ma bo have criticized the generalization of the concept of ecotourism, arguing that these concepts completely violate the essence of ecotourism. This article does not agree with the views of liu deqian and other scholars. No matter what type of tourism, we should avoid the old road of extensive development at the cost of resource exhaustion and environmental damage. We must use the concept of "ecological" to plan and develop, organize and manage tourism, and balance the interests between development and protection. Academia should actively explore tourism activities based on resource usage, the resource and the specific situation of the environmental damage evaluation system of social value, as the ecological cost of tourism activities in income deducted and effective guide for tour operators can benefit from the positive ecological protection, ecological protection and economic benefits to the interests of bundling, to guide the ecological tour operator "ecological" development and business behavior.

Conclusion

In the report to the 19th national congress of the communist party of China (CPC), it was pointed out that building an ecological civilization is a thousand-year plan for the sustainable development of the Chinese nation and an important part of realizing the Chinese dream of the great rejuvenation of the Chinese nation. Ecological progress is the sum total of the material and spiritual achievements made by mankind in accordance with the objective law of harmonious development of man, nature and society. We must firmly give high priority to ecological progress and integrate it into all aspects and the whole process of economic, political, cultural and social development. As a typical eco-friendly industry, the harmony between man and nature is the basis of the development of tourism and the inevitable requirement of the construction of ecological civilization, which is the soul of the tourism industry. In a sense, the construction of ecological civilization and the development of tourism industry will achieve a win-win situation.

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