

Deep Integration Development of Folk Hotels and Forest Tourism Based on Environmental Protection Conditions

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Abstract: With the rapid development of our national economy, the living standard of our people has been greatly improved. Similarly, people began to pursue a better way of life. In the current era, people tend to be more natural and leisure lifestyle, and the tourism industry has been better developed. Under the dual influence of sustainable development strategy and ecological environmental protection thought, some regions with rich forest resources in China have begun to develop their own characteristics of forest ecological tourism. It is precisely because of the development of tourism products which are biased towards the original ecology that has also led to the development of folk hotel. Compared with traditional hotels, folk hotel are built on the basis of local characteristic culture. They have their own strong cultural characteristics, and they will regularly carry out some activities with local cultural characteristics, and now a kind of hotel has gradually emerged. The tendency of deep integration of folk hotels and forest tourism. The emergence of this way has pointed out a new way for the healthy and sustainable development of the current eco-tourism industry. This paper starts from the specific classification and analysis of the current folk hotel, and SWOT analysis of the development of the deep integration of folk hotel and forest tourism, and then puts forward some practical measures to help the development of the deep integration.

1. Introduction

At present, the academic circles has a clear definition of forest tourism: forest tourism itself is to carry out related tourism activities through any kind of forest, whether it is directly using forest resources or indirectly using forest resources as a background for a series of tourism activities. Can be called forest tourism. Forest tourism itself is also a kind of eco-tourism. This type of tourism activity itself focuses on people-oriented and people and nature live in harmony, taking sustainable development as the ultimate goal of their development, and will not be local in actual tourism activities. The environment produces any damage and is a low-carbon and environmentally friendly way of tourism. This type of tourism itself is also fully in line with the current people's pursuit of a natural lifestyle, and has its own development space.

2. The specific classification of current folk hotels in the tourism industry

2.1 Sports and leisure hotels

This type of hotel is basically located in the vicinity of some scenic spots with natural exploration areas. On holidays or weekends, some tourists who enjoy exploring and sports will come to the corresponding type of scenic spots to experience, of course, they will stay in this type of sports and leisure hotel. Of course, most of the tourists who stay in folk hotel have field students. Lack of experience or lack of experienced donkey friends. In this type of hotel, besides providing normal catering and accommodation, tourists will also be provided with the corresponding expedition equipment rental or expedition leader and other services. This type of hotel can be summed up as an adventure hotel with accommodation functions.

2.2 Pastoral leisure hotels

Usually, there are some relatively primitive villages in some rural scenic spots. They haven't changed with the development of the times, but they still retain the more ancient form of villages. Among them, people still continue the most traditional agricultural farming methods. In this type of scenic spots, it is easy to form some pastoral and leisure hotel. And these hotels basically maintain the oldest form of inn, in this type of hotel, not only provide accommodation and food. It can also provide tourists with appropriate harvesting activities or other types of agricultural experience activities, and enable some younger tourists to have a deep understanding of the world in the natural environment. In addition, in these villages, some ancient buildings are often preserved in a relatively complete way, which also has a certain cultural atmosphere.

2.3 Traditional architecture hotel

In China's five thousand years of historical heritage, although this part of the traditional architecture has disappeared in the long river of history, but fortunately still a part of it has been preserved and well maintained, in which there are often some more complete genealogy and so on, and its own cultural heritage is very deep. Those who have a strong interest in ancient Chinese culture will stay in this traditional architectural form of folk hotels, the biggest feature of this kind of hotel is the retro, itself is the most traditional hotel as the shape, and this hotel in addition to accommodation and catering services, but also provides the relevant traditional architecture explanation, so that tourists can own traditional culture. The details are strengthened.

2.4 Creekside leisure hotels

China's territory is relatively wide, and its own terrain is also more complicated. There will be streams near the villages in some tourist attractions. This type of creekside leisure hotel plan is also similar to the pastoral and leisurely creekside leisure hotel. In addition to the accommodation, food and rural life experience provided by the pastoral leisure creekside leisure, there are also related riverside related leisure activities, such as Fishing by the creek or collecting pebbles of different shapes that the stream flows down in the stream, and folk hotel also provides the corresponding squid cooking and arrest instructions. This type of hotel also relies on streams to carry out the corresponding activities, more like a stream version of a rural leisure hotel.

3. SWOT analysis of the deep integration development of folk hotel and forest tourism

At present, in order to achieve a deep integration with forest tourism, folk hotel need to clarify their strengths and weaknesses, development opportunities and threats in development.

3.1 The advantages of self-development

3.1.1 Resource advantages

Since 2000, China has officially implemented the natural forest protection project, and has stopped the commercial deforestation of forest resources in Inner Mongolia and Jilin, etc. By the end of 2017, China has completely banned the commercial deforestation of natural forests, and focused on the restoration of forest resources. By the end of 2018, the area of forest resources in China has reached 158.941 million hectares. And because of the large span between North and south, China has rich forest resources and has formed corresponding nature reserves or forest parks. This is also an important resource advantage for the development of forest tourism. In addition, the terrain of our country is relatively complex. In the long-term development, various regions have formed different folk culture, which is the factor that the residential accommodation can get faster development resources. The deep integration between the two also needs to be based on their own rich resources.

3.1.2 Market advantages

China's forest tourism industry has shown a healthy and steady development since 1982. Today,

with the development of China's national economy becoming more and more fast, people have become bored with the traditional scenery viewing and the fool travel mode of shopping, eating and photographing, and have begun to gradually pursue a more idyllic and close-to-nature tourism mode. Become gradually diversified. According to China's survey data on tourism in 2017, by the end of 2017, the total number of forest tourism tourists in China has reached 1.39 billion, accounting for 28% of the total domestic tourism, creating 1.15 trillion. The total amount of the economy. This also fully shows that forest tourism itself is used for great market space, and has a tendency to become the normal state of mass consumption. And in the 2017 China B&B Inn Industry Development Report, it mentioned that the total income of China's B&B in 2017 reached RMB 14.5 billion, a year-on-year increase of 70.6%. This point is also to show the good development of the current hotel. And people's boredom with traditional hotel accommodation and the actual characteristics of folk hotel's local conditions make the people more inclined to stay in folk hotel.

3.1.3 Policy advantages

At present, China has attached great importance to the development of the forest tourism industry, and the same is to enable the implementation of the “Decision of the CPC Central Committee and the State Council on Winning the Fight against Poverty”. The National Development and Reform Commission and the Forestry Bureau and other departments jointly issued the “Ecological Poverty Alleviation Work Plan”. The goal of developing forest ecotourism is clearly stated in the “Program”. This is also one of the current policy opportunities for forest tourism development.

3.2 Analysis on the disadvantages of self-development

The disadvantages of the deep integration of folk hotel and the forest tourism can be analyzed from the following two aspects: The first aspect is that the forest resources scenic spot itself has relatively poor entry, the main reason is that the forest itself is far away from the actual hotel. Therefore, there is a lack of relatively convenient forms of transportation, and it is difficult to construct a convenient transportation system without destroying any landscape at all. The intrusion that has led to it has not been well improved. The second aspect is that the current development of forest tourism products is still in a primary stage, most of which are still based on traditional landscape viewing, which can not make tourists have nostalgia, and the homogenization between products is particularly serious. There is no characteristic hotel that is suitable for the local special culture.

3.3 Opportunity analysis of development

The current economic development has also led to the accelerated pace of people's lives, which has made people's mental stress at work more and more, which leads people to become more and more eager to be close to nature in the lounge, and more eager to be different from the traditional tourism mode. The rural leisure tourism activities, forest tourism has become the best travel choice for people. With the market demand and development opportunities, at the same time, China has also issued the “Opinions on Accelerating the Development of Forest Tourism” in 2011. It provides policy support for the development of forest tourism.

3.4 Threat analysis in integration development

In the actual deep integration of the two, the threats are mainly divided into the following two aspects: The first aspect is the fierce competition between the industries, whether it is forest tourism or a hotel, it will be in the actual development process. Faced fierce competition between the same industry. The second aspect is the contradiction between the ecological environment and the development time. This is unavoidable. No matter how you plan before, the difference in the mobility and quality of visitors will bring about corresponding environmental damage.

4. Practical measures for deep integration of folk hotel and forest tourism

4.1 Adapting to local conditions, exerting the characteristics of its own forest resources and culture, forming a combination of characteristic bed and forest resources

In the process of deep integration and development of folk hotel and forest tourism, it is necessary to first understand the actual situation of the local forest resources, and to master the type, function and distribution. Organic integration of existing forest resources can develop tourism modes such as forest sports, forest exploration, parent-child tourism, etc., as well as regular forest weddings and other activities to attract tourists. In addition, it is also possible to combine the unique cultural characteristics of the area, develop local houses with local characteristics, and carry out cultural activities with local cultural characteristics to create a tourism culture with local cultural characteristics. In addition, local agricultural methods can be combined to form a tourism system that combines rural leisure with forest resources.

4.2 Creating tourism brand image and developing precision network marketing

In today's society, any industry that wants to achieve real development is inseparable from its own brand image creation and marketing promotion. B&B and forest resources want to truly integrate and develop in depth, and they need to build a brand image with local cultural characteristics based on local characteristics. In carrying out such work, we can correct the inadequacies of the scenic spot by analyzing the brand image of the scenic spot with the help of the big data technology that is now developing. At the same time, relevant CIS technology can be used to summarize and improve the visual image of the company from the concept, behavior, environment and culture, so as to form a brand image with local characteristics. Through the use of big data technology, we can analyze the age, consumption ability and preferences of this tourism group, and select the appropriate publicity platform through analysis results to not conduct precise marketing for our own customer groups, so that the audience can be Form an understanding of your brand image. At the same time, it can cooperate with some well-known domestic tourism e-commerce platforms in China, and strive to complete its own precise marketing and market demand in the shortest time. And need to pay attention to the improvement of their official website and WeChat public number, etc., to form an all-dimensional three-dimensional tourism marketing model.

4.3 Paying attention to the cultivation of talents in this area, and improving the quality of their services.

In the in-depth integration of folk hotel and the forest tourism, the most important need is the relevant professionals. These professionals are best in the four aspects of folk hotel, forest development, tourism industry and advertising marketing. One of the main factors that restrict the development of deep integration between the two is the lack of corresponding talents. When introducing professional talents, we should pay attention to the following aspects: The first aspect is to work hard to strengthen cooperation with schools and other institutions to obtain more talents through a targeted approach. reserve. The second aspect is that we can cooperate with some youth entrepreneurial teams at the social level to make full use of their innovative capabilities and environmental protection, and to innovate the local forest resources tourism application mode and the development mode of the homestay. The deep integration of development provides the corresponding guarantee. The third aspect is to carry out corresponding training for the existing tourism industry and related employees of folk hotel, and establish a sound corresponding management and reward and punishment mechanism, so that the staff can work in full accordance with the relevant rules and regulations, and the overall The quality of travel services.

5. Conclusion

The rapid development of China's national economy has also led to the development of the

tertiary industry including tourism. The same people's own economic income levels continue to increase, which has led to an increase in people's demand for spiritual culture. People are no longer keen on the viewing of landscapes, and more want to touch a more natural life. In the situation, folk hotel and the forest eco-tourism have been well developed. The local cultural characteristics of folk hotel and the relaxation of the forest eco-tourism have brought about a phenomenon of integration and development. This paper starts from the specific classification analysis of the current hotel, and conducts a SWOT analysis on the deep integration of folk hotel and the forest tourism, and puts forward some practical and concrete measures to help the deep integration of the two. In the first place, it can provide some help for the future integration of folk hotel and the forest tourism industry.

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