

Research on the Development Model of Circular Economy in Guizhou Rural Tourism Destinations

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Keywords: Guizhou, Rural tourism, Circular economy, Development model.

Abstract: Guizhou is home to many tourist attractions. Tourism is an important way for local economic development as rural tourism not only boosts local rural economy, but also shows local culture and customs to the world. However, with the rapid development of rural tourism industry in Guizhou Province, it also brings many serious issues, such as severe pollution and improper development. By establishing a circular economy development model for rural tourism, it will accelerate the sustainable development of rural tourism in Guizhou. At the same time, it will promote the protection of cultural landscape and improve the tourism quality of tourists. Therefore, this paper will explore how to build a circular economic development model based on the current situation of rural tourism in Guizhou.

1. Introduction

Rural tourism is an important means of rural economic development in Guizhou. It mainly refers to the fact that the cultural landscapes in the rural areas of Guizhou are the tourist attraction for people from all over the world to visit. Economic benefits will be obtained by satisfying tourists' needs for leisure and knowledge. With the rapid development of China's economy, the country places great importance on the establishment of a scientific outlook on development. The development model of circular economy is based on the scientific outlook on development. It mainly refers to the reconstruction of social systems in accordance with the laws of nature and ecosystems, so as to achieve the maximum economic benefits and sustainable development. It is a complex work to construct the circular economy development mode of Guizhou rural tourism destination because it not only involves a wide range, but also needs advanced technology and perfect management system as support. That being said, it will be an inevitable requirement for the development of rural tourism in the future. The following is a detailed study of how to build a circular economy development model in Guizhou rural tourist destinations.

2. Current Situation of Rural Tourist Destinations in Guizhou

2.1 Guizhou Rural Tourism Promotes the Economic Development of Guizhou Rural Areas

As a large agricultural country, China must help its farmers get rid of poverty for the realization of socialist modernization. Since Guizhou is home to many tourist attractions, tourism is a vital part of Guizhou's economy. The survey shows that the comprehensive income of rural tourism in Guizhou Province reached 10.5 billion yuan in 2008, with more than 2,600 rural tourist attractions and over 15,000 rural tourism practitioners. Guizhou rural tourism practitioners will also show a rapid growth trend in the next decade. By the end of 2018, Guizhou Province had assessed a total of 1,414 rural tourism villages, inns and business households above three-star level in Guizhou Province, 94% of the 1500 tasks to be completed by 2020. It can be seen that rural tourism in Guizhou has indeed promoted the development of rural economy. In other words, developing rural tourism settles the employment problems of local farmers and brings more economic benefits to the rural areas. Meanwhile, it improves poverty-stricken rural areas in Guizhou and promotes the process of socialist modernization in China.

2.2 Increasing Number of Rural Tourism Sources in Guizhou

With the improvement of living standards, people pay more and more attention to spiritual and cultural needs. Some people with higher living standards will mostly travel when they are free. The rich and distinctive rural tourism resources in Guizhou Province attract more and more tourists. Statistics show that the rural tourism in Guizhou in 2008 received a total of 29.31 million tourists, with a year-on-year increase of about 74%. And in 2018, Guizhou rural tourism received 462 million tourists and achieved a revenue of 214.83 billion yuan, which greatly contributed to the economic development of Guizhou Province. It can be seen from this that the sufficient rural tourism sources in Guizhou will bring Guizhou rural tourism broad prospects.

2.3 Guizhou Rural Tourism Expands the Influence of Ethnic Culture

There emerged the brand of Guizhou rural tourism products with the rapid development of Guizhou rural tourism industry. Some ethnic minorities have made their own slogans and formed their own style according to their characteristics and cultures. For example, Xijiang is called the largest Miao village in Qianhu; Taijiang is called the first Miao County in the world, and Songtao is called the Miao King's City. Such ethnic groups not only attract more tourists, but also advance the spread of ethnic culture. In addition, some regions also carry out a number of cultural activities with local characteristics. For instance, the original National Culture Festival and the Lusheng Festival are held in the Southeastern Guizhou region every year, thus promoting the development of rural tourism in Guizhou and enhancing its cultural taste. It can be seen that the brand awareness of rural tourism products in Guizhou has gradually formed, which has greatly expanded the influence of ethnic culture.

2.4 Guizhou Rural Tourism Has Diversified Rural Tourism Product System

Rural tourism must shape a diversified rural tourism product system if for a longer-term development. The past few years have seen rapid growth in Guizhou rural tourism with a diversified rural tourism product system. For the time being, Guizhou rural tourism can be divided into five types according to different experience of tourists. The first is the form of agritainment with the support of the urban areas; the next is the farm leisure tour based on the natural landscape and the idyllic scenery, such as Nahui River in Xingyi. The third is the way for tourists to pick fruits and vegetables, such as picking the lotus and lotus root in Xinpu, Zunyi. The fourth is the rural scenic spots sightseeing, such as Qianjin Villiage in Liupanshui. And the last one is tourism cultural experience based on minority culture and history, such as Buyi cultural tourism in Xingyi area of Southwest Guizhou.

3. Difficulties in the Development of Rural Tourism Destinations in Guizhou

3.1 No in-Depth Exploitation of Tourism Products

Rural tourism in Guizhou is rich in resources, however, Guizhou's rural tourism product system is relatively simple without in-depth development, most of which stay in the form of obtaining economic benefits through agritainment. Despite the fact that rural tourism in Guizhou has also developed activities including watching folklore performances and cultural practices, yet the forms are too similar to show their diversified characteristics or the features of each ethnic group. Therefore, it is impossible to enhance the attractiveness of its tourism products. To be honest, many tourism products are sold by family workshops and local stalls, which not only leads to the price confusion of tourism products, but also makes it difficult to guarantee the quality of tourism products.

3.2 No Well-Established Regulations or Systems

The efficient implementation of any activity requires the support of sound regulations and institutions. If not, then there will be no efficient activities and the ultimate goal won't be achieved. For the moment, in the process of developing rural tourism, Guizhou has not established or

improved relevant regulations and systems, seriously restricting the development of Guizhou's rural tourism industry. For example, there is no relevant regulations on the establishment of intellectual property rights of folk culture, there is no sound statistical system of rural tourism, and there is no relevant environmental protection laws.

3.3 No Professional Talent

During the development of Guizhou rural tourism, women and the elderly are the main force of tourism services, who have obtained more economic benefits to a certain extent. Given the fact that women and the elderly are not well-educated, they do not have a good command of tourism services. Nor do they have a deep understanding of the service concept. As a result, their poor service quality caused serious effect on tourist experiences. Moreover, the implementation of rural tourism projects in Guizhou also need professional talents as support, such as tourism management and tourism project planning. Without such talents, it will seriously affect the rapid development of rural tourism in Guizhou.

3.4 Distribution Mechanism to Be Improved

Nowadays, Guizhou rural tourism has a variety of tourism management modes. The first is the autonomous management of rural villagers. The next is the mode of management in which the government, companies, travel agencies and rural villagers all participate. The third is the mode of management in which the government, companies and rural villagers participate. Last but not the least, it is the mode of management in which the government, travel agencies and rural villagers participate. On one hand, these diversified tourism management modes promote the development of rural tourism in Guizhou. But on the other hand, since there are many subjects involved in the distribution of interests, and there is no scientific and reasonable distribution mechanism for benefits, sometimes companies or travel agencies exploit the interests of rural villagers in order to gain more benefits, resulting in the loss of economic benefits of rural villagers and the loss of enthusiasm of villagers to participate in again.

3.5 Increased Difficulty in Protecting Natural and Cultural Resources

As a multi-ethnic region, there are 18 ethnic groups including Han, Miao, Buyi, Dong, Tujia, Yi, Gelao and Shui in Guizhou Province. With the continuous exchange and dissemination of culture, ethnic minorities in Guizhou have been seriously affected by foreign cultures in terms of culture, food and customs. The trend of gradual Sinicization leads to the failure of inheriting some minority cultures. Besides, since a few rural areas in Guizhou have witnessed the huge economic benefits brought by the rural tourism industry, they waste tourism resources as well as destroy the tourism environment by blindly developing tourist destinations. These actions have not only increased the difficulty for the protection of natural and cultural resources, but also seriously restricted the sustainable development of Guizhou rural tourism industry.

4. Development Model of Circular Economy in Guizhou Rural Tourism Destinations

4.1 Aim And Principles

It is a must to take the development of rural tourist destinations in Guizhou as the target so as to establish a circular economy development model in rural tourism areas of Guizhou. To be more specific, every link should follow the principle of circular economy mode, that is, the reduction of resource utilization, the reuse of products and the recycling of waste. The reduction of resource utilization mainly refers to the minimum input of natural resources at the input end of production. Product reuse means to maximize the service life of the product and to make maximum use of the product in the process of product utilization. Waste recycling mainly refers to minimizing the emission of harmful substances, making the waste harmless through various means, and then reusing the harmless waste.

4.2 Establish a reasonable material and energy cycle system

Once the rural tourism resources in Guizhou are destroyed, it will be a mission- impossible to restore them. Therefore, in the process of developing rural tourism, ecological environment protection should be strengthened. Protecting rather than damaging the source of the ecological environment is the premise for rural residents to carry out any activities in a way to ensure the sustainable development of rural tourism. Do not destroy the energy of ecological environment, such as wood, coal or biogas. Biogas is a renewable resource, which will not damage the ecological environment. In addition, a circular economy model integrating cultivation, biogas, planting, processing, tourism and landscape should be established in order to promote the sustainable development of rural tourism.

4.3 Strengthening the recycling of water resource

Water resources protection and recycling are the main content of ecological environment protection. Due to the undeveloped economy and the lagged science and technology in rural areas of Guizhou Province, it is very difficult to recycle water resources in its rural tourism areas. As such, in the development of rural tourism in Guizhou, the government should attach great importance to the recycling of water resources and increase financial support. According to the actual situation of different rural tourism areas, the government can give priority to the establishment of sewage treatment plants in areas where conditions permit, and actively encourage villagers to recycle water resources.

4.4 Strengthening the recycling of solid waste

It is a must to achieve the recycling of solid waste in order to establish the development model of circular economy, but it is not an easy task. In terms of helping Guizhou rural tourist destinations to achieve the recycling of solid waste, first of all, classify the solid waste. Then, according to the actual situation of different tourist areas, establish the solid waste recycling treatment system, which can be established preferentially in the conditional areas. And finally solid waste recycling system is accessible in all the rural tourist destinations.

5. Conclusion

In summary, Guizhou rural tourism not only boosts local rural economy, brings greater economic benefits to the rural areas, but also accelerates the economic development of Guizhou Province. Therefore, a circular economy development model must be built in order to promote the sustainable development of Guizhou's rural tourism industry. In this regard, it is necessary to follow the objectives and principles of circular economy model, and then carry out energy cycle, water resource cycle and solid waste cycle for the sustainable development of rural tourism in Guizhou.

Acknowledgements

This paper is the result of University Humanities and Social Science Research Base Project of Department of Education of Guizhou Province "Guizhou Rural Tourism Culture Economic Development Research" (Project No.: 2017jd035), Base Name: Guizhou Cultural and Natural Heritage Protection Research Center.

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