

Discussion on Ecotourism Management and Sustainable Development in Nature Reserve

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Abstract: Strengthening Eco-Tourism Management in Nature Reserves is of Practical Significance in Enhancing People's Awareness of Nature Conservation and Providing Financial Support for Eco-Environmental Protection Management in Nature Reserves. However, in Fact, the Effect of Ecotourism Management in Nature Reserves is Not Ideal, and There Are Problems Such as Complex Management System and over-Exploitation of Regional Resources. Therefore, the Related Work Should Also Strengthen the Summary of Practical Experience and the Optimization of Management Mechanism in Order to Realize the Sustainable Development of Protected Areas.

1. Introduction

Nature reserves were established to protect natural resources and species diversity. At a time when the ecological system is constantly being destroyed, we should strengthen management while combining the development of tourism and effectively solve the contradiction between natural protection and tourism resources development. So as to balance the interests of tourism and protected areas and realize their coordinated development. However, eco-tourism management is a complicated and complicated process involving tourists' behavior norms and resource management. Therefore, it is necessary to strengthen the support of social forces and government guidance in order to continuously improve the management level and realize the healthy development of ecotourism in protected areas.

2. Necessity of Ecotourism Management in Nature Reserve

2.1 Raise Public Awareness of Environmental Protection

In order to improve the severe environmental situation, China has put forward the strategy of sustainable development, but the actual promotion effect is very slow. Environmental protection departments and the government are weak. Only by integrating social forces and increasing the enthusiasm of the masses for environmental protection can the effectiveness of environmental protection and ecological management be effectively strengthened. The types of nature reserves in China are shown in Table 1.

Table 1 Types of Protected Areas

Types		Quantity	Area (ten thousand hectares)
Natural relics	Paleontological remains	7	1.11
	Geological relic	51	21.36
Wildlife	Wild plant	77	131.69
	Wild animals	258	2475.24
Natural ecosystem	Marine coastal ecosystem	26	51.01
	Inland Wetlands and Water Ecosystem	61	257.40
	Desert ecosystem	7	3006.72
	Grassland and meadow ecosystem	20	197.19
	Forest ecological system	419	1556.18

Ecotourism not only promotes natural culture, but also has environmental protection responsibilities. The combination of the original ecology of natural resources and environment and

tourism in nature reserves can provide financial support for the development of nature reserves. In order to deal with the contradiction between the protection of resources and the development of tourism resources, ecotourism activities have made policy regulations, requiring them to be allowed to be developed only within the scope of the policy regulations. On the basis of this, strengthening tourism management planning can realize the coordinated development of tourism and nature protection, so that tourists can deeply understand and understand nature. While developing tourism, nature reserves should actively undertake the responsibility of publicity and education, science popularization, nature protection and relevant laws and regulations, etc., so as to raise the awareness of people to live in harmony with nature and make them consciously participate in environmental protection.

2.2 To Solve the Employment Problem

The establishment of nature reserves is a direct method to protect natural ecosystems. With the large-scale development of nature reserves, the requirements of ecological management are constantly improving. In order to maintain the original ecology of the regional environment, control over the construction of surrounding facilities has been increased. Local residents mainly live in traditional farming ways, especially the destruction of forest resources, such as cultivation of cultivated land or picking firewood on the mountain, which is not conducive to the sustainable development of nature reserves. In order to solve the living difficulties of local residents and raise their awareness of natural environment protection, tourism has provided employment opportunities for local residents. During the 11th Five-Year Plan period, the National Development and Reform Commission, the Tourism Bureau and other agencies set a target of creating 700,000 new tourism jobs. At present, there are 60 million direct and indirect employees in the national tourism industry, especially taking care of the employment of rural population and vulnerable groups. Local residents have also become an essential factor for eco-tourism to send letters by providing characteristic products and labor resources. Human resources should not only be used to provide tourism services, but also be invested in the construction and promotion of tourism projects to provide more jobs. In addition, tourism is highly relevant and driving. For every additional direct job opportunity in tourism, the society can add 5-7 indirect jobs.

2.3 Promoting Efficiency

Tourism has great potential for development, involving food, housing, travel, shopping, entertainment and other fields. It has driven the rapid development of related industries and played an active role in promoting the transformation of China's industrial structure and regional economic development. While raising the level of mass consumption, we will accelerate the process of building a well-off society in an all-round way. In particular, eco-tourism has the tasks of protecting the environment and improving the lifestyle of local residents. As a result, economic and ecological interests will be promoted. For example, Qilian Mountain Nature Reserve received nearly 500,000 tourists in 2010, with an annual output value of over 50 million yuan, a profit of over 5 million yuan and a tourism resource value of nearly 73 million yuan. The development of eco-tourism must not damage natural scenery and maintain the sustainable development of natural resources and tourism. This requires increasing environmental education for tourists and managers, easing the contradiction between the development of surrounding communities and protected areas, and finally achieving steady improvement in ecological and social benefits [1-3].

3. Eco-Tourism Management and Sustainable Development Countermeasures in Nature Reserves

3.1 Establishment of Ecotourism Management Institutions

Ecotourism management in nature reserves has many disadvantages and has long been in a multi-head management state. It is a formalization of management and does not realize the unification of rights, responsibilities and benefits. In this regard, optimizing the management system

is particularly critical. Nature reserves should actively set up eco-tourism management agencies to realize the integration of rights, responsibilities and benefits, coordinate and supervise other departments, further optimize and clarify the management system, and effectively improve the effectiveness of the management of nature reserves. The establishment of eco-tourism management institutions shall be decided by the agricultural and forestry departments of the nature reserve, as well as government units and relevant competent departments after consultation. In order to realize the integrity and transparency of the management mechanism, community or non-governmental organizations can be introduced to participate in the management and supervision, so as to form a joint force for the protection of natural resources and promote the sound development of eco-tourism.

3.2 Cooperative Development of Community Ecotourism

Considering the economic interests of the community residents, and how to enhance the environmental awareness of the residents and tourists in the community, and consolidate the mass basis for ecological protection, community eco-tourism can be actively introduced. On the basis of this, we should strengthen the innovation of residents' education and community management.

First, optimize the management mode of protected areas. To further improve the community participation mechanism, respect the rights of the community in the planning and management of resource development, establish a good relationship between the protected areas and the community, and ultimately achieve common management. After meeting the economic interests of community residents, the awareness of resource protection and the ability to use resources in the protected areas will be improved. At present, the forms of ownership of natural resources in nature reserves are mainly individual, national and collective. Tourism resources are included in the production factors, and economic distribution is carried out in the form of joint stock system, which is more conducive to the promotion of the dominant position of community residents. Through the sharing of responsibilities and benefits, the decision-making democracy and the maximization of benefits have been realized.

Secondly, we should strengthen the protection of the living environment of community residents. The development of tourism has promoted the development of the economic interests of community residents, but for the scattered merchants in the community and protected areas, there are market phenomena such as price hikes and quality reduction for their own benefit. In order to ensure the self-interest of residents and tourists, relevant agencies should step up supervision of market phenomena to ensure that the use of tourist resources will not have a negative impact on the normal life of residents. It is necessary to strictly manage the disposal of waste, strengthen propaganda and education for tourists, reduce the random disposal of waste and reduce the workload of sanitation workers. At the same time, corresponding waste recovery and classification facilities shall be set up to realize resource recovery and utilization and pollution-free treatment. In order to realize the benign development goal of ecotourism as soon as possible. According to statistics, more than 20% of nature reserves in our country have been damaged by the increase in tourism, of which over 40% are polluted by garbage, over 12% by water pollution, over 11% by noise and over 3% by air, which easily lead to ecosystem degradation or imbalance.

Finally, community education should be strengthened. Social residents' hand cultural level and other factors affect their one-sided understanding of ecotourism in nature reserves. In order to improve residents' participation enthusiasm in ecotourism development planning and management and to strengthen their understanding of the importance of resources and environmental protection, residents should intensify their education and correct their wrong cognition and attitudes. Enrich the forms and methods of community propaganda and education, and expand the educational content of ecological ethics and tourism employment. We should reasonably control the timing of community education, use the leisure time to carry out professional training and education, and improve the community residents' awareness of tourism services and professional knowledge. While solving the problems of insufficient labor force and difficult employment, we should improve the centripetal force and recognition of community residents and reduce the unstable factors of social harmonious

development [4-6].

3.3 Increase Resource Management

For the resource management of nature reserves, the management countermeasures of developing auxiliary protection should be implemented first. Tourism resources should be developed without affecting the ecological environment, especially the construction of tourism buildings and roads. As far as possible to reduce the destruction of natural environment such as water soil, pay attention to the coordination with the surrounding landscape, avoid artificial segmentation of protected areas. We will build service facilities in communities adjacent to protected areas and improve tourism elements such as food, housing and purchasing. At the same time, the architectural appearance is adjusted according to local customs, thus highlighting the characteristics of eco-tourism projects to bring unique tourism experience. In the development of tourism projects, it is forbidden to set up facilities and buildings that damage the ecological environment, and the management concept of giving priority to protection and supplemented by development is always implemented.

Secondly, we should strengthen the protection of biological diversity. Nature reserves are set up to protect biological resources and habitats and maintain biological diversity. Therefore, when developing eco-tourism projects, we should actively formulate measures to protect biological resources and reduce the interference of tourism development on the ecosystem. Before developing tourism, the distribution of animals and plants in the protected areas should be clearly divided, and tourism projects should be developed as far away from the gathering places as possible to reduce the damage to wildlife.

Finally, we should strengthen the protection of the culture and local characteristics of the protected areas. Special protection will be given to the cultural landscape in nature reserves to maintain the integrity and original ecology of the cultural landscape. In order to meet tourists' demand for tourism experience other than landscape viewing, it is necessary to actively highlight the living atmosphere with local characteristics, encourage residents to develop resources such as local songs and dances and costumes, display customs and cultures different from urban life, and bring tourists unique emotional and cultural experiences, thus improving market attraction and influence.

3.4 Increase the Management of Tourists

First of all, strengthen the control of the number of tourists. The number of nature reserves with more than 100,000 tourists per year is gradually increasing. For example, nature reserves such as Changbai Mountain in Jilin, Xishuangbanna in Yunnan and Wuyishan in Fujian have successively opened eco-tourism projects such as natural ecological investigation, ski tourism and rafting. Tourism forms are diversified, including fishing, hunting, scientific research and exploration. According to statistics, less than 20% of the protected areas impose scientific planning control on the number of tourists. Less than 16% of the protected areas regularly monitor the environment during eco-tourism, and even there are nature reserves that do not have basic monitoring equipment. Ecotourism in nature reserves is also divided into high season and low season. The number of tourists increases sharply in high season, which makes management more difficult and seriously threatens the original ecology and integrity of the environment. The low season is not conducive to the efficient use of tourism resources. In this regard, we should strengthen the control of the number of tourists and make adjustments in both space and time. From the perspective of time, during holidays with a large number of tourists, economic and tourist channels are adopted to restrict passenger flow, such as raising ticket prices, restricting vehicles and closing roads. So as to strictly control the carrying capacity of scenic spots and meet the requirements of various laws and regulations. In the off-season of tourism, we should optimize the market promotion methods and attract tourists by giving gifts and offering services such as reducing ticket prices and shuttle buses. From the perspective of space, according to tourists' preferences, regions are divided, and different types of recreational activities are set up to realize tourists' diversion, so as to satisfy tourists' tourism experience and realize the steady development of eco-tourism.

Secondly, strengthen the management of tourists' behavior norms. Tourist behavior directly threatens the original ecology of the protected area environment. According to statistics, eco-tourists' activity preferences include wilderness camping, wildlife observation, hiking, etc. Tourism motivation includes enjoying nature, new experiences, outdoor activities, wildlife sightseeing and experiencing wilderness experiences. The cultural composition of eco-tourists is shown in Figure 1.

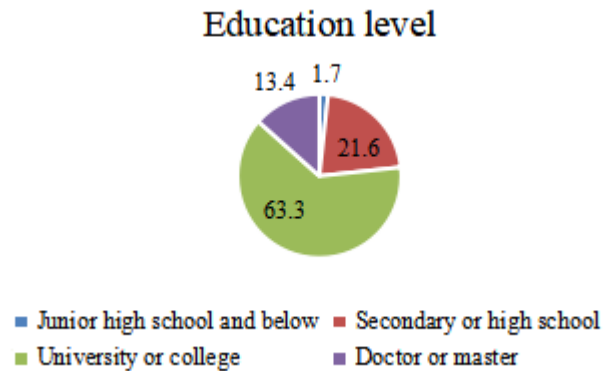


Fig.1 Cultural Level of Ecotourists

There are slightly more male domestic eco-tourists, who tend to engage in professional tourism activities, such as mountaineering, exploration, camping and other activities, while women tend to study foreign cultures and stroll and travel and other activities. According to the activity intensity, tourists are divided into three categories: soft eco-tourists at the most basic level, hard eco-tourists at the high level and scientific eco-tourists at the professional level. Tourism behaviors are to be close to nature, to learn from nature and to protect nature. The intensity of its activities directly determines the degree of environmental impact. In order to regulate tourists' behavior and reduce its destructive impact on recreational areas, the tourism environment carrying capacity management system should be used to clarify the impact of tourists' activities on the environment and biology and to understand the acceptability of nature reserves before regional development. On this basis, measures such as management, evaluation and monitoring will be taken to strengthen the control of environmental damage caused by tourists' behavior and give full play to the advantages of ecotourism development. To optimize the management of tourists' behavior, especially self-help tourists to strengthen guidance, through the issuance of brochures or the establishment of tourist centers and other ways, to further strengthen the awareness of tourists' civilization.

4. Conclusion

The number of nature reserves in China is constantly increasing, but ecotourism is still in the exploratory stage of development. The tourism development model is not yet mature. The relationship between environment and tourism is not fully handled, and the significance of cultural protection and environmental education of ecotourism is ignored. In this regard, relevant departments need to strengthen scientific planning and focus on development, improve the implementation of ecotourism management mechanism and laws and regulations and other measures to reverse the development situation of ecotourism landscape destruction, serious pollution and chaotic management system. Tourism departments and forestry departments in nature reserves should strengthen ties, practice innovative management methods, and promote eco-tourism in nature reserves to take the road of sustainable development.

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