

# Research On The Development Of Ecological Leisure Tourism In Laiwu Xuanye Scenic Spot

Dongmei Zhang<sup>1</sup>, Hui Wang<sup>2\*</sup>, Shuying Geng<sup>1</sup>

<sup>1</sup>School of Tourism, Taishan University, Taian, Shandong 271000, China

<sup>2</sup>Sports Department of Taishan University, Taian, Shandong 271000, China

Email: tsxywh993100@163.com

\*Corresponding author

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**Abstract:** In recent years, ecological tourism has become an indispensable industry in the economic development of many places. Relying on the advantages of resources and ecology, Laiwu Xuanye Tourism District strives to build a leisure tourism resort with multiple functions such as leisure, tourism, conference and sports. But in the process of development, there are many problems. Therefore, this paper takes Laiwu Snow wild tourism area as the research object, through analyzing the development status, discusses the opportunities and challenges, and puts forward the development countermeasures.

At present, tourism is playing an increasingly important role in national life and has gradually become an important economic sector of the country. Eco-tourism has made great breakthroughs and has become an indispensable industry in much local economic development. The attraction of eco-tourism is to attract tourists with unique ecological environment, which is an ecological experience to implement the concept of sustainable development. The greatest pursuit of leisure tourism is happiness, health and harmony, and its ultimate focus is spiritual. The close combination of the two is undoubtedly the higher level of eco-tourism. Ecological leisure tourism can satisfy mankind's constant pursuit of life quality and help to protect the original forms of biology and human beings. Under the tide of ecological leisure tourism, many places have innovated their own way of tourism. For example, fuzhou innovatively launched the "National forest Park" ecological leisure tourism, langfang is also carrying out the construction of ecological leisure tourism characteristics, ecological leisure tourism is increasingly valued.

## 1. Social Background of the Development of Ecological Leisure Tourism

### 1.1. Modern "Urban Disease" Causes a Wave of Returning to Nature

"City disease" is mainly said the phenomenon of the rural population to urban agglomeration, due to the large-scale population flow leads to a series of problems, such as lower per capita resources, environmental pollution, traffic jams, competition for jobs pressure big, if has not solved, these problems will be restricted to the development of the city, is not conducive to social progress and people's happy life. China's urbanization development is at a critical stage. According to relevant data, in the coming period, nearly 900 million people will choose to live in cities far away from the countryside, accounting for about half of the total population. The urban population will rise sharply, with more than 800,000 people living in 90 cities. China's urbanization has a big problem; people have an urgent hope for the return to nature.

### 1.2. China's Leisure Tourism Industry Develops Rapidly

In 2018, the State Council issued the Guidance of the General Office of the State Council on

Promoting The Development of Region-wide Tourism, pointing out that we must build a sound natural and ecological environment, a humanistic and social environment, and a safe environment for tourism consumption, so as to realize a region-wide livable, business-friendly and tour-friendly environment. Promoting the development of leisure industry has become an important task of the government. The Chinese government has always taken constantly improving people's material and cultural needs as the starting point, guided and promoted people to earn their labor income, and vigorously developed ecological leisure tourism. The leisure economy era has come.

### **1.3. Significant Changes have Taken Place in the Level of Tourism Demand**

Tourism is a kind of high-level ecological tourism. Maslow's hierarchy of needs theory points out that human needs are a development process from the low level to the high level. After the low level needs are satisfied, talents have higher level needs to pursue. China's economy is developing rapidly, and people's living standard is constantly improving. More and more people pay more attention to the return to nature and pleasant travel when they travel. Therefore, the development of tourism cannot bring people entertainment, but should be combined with the return to nature, broaden horizons, increase knowledge and other aspects, really highlight the value of "leisure".

## **2. Connotation and Characteristic Analysis of Ecological Leisure Tourism**

### **2.1. Connotation of Ecological Leisure Tourism**

Ecological leisure tourism is to attract the ecological environment with obvious characteristics. Its concept is based on sustainable development and its purpose is to obtain physical and mental pleasure. Leisure tourism can make tourists relax physically and mentally, and their final destination is spiritual. Both of them play a vital role in tourism development, and the combination is undoubtedly the best choice. At present, ecological leisure theory mainly refers to a kind of leisure tourism carried out in places with better natural environment, which is divided into two aspects in broad sense and narrow sense. In a broad sense, it mainly refers to a sustainable leisure tourism, which can not only meet the needs of current people, but also poses no threat to future development. In the narrow sense, it mainly refers to higher-level leisure tourism activities on the basis of healthy ecological development<sup>[1]</sup>.

### **2.2. Functional Realization of Ecological Leisure Tourism**

As an emerging tourism activity, ecological leisure tourism is gradually active in the world tourism industry, which has great influence on all aspects of the society. First of all, strengthening environmental protection is the main way of ecological leisure tourism, so as to ensure and realize the sustainable development of ecological tourism. It can transform the direct exploitation of some natural resources into indirect utilization and minimize the ecological damage brought by tourism activities. Secondly, the development of ecological leisure tourism is conducive to changing people's concept of life, freeing people from heavy work, no longer simply pursuing material interests, enjoying the pleasure of life, establishing the concept of ecological leisure, and ultimately promoting people's all-round development. Third, it is conducive to promoting social stability and employment. The development of ecological leisure tourism can effectively alleviate employment pressure and maintain social stability and prosperity in the region.

### **2.3. Features of Ecological Leisure Tourism**

First of all, ecological leisure tourism focuses on "ecology". It mainly refers to the protection of tourist objects. In the interest-driven psychological space, rational exploration and benign interaction can be shared, nature and leisure can be shared, and the environment can be consciously protected<sup>[2]</sup>.

Leisure is the second characteristic of ecological leisure tourism. Ecotourism may not be unfamiliar to the majority of tourists, but ecotourism endowed with the meaning of leisure should be more advocated. Ecological leisure tourism pays more attention to letting tourists return to nature

and feel happiness and tranquility in nature. For tourists, what they buy are real tourism products and what they gain are vivid experiences.

Ecological leisure tourism products are highly complementary and inclusive, which determines that they can better combine the advantages of other tourism products, easily form a unique theme project, and create characteristic ecological health tourism. And the connotation of ecological leisure tourism is rich, including different resources, markets, products, can cover many industrial chains and industrial factors.

### **3. Analysis of the Development Status of Ecological Leisure Tourism in Xuanye Scenic Spot**

#### **3.1. Analysis of the conditions for the development of ecological leisure tourism**

##### **3.1.1. Location Condition Analysis**

Xuanye Town is located in the northern mountainous area of Laiwu City, bordering Zhangqiu in the north, Zibo in the east, and Taishan in the west. It has always been the fortress of ancient gateways, known as “Laiwu North Gate, Jinan East Garden”. Xuanye town has unique geographical conditions. It is 80km away from Taian High-speed railway station, 50km away from Jinan, the capital of Shandong province, and 60km away from Yuaoqiang Airport. There are Beijing-Shanghai expressway, Jilai Expressway and Zhonglin Highway passing through Xuanye Town. Laiwu is located in the central part of Shandong province. In terms of internal traffic, Laiwu road transport takes the urban area as the center, and has formed a pattern of “three vertical and four horizontal”. As a whole, laiwu road is connected with the outside, which provides convenience for tourism development.

##### **3.1.2. Analysis of Resource Occurrence**

Xuanye town has outstanding people, pleasant environment and rich landscape resources, among which the lake covers an area of 17 square kilometers, which is the largest water surface within 50 kilometers of Jinan Fangyuan. Moreover, it has rich forest resources, such as Huashan National Forest Park and Maanshan Forest Farm. The forest coverage rate reaches 70%, and its forest land, grassland and wildlife habitat. According to the data collected in the reserve, there are about 550 species of wild animals and 296 species of birds. Among the 81 species of birds listed in the Agreement between China and Australia on The Protection of Migratory Birds and Habitats, 40 species have been found in the snow-field scenic area, accounting for 49.4% of the total species<sup>[3]</sup>. Xuefu scenic spot is rich in biological resources, which is one of the important areas for bird protection and provides a resource base for the development of ecological leisure tourism. Xuanye has a long history and rich culture. The Great Wall of Qi in the area is 400 years earlier than the Great Wall of Qin, inheriting the culture of “chongde is solid, heavy industries and merchants, tenacity and perseverance”.

##### **3.1.3. Government Support**

Since 2009, the government has invested heavily in road-hardening projects in nearly 50 villages in the town. At present, the hardening rate of roads in villages and towns, the permeability of tap water and the qualified rate of water quality have all reached 100%. The planting area of green land is more than 2200 mu, the area occupied by each green land can reach 30 square meters, the green coverage rate of cities and towns can reach 35%, and the streets are orderly<sup>[3]</sup>. It can be seen that the government attaches great importance to ecological protection in the development of Xuanye tourist attractions .

#### **3.2. Analysis of the Current Situation of Snow-field Ecological Leisure Tourism Development**

In 1993, the local government initially developed Xuanye Town and carried out some simple tourism activities, covering a total area of 240 square kilometers, including surrounding areas and the lake center. In August 2007, the management committee of Xuanye Tourist Area was formally established. With the establishment of the management committee, the development of Xuanye

scenic area gradually got on the right track.

In recent years, Xuanye Town has set clear economic development goals, gradually strengthened facilities construction, and made a qualitative leap in people's living standards. It has become the fastest developing town in Laiwu, driving the further improvement of economy and urban quality. The development of modern tourism industry is becoming more and more serious, which is particularly critical to the better and faster development of snow-field ecological leisure tourism. Xuanye hired the largest planning consulting company in the world at that time -- American Yidao Company to carry out conceptual planning for Xuanye scenic spot, and set its long-term development goals as: the famous compound experience type in China, the ecological leisure type holiday tourism, and the well-known leisure vacation destination in Northeast Asia <sup>[3]</sup>. By taking advantage of the tourism cities such as Jinan and Tai 'an, and giving full play to the characteristics of lakes and mountains in snowy areas, and by virtue of the quiet ecological environment, the resort is characterized by landscape and regional cultural landscape, with cultural experience, lakeside scenery, leisure vacation and sports conference as its main development direction, to build a high-end lakeside leisure resort in China.

Now, fallen snow. where town is gradually formed its own tourism development pattern, including the room dry and fallen snow. Where reservoir anything "from two big" as well as the Great Wall of qi and fallen snow. where reservoir "north-south line, investment and construction of the grand canyon, Kowloon, ski resorts, sports science and technology park, tourism ecology park, tourist area, in the scenic area has more than 100 open to the tourists attractions. The "1+6" new pattern is preliminarily formed, in which the "1" is the core scenic area of Xuanye Lake, and the "6" are Fanggan Kowloon Grand Canyon, Luzuquan, The Great Wall of Qi, the Little Three Gorges, Maanshan and Jinniwan <sup>[4]</sup>. In the future, Xuanye Town will give full play to its advantages, take aviation tourism as the starting point, promote the "1+3" industrial system, devote itself to building aviation brand products, focus on building characteristic towns, and develop ecological leisure tourism, so as to improve the popularity of the town and urban development.

#### **4. Problems Exist in the Development of Ecological Leisure Tourism in Xuanye Scenic Spot**

With the initial development of ecological leisure tourism, Xuanye Town has been successively rated as "top ten newly developed scenic spots in Shandong Province", "National Demonstration Site of Agricultural ecological tourism", "National Comprehensive strength Qianqiang Town", and a small town with aviation characteristics in Shandong province <sup>[4]</sup>. However, through field research, it is not difficult to find that the following problems gradually emerge.

##### **4.1. The Scenic Spot has Limited Investment and Backward Supporting Facilities**

The development of Xuanye scenic area is at a relatively slow stage, and the limited investment in the development of the scenic area leads to the unbalanced development of the scenic area and the inadequate construction of basic supporting facilities, which is mainly reflected in the unblocked roads and unclear signs in the scenic area, which is not conducive to the sound and sustainable development of ecological leisure tourism in the scenic area.

##### **4.2. Lack of Marketing and Conservative Management Concepts**

Tourism promotion and marketing is the most important task of tourism industry <sup>[5]</sup>. There is not a complete set of marketing strategy and planning, which will hinder the future development of Xuanye scenic spot. Due to insufficient funds for tourism publicity, it is difficult to carry out effective publicity and the form of publicity is relatively simple. In terms of tourism management, the business philosophy of Xuanye scenic Spot still follows the traditional business model. It lacks market awareness of how to package tourism products and cannot give full play to its advantages.

##### **4.3. Excessive Construction of Scenic Spot Projects and Unreasonable Project Layout**

The ultimate purpose of tourists to the ecological leisure tourism scenic spot is to return to nature,

leisure and entertainment, and relax themselves<sup>[6]</sup>. Therefore, the scenic spot should try its best to return to its original nature in design and use pure natural tourism resources to attract tourists. Xuanye scenic spot pays too much attention to the artificial construction of the scenic spot and loses its original natural charm. There are some problems in the design of xuanye scenic spot, such as overdevelopment, damage to the original natural landscape and unreasonable layout, which affect the long-term development of the scenic spot.

## **5. Countermeasures and Suggestions for Development of Ecological Leisure Tourism in Xuanye Scenic Spot**

### **5.1. Establish and Improve the Supervision Mechanism and Implement Unified Leadership**

Through the implementation of two-way supervision on the development of the scenic spot, formulate relevant laws and regulations to standardize the construction of the scenic spot, establish a unified leadership, increase the investment in the development of snow field scenic spot, better develop snow field tourism, give full play to the role of coordination, guidance, supervision; And further improve the positioning of travel agencies, scenic spot management in the implementation of a clear accountability system<sup>[7]</sup>, prevent some scenic spot for personal gain, establish a sound supervision mechanism.

### **5.2. Strengthen Publicity and Education, and Innovate the Development Mode of Scenic Spots**

In terms of publicity and education, the staff of the scenic spot should actively carry out ecological leisure education, conduct regular training and guidance, enhance the staff's service awareness, attract customers with better services, and do regular publicity, such as distributing leaflets, holding cultural and artistic activities, to expand the popularity<sup>[8]</sup>; In the innovation mode, we should establish our own tourism brand, give full play to the advantages of Xuanye scenic spot, exchange experience with other scenic spots, and create the characteristic tourism of this scenic spot.

### **5.3. Attach Equal Importance to Development and Protection, and Strengthen the Protection of Ecological Resources**

We should pay attention to the protection of natural landscape, not at the cost of destroying the ecological environment<sup>[9]</sup>. In the process of ecological leisure tourism development, Xuanye scenic spot should pay attention to ecological diversity and environmental conditions. Rational planning and utilization of land, tourism land, green agriculture, natural scenery, construction land and other functional zoning<sup>[10]</sup>. Strengthen the assessment and monitoring of ecological and environmental indicators, such as snow - field scenic spots to the water environment for necessary protection. The waste water in each swimming area should be disposed of reasonably and not discharged at will, so as not to pollute the surrounding water environment; To save water resources, effective use of wastewater, promote sewage treatment technology; We will intensify supervision by environmental authorities and improve environmental management.

### **5.4. Highlight the Characteristics of Resources and Create High-quality Ecological Leisure Tourism Products**

According to the resource characteristics of Xuanye Town, it integrates health preservation, leisure and vacation, rural experience, clothing, food, housing and transportation, and cultural theme needs to create multi-functional ecological products. For example, tourists eat native green food and enjoy the ecological landscape properly restored according to the cultural heritage and natural landscape. In areas where conditions allow, ecological food with ecological water bar, book bar and restaurant as elements can be gradually built, and ecological accommodation featuring wooden houses in the forest, wild camping and wild luxury hotels can be built, focusing on ecological experience and creating ecological product value chain.

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