

An Introduction to the Development and Protection of Tourism Resources in China



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ABSTRACT: Introduction: Tourism resources provide great potential for tourism development, but at the same time, they also face problems such as over-exploitation and environmental damage, so it is crucial to achieve a balance between development and conservation. This study explores the development and protection of tourism resources in China.

Background: Since the reform and opening up of China more than 30 years ago, China's tourism industry has rapidly developed into one of the important pillar industries of the national economy. At the same time, the destruction of tourism resources has also become more and more prominent, therefore, we must correctly deal with the relationship between the development and protection of tourism resources, to ensure the economic benefits while achieving the sustainable development of tourism resources.

Novelty: Many studies in China currently focus on either tourism development or conservation, but this study endeavours to consider the relationship between the two in an integrated manner, providing a comprehensive approach to effectively develop and conserve China's rich tourism resources, while at the same time obtaining economic benefits.

Research Methods: This study adopts the methods of literature review and qualitative analysis to review the research results on the development and protection of China's tourism resources by collecting relevant literature and summarising and analysing the ideas in the literature to conclude the development and protection of China's tourism resources. Finally, corresponding management suggestions and policy measures are proposed based on the conclusions.

Results: To promote the sustainable use and protection of tourism resources, and to ensure the long-term stability and sustainability of the resources

Conclusions: To solve this problem, this study puts forward the following suggestions: (1) to formulate strict laws and regulations; (2) to raise the overall awareness of environmental protection; (3) to promote the corresponding scientific research and technological support; (4) to strengthen tourism planning and management. (5) Establishment of funds for the protection of tourism resources; (6) Strengthening of cooperation and exchanges.

KEYWORDS: sustainable tourism development, China's tourism resources, development of tourism resources, protection of tourism resources

INTRODUCTION

Tourism resources are the cornerstone of tourism development and a crucial part of the tourism product. As one of the three pillars of the tourism industry, tourism resources are crucial to the realisation of sustainable tourism development, while the type, quantity, scale, characteristics and protection status of tourism resources determine to a large extent the overall tourism development level of a country or region. Therefore, the protection of tourism resources should not only focus on the protection of the resources themselves to prevent them from being damaged or destroyed, but also consider the protection of the surrounding environment. The importance of protecting tourism resources lies not only in maintaining the existing economic benefits, but also in passing on these precious resources to future generations. Therefore, the concept of sustainable development requires us to improve the efficiency of tourism. China is blessed with rich and diverse tourism resources, including magnificent natural landscapes, rich cultural heritage and diverse folklore, which have attracted countless tourists to explore. Tourism has become an attractive economic pillar in a country that is both ancient in civilisation and modern in prosperity. However, the rapid

An Introduction to the Development and Protection of Tourism Resources in China

growth of tourism has also brought about a number of challenges, one of which is how to promote tourism while at the same time conserve and sustainably utilise these valuable resources. However, over-exploitation and improper management may lead to destruction and damage of resources, posing a potential threat to China's valuable natural and cultural heritage. In this issue, we focus on the development and conservation of tourism resources in China, responding to the key question: how can the development and conservation of tourism resources be balanced to ensure sustainable tourism development? Through this study, we aim to make a useful contribution to the future of tourism in China and to provide other countries and regions with useful lessons on tourism resource development and conservation.

LITERATURE REVIEW

With the rapid development of tourism, the development and protection of China's tourism resources has become a hot research topic in recent years. Scholars generally agree that China has rich tourism resources, but also faces a series of protection problems in the process of development. The topic of tourism resources development and protection has gone through a process of theoretical research, policy formulation and practical exploration.

In terms of conceptual development, the development and conservation of tourism resources involves research and theoretical frameworks from several disciplines. On the one hand, some researchers regard it as a concept of sustainable development and believe that the development and protection of tourism resources should follow the principle of sustainable development of economy, society and environment. For example, Zhao Xixi (2022) in "Development and Protection of Tourism Resources in the Perspective of Circular Economy" pointed out that the development and protection of tourism resources has become an urgent problem for the current tourism industry. In order to achieve sustainable development of tourism resources, it is necessary to carry out scientific and reasonable development and protection based on the principle of circular economy. Feng Limei (2017) wrote in China's Tourism Resource Development Model and the Concept of Sustainable Development of Tourism Regions that in the context of building a resource-saving and environmentally friendly society, sustainable development has become an inevitable trend in the development of tourism attractions. It also emphasises the rapid development of China's tourism industry, but also points out the need to manage and develop tourist attractions within the framework of sustainable development in order to meet growing cultural demands while protecting the environment and resources.

On the other hand, some scholars have also studied the development and protection of tourism resources from the perspectives of regional economics, resource economics and environmental economics. For example, Ping Zhang (2018) wrote in Tourism Resource Development and Protection in the Perspective of Circular Economy that rational development and protection of tourism resources can not only avoid waste and overconsumption of resources, but also enhance resource utilisation efficiency and reduce production costs, thus creating economic value. In 2007, Siswanto, in his research paper Tourism and Cultural Heritage Preservation, explored the important direction of tourism as a service and industrial sector in many countries. He suggested that tourism not only boosts foreign exchange reserves, but also increasing people's incomes. This view emphasises the importance of tourism in economic development.

According to the existing studies, the studies on the development and protection of tourism resources in China can be divided into the following categories: The first type of research focuses on the development and use of tourism resources. One viewpoint is that the development of tourism resources should focus on economic benefits and promote local economic development by increasing income and employment in the tourism industry. In contrast, another viewpoint argues that the development of tourism resources should take into account their impact on the environment in order to avoid environmental damage and ecological imbalance. These studies reveal some basic consensus that the development of tourism resources should balance economic benefits and environmental protection, and ensure the participation and interests of local communities.

The second type of research focuses on the protection of the tourism environment. One view is that the protection of the tourism environment should focus on the protection of the natural ecological environment and cultural heritage. At the same time, some scholars have also studied the protection of tourism resources from the perspectives of law, policy and management, emphasising the development and implementation of effective management measures to protect the sustainable use of tourism resources. These studies show that the protection of tourism resources requires comprehensive consideration of the value of the natural environment and cultural heritage, and effective management and regulation of tourism activities.

There is also a third category of studies that focus on the development of the tourism industry. This type of research examines the development strategies of the tourism industry from the perspective of marketing and innovation management. These studies show how the tourism industry can meet the needs of tourists and promote the sustainable development of the tourism industry by providing quality tourism products and services. Meanwhile, other scholars have studied the impact of tourism on the local economy and society from the perspectives of regional economics and urban planning.

An Introduction to the Development and Protection of Tourism Resources in China

All of the above studies have made important recommendations for the study of tourism resource development and conservation in China, which are important for understanding the issues of tourism resource development and conservation. However, there are studies that still have some limitations in some areas.

METHODS

This study adopts the methods of literature review and qualitative analysis. Firstly, literature research results on the development and protection of tourism resources in China are reviewed by collecting relevant literature. Secondly, opinions, cases and data in the literature are summarised and analysed so as to draw conclusions about the development and protection of tourism resources in China. Finally, corresponding management suggestions and policy measures are proposed based on the conclusions.

DISCUSSION

4.1 Definition and classification of tourism resources

Tourism resources are a prerequisite for the development of tourism and are the basis of tourism. Tourism resources refer to the natural existence and historical and cultural heritage that are attractive to tourists, as well as artificial creations that can be directly useful for tourism purposes. Classification can be made in terms of attributes (natural, humanistic, other), utilisation perspectives (renewable, non-renewable), state of existence and use (actual, potential), and quality and level (world to city and county level). Their attraction function enables them to meet the interests and needs of different tourists, and their effective development and utilisation can create great tourism value and economic benefits.

4.2 Relationship between tourism resource development and tourism resource protection

The development of tourism resources and the protection of tourism resources are two inseparable aspects of tourism development, which are interrelated and mutually reinforcing, but also mutually constraining and balancing. Firstly, there is a mutually promoting relationship between the development of tourism resources and the protection of tourism resources. Through effective development, the popularity and brand value of tourism resources can be enhanced, thus increasing the investment in resource protection. In the process of resource development, factors such as ecological environment and cultural heritage must also be taken into account to ensure the sustainable use of resources and promote the implementation of resource protection. Secondly, tourism resources. there is a relationship of mutual constraints between the development of resources and the protection of tourism resources. Development of tourism resources. the process will inevitably cause a certain degree of damage to the ecological environment. In the process of development, the remodelling of scenic spots, the renovation of the original environment, and the construction of roads, water and electricity, houses and other infrastructures will all have an impact on the original ecological environment, and this kind of inadvertent damage leads to the tension between the development and protection of tourism resources. If the development is not subject to scientific planning and management, it may lead to excessive resource development, which in turn endangers the natural environment and the original landscape, thus threatening the sustainable use of resources. Therefore, it is necessary to pay attention to ecological environmental protection and avoid over-exploitation in the course of development, so as to ensure the stability and sustainability of the resources. Again, there is a need to achieve a mutual balance between the development of tourism resources and their protection. Development relies on the existence and protection of resources, while protection also needs to obtain economic and social benefits through development in order to be invested in the protection of resources. Only by achieving a balance between the two can the value of the resources be maximised and the sustainable development of tourism be promoted. In the process of development, it is necessary to recognise the importance of resource protection and to strengthen scientific planning and management in order to promote the sustainable use of resources. At the same time, resource protection also needs to give full consideration to the needs of development, and improve the efficiency of resource utilisation through innovative ways, so as to realise a virtuous cycle of development and protection. This balanced relationship will help to achieve sustainable development of the tourism industry.

4.3 Importance of sustainable development of tourism resources

At present, globally, many regions have problems in the development, use and protection of tourism resources due to limitations in their understanding of the role of tourism resources. Some places have even spared no effort in developing various types of tourism resources through various means, thus leading to an imbalance in the ecological environment or the destruction of historical and cultural heritage. These regions have a one-sided understanding of the role of tourism resources in tourism development, and have yet to fully realise that tourism resources are the basis of tourism. the prerequisite for development is the foundation of tourism. the sustainable development of tourism resources is one of the major trends in the development of tourism in the world today and a key factor in protecting the natural environment, preserving cultural heritage and promoting economic growth. Sustainable development is a development approach that ensures the long-term prosperity of tourism and the

An Introduction to the Development and Protection of Tourism Resources in China

sustainability of the planet by meeting the needs of the present while ensuring that the needs of future generations are not compromised.

First, tourism, as a highly resource-dependent industry, is extremely dependent on the quality of the natural and human environment. The relationship between human beings and nature, and between nature and values, has become an important challenge. The natural environment provides mankind with a variety of essential resources that are vital to the survival and development of human society. However, we are facing a global problem, namely the gradual deterioration of the natural environment, which is one of the most serious challenges facing the world today. The natural environment is an essential part of human society and was formed on the basis of nature. However, with the emergence of human beings, the natural environment is no longer purely natural, but is subject to profound human influence. Despite the continuous development of society and the enormous progress made, human beings will never be able to free themselves from their dependence on nature. We must therefore take action to protect the natural environment, achieve interdependence and co-development with nature, adopt a scientific approach to understanding nature and live in harmony with it. With the boom in tourism, the scope of artificial intervention in nature has been expanding. Each expansion represents a further intrusion of our activities into the realm of nature. In the process, we must carefully assess the potential impact of various behaviours on the balance of nature, in order to make the best choices that are in the interest of mankind without endangering nature, while ensuring human production and development. Tourism must preserve the relationship between human beings and nature while protecting the natural environment and human heritage. This involves balancing resource use and conservation to ensure the sustainable development of tourism while preserving our common home on Earth.

Secondly, tourism has enormous potential for economic growth. It creates jobs and provides tax revenues, promote infrastructure development and foster the growth of small businesses and supply chains. Sustainable tourism development helps to maximise this potential and ensure the long-term stability and prosperity of the tourism industry. By reducing overexploitation of the environment and resources, the sustainability of the tourism industry can be maintained, thereby safeguarding long-term economic benefits.

4.4 Overview of China's Tourism Resources

4.4.1 Overview of China's Tourism Resources Classification As a country with a vast territory and a long history, China possesses rich and colourful tourism resources. these resources include magnificent and varied natural landscapes, rich historical and cultural heritage, famous historical sites, and diverse folklore with distinctive characteristics. According to the National Standard of the People's Republic of China (GB/T 18972-2003), China's tourism resources can be classified into 8 main categories, 31 subcategories and 155 basic types. In terms of natural landscapes, China has world-famous natural heritage, such as several famous mountain ranges in China, such as the Himalayas, the Hengduan Mountains, and the Qinling Mountains, which provide abundant opportunities for mountaineering and hiking tours; and many famous rivers and lakes, such as the Yellow River, the Yangtze River, the West Lake, and Poyang Lake, which provide water sports and scenic tours. These scenic spots attract a large number of tourists with their unique landforms and beautiful scenery. In addition, China has numerous other beautiful natural landscapes, such as the Shennongjia and the Four Famous Buddhist Mountains, which are not only of great ornamental value, but also carry rich historical and cultural connotations. In terms of historical and cultural heritage, China has many world-famous monuments, such as the Great Wall, the Forbidden City, and the Terracotta Army of Qin Shi Huang. These monuments demonstrate the long history and splendid culture of the Chinese nation, attracting a large number of domestic and foreign tourists to visit. In terms of historical attractions, China has many monuments of historical importance, such as the Forbidden City,

The Summer Palace and the Temple of Heaven, which have witnessed the development and change of China's history and attracted many tourists. Come and explore the footprints of history. In addition, there are many scenic spots and monuments related to historical figures in China, such as Du Fu Cao Tang, Zhuge Liang Ancestral Hall, and White Deer Cave Academy, etc., which carry a wealth of historical stories and folk legends. In terms of folk culture, the folk customs of various regions in China are unique. For example, the Dai Water Festival in Yunnan, the Naadam Conference in Inner Mongolia, the Snowdon Festival in Tibet, etc. These folk activities attract a large number of tourists to participate, enabling tourists to experience China's diversified ethnic cultures first-hand. In short, China has rich and colourful tourism resources, which provide domestic and foreign tourists with rich tourism experience and also create good conditions for the development of tourism.

4.4.2 Characteristics of China's tourism resources

① Abundant native tourism resources and remarkable world status.

China is regarded as one of the richest countries in the world in terms of primary tourism resources, which are very diverse in kind and type, and have a variety of functions. Among them, tourism resources such as landscapes, cultural relics and monuments are particularly noteworthy. In terms of landscape, from the bottom of Lake Aydin in the Turpan Basin, which is 15

An Introduction to the Development and Protection of Tourism Resources in China

metres below sea level, to Mount Everest, which is 8,848.13 metres above sea level, China boasts a diversity of landscapes and landscapes of different scales that are unique in the world. China's tourism climate resources are also very diverse, not only latitudinal climate zones, but also distinctive three-dimensional climate effects, especially in the Hengduan Mountains region, showing "a mountain has four seasons, ten miles of different days" characteristics. China's northern and southern regions have the beauty of four seasons like spring, but also the seaside, mountains, plateaus and high latitudes of the summer resort, as well as the world of snow and ice and Hainan Island and other climatic resources. This variety of landscapes and multi-functional climate resources provide a unique living environment for all kinds of organisms, making the natural landscape more colourful.

China's tourism resources are rich and strong, and the degree of exploitation is very high. Taking granite mountains for example, China has various types of granite mountains, such as Huangshan Mountain with its strange peaks and rocks, cleaved China is famous for its Tianmodi, Mount Hua is known as the most dangerous mountain because of its fault development, and there are also various small-scale landscapes with spherical weathering geomorphology due to the characteristics of granite fractions. In addition, China is rich in ancient city ruins, imperial tombs, Zen forests and Taoist temples, ancient architecture, garden art and diverse folk customs, which are countless and colourful enough to rank among the top countries in the world.

② Tourism resources are widely distributed and relatively concentrated, with the law of geographical differentiation.

China's tourism resources are mainly concentrated in the following areas: the Bohai Rim, the middle and lower reaches of the Yellow River, the middle and lower reaches of the Yangtze River, the coastal areas of Zhejiang and Fujian, the Pearl River Delta, the central and western regions of Sichuan, the Yunnan-Gui Plateau and the Hengduan Mountains, and the areas along the Ancient Silk Road in the northwestern part of the country.

③ The integration of humanities and natural tourism resources and rich cultural deposits.

China is one of the birthplaces of the world's civilisations and has created brilliant historical achievements, and these valuable legacies passed down to the present day constitute extremely precious tourism resources. The ancient Chinese civilisation represents the common spiritual wealth of all the peoples of the Chinese nation. This civilisation has blended the cultures of various brotherly peoples and drawn on the essence of the cultures of the world's ethnic groups to form a unique and rich cultural tradition, in addition to religious culture, which has also had a profound impact on Chinese history.

China's cultural heritage includes not only ancient architecture, artefacts and handicrafts, but also the best of literature, philosophy, religion and traditional medicine. For example, the Great Wall of China, the Forbidden City and the Terracotta Warriors and Horses and other world-famous attractions are masterpieces of ancient Chinese civilisation, attracting tourists from all over the world. Chinese literary works, such as *Dream of the Red Chamber* and *The Analects of Confucius*, have also contributed valuable wisdom and art to world culture. Religious culture also occupies an important place in Chinese history. Buddhism, Taoism, and Islam, Christianity and other religious beliefs have had a wide spread and influence in China, leaving behind many temples and monasteries. Religious buildings such as temples, mosques and churches become part of cultural tourism.

④ Complementary tourism resources in various places with outstanding geographical combinations.

Firstly, the natural tourism resources of different regions are very complementary. Some places are blessed with magnificent mountains and rich forests, while others are known for their beautiful lakes and seaside beaches. This allows tourists to choose suitable destinations according to their preferences and needs. For example, tourists who love outdoor adventures can head to the mountains for trekking and hiking, while those who prefer beaches and water activities can choose seaside resorts. This diversity of natural resources allows tourists to find a destination that suits them in different seasons and climatic conditions.

Secondly, different regions also have complementary human tourism resources. Some places have a long history and cultural heritage, with ancient buildings, museums and artefacts. Other places attract tourists with colourful folklore and traditional activities, enabling them to gain a deeper understanding of the local culture and way of life. In this way, tourists can experience different cultures and histories in different places, enriching their travel experience.

Last but not least, the cuisines and specialties of different regions also add a unique charm to the complementary nature of tourism resources. Different regions have distinctive cuisines and handicrafts, and tourists can taste a variety of cuisines with different flavours and buy unique souvenirs and gifts. This not only enriches the tourists' travel experience, but also provides economic support to local farmers and artisans.

The complementary nature of tourism resources in different regions provides tourists with a rich variety of travel choices. The development of this geographical combination of characteristics has enabled each region to play to its own strengths and attract more tourists to the region, contributing to the prosperity of the tourism industry and the development of the regional economy. At the same time.

4.5 Current Situation and Problems of China's Tourism Resource Development

4.5.1. Over-exploitation and blind utilisation of tourism resources

First, the issue of over-exploitation is explored. In China, some popular tourist attractions face serious challenges from commercialisation and overdevelopment. These scenic spots continue to attract large numbers of tourists and are forced to rush into large-scale construction of skyscrapers, roads and other tourist facilities without adequate consideration for environmental protection and ecological conservation. This not only damages the environment and changes the original appearance of the natural landscape, but also threatens the survival of wildlife. For example, some famous mountain ranges and lakes have been damaged by tourism development and have lost their former natural beauty.

Regions that are overly dependent on tourism also face serious environmental problems. The situation is particularly serious in areas with a single economic base and a fragile ecology, such as highlands, wetlands and nature reserves. The influx of tourists is often accompanied by uncivilised behaviour such as felling of trees, destruction of flowers and plants, littering and graffiti, which not only damages the natural landscape but can also cause soil erosion, water pollution and the destruction of wildlife habitats. In addition, the excessive number of tourists has also led to an increase in the "three wastes" - sewage, exhaust fumes and solid waste - and a large number of tourists congregate in a limited area, discharging sewage and exhaust fumes that adversely affect the quality of nearby water bodies and the atmosphere, thereby threatening the stability of the ecosystem and the health of local residents. the stability of the ecosystem and the health of local residents.

These overexploitation and environmental problems have had a profound impact on China's tourism industry. Overexploitation can reduce the attractiveness of scenic spots, as tourists are more inclined to seek out the original flavour of natural landscapes and culture rather than excessive artificial construction and commercialisation. In the process, some historical and cultural sites and folk customs may be subject to erosion and commercialisation, resulting in damage to the image of historical and cultural heritage and threats to the transmission of traditional culture. Ultimately, this may disappoint tourists, lower their appraisal of the scenic spots and even affect their willingness to visit again.

4.5.2 Dysfunctions in the ecosystem

The impact of human activities on the ecological environment in nature reserves cannot be ignored. Specifically, the construction and operation of service facilities, such as hotels, will inevitably cause a certain degree of damage to the neighbouring ecological environment due to their huge scale of construction and land area. Such damage may be manifested in changes to the unique scenery and landforms in the protected areas, and may even lead to the degradation of their ecological functions. It is worth noting that this impact is not limited to a single factor, but involves a number of aspects, such as land use changes, vegetation destruction, landscape changes, etc. In addition, the construction of roads in protected areas will likewise have a significant impact on the ecological environment. Road construction often requires a large amount of earth and stone, a process that inevitably destroys the vegetation on both sides of the road, leading to the deterioration of the ecological environment. More importantly, once the road is opened, the original natural landscape with winding paths and full of wild interest may be replaced by a bustling city scene with vehicles, thus making it impossible for tourists to enjoy a peaceful and beautiful viewing environment. This phenomenon is known as "disorder" in the ecological environment system of the scenic area, which reveals the impact of human activities on the natural environment and the feedback of the natural environment to human activities.

4.5.3 Inadequate planning of tourism resources development

Tourism development planning is the basic plan related to the development prospect of tourism, which is formulated by a country or region for its tourism development. However, in some regions, there are cases of irrationality in the development of tourism resources, which leads to the problems of duplicated construction and uncoordinated planning. For example, some regions do not conduct effective market analyses before developing their tourism resources and do not fully understand their own characteristics. As a result, it is difficult for the developed resources to establish themselves in the market. adequate, resulting in the waste and abandonment of tourism resources. At the same time, it also creates a negative impact on the built environment of the development site. The pollution, which is not effectively treated, may also cause contamination of water bodies and vegetation, thus affecting the stability of local ecosystems to varying degrees.

4.5.4 Lack of technical capacity and insufficient financial investment

Tourism development requires more resources, and the Government's limited funds make it difficult to invest heavily in the development of tourism resources. Although some enterprises are interested in investing in tourism development, the scale of their investment is small. In addition, it is not easy to obtain corresponding economic benefits from the initial investment in tourism, which leads to the slow progress of tourism development in China. In the development and construction of tourism resources, due to the lack of funds, the investment in subsequent technical treatment is relatively small, resulting in technical means that fail to meet certain standards, thus causing damage to China's tourism resources and wasting ecological resources.

An Introduction to the Development and Protection of Tourism Resources in China

4.6 Status and Problems of Conservation of Tourism Resources in China

4.6.1 Lack of conservation awareness, some attractions are fading away

Some local governments and tourism practitioners ignore the importance of resource conservation in favour of economic benefits. This phenomenon may be due to their belief that economic benefits can bring greater well-being to society. However, this short-term economic pursuit often sacrifices the long-term sustainability of the resources, resulting in some of China's attractions being gradually disappeared, e.g., the Dongchuan Red Land, located in the Dongchuan District of Kunming City, China, is one of China's few remaining topographical features with special characteristics. However, due to man-made and weather natural factors, a large area of red earth is sanding, local soil erosion caused by indiscriminate logging is very serious, the red earth is also facing the point of disappearance; Crescent Moon Spring is located in Dunhuang, Gansu Province, China, by the spring water curved like a crescent moon and the name, "the first spring in the desert", or Dunhuang City, "three wonders". It is also one of the "Three Wonders" of Dunhuang, attracting many tourists from home and abroad. However, due to its location in the desert, the arid climate and harsh environment, coupled with the recent human Various unreasonable production activities have caused the water level of the Moon Spring to fall rapidly, and the water area has been substantially reduced. It has been reduced and can only be sustained by an annual "infusion" of 6 million cubic metres.

4.6.2 Poor tourism management in some areas leads to environmental damage

The lack of scientific evidence and planning in some places may result in inadequate conditions for pollution control and waste management. First, in terms of pollution management, some areas may lack the capacity to conduct scientific assessments of the potential environmental impacts of tourism activities. The lack of adequate scientific evidence and environmental impact assessment may lead to insufficient awareness of the pollution and environmental damage caused by tourism activities. This may lead to inappropriate or inadequate formulation and implementation of pollution management measures and policies. Secondly, in terms of litter and forestry management, some places may not have established effective litter and forestry management systems. Tourism activities generate large quantities of litter and waste which, if not properly managed, may cause serious damage to the environment. Similarly, failure to effectively manage and protect forest resources may lead to problems such as indiscriminate logging and forest degradation.

4.6.3 The poor environmental awareness of some tourists has become a factor of human destruction in tourist attractions. The environmental awareness of tourists influences the anthropogenic destructive factors of tourist attractions. Some tourists' lack of attention to and awareness of environmental protection leads to a certain degree of environmental damage in the course of tourism. For example, the irresponsible behaviour of tourists can lead to pollution and destruction of natural resources in scenic areas. For example, uncivilised behaviour such as littering, spitting and scribbling has a negative impact on the environment of scenic spots. In addition, some tourists may touch and destroy flora and fauna, pile up stones, etc., causing damage to the ecosystem. Second, over-commercialisation and overcrowding are also related to the behaviour of tourists. Tourists' demand for low prices and thrill-seeking can lead to overuse and overcrowding in scenic spots, destroying their natural state and ecological balance. In addition, some tourists may also be involved in activities such as illegal gathering and illegal fishing, which further aggravate the human destruction of scenic spots.

4.6.4 Inadequate legal system for the tourism industry and lack of a corresponding law on the protection of tourism resources

Since 1 October 2013, the Tourism Law of the People's Republic of China has come into effect. As a high-level regulation of the tourism industry, the Act clearly stipulates the principles and general requirements for tourism environmental protection, and provides principles for the articulation of various types of tourism regulations, in order to guide the revision and improvement of local regulations. However, the provisions on environmental protection only account for 7% of the entire Act. Specifically, the requirements on environmental protection facilities account for 1.8%, and the protection of resources and the regulation of tourists' behaviour account for about 2.7 respectively. Nevertheless, there are obvious inadequacies in the tourism law in terms of the provisions on the environmental protection of tourism resources, which are unable to comprehensively cover all aspects of the tourism industry. Lagging and imperfect legislation refers to the fact that laws and regulations on the protection of tourism resources cannot keep up with the development needs of the tourism industry, and there is a lack of special laws on the protection of tourism resources. Existing laws and regulations are mostly scattered documents and regulations in different fields, which are unable to protect tourism resources in a comprehensive and systematic way.

Secondly, the existing laws and regulations have the problems of overlapping, compartmentalisation and multiple management. Different departments and units have some requirements for managing tourism resources, resulting in unclear competence and unclear responsibilities. The lack of synergy and integration hinders the protection of tourism resources. In addition, the penalties for illegal destruction of tourism resources are not strong enough. Existing penalties and means may not be effective in deterring those who destroy, pollute and plunder tourism resources, and there is a need to strengthen the penalties and punishments for offences.

An Introduction to the Development and Protection of Tourism Resources in China

4.7 Countermeasures and Suggestions for the Development and Protection of Tourism Resources in China

4.7.1 Establishment of strict laws and regulations

First, a comprehensive system of laws and regulations should be established, covering all aspects of classification, licensing, protection, management and penalties, to ensure the rational development and effective protection of tourism resources. Second, laws and regulations must clarify the responsibilities of various sectors and individuals in the development and protection of tourism resources. In addition, the rights and obligations of resource managers and users need to be clearly defined to promote synergy and cooperation. It is also necessary to formulate rational resource use plans and to encourage the establishment of plans and targets for resource development and use to prevent overexploitation and waste of resources. Strengthened regulation and enforcement is essential, including the establishment of dedicated enforcement and regulatory agencies to strengthen the monitoring and management of tourism resource development and conservation, and to strengthen enforcement and sanctions to address non-compliance. To motivate individuals and organisations actively involved in tourism resource protection, a reward and incentive mechanism should be established to encourage active public participation and commitment to resource protection. In addition, the establishment of a sound reporting and complaint mechanism for tourism resource development and protection will help to safeguard the legitimate rights and interests of the public. Laws and regulations must establish clear and dissuasive penalties for non-compliance to severely punish violations of the exploitation and destruction of tourism resources, to ensure that the law is enforced, and to maintain social equity.

4.7.2 Raising overall environmental awareness

In order to enhance the environmental awareness of the tourism industry, first of all, it is necessary to strengthen the education and training on environmental protection for tourism practitioners, including tour operators, tourist guides, hotel managers, and so on. They should have a deep understanding of the sustainable use of resources and the urgency of environmental protection, and learn and master the knowledge and skills of green tourism and low-carbon tourism, so as to enhance their sense of responsibility and code of conduct. Secondly, tourist attractions and relevant state departments can issue guidelines on environmental protection in tourism through advertisements, brochures and recommendations on tourist routes, clarifying the environmental protection guidelines that tourists should observe in the course of their tourism and providing specific suggestions and demonstrations of environmentally friendly behaviours. This will help convey the concept of environmental protection to tourists, remind and guide them to pay attention to environmental protection, and encourage their participation in activities for the protection of tourism resources, such as environmental clean-up and environmental volunteering, so as to enhance their awareness of environmental protection and their sense of responsibility, and to reduce the damage done to tourism resources. In addition, the relevant state departments should establish a tourism environmental standards and certification systems, and encourage active participation of tourism operators in certification to enhance environmental protection implementation and monitoring of protective measures.

4.7.3 Promote appropriate scientific and technical support

First, we need to emphasise the importance of scientific research in the development and conservation of tourism resources. Scientific research can thoroughly investigate the impact of tourism activities on the environment and actively seek innovative solutions to provide technical support to reduce negative impacts. This includes providing guidance on the implementation of ecological restoration and conservation measures, such as the restoration of degraded ecosystems, the protection of wildlife and rare species, and ways to reduce pollution and ecosystem degradation. Improved scientific research can help better manage tourism resources, understand sustainable supply and demand for resources, and develop plans that balance the relationship between tourism activities and resource sustainability to ensure that resources are not overexploited or wasted. Scientific research drives technological innovation, including clean technologies, renewable energy and low-carbon transport. The application of these technologies can reduce the environmental footprint of tourism, minimise the waste of energy and water resources and reduce carbon emissions. Scientific research can also help to increase public awareness and understanding of sustainable tourism. Research findings can be used for education and outreach to inform the public about how their tourism behaviour affects the environment and to raise environmental awareness. This can help foster more responsible attitudes towards tourism and promote the practice of sustainable tourism. Through scientific research, we can better understand the impact of tourism activities on the natural environment and how to maintain the ecological balance, ensuring that tourism does not cause irreversible damage to the ecosystem in the long term and preserving natural resources for the enjoyment of future generations.

4.7.4 Strengthening tourism planning and management

The importance of strengthening tourism planning and management is to ensure the healthy development of the tourism industry while protecting the sustainability of natural resources and ecosystems. In the context of the rapid growth of tourism, scientific and rational planning plays a crucial role. Firstly, tourism planning requires a comprehensive

An Introduction to the Development and Protection of Tourism Resources in China

of the natural environment, cultural heritage and social characteristics of the destination. Such integrated planning not only helps to ensure that tourists are able to appreciate the uniqueness of the destination in a complete tourism experience, but also improves the quality of life of local communities. Rationalising the layout of tourist attractions and routes can also help to avoid over-exploitation of resources and prevent environmental damage. This can be achieved by controlling tourist flows, establishing protected areas to limit tourist access to sensitive ecological areas, and adopting sustainable tourism practices. This not only helps to protect the integrity of the natural environment, but also helps to maintain the reputation of the destination and attract more tourists. In addition, planning can take into account the ecological vulnerability of the area to ensure that tourism activities are developed in harmony with the natural environment. This includes monitoring and assessing the impact of tourism activities on the ecosystem, taking measures to minimise negative impacts, and promoting sustainable tourism practices such as low-carbon travel and resource conservation. Through these efforts, the environmental sustainability of tourism can be achieved while preserving the natural and cultural heritage of the destination.

Ultimately, effective tourism planning not only balances the economic benefits and environmental sustainability of tourism, but also meets the needs of tourists. It also helps to create a sustainable tourism industry that provides employment opportunities and economic benefits to local communities, while protecting and conserving tourism resources to ensure future generations. Enhanced tourism planning and management is therefore a necessary measure to maintain the prosperity and environmental health of the region.

4.7.5 Establishment of the Tourism Resources Protection Fund

The establishment of a tourism resources protection fund is a key strategy to ensure the sustainable management and conservation of tourism resources. A tourism resources protection fund raises funds through a variety of channels, such as tourism tax revenue, admission fee income and donations, to provide a stable and reliable source of funding for the maintenance, protection and restoration of resources. This helps to alleviate the financial burden on the Government and safeguard the sustainable conservation of resources. The Fund may be used to support the maintenance, protection and restoration of resources, including the prevention of overexploitation, Ecosystem restoration and cultural heritage preservation. This helps to ensure the long-term sustainability of the resource, providing an enriching experience for current visitors while preserving valuable resources for future visitors.

4.7.6 Strengthening cooperation and exchanges

Strengthening cooperation and exchange is crucial for the development and conservation of tourism resources, not only in the national context but also in the international arena. Such cooperation and exchange can effectively address the multiple challenges of tourism, promote sustainable development and foster win-win situations for all.

At the domestic level, it is important to strengthen cooperation between different regions and government departments. The scope of cooperation should cover a wide range of aspects in the development and management of tourism resources, including scenic spot planning, infrastructure construction and tourism product development. Through close cooperation between the government, industry and various sectors of the community, we can effectively integrate resources and avoid waste and conflict, thereby greatly increasing overall effectiveness. In addition, cooperation will help preserve cultural and historical heritage, promote the prosperity of local communities and provide tourists with a more colourful tourism experience.

In the international arena, the importance of cooperation and exchange cannot be overemphasised. Successful experiences and best practices should be shared between countries and regions to address global challenges such as environmental conservation, cultural heritage and visitor management. This can be achieved through bilateral or multilateral agreements, international organisations, tourism associations and other channels. The development of cross-border tourism routes and the promotion of cultural exchanges will not only provide tourists with a more varied travel experience, but also help to strengthen international friendship and understanding.

At the same time, the protection of natural resources across borders also requires the power of international cooperation. Ecosystems, wildlife and plants often cross-national boundaries, so only through cross-border cooperation can we effectively protect these valuable resources. Joint efforts to reduce ecological damage, curb illegal wildlife trade and prevent transboundary pollution are the only way to maintain the global ecological balance and promote harmonious coexistence between people and nature.

CONCLUSION

In this thesis on the development and conservation of China's tourism resources, I believe that socio-economic development is the most important factor affecting the development and conservation of China's tourism resources. In the past decades, China's economy has been growing rapidly and people's living standards have been significantly improved. This has led to an increasing demand for tourism activities, thus promoting the development of tourism resources. According to China's national conditions,

An Introduction to the Development and Protection of Tourism Resources in China

the primary goal of the sustainable development of China's tourism industry is development, based on the sustainable use of tourism resources and environmental protection, and the key is to coordinate the relationship between tourism development and resource environmental protection, to realise the virtuous cycle of the tourism ecosystem, and to avoid the destruction and depletion of tourism resources. The purpose of development is to utilise, and the purpose of protection is also to utilise, and there should be no fundamental conflict between the two. Tourism is no longer a so-called "smokeless industry", and it also affects the ecological balance and the quality of the environment. Whether from the ecological aspect or from the economic aspect, we should not take the old road of "polluting first and then treating", and we should make efforts to promote environmental protection and the sustainable development of tourism from now on. "Tourism development is hard, hard development of tourism is unreasonable". While developing China's tourism resources and tourism industry, we must pay attention to the protection of the environment, so that the limited tourism resources can be permanently utilised to meet the ever-increasing needs of the material and cultural life of the people, and to make due contribution to welcoming more international tourists and enhancing the friendship between the people of our country and the people of other countries in the world.

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