

Study on the Sustainable Development of Tourism in Xiangyuan County

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Abstract: Nowadays, the theory of sustainable development is constantly being recognised, and tourism, as a very popular sector in contemporary society, should also strive to follow the current trends and seek innovation and development in its own field, with the premise of protecting the natural scenery and tourism resources in the area, focusing on improving the living standards of local residents, focusing on economic growth and enhancing tourist satisfaction as its goals. The sustainable development of tourism can be truly achieved. As an important part of the tertiary sector, tourism contributes significantly to the growth of Xiangyuan's GDP. Xiangyuan County has great advantages in terms of tourism resources, and has achieved some good results in the development of ecotourism and Buddhist cultural tourism, so it is important to think about the sustainable development of tourism in Xiangyuan County in order to make it better.

Keywords: Xiang Yuan County; Tourism; Sustainable Development

1. Introduction

Tourism, as an important part of the tertiary sector, has contributed significantly to the growth of Xiangyuan County's GDP. Xantang Mountain has great advantages in terms of tourism resources and has achieved some good results in the development of eco-tourism and Buddhist cultural tourism, but, like other tourist attractions, Xantang Mountain's tourism industry has also suffered a huge impact due to the impact of the New Crown epidemic in 2020. Thinking about sustainable development^[1].

2. Theories of Sustainable Tourism Development

2.1. Definition of sustainable development in tourism

From the definition of sustainable development can be extended the concept of sustainable development of tourism: to ensure the original authenticity of scenic tourism resources as well as cultural integrity as a premise^[2], so that the resources of tourist attractions give full play to its role, so that it can meet the real needs of the current generation, but also to meet the needs of future generations of sustainable development, but also should maintain the ecological environment of the scenic area, the economic environment, the social environment of the three harmonious, unified development needs^[3].

2.2. Characteristics of Sustainable Tourism Development

The premise of achieving sustainable development of tourist attractions is the equitable use of scenic resources^[4]: the limited resources of tourist attractions are equally enjoyed between tourists and the staff in the attractions and local residents, all are equal, therefore, tourist resources should not be taken for themselves by any party, and neither party should damage or take private possession of tourist resources in order to pursue personal interests^[5].

The key to the sustainable development of tourist attractions is the effective development and use of tourist attractions within their carrying capacity: the consumption of non-renewable resources in tourist attractions cannot be avoided in the vast majority of cases^[6], and the life cycle of tourist attractions will be shortened as a result of the involvement of these behaviours in the attractions. If the sustainable development of tourist attractions is to be achieved, it must be ensured that the tourist attractions are effectively developed^[7], utilised and protected on the basis of their carrying capacity.

An important guarantee for the sustainable development of tourist attractions is economic growth^[8]:

for a tourist attraction to realise its development value, improve the quality and standard of living of local residents, improve the local economic development and benefit one side, it needs to develop economically to a certain extent, which will help the sustainable development of the attraction^[9].

3. Current Status of Tourism Development in Xiangyuan County

3.1. Introduction to Xiangyuan County

Xiang Yuan County is one of the counties belonging to the city of Changzhi in Shanxi Province, bounded by Xiantang Mountain to the east, Qin County to the west, Wuyang Mountain to the south and Wuxiang County to the north. 9 towns are under its jurisdiction: Gou Han, Wangqiao, Houbao, Xadian, Amphibious, Xiying, Wangcun, Xialiang and Shanfu, and 1 development zone: Xiang Yuan Economic and Technological Development Zone. In the early Warring States period, Zhao Xiangzi built his city here, hence the name Xiang Yuan. Xiangyuan County has a long history, established in the early years of the Western Han Dynasty, the county has remained unchanged for more than 2,400 years.

3.2. Current Status of Tourism Development in Xiangyuan County

3.2.1. Rich Buddhist cultural tourism resources and enhanced development

Xiangyuan County is rich in Buddhist cultural tourism resources, the most representative of which is Xiantang Mountain, including two parts: the "soft culture" and the "hard culture". The "soft culture" refers to the fact that Xiantang Mountain has been known as a famous Buddhist mountain since ancient times, and has always been known as a Buddhist mountain, and has had a great reputation during its development. The monk Fa Xian of the Eastern Jin Dynasty and Liu Long, the Minister of Rites of the Ming Dynasty, both represent the "soft culture" of Xiang Yuan County and are distinctive symbols of the soft culture of Xiantang Mountain, which has been a holy place for holidays for many years and also supports the spiritual culture of Xiantang Mountain. The "hard culture" includes the buildings in the scenic area: Wa Huang Palace, Xiantang Temple, Xiantang Pagoda, Immortal Ears, Reclining Buddha, Guanyin Pavilion, Holy Monk Pavilion, etc. As times go by, the popularity of the tourist attractions in Xiangyuan County is gradually increasing and being enjoyed by more people, and the degree of development of the scenic area is also being strengthened, and at the time of the research, several attractions such as Wa Huang Palace During the research period, several attractions such as the Wa Huang Palace were still under construction and restoration..

3.2.2. The Tourism Industry System is Relatively Well Developed

The tourism industry in Xiangyuan County is improving in terms of transport, catering and so on. There are four buses to Xian Tang Mountain in the morning and four in the afternoon, from 6:40am to 5:00pm, so visitors can take the bus at any time of the day depending on their own schedule. The bus service to all towns is now free of charge and very convenient. The food and drink industry is also well developed in Xiangyuan County, with local snacks and farmhouse restaurants outside the gates of the scenic area, and restaurants inside the area, offering local specialities of Xiangyuan County.

3.2.3. Following the Trend of the Times, Vigorously Developing Eco-tourism

Since 2019, 11 new national forest parks have been added in China, and Xian Tang Mountain in Xiang Yuan County is one of them. In recent years, in the context of Shanxi's constant demand for transformation and development, the Xiang Yuan County government has also been actively promoting the development of tourism in Xiang Yuan County, always adhering to ecological development concept of green water and green mountains are golden mountains, seeking to make Xiang Yuan a city of romance, vigorously developing tourism and transforming Xiang Yuan from its former coal industry as soon as possible to actively drive the development of other industries. Under this vision, Xiang Yuan County has vigorously developed ecotourism and strengthened its infrastructure, gradually building it into a scenic area for the aesthetic enjoyment of the general public, with a good ecological environment, suitable for living and playing as well as a national forest park, which is particularly useful in demonstrating the construction of ecological civilisation within Xiang Yuan County.

4. Problems in the Sustainable Development of Tourism in Xiangyuan County

Through the efforts of Xiangyuan County over the years, Xiangyuan County has made great efforts

to develop tourism with its own unique tourism resources, and although certain benefits have been achieved, a series of problems have emerged in the sustainable development of its tourism industry.

4.1. Seriously Under-publicised

According to the results of the study, 72.15% of the tourists came from within the county, while only 7.59% came from outside the county, indicating that only local people go to Xiangyuan County; the main way of understanding is through recommendation, followed by being a local and knowing it since childhood, while other channels of understanding are close to zero. This is a reflection of the lack of publicity and marketing efforts by the tourism industry in Xiangyuan County, which has resulted in a particularly large number of people not knowing about the existence of Xiangyuan County, not even those in Shanxi province are fully covered. The tourist capacity of the area is 6,000 people, but according to the staff of the area, even during the peak season, the maximum daily capacity of the area is not more than 1,000 people. It can be seen that rather than saying that the scenic spots in Xiang Yuan County have not fully played their strong attraction of tourism resources, in fact, the tourism enterprises have not done sufficient effective promotion, good scenic spots good tourism resources are given to waste.

4.2. Tourism Infrastructure Needs to be Improved

We all know that in order to carry out tourism activities well, they should be supported by well-developed tourism facilities^[10]. The level of tourism infrastructure both directly determines the quality of tourism for tourists and indirectly affects the tourist's evaluation of the tourist destination. In the scenic area, the biggest problem should be the problem of bathrooms. In the process of going up the mountain, the bathrooms in the scenic area are all dry toilets, which are not only unsafe but also smell badly, especially in summer, which seriously affects the experience and satisfaction of tourists who come to Xiangyuan County to play, and greatly reduces the quality of tourism for tourists.

4.3. Inadequate Protection of Buildings

Most of the buildings in Xiangyuan County have now been developed for tourists to visit, and they are basically related to Buddhist culture. For example, the Xantang Temple, the exhibition hall of Fa Xian's life, the Lingguan Temple, the Dacheng Hall, the Reclining Buddha and the Immortal's Ear are some of the attractions. In the course of field research, it was found that these buildings were damaged to varying degrees due to the uncivilised behaviour of tourists and weather-related factors, for example, there was rubbish discarded by tourists in the scenic spots, some buildings were damaged by the wind and sun, some of the stone monuments introducing the attractions were in disrepair and could not be read by tourists, etc.

As a representative of the 'hard culture' that visitors come to enjoy, tourism companies should do something helpful^[11].

It is important for tourism companies to keep an eye on the condition of the buildings and ensure that they are in good condition before opening them to the public^[12]. This is both a way of preserving traditional culture and respecting the visitors who come to see it. Only when the buildings are properly preserved will the area be able to continue to operate for a long time.

4.4. The Ecology of the Landscape has been Damaged to Some Extent

The ecological environment of Xiangyuan County is mainly the natural environment in which Xiangyuan County is located, maintaining a good ecological environment in the scenic area, where visitors can enjoy the natural scenery while being enriched by Buddhist culture when visiting Xiangyuan County.

The natural beauty of Xiangyuan County is vulnerable to damage from outside sources. The ecological environment can also be damaged by uncivilised behaviour such as throwing away rubbish, painting on buildings, spitting, trampling on the lawn and stuffing offerings into the arms of Buddha statues. The uncivilised behaviour of visitors damages the ecological environment of the scenic spots to a certain extent and seriously destroys the beauty of the buildings.

5. Countermeasures for Sustainable Development in Xiangyuan County

5.1. Increase Promotion Efforts to Attract Visitors and Increase Tourism Revenue

The sustainable development of the scenic spot can not be separated from the financial support^[13], and one of the sources of income of the scenic spot is the entrance fee income, if the number of visitors to the scenic spot is too small, in the case of a certain ticket pricing, the entrance fee income must not be high. Therefore, tourism enterprises should expand the publicity of the scenic spot^[14], so that more and more people pay attention to the scenic spot in Xiangyuan County, and further let the masses who know about the scenic spot become the audience. This, then, involves a question of how to expand the publicity of the scenic area. Xiang Yuan County has similar tourism resources of scenic spots, find out the difference with these scenic spots but with characteristics of the main publicity; there is also a way for the scenic spots to gain attention directly in the masses, the current rapid development of new media^[15], Xiang Yuan County tourism enterprises can use new media platforms such as Jitterbug, fast hand, watermelon video, microblogging, more outward output, so that tourists through the lens to understand the beautiful natural scenery of Xiang Yuan County; They can also work with online travel agency platforms such as Where to Go, Meituan, Ctrip or fusion media clients to present the scenery of Xiangyuan County in multiple directions and create a beautiful image for the scenic publicity^[16].

5.2. Strengthening Scenic Area Management and Improving Tourism Infrastructure

To improve the quality and level of tourism services for the staff in the scenic areas of Xiangyuan County, and to attract more foreign tourists as the goal, I believe that tourism enterprises should accelerate the process of infrastructure construction in the scenic areas of Xiangyuan County, focusing on the transformation and construction of infrastructure within the scenic areas, but also focus on the coordination with the attractions, and improve the supporting facilities within the scenic areas^[17]. For example, the drinking water facilities at the Visitor Service Centre in Xiangyuan County, its appearance, function are not enough to satisfy tourists, there are still dry toilets used in scenic spots, too simple and unhygienic, even if due to the high altitude running water is not convenient to build toilet-type toilets. It is also possible to transform the current dry toilet, such as its appearance, so that it is more safe and hygienic, and actively respond to the call of the national toilet revolution; there is also the scenic area should increase some monitoring systems in the process of going up the mountain, always pay attention to the changes in the flow of tourists in the scenic area, in order to prevent accidents, even if accidents occur, at least there are traces, everything to ensure the safety of tourists as a precondition, for the scenic area within the Safety measures must be done in detail, to do. There is also the construction of tourism guidance in the scenic area, tourism signage must be clear and legible, once the damage occurs, timely repair^[18].

5.3. Focus on the Conservation of Scenic Buildings

The buildings in the scenic area are the core of the sustainable development of the scenic area, even if the buildings are to be developed twice or repeatedly, they should be developed under the premise of conservation, and not to blindly pursue economic benefits at the expense of the sustainable development of the scenic area^[19]. The first is to preserve, to preserve information about the heritage, to map the whole and a series of information about the main parts of the heritage, to keep records as a basis for subsequent repairs; the second is to maintain, daily maintenance is very important for the conservation of the building. For example, it is important to find professionals to form a professional team to take charge of the maintenance and protection of the building on a regular basis, so that problems can be identified and solved quickly; thirdly, it is important to pay attention to fire and theft prevention, i.e. to strengthen the daily management and protection of the building and to eliminate the safety hazards that exist in it; fourthly, it is important to repair the building on a regular basis, according to the principles of building repair, and to repair the areas that have been damaged in a timely manner.

5.4. Rational Development and Planning of Scenic Areas, with the Government Playing an Active Guiding Role

Improper tourism development can bring adverse consequences to scenic areas, and the protection of tourism resources and the development of tourism scenic areas should be carried out simultaneously. The government should increase the planning of scenic areas, strictly control the planning, supervision,

approval and implementation process of scenic areas, any planning and development should be approved by the relevant government units, and never allow tourism enterprises to skip the approval authorities and carry out private repair and construction of scenic areas; the government's management of the tourism sector not only shows the importance the government attaches to the development of tourism, but also its introduction of policies or documents on Tourism policies or documents also play a vital role in tourism development.

5.5. Enhancing the Protection of the Ecological Environment in Scenic Areas

The vast majority of tourism resources within the scenic areas of Xiangyuan County are non-renewable and tourism enterprises should strive to create a good environment for them. Similarly, tourists, as the main participants in the places where tourism activities are carried out in Xiangyuan County, also have the obligation to protect the buildings and the ecological environment of the scenic areas. On the one hand, tourism enterprises should strengthen the supervision of the ecological environment of scenic spots, put the protection of the ecological environment in an important position, and actively assist the environmental protection department's environmental protection actions to effectively prevent the pollution and destruction of the environment. On the other hand, they should strengthen the publicity and education for tourists, actively carry out some educational films and propaganda films about the ecological environment of scenic spots, popularise these basic knowledge to the general public and vigorously promote the importance of protecting the ecological environment; they should also strengthen the supervision of tourists' uncivilised behaviour, promptly stop those who spit, put food on Buddha statues and litter, and provide civilised guidance to tourists.

6. Conclusions

This thesis focuses on the sustainable development of tourism in Xiangyuan County, through the collation of theories of sustainable tourism development, as well as the analysis of the current situation and problems in the development of Xiangyuan County, and finally proposes countermeasures for the sustainable development of its tourism industry in response to the problems that exist in the development of Xiangyuan County's tourism industry accordingly. The following conclusions have also been reached in the writing process:

In an environment where sustainable development is increasingly recognised, tourism is flourishing. Likewise, Xiangyuan County, which is at a stage of development, especially during the epidemic, must follow the path of sustainable development if it is to avoid the tragedy of its tourist attractions. It is with this in mind that this paper, based on the theory of sustainable tourism development, aims to provide a reference to the problems that arise in the sustainable development of tourism in Xiangyuan County.

After an analysis of the current situation and problems in Xiangyuan County, five corresponding solutions are proposed: firstly, to increase publicity to attract tourists and increase tourism revenue; secondly, to strengthen the management of scenic areas and improve tourism infrastructure; thirdly, to focus on the protection of scenic buildings; fourthly, to develop and plan scenic areas rationally, with the government actively playing a guiding role; and fifthly, to strengthen the protection of the ecological environment in scenic areas. These five suggestions are expected to be adopted by the relevant enterprises in Xiangyuan County as appropriate.

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