

Research on environmental problems and countermeasures in the development of sports tourism in China

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ABSTRACT. Sports tourism is an industry which develops with the improvement of people's living standard and relative abundance of material. However, people ignore its environmental problems while enjoying its pleasure. Through the in-depth analysis of the environmental problems in the development of sports tourism, some corresponding countermeasures are put forward.

Keywords: sports tourism; Environmental issues; Countermeasure research

1. Introduction

In the new era, with the improvement of people's living standards and the enhancement of health awareness, especially the implementation of the national fitness plan, the single exercise mode has made people feel more and more boring. In order to seek novel and exciting ways of exercise, "sports tourism" came into people's field of vision. At the same time, the opening policy and rapid economic development in recent years have created favorable conditions for the development of China's sports tourism industry, which has developed rapidly. It can be predicted that it is a new economic growth point. At the same time, the problems of the destruction of sports tourism resources and the decline of environmental quality in tourism areas are becoming increasingly prominent. In order to ensure the sustainable and coordinated development of sports tourism, it is necessary to analyze the causes, influence modes and results of tourism environmental problems, so as to provide services for the management and decision-making of the development of

sports tourism in China.

2. The relationship between tourism environment and tourism

Tourism environment refers to various external factors, including social environment, natural ecological environment, tourism atmosphere environment and tourism resources, that affect the specific tourism object -- tourism area and the subject of tourism activity -- tourists' tourism behavior. Here only refers to the tourism resources and natural ecology of the tourist areas. Related to it, tourism environmental problems also refer to the impact and destruction of the above factors due to external effects, so that tourists' satisfaction degree of tourism activities is affected.

Tourism resources in tourist areas are the objects that tourists can directly enjoy and participate in. For tourists, the aesthetic characteristics, historical, cultural and scientific values contained in tourism resources are the direct motivators of tourism behaviors, and the destruction of resources will directly affect the satisfaction degree of tourists.

The natural ecological environment of the tourist area is the general term of the ecological factors such as the landform, air, water, plants and animals of the tourist area. From the perspective of the psychological needs of human aesthetics, the beauty of natural landscape is the basis. In an environment with dirty air, polluted water and noisy surroundings, tourists are unable to appreciate, appreciate and appreciate the various aesthetic characteristics of specific tour objects. In particular, with the development of production and the progress of science and technology, people's leisure time gradually increased, urban residents travel, return to nature, through the natural environment of the clean to exercise and recuperation body and mind desire is increasingly high. From this point of view, the natural ecological environment of tourist areas is also a kind of tourism resources in some sense.

3. Major environmental problems facing China's sports tourism industry

A considerable number of hot tourist areas are seriously polluted. The main performance is water pollution, air quality decline, local ecological environment is damaged, tourism resources are damaged;

The tourist area is in poor environmental health condition, where garbage is randomly thrown and piled up, and sewage and filth can be seen everywhere;

Some hot tourist areas receive tourists on an excessive scale, resulting in loss of tourism atmosphere and greatly reduced safety factor;

The sports tourism development and construction project is not in harmony with the overall environment of the tourism area.

4. Causes of environmental problems in sports tourism

4.1 improper human economic behavior damages the environment of sports tourism

In the process of economic development, waste discharged from industrial production and noise produced pollute the natural environment of tourist areas and disturb the tranquility that tourist areas should have. As a result, on the one hand, the tourist area has lost the fresh air, transparent water and quiet atmosphere. On the other hand, the interest of tourists is decreased due to environmental pollution.

Unreasonable resource utilization and agricultural production mode damage the natural ecological balance of the tourist areas, and the tourist resources are directly affected, such as deforestation, excessive exploitation of groundwater, rock blasting and other activities that cause soil erosion, water level decline in the tourist water, and the destruction of beautiful scenery in the mountains.

Ignoring the existence of tourism resources in the economic structure, productive forces layout and urban development planning makes the regional economic structure type, productive forces layout mode and urban development direction incompatible with the requirements of normal and sustainable development of tourism on environmental conditions.

4.2 Impacts of sports tourism activities on the environment of tourist areas

The impact of sports tourism activities on the environment of tourist areas mainly lies in the pollution of the garbage generated in the process of tourism on the environment of scenic spots and the impact of tourism activities themselves on the

natural ecological balance of scenic spots and the artistic conception of tourism. Due to the imperfection of tourism facilities and the low quality of tourists, with the expansion of tourism activities, the amount of garbage abandoned in scenic spots increases day by day. In the tourist area, a large amount of garbage is randomly thrown and piled up, which destroys the natural landscape, pollutes the water in the scenic spot and makes the water in the tourist area eutrophic. Many tourist water bodies in China have been polluted to varying degrees, among which a considerable part of tourist water bodies have exceeded the national standards for tourist water bodies in terms of transparency, color, smell and other indicators. Floating objects, suspended objects and oil stains have affected tourists' senses and reduced their interest in traveling.

The oversize reception beyond the capacity of scenic spots has damaged the balance of natural ecosystems in tourist areas. The ecological system constituting the natural landscape has a certain bearing capacity for the tourism activities themselves, which is determined by the structure of the ecological system. Tourism activities exceeding the bearing capacity will change the ecological system structure of the tourism area, and the tourism function of the tourism area will be lost. The main performance is in a large number of visitors to the tourist areas of the land steadfast, soil consolidation, the death of trees; A large number of tourists climb and step in the mountains, damaging the stable deciduous layer and humus layer formed under natural conditions for a long time, resulting in soil erosion, bare roots of trees, and toppling of grass, thus bringing harm to the tourism area ecosystem.

4.3 sports tourism development and construction damage the environment of tourism areas

In the process of sports tourism resources development and utilization, the construction of facilities and tourist area as a whole is not harmonious, tourist resources, tourist area ecological environment, especially the destruction of the tourism atmosphere environment, main show is a new project do not coordinate with tourist area landscape, change or destroy all tourist area and shall keep the history, nature, culture, national style and atmosphere, conducive to the specific object of tourism, the tourism value contained in its own unique history, nature, culture and national style. In the development and utilization of sports tourism resources, these

should be retained and protected to the utmost and fully expressed, ignoring the overall coordination of tourism areas and its connotation, blind development, will only cause nondescriptness, and then lose its tourism value, so that the interest of tourists decline.

5. Analysis of countermeasures for environmental protection of sports tourism

5.1 strengthen the scientific research of environmental protection of sports tourism and the publicity and education of environmental protection knowledge of sports tourism.

The relationship between the tourism environment and the tourism industry is studied from the aspects of the dependence of the tourism industry on the tourism environment, the carrying capacity of the tourism area environment to the sports tourism activities, and the damage of the development of the sports tourism to the tourism environment. From the determination of landscape aesthetic quality standards, natural ecological quality standards, to meet the environmental quality standards of special sports tourism activities, tourism area environmental quality evaluation methods and other aspects of tourism environmental protection methods. Study the engineering method of tourism environmental protection from the perspective of aesthetics and psychology; We should also conduct research on tourism environmental protection policies to lay a foundation for correct decision-making.

5.2 Environmental impact assessment of sports tourism development.

Improper sports tourism development activities can't make up for the damage to the environment of tourist areas. Before the development, the environmental impact assessment, analysis, identification of development activities in the process of construction, business impact may be caused by the corresponding reduction countermeasures. The content of environmental impact assessment of sports tourism development includes: environmental carrying capacity analysis, tourism scale analysis, environmental impact identification of development activities, environmental impact analysis of tourism process and so on.

5.3 make tourism environment planning in the development and construction of sports tourism areas.

The main causes of the problems of tourism environment and the deterioration of tourism area environment quality are caused by the improper human economic activities. It is used to organize and manage economy, tourism and other activities that damage tourism environment, so as to solve the contradiction between the development of production and the expansion of tourism scale and the environmental protection of scenic spots and make them coordinated, so as to ensure the sustained and stable development of economy and tourism activities and prevent the environmental damage of tourist areas.

Sports tourist area of environmental planning is a tourist area of economic development, tourism development and tourism environmental protection comprehensive planning, the planning from the maintenance of tourist area environment aesthetic quality and rational utilization of the perspective of tourism resources, application principle and method of system engineering, follow the rules of law of economic development and tourism environment aesthetics, the structure of economic activities and tourism activities, the scale and layout implementation of overall planning, to achieve economic development and expand the purpose of tourism does not destroy the tourist environment.

5.4 control the scale of hot sports tourism areas by economic and other means.

To raise ticket prices in hot tourist areas, designate special tourist attractions and control the number of tourists. To adjust the scale of tourism in tourist areas to ensure certain economic benefits and at the same time to protect the environment of tourist areas.

5.5 strengthen environmental legislation of sports tourism.

A sound legal system is the guarantee of doing a good job in the protection of tourism environment. Compulsory intervention and punishment shall be imposed on destructive ACTS. The main contents of the legislation are as follows :(1) the examination and approval methods and limits of authority for construction projects

in sports tourism areas;(2) determination of the protection scope and content of the sports tourism area;(3) penalties for violators, etc.

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