

# Evaluation and Analysis Based on the Construction of Ecotourism Project Team

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**ABSTRACT.** *with the methods of literature review and case study, this paper takes Shibanyan eco-tourism town in Taihang Mountain of Anyang City as the research object, analyzes the characteristics and life cycle of eco-tourism project from the perspective of project management, and analyzes the process of project team partner construction and the improvement of project team cohesion from the Perspective of project management team construction.*

**KEYWORDS:** *Ecotourism Project Characteristics Life Cycle Team Building Cohesion*

In recent years, eco-tourism guided by natural tourism has become a new direction of tourism development in China. However, the eco-tourism project has the characteristics of large initial investment, long operation time and many risk factors. This paper makes a comprehensive analysis on the characteristics, whole life cycle and project team management of the project of Taihang slate eco-tourism town in Anyang City. After investigation, it is found that there are some risks and management defects in the project management. If we can't take positive countermeasures in time the project may be eliminated by the market.

## **1 Characteristics, Life Cycle and Stakeholders of Ecotourism Project**

### ***1.1 Characteristics of Ecotourism Projects***

(1) The essential characteristics of ecotourism project

Ecotourism is a kind of tourism with ecological environment as the main landscape. Based on the concept of sustainable development, the premise of protecting the ecological environment, and the principle of coordinating the harmonious development of human and nature, the Shibanyan eco-tourism in Anyang City relies on the good natural ecological environment and unique human ecosystem, adopts the eco-friendly way to carry out ecological experience, ecological education, ecological cognition and obtain the pleasure of mind and body The characteristics are as follows:

① The activity content of eco-tourism project has high-level characteristics. Ecotourism projects are really beneficial to the physical and mental health of tourists;

ecotourists have strong awareness of ecological environmental protection; they can well meet the individual needs of tourists; they can make contributions to the socio-economic development and ecological environmental protection of tourist destinations. Ecotourism is a kind of responsible tourism. Ecotourism can let tourists participate in it personally and understand the mystery of ecotourism in the actual experience, so as to love nature more, which is also conducive to the protection of natural and cultural resources.

② The development of eco-tourism projects has the characteristics of sustainability. The most prominent feature of ecotourism project is that the development of ecotourism helps to promote the sustainable development of the ecological environment of tourism destination. Therefore, ecotourism project is born under the background that people try to eliminate the negative impact of traditional tourism projects on the ecological environment, and has been developed rapidly. Ecotourism projects in the three aspects of ecotourists, managers and local residents, people who have a direct impact on the ecological environment of the tourist destination pay more attention to the sustainable development of the ecological environment of the tourist destination.

③ Eco tourism projects also have the characteristics of traditional tourism projects. These traditional characteristics include: comprehensive, intangible, non transferable, non storable, strong volatility and strong replicability.

### ***1.2 Life Cycle and Stakeholders of Ecotourism***

Everything in the world has a life cycle evolution process of production, development, maturity and decline. The evolution process of ecotourism project, that is, the life cycle, is a concept existence. It is an important theory to study the development and growth process of Ecotourism Based on the life cycle theory, which is of great significance to the development, planning, construction, operation and management of ecotourism. The life cycle of Shibanyan eco-tourism town in Anyang City is as follows

(1) The Shibanyan eco-tourism town of Anyang City is planned and designed based on the excellent natural resources of Taihang Mountain. The project starts to plan the service facilities of Shibanyan town on the basis of maintaining the original natural ecological environment. The management and service level of the scenic spot and the villagers' awareness of the use of resources determine the life cycle of the project, that is, the bearing capacity of the environment has a great impact on the scenic spot The main judgment basis of life cycle. Environmental resources are related to life cycle interests.

Environmental bearing capacity is the basis of the development of eco-tourism. A good ecological environment can promote the development of tourism projects to a great extent and extend the life cycle of tourism destination to a great extent. According to the research on the life cycle of eco-tourism destination, about 75% of the premature aging of tourism destination is caused by the destruction of local

environment. On the one hand, environmental damage will lead to difficulties in the development of new tourism resources; on the other hand, it will make tourists lose interest in tourism destination. All the environmental burden is related to the interests of ecotourism, the income of scenic spots and the income of residents.

(2) The life cycle of ecotourism is determined by tourists' behavior, which is closely related to the interests of ecological scenic spots.

Tourists are the main body of ecotourism services, and the passenger flow is the key to the survival of tourism industry. The behavior of tourists can often determine the development and life cycle of tourism destination. If tourists maintain a high degree of heat most of the year, the economic and popularity conditions of tourism destination development are created, and the tourism destination can be fully developed, which is a tourism destination based on the behavior of tourists Life cycle can be extended, otherwise life cycle will be shortened. At the same time, the relevant interests of scenic spots will change accordingly.

## **2. Construction of Ecotourism Project Team**

Improving the team building of ecotourism project management is a perfect management organization structure, which can play a positive role in ensuring the full implementation of various work. If we want to give full play to the value and role of the management team, we should follow the following process in team building:

(1) The concept and construction direction of the project manager or project team leader; the project leader should clarify the project management concept or direction of the project, this concept may include higher goals besides the economic goals of the project, the real leader will seriously consider and take key actions when formulating the implementation concept, the first is to formulate the project management concept The second is to improve the work system.

(2) According to the strict division of labor between the project management team and the management department and personnel, a complete project implementation plan is formulated. Firstly, the project tasks are sorted, and the resource requirements of the tasks at each stage are determined according to the basic requirements of the development of eco-tourism resources. Secondly, the contract is signed with the project team members and partners according to the role division, responsibility and reporting relationship One of the important tasks in project management is to sign contracts with project team members and partners. The contract must clearly list the value provided by each party and any incentive measures that can improve work performance. The key to establishing an effective contract in a successful project is that all parties to the contract are partners, which means that the contract must be fair to all parties involved.

(3) Build and improve the diversity of the project team. Diversity teams can generate greater team vitality through the complementarity among members. Not only the diversity of team members (different experiences and backgrounds) can bring team vitality, but also the diversity of team members (different personalities) can

bring team vitality. Excellent team building can improve the work efficiency and management level of the project management department. High diversity of project management team, members complement each other better. Berbin pointed out that a good team requires members to play different roles, such as creator (full of imagination and creativity, able to solve problems), resource investigator (outgoing, enthusiastic, good at communication, good at finding opportunities from the outside world), team worker (good at cooperating with others), executor (hard work), technical expert (proficient in a certain professional technology) and finisher (dedicated to Finish the task on time).

(4) Improve the team assessment and work efficiency evaluation system. Team evaluation and assessment system is an important part of team building. Only perfect project management system and evaluation system can effectively ensure the effectiveness of team work. The specific measures are as follows: 1. Build a perfect organization evaluation mechanism to ensure the team to allocate sufficient human resources and ensure the implementation of various tasks. ② The implementation of quantitative supervision and inspection mechanism, do a good job in the supervision of the work. ③ Build information feedback mechanism, realize the effective collection of information, ensure the implementation of the supervision work in place.

### **3. Enhance the Cohesion of the Team**

In the process of improving team cohesion, project managers should effectively mobilize the enthusiasm of their subordinates and play a decisive role in the construction management. The organizational culture with values as the core is the soul of team cohesion, and the core guarantee of team cohesion is the team values that are agreed by all team members. Starting from the formation of the team, improving team cohesion is carried out in the following five steps:

#### **(1) Project managers enhance the charm of Self Leadership**

Project manager is the core of project organization. A leader with charm and prestige will naturally become the core and soul of the team, and all members will unite around them consciously or unconsciously. On the contrary, people's minds will be lax. Whether a team can achieve high performance largely depends on the leader's own personality, knowledge, courage, ability and experience. It also depends on whether the leader can be strict with himself, be dedicated to his work, be honest with his employees, share weal and woe.

#### **(2) Strengthen team building, scientific management team.**

Team building is a sign that project managers help project members integrate into the team and make employees feel the collective love. Project managers should scientifically manage and establish a set of scientific systems to institutionalize, standardize and program the management work and employees' behaviors. At the same time, it is also an important guarantee for the efficient operation of production and business activities.

(3) Clarify the work objectives and enhance the development opportunities.

The project manager should effectively divide the responsibilities, rights and interests of the project management in team building, give full play to each person's strengths, and let the members know that as long as they work hard, there will be opportunities to improve. Only in this way can they effectively motivate the team members and let them work hard in the team.

(4) Pay attention to the training and education of team members and provide personal development opportunities

If a team can't let its members see the future, it can't win people's hearts. Maslow pointed out: "the team should have smooth promotion management, fair and just promotion system, so that members can understand that as long as they work hard, there will be opportunities for upward promotion, so as to effectively motivate team members and let them settle down to work hard in the team."

Every project team member, especially those with strong ability and potential, hopes to grow up continuously. To retain them, we must provide them with opportunities. The most direct way is to reuse them, educate and train them. If the enterprise provides too few learning opportunities for the team members, or even no training at all, the team members will soon lose the fun of work, and the cohesion begins to decline. Therefore, managers should try their best to create learning and training opportunities for them.

(5) Constantly adjust the internal performance appraisal, cultivate team values. Establish the organizational culture with values as the core and the soul of team cohesion.

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