

Research on Development Path of Mountain Scenic Spot Based on Ecological Sensitivity

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Abstract: *Based on the theory of ecological sensitivity, this study analyzes the characteristics of mountainous spots in terms of comprehensive design, resource development, product characteristics, etc., and puts forward that in the promotion and transformation of mountain scenic spots, it is necessary to re-plan and re-build according to the requirements of tourism development based on the re-analysis of tourism resources, and develop new products that are in line with the direction of tourism resource utilization, in accordance with the requirements of tourism development.*

Keywords: *Ecology; Sensitivity; Scenic spots; exploitation*

1. The relationship between the ecological environment and scenic area construction

The ecological environment is the material basis for human social and economic development. In recent years, the tourism industry has developed rapidly under the upgrading of tourism consumption and industrial restructuring, and the spatial structure and functional integrity of tourism depend on the joint support of various elements such as natural resources, ecological environment and social economy, and the synergistic operation of all elements is the key to ensuring the sustainable development of tourism. At present, the rapid development of the tourism industry has led to increasing pressure on environmental carrying capacity and ecological protection issues, therefore, it is important and urgent to study the development strategy of synergistic win-win development and construction of scenic areas and ecological civilisation.

2. The significance of research on the ecological sensitivity of mountainous scenic areas

Natural resource scenic spots are divided into several categories, such as mountain, lake, waterfall, forest, grassland, island and seaside, etc. Mountain scenic spots are geographical complexes with aesthetic sense, using mountains as the carrier of tourism resources and landscape elements. With rich resources, beautiful natural and humanistic landscapes, undulating topography and relatively complete natural ecosystems, they attract countless Chinese and foreign tourists and scientists for tourism, scientific research and literary and artistic activities^[1]. With the development of science and mankind's ability to transform nature, while promoting rapid economic development, the damage to the ecological environment has intensified, with the most prominent manifestations being atmospheric pollution, land sanding, desertification, soil erosion, sharp decline of biodiversity and so on^[2].

Most of the famous mountainous scenic spots either benefit from the wonderful natural scenery of nature, or have a long-standing cultural heritage, or both. The combination of natural and cultural features attracts visitors with different appreciation preferences for natural scenery and cultural ties. This is why famous mountains often have one or more of the titles of protected area, natural heritage, cultural heritage or geopark. Being a natural heritage or cultural heritage brings great attention and prestige to the area, but also limits the further development and creation of the area.

Ecological sensitivity refers to the sensitivity of the ecosystem to the impact of human activities, which is used to indicate the possibility of ecological imbalance or ecological environment problems. PSR (Pressure-State-Response) is an evaluation model commonly used in the sub-discipline of ecosystem health assessment within the discipline of environmental quality assessment. The PSR model was jointly proposed by the OECD (the organisation for economic cooperation and development) and UNEP (United Nations Environment Programme), which was used to evaluate the impact of human activities on the ecological environment and was a relatively mature evaluation index system. P

represents the external pressure on the land system. S represents the change of natural resources, and R represents the protection measures taken by human beings to improve the adverse effects. The PSR model uses this logic of thinking to illustrate the interaction between humans and the environment. Through a variety of activities, humans obtain the resources necessary for their survival and development from the natural environment, while at the same time discharging waste into the environment, thereby altering natural resource stocks and environmental quality, and changes in the state of nature and the environment in turn affect human socio-economic activities and welfare, and society in turn responds to these changes through environmental, economic and sectoral policies, and through changes in consciousness and behaviour. Society responds to these changes through environmental, economic and sectoral policies, and through changes in consciousness and behaviour. This cycle constitutes a PSR relationship between humans and the environment.

Through ecological sensitivity studies, the most sensitive areas in terms of ecological impact and the most valuable areas for protection can be identified, providing a basis for ecological functional area planning. Scenic area planning often uses GIS technology to carry out ecological sensitivity analysis, which is used as a basis to clarify the ecological sensitivity of each area and to guide the planning zoning ^[3].

3. Characteristics of mountainous scenic area development

Mountainous scenic spots are characterised by complex topography, narrow effective touring space, harsh natural conditions, obvious off-peak seasons for tourism, and restricted construction of service support facilities.

3.1 Poor ecological carrying capacity of mountainous scenic areas

Mountain-type scenic spots have poor ecological carrying capacity. Carrying capacity refers to the maximum possible quantity limit of a certain biological individual under a certain specific environmental condition, which mainly considers the maximum limit capacity of organisms supported by ecological factors such as living space, nutrients and sunshine. The increase in the number of tourists brings with it an increase in household waste, while the entry of humans into tourism activities can have an ecological impact, such as trampling on lawns, polluting water sources, etc. The ecology of mountainous scenic areas is more fragile, the process of self-healing is long, and ecological compensation is difficult, so the ecological carrying capacity of scenic areas should be fully considered when developing tourism in mountainous scenic areas, and the ecological carrying capacity of scenic areas should be assessed, and resource development planning should be carried out on the basis of scientific and reasonable assessment, so as to avoid wasted investment and destruction of ecological resources.

3.2 Poor innovation of tourism products in mountainous scenic areas

Tourism itself is a kind of spiritual consumption, leaving behind all kinds of pressure in life, come to a strange city, through the natural scenery of the delight of the eyes, relax themselves, so that the spiritual pleasure, or feel the strong humanistic atmosphere, enhance their own cultural connotation, get the local culture of inculcation, grow their knowledge, to reach spiritual satisfaction. Therefore, the creation of tourism products must integrate the local cultural characteristics, so that visitors can intuitively experience the local customs of the tourist destination. Resources are the basis for creating projects and products, and the key premise for tourism product enhancement is to break through the narrow view of resources. The value of tourism products does not lie entirely in its practicality, but in the spiritual dimension, specifically in the cultural and regional nature of tourism products, the more local characteristics and regional characteristics of tourism products, the higher the value.

3.3 Mountain-type scenic spots are difficult to develop tourism resources

More and more attention has been paid to the protection of natural and human resources, and most changes to various heritage and protected areas in or around them will be banned outright or face complex approval procedures. Moreover, most of the mountains are treacherous, transportation is mainly by foot and cable car, and the cost of transporting construction materials is high. So it is difficult and costly to create new projects on famous mountains. So most of the famous mountains are simply maintained for the scenic areas and it is difficult to make flowers in the protected main scenic

spots.

4. Analysis of the development path of mountainous scenic areas based on ecological sensitivity

4.1 Enhancing the overall planning of mountainous scenic areas

In order to shape the optimal tourism experience, a master plan for mountainous scenic areas is needed. Firstly, tourism product development and innovation should firstly thematise the experience. Tourism is a diversified industry and the sustainable development of tourism scenic spots requires thematic planning to highlight the soul and main line of the scenic spot. A distinctive theme is the flag and image of a tourist attraction, a concretization of the connotation of the attraction, and the core of the planning of a tourist attraction. Secondly, the resources of each functional area are unified and integrated, linking the tourist service centre, catering service facilities, shopping service facilities, tourist service attractions and other zoning.

4.2 Create ecological features of mountainous scenic spots

The most important feature of ecological tourism scenic spots is the natural and cultural objects with ecological beauty. The so-called ecological beauty refers to the beauty expressed by the harmonious coexistence of living creatures with a vigorous life force and their environment. The core attraction of an ecotourism site for tourists is its natural ecological landscape or its human landscape of ecological beauty. More and more attention is being paid to the sustainable development of tourist attractions, and more attention is being paid to the protection of tourism ecology in the planning of scenic service areas ^[4].

4.3 Seize the market segmentation of mountainous scenic spots

Through market segmentation, the discovery of innovative development of new products is an effective way to improve competitiveness. In target marketing, marketers distinguish the differences between the various groups that make up the tourism market, and from these they select one or several segments and develop corresponding products and marketing plans for each target market. Target marketing strategies based on effective market segmentation result in a great variety of tourism products, modes of travel and forms of tourism transactions, which respond to the diverse needs of tourists.

4.4 Innovative product types based on the characteristics of "mountainous" scenic areas

The product type is determined by the two-way comparison of the market and resources of the destination, while the tourism concept of the tour operator and manager is a subjective factor in its formation, and the product type directly determines the nature and characteristics of tourism in the destination. "A very important enhancement of the Innovation Strategy is value innovation. Creating new experiences for visitors is also a form of value innovation. Experience is "physical and psychological involvement", which focuses on the senses and the involvement of oneself, the perception of things from a sensual perspective, the integration of subject and object, and the ability to have a special impact on the individual. It is the integration of the subject and object and the ability to have a particular impact on the individual. By taking advantage of the characteristics of the mountainous landscape and using the designed environment, background, services and products, the tourist is placed in it, so that he or she becomes one with the scene during the tour, which ultimately makes the tourist feel the experience.

5. Conclusions

Resources are the basis for the survival of a tourist attraction and an important factor in attracting tourists to visit. Environmental protection of natural resources is a prerequisite for the development and operation of scenic spots. The ecological carrying capacity of scenic spots should be fully considered in the development of mountainous scenic spots, and the ecological sensitivity of scenic spots should be well analysed so that the development on the basis of ecological protection can make the scenic spots sustainable and bring long-term benefits as well as spillover effects.

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