

Integrated Development Scheme of Ecological Civilization Construction and Rural B&B (Bed and Breakfast) Tourism

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Abstract: Rural B&B tourism is not only the main mode of rural tourism, but also an indispensable part of rural tourism, which is closely related to the construction of ecological civilization. At present, in the process of accelerating the construction of ecological civilization, as an indispensable part of the construction of beautiful countryside, rural B&B tourism has become a topic valued by all sectors of society and a hot tourism model at present. Based on this, from the perspective of ecological civilization construction, this paper discusses the organic combination of rural B&B tourism and ecological civilization construction, in order to promote their coordinated development and better achieve the goal of building a beautiful China.

Keywords: Ecological civilization construction; Ecological civilization; Rural B&B; B&B Tourism

1. Introduction

At present, more and more people take tourism as the main way to relieve pressure and get close to nature. At the same time, with the rapid development of rural tourism, more and more people begin to pay attention to rural areas. At the same time, for the urban population, more and more people hope to enjoy a period of original ecological green and natural tourism time on holidays. Therefore, rural tourism has also become the preferred tourism destination for urban residents. As a new tourism model, rural B&B tourism is an indispensable part of rural tourism, which is closely related to the construction of ecological environment. At the same time, the rise of rural B&B tourism also reflects the continuous enhancement of people's awareness of ecological and environmental protection. Fig. 1 illustrates the connotation of ecological civilization construction in detail.

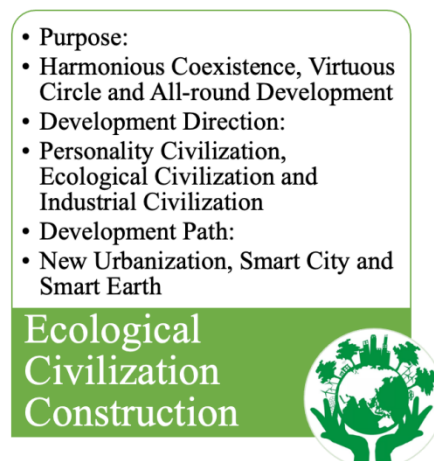


Fig. 1 Connotation of ecological civilization construction

From the perspective of systems theory, this paper discusses the relationship between ecological civilization construction and rural B&B tourism, and discusses the organic combination of the two from the perspectives of tourism and ecology. At the same time, this paper also runs through the concept of ecological civilization into the organic combination of ecological civilization construction and rural B&B tourism, and emphasizes that the local should make full use of local human resources and natural ecological environment, and then build a rural B&B tourism with local characteristics, so as to attract

more people to travel and sightseeing.

2. The contradiction between the construction of ecological civilization and the development of rural B&B Tourism

From the theoretical level, rural B&B tourism and rural civilization construction complement each other. The organic combination of the two can not only promote the rapid development of rural B&B tourism, but also enhance people's awareness of ecological civilization, so as to enable more people to participate in the construction of ecological civilization [1]. However, it is worth noting that in practice, there are different degrees of contradictions and conflicts in the organic combination of rural B&B tourism and ecological civilization construction, which reflects the differences of their development ideas. Fig. 2 points out the main contents of ecological civilization construction in detail.

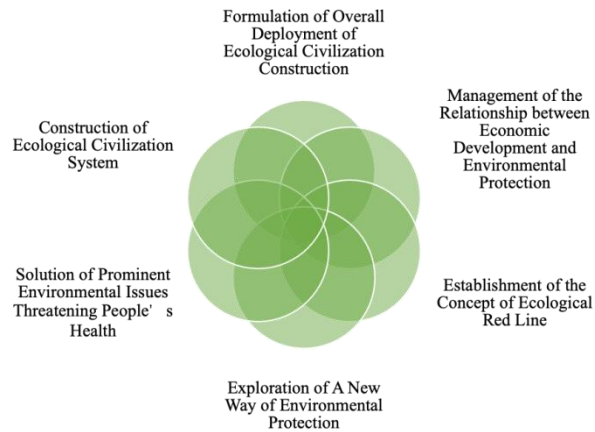


Fig. 2 Main contents of ecological civilization construction

Therefore, from the perspective of their development ideas and objectives, there are great differences between ecological civilization construction and rural B&B tourism, which makes them expose a series of problems in the process of organic combination. In order to realize the sustainable development of the two, we must straighten out the development concept and development objectives of rural B&B tourism, so as to make the managers of rural B&B tourism establish the awareness of sustainable development and green development [2].

3. Integrated Development of Ecological Civilization Construction and Rural B&B Tourism

3.1 Theoretical Framework

According to the differences between ecological civilization construction and rural B&B tourism discussed above, this paper believes that it is necessary to combine the two, and without the combination of ecological civilization construction and rural B&B tourism, it will further promote the development of ecological civilization construction and bring more long-term economic benefits to the rural villagers' B&B tourism industry. However, we have to admit that there are great differences between the two from the aspects of scale, scope and content, and the connotation and significance of ecological civilization construction are much greater than that of rural B&B tourism industry. Therefore, in order to realize the integrated development of the two, we must run the concept of sustainable development and the concept of green development through the construction process of the two, and let managers and relevant personnel establish the awareness of sustainable development and green ecological environment protection, so as to avoid ignoring long-term economic and social benefits because of the pursuit of short-term economic benefits.

3.2 Key Points of Integration

3.2.1 Ecology

From the perspective of ecology, rural B&B tourism and ecological civilization construction are based on the ecological environment. From the perspective of ecological civilization construction,

ecological environment protection is undoubtedly the top priority of ecological civilization construction, and it is also the main content of ecological civilization construction [3]. For rural B&B tourism, a good ecological environment is an indispensable factor for the sustainable development of rural B&B tourism, which is mainly reflected in rural B&B construction, rural environmental tourism, rural local characteristic products and so on. Therefore, rural B&B tourism and ecological civilization construction are based on a good ecological environment. In addition, the tourists who choose the rural B&B tourism mode are more due to the local natural and cultural environment, which also reflects the importance of ecological civilization construction in rural B&B tourism. Fig. 3 demonstrates the principles of ecological civilization construction.



Fig.3 Principles of ecological civilization construction

3.2.2 Tourism

From the perspective of tourism, the focus of rural B&B tourism is to build a rural B&B tourism industry in all aspects, which is mainly reflected in the use of rural human and natural resources. For the construction of ecological civilization, the tourism industry is also an indispensable part of the construction of rural civilization. It is mainly reflected in the development of ecological civilization, but also the needs of local residents and tourists must be taken into account. Therefore, tourism is included in both rural B&B tourism and ecological civilization construction. Only for rural B&B tourism, tourism is more indispensable, while for the construction of ecological civilization, the attribute of tourism is not so strong. However, for both, the attribute of tourism always runs through their work and development.

3.3 Development Path of Ecological Integration

3.3.1 Spiritual level

From the spiritual perspective, the rural B&B tourism industry focuses on bringing opportunities and ways for tourists to get close to nature and return to ecology. For urban residents, rural landscape, humanities and natural resources are quite different from cities, which is also an indispensable reason why rural B&B tourism attracts urban residents [4]. At the same time, for urban tourists, rural B&B tourism can bring themselves a comfortable and relaxed ecological environment, so that they can temporarily stay away from the noise of the city.

3.3.2 Technical level

From the perspective of technology, the ecological construction of rural B&B tourism still needs innovation and development. On the one hand, rural B&B tourism itself is not only a typical market behavior, but also an industry seeking interests. Therefore, facing the attraction of economic interests, the managers and relevant staff of rural B&B tourism are likely to make a series of behaviors against the construction of ecological civilization and the concept of green development. On the other hand, for the managers and relevant personnel of rural B&B tourism, many of them lack the understanding of advanced science and technology, which makes it difficult to make the best use of the limited resources and environment, which also hinders the further development of rural B&B tourism. Moreover, for the managers and relevant personnel of rural B&B tourism, they lack personnel skilled in various science and technology, so it is difficult to scientifically use various technologies to reduce energy consumption and protect ecological resources.

3.3.3 System level

From the institutional level, the development of rural B&B tourism cannot be restrained and guaranteed without relevant systems, otherwise it will not be able to establish the ecological awareness

of relevant managers of rural B&B tourism industry, which will also lead to a series of waste of resources in rural areas. Since the 18th CPC National Congress, the construction of ecological civilization has been written into China's constitution, which also provides a strong legal guarantee for the implementation of the construction of ecological civilization in various industries and fields. This paper holds that in addition to the current relevant laws and regulations, China should also formulate more targeted new systems and new schemes according to the development and construction of rural B&B tourism, so as to ensure the effective and scientific protection of the ecological environment.

3.3.4 Cultural level

From the cultural perspective, the development and construction of rural B&B tourism must be based on ecological culture. Moreover, for different rural areas, they have their own different cultures, details and cultural customs, which is also an indispensable reason why these villages can attract tourists. With the continuous development of ecological civilization construction, this paper believes that rural B&B tourism should also integrate the relevant cultural content of ecological civilization construction into the development of tourism industry [5]. This can not only realize the combination of rural B&B tourism and ecological civilization construction, but also highlight the local characteristic ecological culture, so as to enhance the local villagers' awareness of sustainable development, so as to protect the local ecological environment and attract more tourists. Figure 4 shows the main characteristic types of current rural B&B.



Fig. 4 Main characteristic types of rural B&B

3.4 Integrated Development Path of Tourism Development

3.4.1 Ecological model

At present, more and more urban residents take rural B&B tourism as a resting place for short-term holidays, which is also because rural B&B tourism meets the current market demand and can meet people's desire to get close to nature and return to ecology. Therefore, the construction of rural B&B tourism must be based on the concept of ecological civilization construction, follow the principle of ecological protection, provide tourists with various opportunities and infrastructure to feel the local ecological environment, and then open up a rural B&B ecological development model highlighting local characteristics.

3.4.2 Ecological achievements

In the process of ecological civilization construction, rural B&B tourism is undoubtedly one of its indispensable events. Therefore, the development achievements of rural B&B tourism can also be regarded as one of the indispensable achievements of ecological civilization construction. In the process of rural B&B tourism development and construction, managers and relevant personnel should attract more talents with scientific and technological knowledge, so as to use various advanced science and technology to strengthen the governance of rural B&B ecological environment and the restoration of local rural related architectural sites and landscapes. At the same time, under the background of the rapid development of science and technology, various green innovative technologies should also be reflected in the development process of rural B&B tourism industry, such as circular economy model, energy-saving model, green tourism model, etc., which can not only further promote the smooth progress of ecological civilization construction, but also promote the sustainable development of rural B&B tourism.

4. Conclusion

Rural B&B tourism has multiple development advantages, such as high integration, wide coverage and strong driving. It can also fully meet the changing development needs of the current tourism market. The construction of rural civilization is closely related to the future of the nation, and perhaps everyone's individual development. Therefore, no matter from which aspect, the significance of ecological civilization construction is far greater than that of rural B&B tourism. Starting from the differences between ecological civilization construction and rural B&B tourism, this paper discusses the possibility and importance of their organic combination. Through the research and Discussion on the construction of ecological civilization and rural B&B tourism, this paper finds that they have natural unity. Therefore, this paper discusses the combination of the two from the perspective of ecology and tourism, and emphasizes the greater economic and social effects that the combination of the two can obtain.

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