

Research on the issues of Ganzi Prefecture government promoting rural tourism development in the context of rural revitalization

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Abstract: *With the advancement of China's rural revitalization strategy, tourism is considered to be one of the important ways to promote rural economic development and improve farmers' income. As a rural revitalization demonstration area in Sichuan Province, the government of Ganzi Prefecture actively promotes the development of rural tourism and hopes to realize the transformation and upgrading of the rural economy through the development of tourism. However, in the process of promoting the development of rural tourism, ecological issues have also attracted widespread attention. This study aims to explore the ecological problems faced by the Ganzi Prefecture government in promoting rural tourism development in the context of rural revitalization and propose corresponding solution strategies. The study found that the development of rural tourism in Ganzi Prefecture has problems such as ecological environment damage, over-exploitation of natural resources, and insufficient awareness of ecological protection. To solve these problems, the government should strengthen ecological protection awareness, formulate regulations and policies regarding rural tourism development, and encourage sustainable development of tourism projects. In the future, the benign interactive mechanism between rural tourism development and ecological protection should be further studied and explored to provide useful reference for rural revitalization and sustainable development in Ganzi Prefecture.*

Keywords: *Ganzi Prefecture, rural tourism, ecological issues, sustainable development*

1. Introduction

With the in-depth implementation of China's rural revitalization strategy, the economic structure and development model of rural areas are undergoing major changes. As an important part of the national strategy, rural tourism is regarded as one of the important ways to promote rural economic development and improve farmers' quality of life. Rural tourism can not only make use of the rich natural resources and cultural landscapes in rural areas, provide employment opportunities and increase farmers' income, but also promote the inheritance and protection of rural culture and promote the all-round development of rural society.

In Sichuan Province in southwest China, Ganzi Prefecture, as one of the demonstration areas for rural revitalization, has rich natural landscapes and unique ethnic cultural resources, and is an ideal area for the development of rural tourism. The Ganzi Prefecture government actively responds to national policies and promotes the development of rural tourism. It hopes to achieve the transformation and upgrading of the rural economy through the development of tourism, increase the income level of farmers, and improve the living conditions of rural residents. However, in the process of rural tourism development, issues of ecological environment protection and sustainable development have gradually emerged, posing new challenges and tasks to the Ganzi Prefecture government.

Ecological issues are one of the major challenges facing the world today, and they are also an issue that cannot be ignored in the development of rural tourism^[1]. Rural tourism activities involve a large amount of land use, resource development, and environmental impacts. If not handled properly, they may lead to ecological environment damage and biodiversity loss^[2]. In a region like Ganzi Prefecture where natural scenery and ecological environment are the main tourism resources, ecological problems are particularly prominent. Therefore, how to promote the development of rural tourism while protecting and improving the ecological environment and achieving sustainable development has become an important issue facing the Ganzi Prefecture government.

This study aims to deeply explore the ecological problems faced by the Ganzi Prefecture

government in promoting rural tourism development in the context of rural revitalization, and propose corresponding solution strategies. Through the investigation and analysis of the current situation of rural tourism development in Ganzi Prefecture, combined with ecological protection theory and sustainable development principles, this study will explore how to achieve a positive interaction between rural tourism and the ecological environment under the guidance of the government, and how the government can formulate policies and management measures strategies and measures that should be taken. By conducting in-depth research on the issue of the Ganzi Prefecture government's promotion of rural tourism development, this study will provide useful experience and enlightenment for rural tourism development and ecological protection in Ganzi Prefecture and other similar areas.

2. The current situation of rural tourism development in Ganzi Prefecture

Ganzi Prefecture is located in the southwest of Sichuan Province, China. It is an area rich in natural and cultural resources and one of the important demonstration areas for rural tourism development^[3]. Ganzi Prefecture has an advantageous geographical location, with rich natural landscapes such as the majestic Himalayas, the towering and steep Min Mountains, vast open grasslands, clear and rapid rivers. In addition, Ganzi Prefecture is also one of the important birthplaces of culture, with a long history and unique folk customs.

In recent years, the development of rural tourism in Ganzi Prefecture has achieved remarkable results. The government actively responds to the national rural revitalization strategy and is committed to promoting the development of rural tourism to promote the transformation and upgrading of the rural economy, increase farmers' income levels, and improve the living conditions of rural residents.

First of all, the number and scale of tourism projects in Ganzi Prefecture are constantly increasing. The government has vigorously promoted the construction of tourism infrastructure and improved tourism reception capabilities. Rural tourism projects in Ganzi Prefecture cover many aspects such as sightseeing tourism, ecological tourism, and cultural experience. For example, tourists can visit famous scenic spots in Ganzi Prefecture such as Kangding Ancient City and Aden Scenic Area to appreciate the magnificent natural scenery; they can also experience local culture, taste special food, and participate in traditional festivals.

Secondly, the number of rural tourism tourists in Ganzi Prefecture shows a rapid growth trend. With the development of tourism, more and more tourists are choosing to travel to rural areas of Ganzi Prefecture. Tourists can gain an in-depth understanding of the rural customs of Ganzi Prefecture by visiting scenic spots, experiencing local culture, and tasting special food. According to statistics, the number of people receiving rural tourism in Ganzi Prefecture is increasing year by year, which has brought economic income to local farmers.

The development of rural tourism has played an important role in promoting the transformation and upgrading of the rural economy in Ganzi Prefecture. In the past, farmers in this area mainly relied on traditional agricultural production to make a living, and their income levels were relatively low. With the rise of rural tourism, farmers have the opportunity to convert natural and cultural resources into economic gains. By developing tourism formats such as farmhouses and B&Bs, farmers can provide accommodation, catering and tourism services and earn more income. This not only helps improve the living conditions of farmers, but also promotes the diversified development of rural employment and industrial structure.

However, the development of rural tourism in Ganzi Prefecture also faces some problems and challenges. First of all, the protection of the ecological environment is an important issue. With the increase in the number of tourists and the expansion of tourism activities, some scenic spots and rural areas are facing problems of environmental damage and over-exploitation of resources. The emergence of phenomena such as irrational land use and environmental pollution has put certain pressure on the ecosystem. Therefore, the government needs to strengthen ecological environment protection and formulate corresponding management measures to ensure the sustainable development of rural tourism.

Secondly, the specialization and improvement of quality and efficiency of the tourism industry are also issues that need to be solved urgently. Although the development of rural tourism in Ganzi Prefecture has made certain achievements, there are still certain gaps in tourism facilities, service quality and management level. The government and relevant departments should strengthen training for tourism employees to improve their professionalism and service levels. At the same time, we will strengthen the innovation and differentiated development of tourism products, provide more tourism

experiences that meet the needs of tourists, and enhance the competitiveness of rural tourism in Ganzi Prefecture.

Finally, the development of rural tourism in Ganzi Prefecture needs to focus on positive interactions with local residents. The development of rural tourism is not only to attract tourists, but also to pay attention to the interests and participation of local residents. The government and relevant departments should strengthen communication and consultation with farmers, listen to their opinions and suggestions, and ensure that they can share the development results and obtain reasonable economic benefits in the development of rural tourism.

3. Ecological problem analysis

As a rural tourism destination, Ganzi Prefecture faces multiple ecological problems in the development process of rural tourism^[4]. These problems involve ecological environment damage, over-exploitation of natural resources, and insufficient awareness of ecological protection, posing potential threats to local ecosystems and sustainable development.

First of all, ecological environment damage is one of the main problems facing the development of rural tourism in Ganzi Prefecture. With the increase in the number of tourists and the construction of tourist facilities, problems such as land erosion, vegetation destruction and water source pollution have gradually emerged. Due to over-development and irrational land use, the ecosystems of some scenic spots and rural areas have been damaged and biodiversity has been lost. Waste emissions from tourists and tourism facilities may also have a negative impact on the local environment^[5].

Secondly, over-exploitation of natural resources is another important ecological problem. In order to meet the needs of rural tourism, the natural resources in some scenic spots and rural areas may face the risk of over-exploitation^[6]. This includes the overuse of natural landscapes, forests, lakes and other resources. During the process of excessive tourism development, the vegetation in the scenic area may be degraded, the water source may be depleted, and the balance of the ecosystem is destroyed^[7]. This poses a threat to the sustainable development of the local ecological environment.

In addition, insufficient awareness of ecological protection is also an important issue in the development of rural tourism in Ganzi Prefecture. In some rural tourism areas, tourists and local residents have insufficient awareness of the importance and protection of the ecological environment, and there may be abuse and over-exploitation of natural resources^[8]. At the same time, some tourism practitioners and operators may also lack understanding and attention to ecological protection and ignore the principle of sustainable development. This lack of awareness of ecological protection has exacerbated the occurrence and worsening of ecological problems.

The existence of ecological problems has brought a series of negative impacts on the development of rural tourism in Ganzi Prefecture. First, damage to the ecological environment may weaken the beauty and originality of the scenic spot, affecting the experience and attraction of tourists. Secondly, over-exploitation of natural resources may lead to resource depletion and the inability to meet long-term tourism demand. Most importantly, the existence of ecological problems may destroy the balance of the ecosystem and endanger local biodiversity and ecological security.

In order to solve these ecological problems, a series of measures need to be taken. First, strengthen the implementation of environmental protection laws and regulations to ensure that tourism activities meet the requirements of environmental protection. Secondly, strengthen ecological environment monitoring and assessment, and promptly discover and deal with ecological damage problems. In addition, ecological education for tourists and local residents should be strengthened to improve their awareness of ecological protection and guide them to adopt environmentally friendly behaviors. At the same time, the government and tourism practitioners should pay attention to the concept of sustainable development, promote the development of tourism into an eco-friendly environment, and encourage the development of eco-tourism and sustainable agricultural activities.

4. Government strategies to promote rural tourism development

In short, there are ecological problems in the development process of rural tourism in Ganzi Prefecture, including damage to the ecological environment, over-exploitation of natural resources, and insufficient awareness of ecological protection. These problems pose potential threats to local ecosystems and sustainable development. In order to solve these problems, it is necessary to strengthen

the implementation of laws and regulations, strengthen monitoring and evaluation, improve the public's awareness of ecological protection, and promote the application of the concept of sustainable development in rural tourism development. This can ensure the healthy development of rural tourism in Ganzi Prefecture and protect the local ecological environment and natural resources. The government can adopt a series of strategies to promote the development of rural tourism to achieve the goals of sustainable development, promote economic growth and protect the ecological environment. Here are a few key strategies:

First, establish a policy and planning framework. The government can formulate relevant policies and plans to clarify the goals, directions and principles of rural tourism development. This includes formulating fiscal and tax policies, land use policies, and ecological protection policies to support the development of rural tourism. The government should also work with relevant stakeholders to develop action plans for sustainable development.

Secondly, improve infrastructure construction. The government should increase investment in rural tourism infrastructure, including transportation, communications, water supply, electricity and other facilities. This will improve the accessibility and convenience of tourist destinations, attract more tourists to rural areas, and promote economic development.

Third, improve the quality of rural tourism services. The government can improve the service awareness and professionalism of practitioners through training and education programs. In addition, establish and promote tourism service standards and certification systems to ensure that tourists can obtain high-quality service experience.

Fourth, promote the integration of rural tourism with agriculture, handicrafts and other industries. The government can encourage farmers and handicraftsmen to participate in rural tourism and develop farmhouses, handicraft production, agricultural product sales and other related industries. This will increase the income level of farmers and promote the diversified development of the rural economy.

Fifth, strengthen publicity and promotion. The government can promote the characteristics and charm of rural tourism through various channels and media to attract more tourists' attention and participation. At the same time, the government can also organize promotional activities such as rural tourism festivals and cultural activities to enhance the visibility and influence of local tourism.

To sum up, the government can achieve its goals in promoting the development of rural tourism through strategies such as establishing policy and planning frameworks, improving infrastructure, improving service quality, promoting industrial integration, and strengthening publicity and promotion. These strategies will help promote the sustainable development of rural tourism and promote economic growth while protecting and protecting the ecological environment in rural areas.

5. Conclusion and Outlook

With the implementation of government strategies and the joint efforts of all parties, rural tourism development will usher in broader development prospects ^[9]. The sustainable development of rural tourism will bring new growth points to the local economy, provide employment opportunities, improve farmers' income, and promote the implementation of the rural revitalization strategy.

However, we must also realize that there are still some challenges and problems in the development process of rural tourism. Ecological environmental protection is still an important issue. The government and relevant departments should further strengthen the supervision and management of rural tourism activities to ensure that the development of tourism is coordinated with the protection of the ecological environment. In addition, strengthening the training and education of practitioners and improving their professionalism and service quality are the keys to improving the development of rural tourism.

In the future, the government can continue to increase its support for rural tourism and encourage investors and entrepreneurs to participate in the development and operation of rural tourism projects. At the same time, we will strengthen cooperation with related industries and fields to promote the integration of agriculture, culture, education and other industries with rural tourism to achieve diversified development.

In addition, the application of digital technology has also brought new opportunities to rural tourism ^[10]. The government can promote the digital transformation of rural tourism and provide convenient functions such as online booking, tour guide services, and scenic tours to improve tourist experience

and satisfaction. Finally, strengthen international cooperation and exchanges, learn from successful experiences and management models of foreign rural tourism, and promote the international development of rural tourism. At the same time, we pay attention to cultural protection and inheritance, protect traditional culture and folk customs in rural areas, and provide tourists with unique cultural experiences.

In short, the government plays an important role in rural tourism development. By formulating policies and plans, improving infrastructure, improving service quality, promoting industrial integration, and strengthening publicity and promotion, the government can promote the sustainable development of rural tourism and achieve the dual goals of economic growth and ecological environmental protection.

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