

Study on the Management Model of Rural Tourism Development in Guangdong under Low Carbon Background

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Abstract—According to the current status of low-carbon rural tourism in Guangdong Province, this paper analyzes the current situation of rural tourism in Guangdong Province, and combines the new development of low-carbon rural tourism in Guangdong Province to explore the related core functions, ecological compensation mechanism and integrated development. In the process of continuously improving this new model, the development strategy of low-carbon rural tourism in Guangdong Province was proposed.

Keywords—*low carbon background, rural tourism in Guangdong, New format, ecological compensation mechanism*

I. INTRODUCTION

At present, the concept of rural tourism in the academic community, everyone basically agrees that rural tourism is a tourism activity that is different from the city and is rooted in the countryside to attract tourists to the countryside to experience rural life. According to this, we can define tourism that takes place in the countryside and reflects the rural nature as rural tourism. Guangdong's tourism industry is relatively developed, and rural tourism has developed earlier, forming a relatively mature rural tourism state. The establishment of low-carbon tourism mode is a long process, which requires constantly enriching rural tourism experience, enriching its core functions, and completing compensation mechanisms with agriculture, thus comprehensively promoting the comprehensive low-carbon coordinated development of tourism and agriculture.

II. THE SIGNIFICANCE OF COMBINING LOW-CARBON ECONOMY WITH RURAL TOURISM

The low-carbon tourism economy was proposed in the context of global warming, and its concept first appeared in the 2003 White Paper on the Future of Our Energy: Creating a Low-Carbon Economy (UK), and the low-carbon economy quickly caused a global response. After more than 10 years of development, the low-carbon economy has become the consensus of the masses, and each country is also committed to reducing carbon emissions and pursuing green GDP, thus achieving a double harvest of the economy and the environment. This has also been welcomed by the Chinese people, and the Chinese people have gradually realized that it is imperative to develop a low-carbon economy.

The introduction of rural tourism at this moment not only caters to the historical background of the development of low-carbon economy, but also solves the yearning for people's emotional tension due to the acceleration of urbanization development and the desire to experience the simple life in the countryside and the wild. With the rapid arrival of the mass tourism era, people's economic income continues to increase, life pursuits will inevitably change, and people's demand for rural tourism will become more and more prominent. At the same time, rural tourism will also promote the development of rural areas. The local government and farmers are actively promoting. Therefore, rural tourism has achieved a blooming trend in China and has become a new growth point for tourism.

Under these two development trends, low-carbon tourism has become an important part of the low-carbon economy. Low-carbon tourism is to reduce the carbon emissions in tourism and protect the tourism environment by using various low-carbon technologies, low-carbon development models, and low-carbon consumption forms in the process of developing tourism. This is not only conducive to the long-term stable development of tourism, but also conducive to the environmental protection of tourism destinations and the sustainable development of tourism and rural areas.

III. THE STATUS QUO OF RURAL TOURISM DEVELOPMENT IN GUANGDONG

After years of development, rural tourism in Guangdong Province has formed a certain scale, and its development types have undergone varying degrees of change. This has not only promoted the continuous improvement of rural tourism quality in Guangdong Province, although there are still a series of problems, but it is also basically realized. The value and purpose of developing rural tourism in Guangdong Province.

A. Types of Rural Tourism in Guangdong

At present, the forms of rural tourism development in Guangdong Province are mainly based on three types: (a). Agricultural park category; (b). Pastoral scenery; (c). Folk village class.

The development of agricultural parks in Guangdong Province is relatively early, and its content forms are also rich and diverse. It not only has leisure and entertainment bases, but also has high-tech demonstration bases, popular science bases, and

characteristic farm bases. Due to its long history, its development has also accumulated. Rich experience, but there are problems such as redundant construction and insufficient creativity. However, with the development of quality education and people's desire for knowledge, the popular science park's popular science activities will inevitably attract more students and science enthusiasts.

Guangdong's rural scenery rural tourism mainly relies on rural landscapes, attracting consumers who live in the city to experience the scenery and engage in agricultural activities in the countryside. This kind of rural tourism mainly provides tourists with relaxation, breathing fresh air and relieving stress. In the natural environment, most tourists require that they are not commercialized, which leads to inconvenient transportation or poor sanitary conditions. However, this will cause urban groups to drive by themselves and attract more tourists. However, industrial development will inevitably erode this "Xanadu", and the increase in tourists will also bring greater pressure on the environment.

Guangdong Province has a long history of development. Folk villages have begun to appear on a large scale in the Song Dynasty. Lingnan culture has also been well inherited and developed in folk villages in Guangdong Province. Although the age is not as long as the Central Plains culture, but for many The overseas Chinese of Guangdong has also received a lot of attention. In addition, Guangdong Province has strong economic strength and can promote the development of folk villages through economic guidance. Through continuous repairs, it ensures the continuous continuation of such culture. However, due to the fact that traditional culture and ancient buildings have not been preserved in the past, most of the culture and architecture are in a state of continuous depletion. This part of culture and architecture needs to be backed up in the process of developing tourism.

B. The Necessity of Developing Low Carbon Tourism in Guangdong

After years of development, it has been proved that the development of rural tourism is of great significance for solving the problems of agriculture, rural areas and farmers, promoting the construction of new countryside, and planning urban and rural development. However, it still has certain development problems, such as environmental issues and income distribution issues, which restrict the development of rural tourism. As a province with great economic development in China, Guangdong Province needs more carbon support. Therefore, Guangdong Province should accelerate the development of rural tourism, achieve low-carbon tourism, and win green GDP. At the same time, the economic development of Guangdong Province is concentrated in several key coastal cities. The development of coastal cities has reached a certain height, but there is still a large space for development in rural areas, especially in the northern part of Guangdong, where natural resources are abundant. In the process of developing the urban economy, it is necessary to carry out economic feedback on rural areas and realize the all-round development of the province's economy.

C. New rural tourism in Guangdong

a). Simultaneous realization of development speed and scale efficiency

In 2018, Guangdong Tourism Bureau released the "Guangdong Rural Tourism Big Data Analysis Report". The data shows that in the first half of 2018, Guangdong Province received 337 million tourists from rural areas, and the number of tourists received was the first in Guangzhou, reaching 74.73 million times; followed by Dongguan and Huizhou. Through the comprehensive analysis of rural tourism indicators, Guangzhou, Dongguan, Huizhou and other cities have the highest level of rural tourism development. In the first half of 2018, the total income of rural tourism in Guangdong was 190.92 billion yuan, accounting for 30.3% of the total tourism revenue of the province, and the per capita expenditure was 566.53 yuan. The direct contribution of rural tourists is lower than the provincial average, only 17.32%. The characteristics of rural tourism "Wangding is not prosperous" are obvious, and the problem caused by this phenomenon is mainly the "short-term short-distance" of rural tourism in Guangdong.

b). The rural tourism industry system has taken shape

After several years of development, rural tourism in Guangdong Province has formed many characteristic tourist towns, characteristic country hotels, characteristic folk customs, characteristic villages and villages, and characteristic tourist routes. In July 2018, Guangdong issued the "Proposal for Promoting the Development of Global Tourism in Guangdong Province". "Village Tourism" was regarded as the focus of the development of tourism in the whole country. By 2020, the number of rural tourism visitors in Guangdong will reach 520 million, and the total income of rural tourism will be To reach 220 billion yuan, it is necessary to cultivate 400 provincial-level demonstration towns of leisure agriculture and rural tourism (points), 200 A-level tourism characteristic villages, 20 rural tourism creation bases, cultural, experiential and recreational villages. There are more than 90,000 tourism products.

c). The rural tourism market has a broad future development

The development of rural tourism in Guangdong Province is mainly characterized by short-term, short-distance, low-cost, repetitive consumption, etc. It is very suitable for holidays and weekends. Urbanites travel under relatively tight time and space, alleviating the pressure of urban life and returning to nature. Due to the rapid increase of urban population in recent years, the total demand population has also achieved large-scale growth in recent years, so it has also created a broad consumer group for rural tourism. Therefore, the future development space of the rural tourism market is bound to be very broad.

IV. A PROBE INTO THE MODE OF LOW CARBON DEVELOPMENT IN RURAL TOURISM IN GUANGDONG

A. *Establish a core functional area*

a). Leisure function

The leisure function reflects the essence of tourism consumption. For low-carbon rural tourism, the leisure function should be placed at the primary position of the original eco-tourism, thus highlighting the low-carbon nature of leisure tourism. Rural tourism is first reflected in the evaluation of the surrounding environment. Therefore, in the process of appraisal, attention should be paid to the low carbonization of agriculture and the reduction of carbon emissions. If the three-dimensional development can be achieved in the agricultural production process, such as sightseeing and picking, experience and science, these can not only meet the leisure needs of tourists, but also reduce the application of machinery in agriculture and reduce carbon emissions.

b). Experience function

In addition to the need to appreciate the different landscapes of the countryside, tourists also want to experience rural life. Therefore, picking, planting and daily farming will attract tourists' interest. In the process of experiencing these traditional agricultural practices, tourists can experience the original rural life, while increasing the amount of exercise, reducing the workload of farmers and achieving a win-win situation.

c). Protective function

The protection function mainly protects two aspects. First, it protects the rural ecological environment. Low-carbon rural tourism plays a very positive role in promoting the reduction of carbon emissions in tourism. Secondly, it protects the rural environment and not only protects the ecological environment. At the same time, we must fully protect the rural farming and cultural environment and the traditional rural folk environment. Therefore, as a developer of the rural environment, low-carbon rural tourism must undertake its own protective functions, protecting the ecological environment while protecting the human environment.

d). Educational function

The development of rural tourism should be combined with the educational institutions of the city, so as to effectively play the educational function of rural tourism, form educational tourism products through enterprise operation, and let consumers receive relevant rural education in the process of leisure and experience. Especially for students, it is more appropriate to carry out the corresponding cultural science courses.

B. *Implement feedback and compensation mechanisms*

Low-carbon rural tourism mainly involves tourism and agriculture. This requires market support, but also policy, technical support, and funding. Since the construction of low-carbon rural tourism ecological industrialization is a long-term dynamic process, it is necessary to establish a feedback and compensation mechanism.

The construction of feedback mainly comes from two aspects. Firstly, how to construct its function in rural tourism is a long process. It requires the participation of many subjects, and feedback to the builder through the participation of these subjects. Constantly correct and upgrade, and gradually achieve a perfect state. Secondly, the cultural conflicts in rural tourism must also continuously feedback the conflict between rural culture and economy in economic development. This feedback requires the participation and research of more scholars.

The compensation mechanism mainly refers to the need to introduce environmental capacity, sewage capacity, green GDP, ecological compensation and other systems in tourism activities. Through compensation for the environment and the inclination of economic interests to the countryside, we can ensure that rural areas can develop in low-carbon tourism. Achieve a win-win situation between ecology and economy.

C. *Promote integrated development*

China has established a low-carbon development plan based on relevant policies and laws. However, due to insufficient development experience, many regions, including Guangdong Province, still lack compensation mechanisms and carbon trading mechanisms, which cannot ensure that the process of rural tourism low carbonization cannot be exchanged in a timely and effective manner. For economic benefits, therefore, the participation enthusiasm of low-carbon participants must then decline, and their understanding of low-carbon can not be effectively improved. It is still unable to reduce the occurrence of high-carbon emissions, and keep low-carbon on the basis of slogans, such as : "Rice and fish symbiosis" will not be effectively implemented because of low production efficiency. Cultural engulfment may even occur, leading to the development of the original urban-rural integration, becoming a commercial integration development, commercializing the village, which will also lose the intrinsic value of rural tourism. Therefore, in the process of promoting the development of urban and rural integration, we must adhere to the original ecological development, confirm the respective development characteristics of integrated development, and avoid the occurrence of commercialization and cultural devouring.

V. GUANGDONG RURAL TOURISM LOW CARBON DEVELOPMENT STRATEGY

A. *Operating low carbon development measures*

Low-carbon tourism emphasizes the comprehensive low-carbonization of “eat, live, travel, travel, purchase and entertainment” in the whole process of tourism, that is, in the operation process of every low-carbon tourism link, it must be comprehensive. The realization of low carbonization. It includes low carbonization of travel tools. Tourists should also carry all kinds of utensils, avoid the waste caused by disposable utensils, actively build green hotels, and do not provide disposable items for tourists. At the same time, the reception area can also use solar energy, bio-energy and other clean energy, actively build a green business model, and finally realize the green development of the entire industry chain. Tourists can also carry environmentally-friendly baggage during personal travel and use low-carbon tourism in the form of sleeping. At the same time, in the catering process, it is necessary to purchase local seasonal fruits and vegetables, reduce the circulation during the transportation of food materials, and reduce carbon emissions. At the same time, the entire tourism process should also pay attention to garbage delivery, and other details to ensure the overall low carbonization of low-carbon tourism operations.

B. *Enhance the sense of responsibility of participants*

Advocating low-carbon tourism and promoting the long-term development of rural tourism is also a long-term process that requires governments, enterprises, operators and tourists to work together in the development of rural tourism. Its participants mainly need to pay the following responsibilities:

Government: We should actively assume more responsibilities in the construction and promotion of low-carbon rural tourism and create macro conditions that are conducive to the development of low-carbon rural tourism. Actively improve rural infrastructure, co-ordinate the development of low-carbon rural tourism and its planning, and introduce an incentive policy for low-carbon rural tourism development. At the same time, the government should take the leading role, coordinate various departments, and find problems and solve problems at all times in the process of overall development to ensure the excellent development of the low-carbon rural tourism ecological industrial chain.

Enterprises: Tourism enterprises should actively adopt environmental protection measures for energy conservation and emission reduction. In the process of operating low-carbon tourism in rural areas, adopt new technologies, such as using carbon-free and environmentally-friendly energy sources such as wind, solar and water, and carefully set up low-carbon tourism facilities. Good low-carbon work such as garbage sorting and clean-up, ensuring the sustainable development of low-carbon rural tourism.

Operators: Operators of low-carbon rural tourism are important protectors of low-carbon tourism resources. Therefore, they should be regarded as low-carbon key practice targets in low-carbon rural tourism chains. In their daily life, they should adopt renewable resources, establish a civilized living habit, reduce the use of pesticides and fertilizers in agricultural production, and ensure the pollution-free development of agricultural products. Operators of low-carbon rural tourism can only attract more tourists to the countryside to enjoy higher value-added if they protect their homes.

Tourists: Tourists should advocate low-carbon consumption in the process of tourism, and adopt renewable products to cultivate their own green consumption habits, such as living in green hotels, using public transportation, choosing green food, and participating in hiking activities. Etc., we should also consciously protect animal and plant resources, and in shopping, we cannot buy so-called protective “mountain goods” and advocate the unpackaged sales of agricultural products.

C. *Establish a low carbon support development model*

From a technical point of view, we should adopt a method based on local conditions and use high-tech means to build a new system of low-carbon development, fully develop and utilize new energy sources, and carry out the construction of related supporting facilities, such as planting and deep processing, and comprehensively develop. Carbon-free energy, develop corresponding low-carbon tourism projects, realize the growth of agricultural added value, extend the rural industrial chain, and build a low-carbon rural tourism industry model that can be developed cyclically. Although some rural areas have developed a series of recycling business models, such as “avian-bamboo-food”, “rice-fish”, “grape-leisure-picking”, etc., promote the development of rural aquaculture and farmhouse, but the industry The structure still needs to be constantly adjusted to establish a new model for low carbon support development. Only by establishing a low-carbon support model can we achieve a low-carbon development in an all-round way to ensure the sustainability of rural tourism.

VI. SUMMARY

As the main body of low-carbon rural tourism propaganda, the relevant government administrative departments should make full use of their own resources to publicize low-carbon publicity, so that the concept of low-carbon environmental protection is deeply rooted in the hearts of the people. This kind of propaganda can't just stay on the slogan propaganda, but should strengthen the practical education and training for tour guides and rural tourism management, and enrich their ecological knowledge to promote low-carbon behaviors with tour guides and operators as the main body. . On the other hand, it can also carry out various evaluation activities, actively promote rural tourism enterprises and operators to implement low-carbon management, and eliminate high-carbon consumption from the root causes. At the same time, various media, logos, paper brochures and other means should be used to publicize tourists and strive to help tourists develop low-carbon habits in the tourist areas. Let low-carbon behavior become the common value consensus of every citizen, positive self-regulation behavior, and reduce carbon emissions.

ACKNOWLEDGEMENTS

Research Platform and Scientific Research Project of Guangdong Provincial Education Department (2017GWTSCX009), Research Project of National Science and Technology Thought Library of Guangzhou City in 2018 (2018SX009), 2018 Humanities and Social Sciences Research Project of Guangdong Mechanical and Electrical Polytechnic (YJZD2018-02).

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