

# Research on ecological and environmental protection planning based on SWOT analysis

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**Abstract:** in China, the regional government has set up a special department of environmental protection, which is specially established to protect the ecological environment. The environmental management is very important. Aiming at the existing problems, framework problems and poor measures, this paper puts forward relevant suggestions, integrates SWOT analysis into these problems, and discusses some relevant cities as examples. Put the four elements of SWOT into the analysis, put forward suggestions for the development of urban ecological environment protection, use SWOT analysis method to complete the test, and then come to the conclusion that this analysis method is relatively scientific and credible, which can be used in the ecological exchange protection for compilation.

## 1. Introduction

In China, the planning of ecological environment protection is a very important part of the environmental protection in some cities, which can improve the economic development and ecological environment protection of cities. In this paper, the existing problems in cities are put forward, and SWOT analysis method is used to compile the methods of ecological environment protection, which has certain theoretical and practical significance.

## 2. The meaning of SWOT analysis

The so-called SWOT analysis, which is based on the internal and external competitive environment and competitive conditions, is to enumerate the main internal advantages, disadvantages, external opportunities and threats closely related to the research object through the investigation, and arrange them according to the matrix form, and then use the thought of system analysis to match various factors and analyze them, from which a series of factors can be obtained. The corresponding conclusion, which usually has certain decision-making. Using this method, we can make a comprehensive, systematic and accurate research on the situation of the research object, and then make the corresponding development strategy, plan and countermeasures according to the research results. S (strengths) is the advantage, W (weaknesses) is the disadvantage, O (opportunities) is the opportunity, T (threats) is the threat, among which S, W represents the internal factor, O, T represents the external factor. According to the complete concept of enterprise competitive strategy, strategy should be an enterprise "can do" (i.e. the strengths and weaknesses of the organization) and "can do" (i.e. the opportunity of the environment) Will and threat).

## 3. Social and economic development and ecological environment status of developing good cities

### 3.1 Current situation of ecological environment in the region

Some urban areas are located in the center of developed areas, which play the role of industrial bases and population introduction in cities, and have great pressure on population and economic development. In some cities, because they always want to be an ecological power area, the state has promulgated the first demonstration area of ecological civilization, and some cities and towns inside the city are named as ecological towns. In this kind of ecological environment, innovation and

improvement are being carried out continuously, but there are still some regions that have blocked development because of some problems and environment left over before. In terms of land, arable land is slowly decreasing, and construction land is relatively increasing, which causes serious damage to the green ecological environment; in terms of air quality, the problem of pollution is increasing day by day, and PM value is increasing; in terms of available water, the pollution index of available water is also slowly increasing, and the amount of available water is slowly decreasing. Under these severe problems, if they are not controlled, they will be even worse. Apart from these, the environmental pollution in some old industrial areas is also very serious, and industrial wastewater and oil emissions are in a negative growth trend every year [2].

### **3.2 Regional economic and social development**

In recent years, the output value of new energy, new materials and other emerging industries has reached the peak, and the proportion of this output value in the region is very high. From some relevant data, we can see that the regional economic development is very rapid, the investment of various investors in economic development is also gradually increasing, and the industrial structure keeps innovation and improvement every day. The development of these economies has a great impact on the increase of people's economic income, as well as environmental protection. The conflict between regional economic development and environmental protection is increasing sharply every day. In order to solve this problem, Shi Shengli has made a detailed analysis, which is mainly reflected in two aspects [3]. First, the internal transformation needs, in a period of time, in order to follow the two Centennial goals of the country, the region will build China into a beautiful country, which is the key period of the transformation of the regional modernization goals, which is also a very important period of regional civilization construction and in-depth reform; second, the external environment pressure, in the modern society, with the increase of population With the development of economy, the demand for resources and energy is also increasing rapidly. It is very difficult to protect the environment and build a good ecological space. It is very limited to solve these problems through relevant methods. The main energy generally includes coal. Due to the heavy industrial structure, there is no way to fundamentally solve it in a short time. This will make the resource environment and the ecological environment in the city more contradictory. The consumption of resources will always rank above the ecological construction. There are also some problems left in the past, which are also very serious, such as the nonstandard chemical industry zone and the pollution of rivers and rivers. Now the regional cities are facing the rapid development period and the compression period of environmental pollution. The external and internal transformation brings great pressure and very high requirements to the work of environmental protection. If we want to maintain the sustainable development of economy and deal with the ecological environment well, we need to find out the common ground of the two problems and combine them to create a path for common development [4].

## **4. SWOT analysis in regional ecological environment protection**

### **4.1 Operation process of SWOT analysis method**

SWOT analysis method is widely used in some current investigation, data analysis, discussion, expert consultation and other early investigations. It combines the internal factors of some systems with the external conditions, analyzes the advantages, disadvantages, opportunities and challenges of the system, and puts forward some effective suggestions and coping strategies that can be widely used. The steps of applying SWOT analysis method to ecological environment protection are as follows: first, find out the factors that affect the regional ecological environment protection and arrange them according to the severity; then find out the internal factors and external factors; in this environment, cross arrange the found factors to make the SWOT analysis matrix be Build it out, thus forming a corresponding strategy.

## 4.2 SWOT elements of regional ecological environment planning

The corresponding factors can be found by constructing the SWOT analysis matrix. S refers to the competitiveness comparison of ecological environment protection and economic and social development between the target area and other areas, such as ecological environment, industrial structure and environmental protection capacity; W refers to some incomplete factors that are missing in social development, such as the problems left over before; O refers to the advantages for environmental protection caused by external reasons. The reason for the impact; T refers to the adverse impact on environmental protection brought by the external environment. By analyzing the SWOT elements and putting the current situation of regional cities in the micro perspective, it has some advantages. From the macro perspective, it has a very good background of civilization construction, and the government also has a very important purpose for the construction of environmental protection. However, in terms of disadvantages, the problems of environmental pollution have always existed. The problems that existed before have not been solved yet, and the ecological pattern is not reasonable. In terms of challenges, on the one hand, it may cause the deterioration of the ecological environment and the pressure of foreign population. From these aspects, the internal and external problems of the ecological environment have been basically understood, but to solve the problems, we still need to take improvement measures [5].

## 5. Introduce SWOT element analysis and list the planning measures

Based on the introduction and analysis of SWOT elements, we can know that the internal and external two elements are used to establish SWOT matrix, and the measures of environmental protection development can be obtained through the separate combination of four aspects. (1) The strategy of SO integration is to increase the internal advantages through external opportunities, which is the main mode in the regional economic development. The strategy is to combine the regional ecological environment and tourism resources, and then use the support of government funds to build the regional city into a leading area of ecological civilization, as the core; (2) WO integration The strategy of integration is to make use of its own advantages for external defensive challenges, and to make use of the ecological environment and protection capacity of regional cities, for example, to solve the population and environmental problems caused by economic development; (3) the strategy of integration of WO is to fill the gap by using external opportunities for internal disadvantages. Law, we need to make use of the national policy and application power to solve the problems of environmental pollution and history in the region; (4) the strategy of combining WT is to accept the external challenges while the internal disadvantages are reduced. In this case, we can use some regional problems to solve the problems of population growth and economic development environment. The simple analysis of these four methods can be effectively absorbed, and comprehensive protection and development planning suggestions are put forward [6].

## 6. Summary

SWOT analysis is rarely used in eco-environmental planning. In this paper, SWOT analysis is used to analyze the internal and external causes of regional eco-environmental protection and development, and the problems faced by regional cities in terms of environmental protection and development are established into SWOT matrix, which is targeted for the environmental protection and development of regional cities, which is of great significance. Through SWOT analysis, the analysis of environmental protection can be effectively improved.

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