

# The Dilemma and Breakthrough Path of Optimizing the Design of Island Tourism Routes during the Peak Tourism Season

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**Abstract:** Island tourism, due to its unique natural scenery, tranquil atmosphere away from the hustle and bustle, and rich tourism experiences, has become an ideal tourist destination for more and more tourists seeking spiritual relaxation and exploring new and different things. With the continuous heating up of island tourism, island tourism growth has also become a new focus of tourism destination growth and management. However, during the peak tourism season, the planning and design of island tourism routes face many difficulties, such as high tourist flow, uneven resource allocation, and poor connection of scenic spots. These problems directly affect the tourism experience of tourists and the sustainable growth of island tourism industry. Therefore, how to plan island tourism routes reasonably, optimize the tourist experience, and improve the overall competitiveness of island tourism has become an urgent problem to be solved in the current growth of island tourism. This article will start from the current situation of island tourism route planning, analyze the existing difficulties and their causes, and propose corresponding optimization strategies and breakthrough paths, in order to provide useful references for the healthy growth of island tourism industry.

## 1. Introduction

Since ancient times, the Maritime Silk Road has not only promoted economic exchanges between China and countries around the world, but also built bridges for cultural collision and integration [1]. In the current wave of globalization, island tourism, as an important continuation of the Maritime Silk Road, attracts tourists from all over the world with its unique natural scenery, rich marine culture, and unique tourism experience [2]. With the rapid growth of island tourism, the number of island tourists has shown an explosive growth trend, and island tourism has become one of the most outstanding forms of tourism in various countries [3]. However, the rapid growth of island tourism has also brought a series of challenges and problems. In today's rapidly developing society and economy, the growth of island tourism is unstoppable. However, how to protect the ecological environment and cultural heritage of islands while achieving sustainable growth of island tourism has become an urgent issue to be solved [4]. Among them, how to plan island tourism routes reasonably, especially during peak tourism seasons, to ensure that tourists can fully appreciate the island scenery and experience island culture, while avoiding excessive pressure on the island's ecological environment, is an urgent problem that needs to be solved [5].

As an important component of the growth of the marine industry, the scientific evaluation and rational growth of island tourism resources are crucial [6]. Only by conducting a comprehensive and scientific evaluation of island tourism resources can we better protect and develop these valuable resources, laying a solid foundation for the sustainable growth of island tourism industry [7]. In this process, the planning and design of tourist routes are particularly important. A reasonable tourism route can not only enhance the tourism experience of tourists, but also effectively balance the supply and demand relationship of island tourism resources, promoting the healthy growth of island tourism industry [8]. However, the current planning and design of island tourism routes still face many challenges. On the one hand, factors such as uneven distribution of island tourism resources and inconvenient transportation restrict the optimization of tourism routes; On the other hand, the sharp increase in the number of tourists during the peak tourism season also

poses significant challenges to the planning of island tourism routes. How to plan island tourism routes reasonably under limited resource conditions, ensure tourist efficiency and quality, and protect the island's ecological environment has become an urgent problem to be solved in the island tourism industry.

Therefore, this article aims to deeply explore the current situation and challenges of island tourism route planning, analyze the key factors affecting tourism route planning, and propose corresponding optimization strategies and breakthrough paths. Through scientific evaluation of island tourism resources, optimization of tourism route design, and improvement of tourist experience, measures can be taken to promote the healthy growth of island tourism industry, provide tourists with more diverse tourism products and services, and promote the prosperity of island economy and social progress. At the same time, this article will also focus on the sustainability of island tourism routes and propose countermeasures and suggestions to achieve long-term stable growth of island tourism while protecting the island's ecological environment and cultural heritage.

## **2. The Dilemma of Optimizing the Design of Island Tourism Routes**

### **2.1. Transportation and Connection Issues between Scenic Spots**

Islands are often located in more remote areas, and their accessibility is a major obstacle to the growth of tourism in island areas [9]. For tourists, the convenience of transportation and the completeness of infrastructure are very important factors to consider when choosing a tourist destination [10]. Therefore, solving the transportation and connection problems between scenic spots is crucial for the growth of island tourism. Firstly, the convenience of transportation directly affects the travel experience and willingness of tourists. If the transportation in the island area is inconvenient, tourists may encounter many difficulties during the process of traveling to the island, such as unstable flights, few boat schedules, poor road conditions, etc., which will greatly reduce tourists' interest in tourism. Therefore, strengthening the transportation construction in island areas, improving the convenience and stability of transportation, is the key to attracting tourists and promoting the growth of island tourism.

Secondly, the level of infrastructure improvement is also an important factor affecting the growth of island tourism. The infrastructure construction in island areas is relatively lagging behind, such as insufficient or low-quality facilities such as hotels, catering, and entertainment, which will directly affect the tourism experience of tourists. In addition, the connection between scenic spots is also a focus of attention for tourists. If there is a lack of convenient transportation or tools between scenic spots, tourists may feel inconvenient or waste time during the tour. Therefore, strengthening the infrastructure construction in island areas and improving the efficiency of connecting scenic spots are the key to enhancing the competitiveness of island tourism.

### **2.2. High Ecological Pressure**

In the booming growth of island tourism, the ecological environment plays a crucial role. As the cornerstone of sustainable growth in the tourism industry, a good ecological environment not only provides tourists with a pleasant tourism experience, but also guarantees the health and stability of island ecosystems. However, due to the isolation of islands from the mainland and limited geographical area, their ecological environment is more fragile compared to land, thus facing enormous protection pressure. The vulnerability of island ecological environment is mainly reflected in the following aspects (as shown in Figure 1). Firstly, the island ecosystem is relatively single with low species diversity, making it extremely difficult to recover once it is destroyed. Secondly, the island area is limited, and its resource carrying capacity is relatively weak. Overexploitation can easily lead to resource depletion and ecological imbalance.

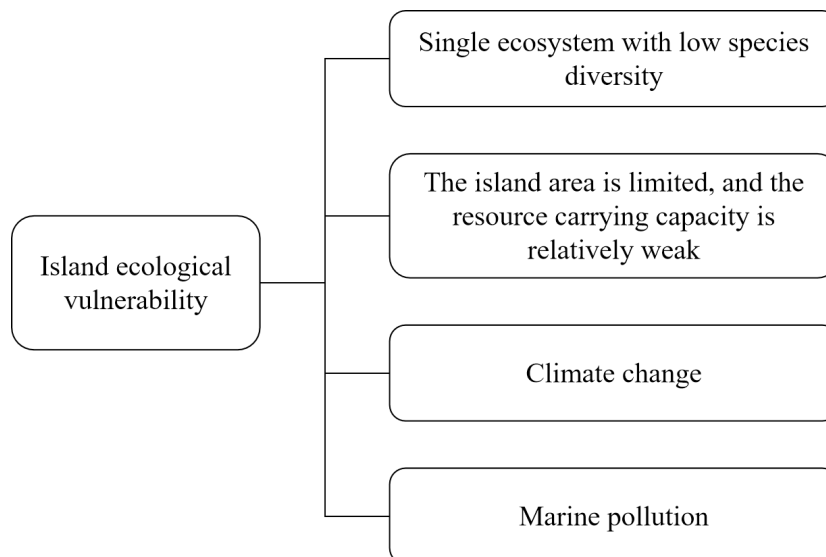


Figure 1 Vulnerability of island ecological environment

In addition, islands also face multiple environmental pressures such as climate change and ocean pollution, which pose a threat to the stability of island ecosystems. In the growth of island tourism, if the relationship between protection and growth is not properly handled, it will cause serious damage to the ecological environment of the island. Habitat fragmentation is one of the common problems in island growth. Overexploitation and unreasonable planning can lead to the fragmentation of island habitats, which in turn affects the survival and reproduction of species. In addition, the garbage pollution and water pollution caused by tourism activities can also have adverse effects on the island ecosystem. The emergence of these ecological and environmental issues will not only lead to a decrease in island biodiversity and damage to ecosystems, but more importantly, it will affect the sustainable growth of the marine economy. The island tourism industry is an important component of the marine economy. If the ecological environment is damaged, it will directly affect the healthy growth of the tourism industry, and thus affect the stable growth of the entire marine economy. Meanwhile, the deterioration of the ecological environment may also damage the country's maritime rights and threaten national defense security.

### 3. Breakthrough Path

#### 3.1. Innovate Transportation Modes and Optimize the Connection between Scenic Spots

In the growth process of island tourism, optimizing transportation modes and connecting scenic spots is crucial for enhancing the tourist experience. Traditional transportation methods may no longer be able to meet the increasingly diverse travel needs of tourists. Therefore, exploring new transportation methods and optimizing the connection between scenic spots has become an important issue in the current growth of island tourism. Water buses, as a new mode of transportation, provide new choices for island tourism. It operates along the coastline or inland waterways using ships as carriers, directly delivering tourists to various scenic spots. This mode of transportation not only has ornamental value, allowing tourists to enjoy the island scenery during navigation, but also can alleviate the pressure of land transportation to a certain extent. At the same time, the operating cost of water buses is relatively low, and their impact on the environment is relatively small, which meets the requirements of sustainable growth of island tourism. Sightseeing helicopters are another refreshing mode of transportation. Through helicopters, tourists can overlook the entire island from a high altitude and enjoy a unique visual experience. This mode of transportation is not only fast and convenient, but also can bring stunning visual effects to tourists, increasing the fun and attractiveness of tourism.

In addition to exploring new modes of transportation, optimizing the connection between scenic spots is also key to enhancing the tourist experience. Designing a reasonable travel sequence and

transportation route can reduce waiting time and transportation costs for tourists, and improve tourism efficiency. This requires full consideration of the characteristics and distribution of each scenic spot, reasonable arrangement of transportation routes and schedules, and ensuring that tourists can smoothly and conveniently visit each scenic spot. In addition, the use of modern technological means, such as intelligent navigation systems and real-time traffic information, can effectively improve the efficiency of connecting scenic spots. The intelligent navigation system can provide personalized travel route recommendations for tourists, helping them better plan their itinerary. Real time traffic information can allow tourists to stay informed about traffic conditions at any time, avoiding congestion and delays.

### 3.2. Strengthen Resource Integration and Sharing

As a comprehensive industry involving multiple aspects, tourism's health and sustainable growth cannot be separated from the comprehensive planning and scientific guidance of government departments. Especially in the special field of island tourism, due to the fragility of the island's ecological environment and the limited resources, it is even more necessary for government departments to carry out meticulous and thoughtful overall planning to ensure that the growth positioning and direction of island tourism are clear and reasonable. When formulating growth plans for island tourism, government departments should adhere to the principles of rational growth and intensive utilization (as shown in Figure 2). This means that in the process of promoting the growth and construction of island tourism, the limited resources of islands and the fragility of the ecological environment should be fully considered to avoid excessive growth and disorderly utilization. Through scientific evaluation of the value and potential of island resources, the formulation of reasonable growth and utilization strategies is ensured, thereby ensuring the sustainable utilization of island resources.

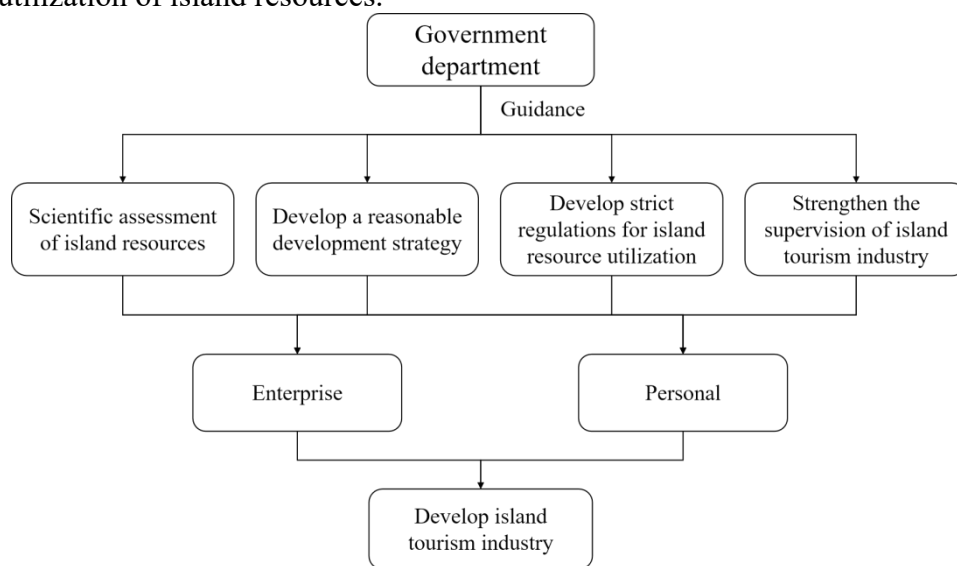


Figure 2 Government guide growth of island resources

Meanwhile, it is crucial to establish a scientific mechanism for resource growth, utilization, and protection. This includes establishing strict regulations and management systems for island resource utilization, clarifying the paid, limited, and orderly nature of resource utilization. In scientifically determining the tourist capacity of tourist areas, government departments should fully consider the carrying capacity of the island's ecological environment, ensuring that tourism infrastructure construction is coordinated with the ecological environment. By reasonably planning the layout and scale of tourism facilities, excessive growth and damage to the ecological environment can be avoided. Strengthening tourism activity management ensures that tourist activities are carried out within an environmentally sustainable range. In addition, government departments should strengthen the supervision and evaluation of island tourism industry. By regularly evaluating the growth status of the island tourism industry and timely identifying and solving existing problems,

and by strengthening regulatory efforts, ensure the effective implementation of various policies and regulations; By promoting industry self-discipline and public participation, a good atmosphere is formed where the whole society pays attention to and supports the growth of island tourism industry.

#### 4. Conclusions

Island tourism management is undoubtedly a highly comprehensive task that encompasses the intersection and collaboration of numerous departments and industries, including tourism, transportation, environmental protection, culture, urban planning, and other fields. In this process, any negligence or omission in any aspect may have a negative impact on the overall tourism experience, and even cause irreversible damage to the island's ecological environment. Therefore, the successful implementation of island tourism management requires the joint support and cooperation of all parties to ensure the healthy growth of island tourism industry. Among them, the optimization of island tourism routes is an important part of tourism management. A reasonable tourism route can not only improve tourist satisfaction and experience quality, but also effectively protect the island's ecological environment and achieve sustainable growth of the tourism industry. When optimizing island tourism routes, multiple factors such as the natural landscape, cultural characteristics, transportation conditions, and tourist needs of the island should be fully considered, and a tourism route that is both in line with the actual situation of the island and meets the needs of tourists should be developed.

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