

# **New Path of Developing Ecotourism to Promote the Construction of Ecological Civilization**

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**Abstract:** Developing ecotourism is an important way to realize the construction of ecological civilization in China. Eco-tourism should conform to the needs of the development of the times and move towards the direction of healthy and sustainable development under the background of the construction of ecological civilization. Based on the analysis of the concepts of eco-tourism and the construction of ecological civilization, this paper outlines the ways of promoting the construction of ecological civilization by eco-tourism, and puts forward that in the process of developing eco-tourism, we should strengthen the protection of eco-cultural resources, rationally develop eco-tourism sites, scientifically plan and strengthen the public participation in eco-tourism, attach importance to ecological education and strengthen the ecological participation and tourism policy support, and improve legal protection and other ways to promote the construction of ecological civilization, in order to achieve sustainable development of ecological civilization.

## **1. Introduction**

With the continuous development of China's economy, the national environment has also been gradually suffered serious damage, our party proposed to strengthen the efforts to protect the environment, ecological civilization construction, in order to realize the "green water is a mountain of gold and silver" concept. The development of eco-tourism can accelerate the pace of our social civilization, strengthen the management of social environment, and contribute to the sustainable development of our country. China should give full play to the advantages of ecotourism and focus on its construction. After the continuous development of eco-tourism, it has already had a complete set of systems, and each country has gradually increased its attention to eco-tourism, which has become a trend of the world's tourism development. The construction of eco-tourism also needs to keep up with the pace of The Times, according to the development of modern science and information technology, vigorously advocate the application of new technology and new technology in eco-tourism. The construction of eco-tourism needs the joint efforts of eco-tourism industry and other industries, giving full play to the key objectives of eco-tourism, considering the protection of ecological environment and carrying out reasonable ecological education. Eco-tourism believes that protection and development are equally important. It is characterized by green environmental protection and low consumption, and can fully meet the basic requirements of ecological civilization construction.

## **2. Connotation of ecological tourism and ecological civilization construction**

### **2.1 The concept of eco-tourism**

Ecotourism was developed in 1983 by h.c. Lascurain, special adviser to the international union for the conservation of nature (IUCN). Ecotourism covers a wide range, so the definition of ecotourism can be divided into a narrow sense and a broad sense. In a narrow sense, eco-tourism is only a type of travel and a kind of original ecological tourism, which mainly refers to the activities of tourists to explore or investigate remote and uninhabited places, mainly including remote mountains, old forests, wasteland, desert and plateau peaks. Broadly argued that ecological tourism is a kind of on the basis of sustainable development, is the bottom line with nature, the relationship

between the coordinator and nature, and in a good ecological civilization system and strong under the basis of the natural environment, to carry out the human and the nature of communication, cultivate people's ecological consciousness and environmental protection consciousness. In a broad sense, eco-tourism emphasizes the communication between human beings and nature without breaking the harmony between human beings and nature, so that human beings can not only relax themselves but also acquire ecological knowledge and strengthen their awareness of environmental protection from the process of eco-tourism.

## **2.2 The concept of ecological civilization construction**

Ecological civilization construction is to promote ecological construction to the height of ecological civilization. First, the main direction of ecological civilization construction should be clarified, and then the construction of ecological civilization should be carried out. The construction of ecological civilization emphasizes the path of sustainable development and lays a solid foundation for the realization of global sustainable development. The construction of ecological civilization guides the way forward for the construction of modern socialism. The construction of ecological civilization is related to the smooth implementation of sustainable development strategy in China and the great dream of rejuvenation of the Chinese nation. The party central committee attaches great importance to the construction of ecological civilization, and has also introduced a series of major measures and arrangements, greatly promoting the construction of ecological civilization.

China's primary energy accounts for less than 10% in the world, so the demand for sustainable use of energy is relatively large. The use of disposable energy is harmful to the earth's environment. The study of sustainable energy is one aspect of sustainable development and also one aspect of ecological civilization construction. Ecotourism is the development of resource utilization in another direction from another aspect. The construction of ecotourism is to create more value without consuming more energy.

## **3. The way for ecotourism to promote the construction of ecological civilization**

Tourism is an important carrier of ecological civilization construction in China. The development of tourism in the new era should take ecological civilization as the main guiding ideology and ecological values as the criterion to promote the deep transformation of development mode.

Ecotourism attaches great importance to people's ecological experience and education in the natural environment, enabling tourists to learn ecological knowledge and form environmental awareness in the process of tourism, so as to eventually achieve the goal of ecological civilization construction.

Ecological tourism construction first needs to ecological tourist destination should have the possibility of construction of ecological civilization, ecological tourism projects often need to select in the natural environment of nature, a lot of times to ecological tourism construction will be the construction of all kinds of human civilization construction, at this time will cause damage to the nature of the original ecological environment. Ecotourism needs the construction of human civilization, but not at the expense of nature. After the site selection of eco-tourism construction is completed, it is necessary to protect the eco-tourism sites, properly carry out the construction of human civilization buildings, and carry out the construction on the basis of not damaging the nature.

When people are engaged in eco-tourism, they are always overwhelmed by the great power of nature. The construction of ecological civilization first requires human beings to have the consciousness of respecting nature and protecting the natural environment. When human beings have the heart to protect nature subjectively, they can be handy in the construction of ecological civilization. Ecotourism has many different ways, different ways of ecotourism can bring people different experience, in ecotourism at the same time, can carry out ecological civilization education for tourists, give them ecological civilization knowledge, strengthen people's understanding of ecological civilization construction. Some signs with eco-tourism slogans can be appropriately set up in various tourist attractions, so that tourists can imperceptibly feel the importance of

eco-tourism and experience eco-tourism in a better way. Most people do not have a comprehensive understanding of ecological civilization construction. Tourists can deepen their understanding of ecological civilization construction through ecological tourism. Therefore, ecological tourism can promote the construction of ecological civilization.

#### **4. New ways of promoting ecological civilization construction by ecotourism**

##### **4.1 Strengthen the protection of ecological and cultural resources in eco-tourism**

The new approach to the construction of eco-tourism can be the development of a new approach based on the site selection of eco-tourism projects. In the development of tourism, eco-tourism should be based on local cultural customs and traditional customs of humanities environment construction, local conditions and customs of each area, there exist certain differences in the construction of ecological civilization can be visited by local residents in the process of investigation, according to the people to understand their own local conditions for construction of ecological tourism. Ancient and famous trees, scenic spots and historic sites, stone carvings at historical sites, tombs of famous people and cultural works remaining in the local areas shall be protected and utilized, and rational development shall be made. At the same time, we should also protect natural resources, do a good job in land space planning, implement the ecological red line system, coordinate the management of mountains, rivers, forests, fields, lakes and grass systems, and try our best to keep them intact. The central idea of ecological civilization construction is sustainable development. In the construction of ecological tourism projects, we should not sacrifice the beautiful environment of nature.

##### **4.2 The rational development of ecological tourism sites and scientific planning**

Coordinating the relationship between man and nature is the natural attribute of ecological civilization construction. The development of modern economic society needs to unify man, society and natural environment to form a harmonious organic unity.

Ecological tourism development mainly rely on the unique natural resources, the development and utilization of the resources, to the harmony of ecological civilization as the main guiding ideology, the full knowledge of tourism resources and environment in the future, to find the most beneficial to tourism project construction and the balance of ecological environment protection, so as to promote the construction of ecological civilization. Ecotourism planning must go "protection, development, development, protection, development of" the good circulation way, at the same time also to fully analyze the trend of the development of travel scenic spot, in the scenic area planning, not only consider the current ecological tourism market needs and the interests of the eyes, more important is to pay attention to the development of ecological tourism in the future long-term, for any destruction of ecological balance to stop in time.

##### **4.3 Strengthen public participation in ecotourism and attach importance to ecological education**

To strengthen the public participation is not only to the public actively involved in the tourism activities, more major is in the planning and ecological civilization tourism related laws and regulations and policy, attaches great importance to the participation of the public, improve the public discourse in the relevant laws and regulations, this can not only better to carry out the basic thought of people-oriented, also have by beneficial to perfecting the relevant laws and regulations and policies, improve the decision-making more scientific, realize the interests of the biggest fair, allow the public to better able to actively participate in tourism development of ecological civilization. Developing ecotourism and realizing sustainable development of tourism can promote the construction of ecological civilization in many aspects. First, local government departments can use various platforms to broadcast advertisements and slogans about ecological civilization construction, so as to improve the public's awareness and understanding of ecological civilization. 2. Proper setting of ecological civilization signs in scenic spots for tourism publicity, inculcation and

publicity of ecological knowledge to tourists, strengthening of public behavior norms, and improving tourists' awareness of ecological civilization tourism. Iii. Strengthen the education on ecological civilization of the public, cultivate tourism professionals with ecological awareness, and better promote the construction of ecological civilization.

#### **4.4 Strengthen policy support for ecotourism and improve legal guarantee**

In the construction of ecological civilization, due to the large number of tourists to participate in the tourism activities, due to some tourists improper tourism mode, will bring a burden to the tourism environment, so it is necessary to improve the ecological civilization policy and relevant legal norms, limit the bad behavior of tourists, guide tourists to protect the ecological environment. Perfect ecological civilization legal system and regulations play an important role in the development of ecological tourism. When making the relevant systems and regulations of the ecological tourism, attach importance to the concept of ecological civilization, tourist ecological civilization system is a set of can guarantee regulation, according to the environmental conditions of different regions and characteristics of a different ecological civilization laws and regulations, improve the ecological civilization to the hierarchy of tourism laws and regulations, promote the construction of ecological civilization.

#### **5. Conclusion**

Ecotourism and ecology are inseparable and inextricably linked. Ecotourism is one of the main carriers to realize the construction of ecological civilization and harmonious development. The construction of ecological civilization must strictly abide by the law of ecological development, not only to achieve the "development in the protection, protection in the development" to obtain certain benefits, but also should optimize the ecological environment, promote the construction of ecological civilization, so that ecological tourism and ecological civilization construction can form a good interaction. In the use of ecological tourism to promote construction of ecological civilization, must strengthen the eco-tourism in the ecological culture resources protection and reasonable development of ecological tourism destination, and scientific planning, strengthening the public participation, ecological tourism attaches great importance to the ecological education and strengthen the ecological tourism policy support, perfect the legal protection, so as to promote the construction of ecological civilization and sustainable development.

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