

# Discussion on the Sustainable Development of Scenic Spots

## DISCUSSION SUR LE DEVELOPPEMENT STABLE DES ENDROITS PITTORESQUES

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**Abstract:** As a theoretical concept, sustainable development contains quite rich connotation, whose ideas have been raised to kind of philosophical level, i.e. the contemporary ethical view. As such, the concept could infiltrate through the human consciousness and ideas, and could instruct people to conduct thinking and activity. Through analysis on the existing problems of the scenic spots, the thesis put forward the idea that scenic spots should insist on taking the road of sustainable development. Besides deeply analyzing the theoretical origin of sustainable development, the thesis also gave the countermeasures on the sustainable development of scenic spots on basis of the theoretical requirements from the sustainable development.

**Key Words:** sustainable development, theoretical basis, development strategy

**Résumé:** Comme un concept théorique, le Développement stable comprend la connotation d'enrichissement stable dont les idées se sont élevées à un niveau philosophique, i.e. vue éthique de la contemporaine. Donc, le concept peut infiltrer à travers la conscience humaine et des idées, et peut instruire les gens à inspirer leurs pensées et activités. A travers l'analyse sur les problèmes existants des endroits pittoresques, la thèse a fait une présentation que des endroits pittoresques doivent insister sur un acheminement du développement stable.

En plus d'une analyse approfondie de l'origine théorique du développement stable, la thèse citait aussi des mesures sur le développement stable des endroits pittoresques sur la base des demandes théoriques du développement stable.

**Mots clés:** développement stable, base théorique, stratégie du développement

### 1. INTRODUCTION

In Chinese theoretical circle, tourist industry has been regarded as the "smoke-free industry", and as the industry of "small investment with quick effect". This kind of theoretical understanding has actually promoted the prevalence of the traditional development idea in the tourist industry, and has directly led to a series of severe real problems happening to the sustainable development of the scenic spots in our country. Through analyzing the existing problems of the scenic spots and the theoretical origin of sustainable development, This paper gives the countermeasures on the sustainable development of scenic spots on basis of the theoretical requirements from the sustainable development.

### 2. BACKGROUND OF PUTTING FORWARD THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN SCENIC SPOTS

With the rapid development of tourism industry, there are a lot of severe problems already happened to the sustainable development of the scenic spots in China.

#### 2.1 The extensive development and the eyeless utilization of scenic spots

When developing scenic spots, many related local government authorities conducted the development very hastily even before they made a deep research and study, the all-around scientific argumentation, assessment and programming. This is particularly true for the development of new scenic spots. The developer

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acted eagerly for quick success and instant benefit. They used to carry out the discovery-style and extensive exploitation blindly without the necessary argumentation and the overall programming.

## **2.2 The environmental ecosystem of scenic spots lost of balance**

The artificialization, commercialization and urbanization of scenic spots have more and more led the places of interest to suffer constructive destruction. Mountains blasting and hills splitting, tree cutting and woods destroying all lead to serious soil erosion; or mountain torrents breaking out, collapse blocking way, vehicle breaking down and people dying; or the prolonged spell of drought and drying up of water source making drinking water rare; even there exist some new buildings, which leads to the out-of-line of nature with place of cultural interest, destroying the integrity and conformity of the landscape.

## **2.3 Serious environmental pollution inside scenic spots**

Due to the large population of our country, booming up of the tourist industry, and lack of programming and management, common Chinese people are weak at their ecological consciousness. So wherever they travel, they leave behind them ecological destruction and environmental pollution. As a result, sewage and rubbish inside scenic spots increase sharply.

## **2.4 Social culture of scenic spots and their surroundings suffers a severe impact.**

Tourist industry is kind of typical cultural economy. It can be concluded that tourist culture is the headspring of sustainable development of traveling. With the constant development of tourist industry, the culture of scenic spots and their surroundings suffers a severe impact. Especially the cultural conflict and the unharmonious construction have greatly hindered the development of many scenic spots.

## **2.5 Problems happening to the H.R. management in scenic spots have greatly affected the sustainable development of scenic spots traveling.**

On management system: the incompleteness of the management system inside scenic spots constitutes the barrier toward the H.R. management. Inharmonious relations exist in the management system of the scenic spots of our country, especially of those surpassing administrative regions, chaos in management becomes clearer. Without system guarantee, it's really difficult for scenic spots to realize their sustainable

development.

On personnel quality: the cultural and professional quality of practitioners needs improving. Neglect on training and fail of actively inviting professional talents on tourism management make the problems unsolved.

On personnel allocation: lack of working staff at busy season, and vice versa at off seasons.

All the above-mentioned are the serious problems on sustainable development of the scenic spots of our country. Besides, a series of other problems like marketing, and relationship between scenic spots and the other principal parts of the tourism benefit have also deeply affected the sustainable development of scenic spots.

## **3. THEORETICAL ORIGIN OF SUSTAINABLE DEVELOPMENT**

The proposal of the sustainable development strategy is based on both the analysis on reality, but on its theoretical foundation. It's the result of human's researches on theories of many aspects, and is also the outcome of new thinking and theory coming up with the scientific and technological development. Based on analysis of the superficial phenomenon related to environmental problems by human being, the sustainable development strategy was advanced with the gradual deepening of the theoretical research.

### **3.1 Ecology theory**

Ecosystem exists and develops at various forms, including diversity of biological species, environment and the interaction between biology and environment. For biological diversity, the balance of ecosystem is specially emphasized.

### **3.2 Dissipation theory and cooperation theory**

Dissipation theory says: ecosystem is an opening system, and is also a self-organizing system far away from thermodynamics equilibrium state. It constantly acquires the needed negative whirlpool from environment by interchange with environment. Through biological motion, it makes use of its producer – green plants to fix solar energy, and it also absorbs energy from the earth surface at the same time. The more complicated the ecosystem is, the larger the energy it stores is.

Cooperation theory conducts the study that while being far away from the equilibrium-state opening system and guaranteeing the material, energy and information exchanges with the outside environment, the system could voluntarily create certain orderly

structure and function. The systematic logic of dissipation structure is always embodied as circulation organization. If the circulation organization malfunctions, deficiency of the system itself will occur. Therefore, these scientific theories instruct human being to carry out all their activities within the permitted scope of the entire ecosystem. Only by abiding by the principle can sustainable development be guaranteed.

### **3.3 Breakthrough of the economics theory**

Two main defects of the traditional economics theory lie on two aspects: inconsideration of the “exterior diseconomy” and the economics target – GNP, which measures the growth of economy, couldn’t really reflect economic welfare. Study on the environmental economics theory gradually clarifies the following aspects relating to the relationship between economic development and environment. Firstly, economic reproduction process takes natural reproduction process as its premise, and secondly, economic reproduction is carried out harmoniously with the natural reproduction. The appearance of circular economic mode radically solved the environmental and sustainable development problems.

### **3.4 Traditional Chinese culture rich in ecological wisdom**

The soul of Chinese traditional culture contains idea of sustainable development. Especially the idea of “man being an integral part of nature”, and the organic natural opinions of “everything on earth being integrative” and “man being harmonious with nature” all embody the sustainable point of view of traditional Chinese culture.

## **4. STRATEGIC CHANGE OF SUSTAINABLE DEVELOPMENT IN SCENIC SPOTS**

We found from the theoretical origin of sustainable development that in order to insist on the idea of sustainable development, the change of opinions becomes a must. These opinions include:

### **4.1 Change of concept of development**

Human’s understanding toward environmental problems tends to be deeper constantly, which is closely related to the development of human society. Only by clearly understanding the relationship between environment and development, can environmental problems be truly solved. The proposal of sustainable development theory is just the result of an earnest reflection upon human’s activity.

### **4.2 Change of values – human is not the only principal part of natural environment**

Environmental problems have caused a series of changes on people’s way of living, values, moral standards and even their manner of conduct. Natural environment is an organism comprising organic circle and inorganic circle. All kinds of living things are just members within natural environment. The environment is commonly owned by all species, and human is therefore not the only principal part of environment. So human being couldn’t decide their acceptance or rejection of nature only based on their own subjective wishes and requirements. For the whole natural environment, it can be concluded that all factors and species are its principal part.

### **4.3 Change of ethical view**

A deeply changed problem caused by environmental problem is the change of ethical view. Ecological ethics is a new ethical view about sustainable development. The new ethical view requires us to firmly stick to the ideas of equality, mutual love, protection of mutual benefits, fair treatment to each tourist and etc.

### **4.4 Change of technical view**

Both the occurrence of environmental problems and the sustainable development strategy proposed by human being are based on reliance and trust of the scientific and technological development prospect. To make sure that the common development of science & technology and the ecology goes harmoniously, acceleration of science and technology toward ecologicalization is the key to solve the problems.

## **5. CONCRETE MEASURES TO REALIZE THE SUSTAINABLE DEVELOPMENT STRATEGY IN SCENIC SPOTS**

### **5.1 To strengthen management on environmental protection of scenic spots.**

Whether or not the environment can be well protected is rather crucial for the future of scenic spots. For management of the scenic spots, a careful dealing with the contradiction between protection and development needs to be considered. Especially for the scenic spots with natural scenery and cultural historic sites as key parts, an all-around management on opinions, managerial methods, quality of the administrative personnel and legal system needs improving. Careful dealing with the contradiction between protection and development is demanded, thus making sure of the sustainable development of scenic spots.

### **5.2 To strengthen the H.R. management of scenic spots**

Problem of human is the most radical problem. If the enthusiasm of human fails to be mobilized, environmental protection of scenic spots were just empty words, even the good facilities wouldn't help. Scientific and reasonable arrangement of personnel and their potential tapping is of great significance to the sustainable development of scenic spots.

### **5.3 To strictly control the capacity of scenic spots**

Harm of saturation and over loading of scenic spots must be clearly realized. Tourist flow volume of the scenic spots should be noticed momentarily. Pay attention to any condition possible to cause saturation and over loading, and try certain methods to restrict amount of tourists to reasonable scope.

### **5.4 To strengthen sales promotion, and improve fame of scenic spots**

Sales promotion of scenic spots refers to illustrating the content and value of the products and service of scenic spots to potential tourists. It helps to establish the cognition of potential tourists on the image of scenic spots on basis of their understanding of the said products and service. Product sales promotion of scenic spots should be featured by stressed product characteristics, strengthened competitive advantages, and established brand priority to stimulate tourism, thus also lead to tourist consumption.

### **5.5 To gain crisis consciousness, and strengthen crisis management of scenic spots**

Crisis management consciousness is an important symbol for modern business administration toward maturity. Development crisis of scenic spots may be caused by the occurrence of serious safety accident, or by the major environment outside the scenic spots. To set up a crisis early-warning system may very well cope with the problems happening inside the scenic spots.

### **5.6 To correctly deal with relationship with the local inhabitants**

According to the sustainable development idea of tourism, allocation of tourist income should show its fairness. Local inhabitants of scenic spots should also acquire their reasonable benefits from the development. Culture is the source of sustainable development of tourism. Let alone the cultural atmosphere brought by the interior natural scenery and the place of cultural interest, the complete cultural atmosphere of the scenic spot itself and its surroundings strongly attracts the large number of tourists, especially abroad visitors. Local customs usually leave much deeper impression to people. And the maintenance of local conditions and customs is closely linked to local inhabitants. With the improvement of cultural taste of tourists, mobilization of the positivity of local inhabitants and forming of the big-traveling concept become the necessary requirements from the sustainable development of scenic spots.

### **5.7 Development of tourist industry should insist on taking the road of circular economic development**

No matter for tourism development or for process of design and operation, insisting on taking the road of circular economy must be strengthened. To reasonably organize the tourist industry, well develop the industry, and care for environmental protection, thus to discover a new way of tourist economy's development.

## **6. CONCLUSION**

Due to a series of severe real problems happening to the sustainable development of the scenic spots in our country, the concept and theory of Sustainable Development of Scenic Spots should be deeply analyzed. Additionally, through applying useful strategies or measures such as strengthening management on environmental protection of scenic spots; strictly controlling the capacity of scenic spots; strengthening sales promotion, and improving fame of scenic spots, etc, the idea of sustainable development of scenic spots can be truly realized in the future.

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