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Research on the Construction Mode of Guangxi Ecological Civilization Driven by Ecotourism

LIU hong mei¹, CHENG dao pin²

¹ Guilin University of Technology, Guilin 541006.

² Guilin Tourism University, Guilin 541006.

Abstract: Ecotourism is considered to be highly coupled with the construction of ecological civilization and is the main effective way to realize the construction of ecological civilization. Many ethnic areas in China are suitable to develop eco-tourism based on their unique and enriched ecological resources, and exert their strong linkages to further promote the consolidation of ecological civilization features in ethnic areas. Taking Guangxi as an example, by selecting and analyzing its typical representative eco-tourism counties, this paper summarizes five eco-tourism-driven ecological civilization characteristic construction models, it provides theoretical inspiration and practical demonstration for the exploration of ecological civilization characteristic construction mode in other ethnic areas with ecological resources advantage.

1. Introduction

Faced with the shortage of resources, environmental pollution and ecological degradation, the 17th CPC National Congress proposed for the first time to build an ecological civilization and raise the ecological construction to the height of civilization; In the report of the 18th CPC National Congress, "vigorously promoting the construction of ecological civilization" was regarded as an important strategic decision; The report of the 19th CPC National Congress clearly identified the construction of ecological civilization as the "millennial plan" for the sustainable development of the Chinese nation and listed it as an indispensable and important part of the goal of building a beautiful China, and the eco-tourism that emerged in China in the 1990s has a highly uniform fit from both the theoretical system and the practical exploration to the concept and practice of ecological civilization construction. This paper takes several ecotourism counties with typical representativeness in Guangxi as the research object, analyzes the characteristics of county ecotourism resources and the development status of ecotourism, and explores the diversified ecotourism-driven national ecological ecological characteristics construction modes, which has important guiding significance for the exploration of many regional ecological civilization characteristic construction ways and models with different levels of economic development and different resources in China.

2. Literature review

Ecological civilization is a new type of human civilization which is more advanced and advanced than industrial civilization in the rational reflection of the drawbacks of traditional industrial development models and ecological crisis. Through the analysis of domestic and foreign literatures, the American ecological civilization expert Roy S. Morrison first proposed the concept of ecological civilization [1]. Then other western scholars put forward many similar concepts, such as "Ecological rationality", "Ecological priority", "Eco-autonomy", "Ecological State" etc. [2-3]; Some scholars also interpret the theory, implementation path and development model of ecological civilization construction from the



perspectives of ecological modernization theory and sustainable development theory^[4-5]. After the 17th CPC National Congress, ecological civilization has become a research hotspot of many scholars in different disciplines in China. Its research content mainly includes the following aspects: 1 Interpretation of the concept and connotation of ecological civilization from different perspectives, such as the stage of human civilization development, the forms of expression of social civilization and economics, etc^[6-8]; 2 Studying the mode and path of ecological civilization construction from different levels such as circular economy, low carbon green development and sustainable development^[9-11]; 3 using system analysis methods and construction Relevant models to study the evaluation index system of ecological civilization construction in different regions^[12-14]; 4 research on ecological crisis and related social system^[15-16]; 5 Study on the Coupling and Coordination between Tourism and Ecological Civilization, etc^[17-18]. Taking eco-tourism as the starting point, this paper deeply explores the construction mode of ecological civilization driven by Guangxi eco-tourism, promotes the construction of Guangxi, and revitalizes its dreams.

3. Characteristics of typical ecotourism counties in Guangxi

Eco-tourism is a kind of tourism development model with the aim of forming a harmonious and coordinated development of tourism, social economy, resources and environment, and is considered by many scholars to be highly unified with the construction of ecological civilization. For example, Yu Dajin, Huang Jielong and others explored the inherent logical relationship between ecotourism and ecological civilization from the perspective of regional sustainable development and coupling and coordination^[17,19]. These existing studies have fully affirmed that the development of ecotourism is the main effective way to promote the construction of ecological civilization. Therefore, this paper focuses on five typical ecotourism counties in Guangxi, and analyzes the characteristics of tourism resources and the status quo of ecotourism development, as shown in Table 1. In-depth analysis shows that Most of these counties have the advantage of developing heterogeneous resources for developing ecotourism, so that it can explore the eco-tourism-driven ecological civilization characteristic construction mode dominated by different characteristic resources.

Table 1. Resource characteristics and present situation of tourism development in typical eco-tourism counties of Guangxi.

name	Tourism resource characteristics	Present situation of Eco-tourism Development
Gongcheng Yao Autonomous County	Mainly based on ecological agriculture, rich in fruit and fruit resources, featuring fruit, vegetable, ornamental, picking and eating, such as Gongchengyue persimmon, citrus, etc.	Gongcheng County received 3.4374 million visitors in 2018, with annual tourism revenue of 4.186 billion yuan, up 32 percent and 47 percent year-on-year.
Bama Yao Autonomous County	the natural oxygen bar, longevity resources such as longevity water, ethnic medicine and green longevity food, etc, to create a longevity health international tourist area.	In 2018, the total number of tourists received by the county reached 6,758,500, and the total tourism consumption was 6.496 billion yuan, up 24.2 percent and 36.53 percent respectively.
Autonomous County of Longsheng	It is located in a subtropical monsoon climate zone with abundant forest resources and numerous forest landscapes; "Globally Important Agricultural Cultural Heritage" Longji Rice Terraces.	In 2018, the number of tourists received was 8,737,600, and tourism consumption reached 8.738 billion yuan, up 4 percent and 5 percent respectively.
Huanjiang Maonan Autonomous County	The only ancient Maonan Autonomous County in China, the original ecological culture of the Maonan nationality is well preserved, such as the Maonan Dragon Festival, Nuo culture; the "World Natural Heritage" Huanjiang karst.	The total number of tourists receiving tourism in the whole year was 1.516 million, and the total tourism consumption was 1.629 billion yuan, up 36.7 percent and 39.41 percent respectively.

Rongshui Miao Autonomous County	It is rich in Miao Zhuang Yao ethnic minority villages, cultural relics, wild precious plants, country food and other resources.	In 2018, the county received 6.76 million tourists, achieving a total tourism revenue of 7.6 billion yuan, up 35 percent and 46 percent respectively.
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4. Research on the Construction Mode of Guangxi Ecological Civilization Driven by Ecotourism

4.1. *Eco-agriculture tourism-driven*

The ecological agriculture tourism-driven ecological civilization characteristic construction model relies on ecological agriculture as the resource base, develops ecological agriculture tourism as the core hub, builds a sound ecological economic system, adjusts the industrial structure, and improves the ecological environment and residents' lives, and further promote the construction of local ecological civilization.

Guangxi Gongcheng Yao Autonomous County is dominated by mountains and hills, From the economic model of “culture + biogas + planting” in the 1980s, it was transformed into a five-in-one development model of circular low-carbon green modern ecological agriculture with “culture + biogas + planting + processing + tourism”, large-scale fruit-fruit planting, ecological processing and ecological agriculture landscape construction greatly promote the development of eco-agricultural tourism, promote the ecological economic growth of Gongcheng County and the extension and optimization of the ecological industrial chain, and increase the economic income of residents; The popularization of scientific and technological knowledge of eco-agriculture and eco-tourism management, management and service to promote the construction of eco-culture; The policy support for the development of eco-industry and ecotourism in Gongcheng County's 12th five-year Plan and 13th five-year Plan has promoted the construction of ecological system civilization in Gongcheng County; with the promotion of eco-tourism and the positive response to the creation of “beautiful Guangxi, clean countryside”, the ecological environment quality in Gongcheng County has been greatly improved and promoted the construction of its ecological environment. It has received many honorary titles such as "The National Advanced County of Eco-agriculture Construction", "China's UN-Habitat Environment and Environment Award", "livable county of china" and so on.

4.2. *Longevity Health Tourism Driven*

Longevity health tourism-driven ecological civilization characteristic construction model relies on longevity resources to create a characteristic tourism industry chain with “longevity and leisure health care” as the core, and promotes longevity health food planting and processing, health care health care, longevity health culture and fitness industry. The chain-type development of a series of eco-industrial agriculture forms a green cycle ecological economic operation mode of industrial ecological development, which provides a strong driving force for the construction of ecological civilization.

Bama County, Guangxi, which is known as the “hometown of world longevity”, has longevity resources such as longevity water, high-quality negative ions, national medicine, longevity culture, etc, attracting many “migrant birds” to seek the secret of growing up, Bama longevity health tourism has risen rapidly. The government is striving to plan and develop tourism products with the theme of longevity and health preservation, supplemented by the concept of longevity and health, transforming the traditional industrial and agricultural development mode, actively promoting the ecological development of Bama agriculture and industry, and developing green organic farming such as longevity fruits and vegetables, promote the construction of a longevity food production and processing base, and foster an ecological longevity and production system with distinctive characteristics. In order to purify the health care environment, we will innovate and promote the evaluation and supervision system for government assessment and environmental assessment, and carry out voluntary tree planting activities for the whole county to promote urban and rural life. Comprehensive improvement of garbage and sewage to create a green ecological Bama.

4.3. Forest Ecotourism Driven

The forest ecological tourism-driven ecological civilization characteristic construction model takes the forest resource chain as the core, and builds a characteristic tourism industry with the theme of forest tourism, forest holiday recreation and “forest family”, and encourage local residents to actively develop the under-forest economy to promote the development of local ecological economy. At the same time, the development of forest ecotourism and the excellent ecological environment are inseparable from the protection of the original ecological environment and the quaint human environment by the local government, residents and tourists, it promotes the improvement of the ecological system and the enhancement of people's awareness of eco-environment.

Longsheng County of Guangxi is a typical mountainous poverty-stricken county located in the border of Xianggui, but it is rich in forest resources. Longsheng has always carried out all-round construction of ecological civilization in every aspect of economic and social development, insisting on tourism as its core pillar industry, making full use of its own forestry resources and national forestry and poverty alleviation subsidies, and improving relevant forestry protection and ecology and Planning to transform the forest landscape, encourage local residents to develop under-forest planting, aquaculture and plant product production and processing industries to promote forest eco-tourism services, and promote the ecological transformation of the “forestry + tourism” model to traditional economic development modes;The cooperation of scientific research institutions is conducive to improving residents' forestry knowledge,enhancing environmental awareness, and promoting ecological civilization construction to become the county consensus and conscious action. At present, with the steady advancement of the ecological civilization construction in Longsheng County, the construction of the ecological system has gradually become effective, and the happiness index of residents has increased year by year.

4.4. Original Eco-Cultural Tourism Driven

The original ecological culture tourism-driven ecological civilization characteristic construction mode takes the well-preserved original ecological culture as the core resource, and creates the characteristic tourism industry with the theme of exploring the original ecological culture and folk customs experience.The development model of “ecology + culture + tourism” will drive the development of ecological industry,cultural industry,tourism industry and other related industries,promote the ecological transformation of industrial structure and the optimization of ecological economic system.

Located in the edge of the Yunnan-Guizhou Plateau, Huanjiang County is a unique ancient Maonan-inhabited county in China.Huanjiang County will make full use of it as a national key ecological function zone to promote ecological civilization construction,and always adhere to the development strategy of “tourism and prosperity county”, based on the long and colorful Maonan culture,combined with its ecological advantages, we will strive to create ecologically livable culturally and international regional tourist destinations. Its mysterious and colorful and yet fully developed Maonan culture, such as the Maonan Dragon Festival and the Nuo Culture and so on, attract tourists from all over the world, together with the World Natural Heritage Karst's good ecological resources have greatly promoted the development of the original eco-cultural tourism in Huanjiang County; Governments at all levels have actively created a macro-micro environment conducive to the development of eco-tourism,fully developed the ecological industries, actively organize various ecological characteristic cultural festivals, it not only promotes the transformation of cultural advantages and ecological advantages to economic advantages, but also helps to protect the ecological environment and inherit the excellent traditional culture, so as to promotes the indicators of its ecological civilization construction to gradually standardize.

4.5. Rural Ecotourism Driven

The rural eco-tourism-driven ecological civilization characteristic construction mode creates rural eco-tourism with the theme of the original rural pastoral style, take a rural tourism to promote the ecological coordination of urban development, accelerate the balanced development of urban and rural

integration, gradually narrow the income gap between urban and rural residents, and optimize the urban and rural ecological environment.

Rongshui Miao Autonomous County is a minority ethnic minority county in the northwest of Guangxi, which is mainly composed of Miao nationality. As a national key ecological function zone, Rongshui County Government launched the "Beautiful Rongshui and Ecological Village" activity, which has always adhered to the development of ecological economy as a paving way for ecological civilization construction, and has given priority to the development of rural eco-tourism, digging deep into the natural scenery of mountains and rivers, traditional village folk culture and characteristic industries, organically combining ecological villages, ethnic minority villages and rural tourism; for this reason, government have actively improved the public infrastructure construction, and vigorously promoted the construction of the project of returning farmland to forestry, and fully promoted the development of related industries such as eco-agriculture and flowers integrating sightseeing, leisure and experience. Planting in the tea garden, creating a large number of traditional ethnic culture exhibition experience venues, greatly enriching the connotation of rural eco-tourism. Rongshui County promotes urban development by rural eco-tourism and promotes the transformation of urban and rural appearance. Its ecological civilization construction has achieved remarkable results, it has won the titles of "Autonomous region Sanitary City", "2017 Top 100 Deep breathing small cities", etc.

5. Conclusions and recommendations

The mode of ecological civilization construction is not a single one, but a multi-modal diversified integration development optimization. The characteristic model explored in this paper is only an overview of the ecological tourism-driven ecological civilization construction mode in the typical ecological county of Guangxi, a great experiment to realize the ecological civilization construction of ethnic areas, and enrich the content of regional ecological civilization construction in China.

We will continue to promote the eco-tourism-driven construction of ecological civilization in Guangxi. First, we should advance all factors in all directions, governments at all levels and relevant departments must resolutely set off the political responsibility for ecological civilization construction, and vigorously develop ecological industries, especially eco-tourism, maximize the driving role of eco-tourism to the construction of ecological civilization. Second, give play to regional advantages and create a characteristic construction model. We can fully exploit the advantages of the region's characteristic resources, especially the green water and green mountains in the region, and create a sustainable ecological civilization construction path model suitable for the actual situation of each region. Finally, we should strengthen the propaganda and education of ecological civilization and the promotion of ecological culture, standardize and guide the ecological behavior of the government, enterprises, local residents and tourists, and enhance ecological awareness. Relying on efforts to make bigger and stronger and better eco-tourism, create a good ecological environment for the people, and build a magnificent Guangxi with beautiful scenery and ecological beauty.

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