

# Study on Coordinated Development of Ecological Civilization Construction and Rural Tourism

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## Abstract

**There are differences between the ecological civilization construction and rural tourism on the theoretical basis. Although there are contradictions between the two, they are closely related and play a complementary role. They should be integrated and developed to play a greater role. In view of this, this paper started from the theoretical basis of them, through the analysis of the relationship and contradiction so as to discuss the integration development model for reference.**

## Keywords

**The Coordinated Development; Ecological Civilization Construction; Rural Tourism.**

## 1. Introduction

The 19th CPC National Congress raised the construction of ecological civilization to the national level, and made the construction of "beautiful China" an important goal of national construction for the first time. As a big agricultural country, the construction of "beautiful countryside" will be an important part of it. Among them, the construction of ecological civilization is the foundation of the construction of beautiful countryside. The construction of beautiful countryside takes rural tourism as the main development mode. Therefore, there is an inseparable relationship between the construction of ecological civilization and the development of rural tourism. The construction of ecological civilization is not only the foundation of the construction of beautiful countryside, but also the foundation and guarantee of rural tourism development. The development of rural tourism promotes the construction of ecological civilization. The integration and development of the two jointly promote the construction of beautiful countryside and beautiful China.

## 2. Theoretical Basis of Ecological Civilization Construction and Rural Tourism

### 2.1. Theory of Sustainable Development

Both the construction of ecological civilization and the development of rural tourism include sustainable development, that is, the sustainable development of economy and ecology. Therefore, the theory of sustainable development is the most basic theory of both. Economic development is the fundamental guarantee and provides the basic conditions for ecological sustainable development. Only economic sustainable development can continuously narrow the gap between urban and rural areas. Ecological sustainable development means rational and effective use of natural resources, emphasizing the coordination between economic development forms such as tourism development and natural carrying capacity. Ecological sustainable development is the foundation of all development. The sustainable development of economy and society cannot do without it. The ultimate goal of sustainable development is to

satisfy the sustainable development of the whole society. Social stability is the comprehensive embodiment of sustainable development. Sustainable development theory is an organic whole system, ecological sustainable development is the foundation, economic sustainable development is the condition, social sustainable development is the ultimate goal. The three elements need to work together to achieve the overall development of human beings [1].

## **2.2. Ecological Theory**

The construction of ecological civilization takes the protection of ecological environment as its own responsibility, while rural tourism needs to respect nature and make reasonable use of natural resources in order to develop nature in the long run. Therefore, ecological theory is the basic principle to be followed for their development. The development of rural tourism should be guided by this. The theory of ecology includes the principle of things and things mutually complementing each other, the principle of ecological environment compensation, the principle of ecological balance and the principle of ecological niche. These principles hold that there is an intricate relationship between things, and tourism development takes the responsibility of minimizing damage to the natural ecological environment. While changing the original utilization of natural resources to improve the income of rural residents, it should be based on a perfect compensation mechanism, which can provide enough funds to solve the conflicts of interests of all parties. In the development process of rural tourism should also give full consideration to the function and feature of tourism area, according to the local can be used for tourism development of natural and human resources, hardware facilities, a comprehensive evaluation to tourist area of the impact on the natural environment control in a reasonable range, realize the ecological civilization construction and the sustained and healthy development of rural tourism, keep the ecological balance, Finally realize the harmonious development between man and nature.

## **2.3. Stakeholder Theory**

The basic viewpoint of stakeholder theory is that creating wealth is the goal of enterprise development. For the construction of ecological civilization and the development of rural tourism, rural tourism has become an effective means of rural revitalization and poverty alleviation in underdeveloped areas, and government and community participation is an important approach. There are many departments and industries involved in the tourism industry, which are highly dispersed and complex, with different development goals and interests. Based on this, the successful integration of various forces and resources will be more conducive to the coordinated development of rural tourism and ecological civilization construction. section must be in one column.

# **3. The Interactive Relationship between Ecological Civilization Construction and Rural Tourism**

## **3.1. Rural Tourism Promotes the Construction of Ecological Civilization**

Rural tourism is not only a green industry but also a cultural industry, as well as an effective measure of rural revitalization. It can also promote economic development while realizing green development and flourishing culture in rural areas. From the theoretical basis of ecological civilization construction, it emphasizes that people should have a good sense of environmental protection while developing new natural ecology. To enhance the protection of China's natural ecological environment efforts. The construction of ecological civilization is the foundation and guarantee of rural tourism, which helps to improve and optimize the traditional rural economy and make it onto the road of green and sustainable development. The development of rural tourism contributes to the construction of ecological civilization. Rural tourism effectively combines natural and cultural resources, which can not only promote the

development of local agriculture but also enhance the popularity of rural areas. Scientific and reasonable rural tourism planning can effectively protect the environment and save resources, so as to effectively promote the construction of ecological civilization. Rural tourism system covers many ecological elements provided by nature. These inorganic environment and organic life is the result of the interaction between man and nature, and is an important part of the rural tourism ecosystem. The countryside is great and beautiful, not only providing us with the food we need to live but also providing us with the natural environment to relax.

Rural tourism from the original only confined to the farm or pasture to rural areas can meet the diverse needs of urban tourists and can drive the economy of rural tourism activities are called rural tourism. Rural tourism can be roughly divided into agricultural landscape type, characteristic folk custom type, characteristic rural settlement (architecture) type, and relying on landscape type. With the economic development, people's living standards are improving day by day, rural tourism is in full swing. Academic circles are also increasingly studying this topic. From the initial conceptual problems to now, the tourism mechanism, tourist behavior and other deep-seated aspects. With the development of The Times, more and more attention has been paid to ecological protection and restoration in rural areas, and many key projects have been established nationwide with continuous financial input. In this process, there is still the problem of pursuing economic benefits too much, and rural tourism has become a destroyer of ecological resources in the process of development. Therefore, it is imperative to find a win-win way to protect the ecological environment and obtain economic benefits for rural areas.

### **3.2. Ecological Civilization Construction Lays the Foundation for Rural Tourism**

The construction of ecological civilization is based on the harmonious and sustainable development between man and nature, man and man, and man and society. It takes equity, commonality and sustainability as its basic principles, equitably distributes resources and the environment, and adheres to the development principle of not harming the interests of future generations. Ecosystem is an open whole, which contains many subsystems with diversity. If this complex system needs to maintain balance, it needs to exchange material and ability with the outside world to maintain balance and function properly. At the same time, ecological elements are also important tourist attractions, and they have certain service functions, such as regulation service, cultural service and supply service. The main task of the construction of ecological civilization is to realize the "beautiful country" construction, in solving the problem of environmental protection and economic development in rural areas is a system engineering, need comprehensive plan as a whole, considering, not only for economic benefits, also needs to improve rural living conditions and environmental protection, at the same time in the development of modern retain vanishing village culture. According to the construction standard of beautiful countryside, the village construction should be planned scientifically, and the rural tourism should play the dual role of environmental protection and economic development. In the process of their integrated development, ecological civilization construction should be placed at the core, leading the overall operation of rural tourism. The development of rural tourism belongs to one of the specific tasks of ecological civilization construction. While promoting better development of ecological civilization construction, we should constantly improve ourselves.

As we all know, China's rural areas are vast, and income increase and development are the top priorities. Under the current international situation, if the rural development relies too much on agriculture, it will inevitably lead to a variety of environmental problems. Diversification of farmers' income is the fundamental solution to the contradiction. Rural tourism is a way of urban population flowing to the countryside, which will cause social, economic and ecological changes. Therefore, the proper development of rural tourism can not only alleviate the contradiction between rural people and land, but also contribute to the diversified

development of local economy. Let the two play a synergistic role in development, ultimately shared win-win.

#### **4. Contradiction Analysis of Ecological Civilization Construction and Coordinated Development of Rural Tourism**

In practice, there are contradictions between rural tourism and ecological civilization construction due to their different emphasis and nature. Rural tourism pays more attention to economic benefits, focusing on a market behavior for the purpose of economic development. Rural tourism is based on the unique tourism resources of the countryside to meet the desire of city tourists to return to their hometown. Rural tourism is facing many problems while creating economic benefits. For example, operators lack an overall view, eager for quick success and instant profits, resulting in too much concern about economic benefits and destruction of natural ecology. The purpose of ecological civilization construction is to build a harmonious society, focusing on a kind of public welfare behavior. However, we should not overemphasize the protection of ecological environment while ignoring the value of developing rural tourism appropriately.

Region-wide tourism provides an opportunity for the integrated development of the two. It is a kind of tourism that integrates other industries into it and promotes the harmonious development of the society. In order to promote the sustainable development of rural tourism, effectively solve the contradiction between the two, promote the development of both can get a virtuous cycle.

#### **5. Coordinated Development Path of Ecological Civilization Construction and Rural Tourism**

##### **5.1. Rural Tourism is Developing Towards Ecological Development**

If rural tourism wants to get better development, it must pay attention to the ecological environment protection in the region. In order to achieve better integrated development of the two, ecological development of rural tourism is the best choice. This way of rural tourism mainly focuses on ecological environment protection, which can better serve the urban tourists with homesickness, so that tourists can more truly experience the original ecological countryside and feel the rural atmosphere more deeply. At the same time to strengthen the construction of hardware facilities, such as ecological tourism landscape elements in the area under its jurisdiction, optimization, scientific planning and rural infrastructure construction, and have the ability to provide clean, comfortable accommodation environment and characteristics of organic agricultural products and unique characteristics souvenirs with local specialties, reasonable planning tour route, make sure that visitors in-depth, experience the present moment, and a series of measures, A new type of rural tourism with equal emphasis on ecological agriculture and ecological protection emerged at the historic moment. The ecological development of rural tourism emphasizes the rational utilization and protection of ecological environment resources, strengthens the guidance of civilized behavior of tourists in the process of tourism development, and reduces the damage to the environment. To monitor the environmental carrying capacity and the number of tourists, so as to avoid the environment can not bear the occurrence of the situation. The ecological development of rural tourism towns can better advance to the road of sustainable development, and contribute to the integration of the two lick blocks.

## 5.2. Ecological Construction should be Tourism Oriented

The development of rural ecology to tourism can be divided into ecological protection tourism and ecological repair tourism. Ecological protection tourism is mainly to protect the original rural living space and production space. In terms of protecting the living space, it is mainly to maintain the original rural life and keep pace with The Times, and enhance its leisure and modernity in function. Effectively integrate the construction of ecological civilization and rural tourism, so that they can develop simultaneously and sustainably. In terms of the protection of production space, it is mainly to make rational use of rural resources and landscape production space tourism resources such as rural areas, so as to enrich the tourism content of tourists and enhance their participation and experience. Ecological restoration tourism is mainly through the treatment and repair of rural ecological problems, such as soil erosion, over-harvesting of mineral resources and other rehabilitation problems. In order to combine with rural tourism, so as to realize the coordinated development of ecological civilization construction and rural tourism.

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