

# Research on the Tourism Management and Development Mode Based on Low-Carbon Concept

Wenjing Guo<sup>1</sup>

1Qinhuangdao Branch of Northeast Petroleum University, Qinhuangdao, China

Correspondence: Wenjing Guo, Department of Tourism, Qinhuangdao Branch of Northeast Petroleum University, 550, West Hebei Street, Haigang District, Qinhuangdao 066004, Hebei, China, E-mail: 867108548@qq.com

Received: April 24, 2014 Accepted: May 19, 2014 Online Published: May 28, 2014

doi:10.5539/jpl.v7n2p157

URL: <http://dx.doi.org/10.5539/jpl.v7n2p157>

## Abstract

Low-carbon tourism is a new way of development, which is raised on the basis of handling with climate change and energy crisis. With the new guiding concept of low-carbon, traditional tourism has changed dramatically in its direction and consuming way. Aiming to apply the theory to practice, this paper illustrates the origin, concept and development mode of low-carbon tourism, the principles of the tourism and its important elements. The tourism has become a main trend and it's very important strengthen the management and development for scenic spots. This paper analyzes its significance, management and development mode and raises some related strategies.

**Keywords:** low-carbon tourism, tourism management, strategy for development design

## 1. Introduction

The concept dates back to the white book *Our Energy's Future: Creating Low-carbon Economy* issued by British government in 2003. The basic concept means acquiring economic output with the minimum natural resources and environmental pollution. The universally recognized characteristics is the low energy, low pollution and low emission and the concept could effectively ease the global climate change and energy poverty. It is accepted by many countries and raised up into agendas.

The low-carbon tourism concept is a new concept based on low-carbon economy. The connotation and center of it is the environment which focuses on the reduction of environmental pollution as much as possible. The concept, which is spread to every aspect, requires reduction of green house gases emission while guarantee the tourism quality. The concept is demonstrated in every part of tourist activities such as the infrastructure construction, product development and service. All the sections of travelling including the accommodations, shopping and entertainment should realize the low-carbon emission. With Low-carbon development becoming a new trend, the development of tourism which is a major industry is closely related with it and it's an important way to realize the sustainable development.

## 2. The Importance of Active Development of Low-Carbon Tourism

### *2.1 The Active Development of Low-Carbon Tourism Directly Decides the Sustainable Development of Scenic Spots*

Based on the low-carbon economy, the low-carbon tourism realizes the coordination between tourist development and environment. The above-mentioned two are indivisible and the low-carbon tourism is the guarantee of the sustainable development of scenic spots.

### *2.2 Promote the Continued Transfer of Tourist Economic Growth Mode in a Harmonious Way*

It can't be ignored that many development problems exist in the scenic spots such as the focus on hardware development instead of software development, large energy consumption without adequate intelligent technology and energy-saving work. In order to transfer the original high-energy, high-emission and high-pollution mode to the opposite mode, we can make a breakthrough by this way.

### *2.3 Promote the Cooperation of Low-Carbon Industry*

Tourism is a special industry with high connection. In its development, low-carbon industry will carry out various cooperation, thus promoting its transform and upgrade to achieve win-win development mode.

#### *2.4 Enrich the Souvenirs of Scenic Spots*

Integrate the new concept into the development and management of scenic spots and open up the development of new products and new field.

#### *2.5 Propagate Low-Carbon Concept and Set Up Good Image of Scenic Spots*

Travelling has become an important way of life in people's life. People experience low-carbon life through low-carbon travelling, therefore, low-carbon tourism could serve as a platform of propagation which plays an important role in the spirit. Besides, against the background of advocating low-carbon economy, the active development could exert active influence. Catering to the social development, this activity is helpful for setting good image of scenic spots and increasing its competitive advantages.

### **3. The Principles and Elements of Low-Carbon Tourism Development**

As a development way of tourism, low-carbon tourism mainly depends on the support and participation of administrative departments, tourist enterprise and travelers. We administrative staff should actively carry out low-carbon development from various perspectives and tourist activities such as making low-carbon tourism attractions, building up low-carbon tourism infrastructures and propagating low-carbon consumptions.

#### *3.1 Make Low-Carbon Tourism Signs*

Attractive tourist signs could be natural low-carbon views with special meanings or artificial low-carbon views and various tourist products. Several ways could be used to make the signs such as planning related activities, remedying industrial zones or communities and repairing damaged special buildings.

#### *3.2 Build Low-Carbon Tourism Infrastructures*

Low-carbon tourism infrastructures mainly refer to the transform through low-carbon technology and direct or indirect building up of low-carbon products. The infrastructures demonstrate its requirements from two aspects. The first is the application of material, which means the control and select of material used in the building process. The second is the control of energy and low-carbon emission in the operating process. The infrastructures include transportations, accommodations, environment and energy supply. We could fulfill the building through strengthening energy-saving technology and the development of new energy technology such as wastewater recycling technology and the development of new energy (solar energy, wind energy) and renewable energy.

#### *3.3 Propagate Low-Carbon Consumption Way*

Low-carbon consumption way mainly means the greenhouse gases emission of travelers' consumption which includes transportation, accommodation and shopping. Its development could propagate low-carbon consumption way to let them realize the importance of low-carbon public transportations, walking and cycling, the harm of disposable dishware and the choice of environment-friendly hotels

### **4. The Development Mode of Low-Carbon Tourism**

Concerning the research on this aspect, I think that tourism executives should take full advantage of natural low-carbon views such as islands, inland lakes and coastlines based on current resources. This part of the paper aims to analyze some important low-carbon tourism development modes and summarize as following:

#### *4.1 Mode One: Function Zones*

The mode of function zones follows the example of ecology tourism development which is widely used in the development of attractions. It could avoid the devastation of ecology to a large degree and plays an important role in the protect of good yet fragile environment. This mode could develop tourist resources and guarantee the tourist activities. Compared with the function zones of ecology tourism, the function zones of low-carbon tourism are different which are based on the natural low-carbon tourism attraction to protect natural resources and decrease tourist production. For example, we could define function zones according to different characteristics such as "green lungs" in forest or "ecology district" and "agricultural sightseeing zones" and "green industrial zones" in agricultural areas.

#### *4.2 Mode Two: Industrial Driving*

In some underdeveloped tourist areas, industrial driving is a suitable development mode because of the late industrial development and unsettled economic scale and industrial system. Therefore, these areas experience low cost and little resistance in the adjustment of industrial structures. When developing tourism, these areas need to grasp the development chances, hold low-carbon industry as a pillar and reasonably arrange the big three industries to realize the common progress of industrial development and low-carbon tourism.

#### 4.2.1 Choose Low-Carbon Tourism Transportations

Transportation is the main support for tourism and the room for energy-saving is great, therefore, we should put low-carbon transportation in the first place to drive low-carbon tourism. The concrete actions include restricting the development of individual motor transportations, motivating and encouraging energy-saving transportation. It could be carried out in the following aspects: on the one hand, advocate public transportation out of scenic spots and provide convenience to travelers; on the other hand, restrict motor vehicles in scenic spots and encourage and spread light-weight, energy-saving and new-energy-driving transportations such as new-energy cars, bicycles and sightseeing trains. Besides, some traditional ways such as carriages, sedans and horse-ridings could provide unusual experience.

#### 4.2.2 Choose Low-Carbon Accommodations

Accommodation is a main source of carbon emission as a result of people's worship to luxury. We should advocate comfortable and convenient accommodations. And tourist executives should decrease the accommodation in scenic spots as much as possible and encourage the travelers to check in village hotels or family hotels. If willing to, travelers could also experience tent camping. This energy-saving way could also benefit the local people. Restaurants should have a deep understanding of their energy consumption, stick to "green house" management mode and set all-round energy-management plans according to the concept such as the reduction of throw-away items and encouragement of their own toiletries.

In order to realize low-carbon diet, restaurants should choose local materials, especially green food and organic food, adjust food structures and encourage vegetarian diet. It's safe, clean and low-carbon to reasonably calculate the amount of dishes to avoid waste, get rid of throw-away dishes and encourage their own tableware.

### 5. Low-Carbon Management

In order to achieve good low-carbon tourism management, executives should control and support the process, the elements of which mainly represent in the building up of low-carbon tourist environment and control of low-carbon experience of travelers.

#### 5.1 Building up Low-Carbon Tourist Environment

In order to build up its own tourist brand and attract tourists, scenic spots must focus on the themes and environment to strengthen the direct experience to a higher level. The environment is influenced by many aspects such as natural resources, human resources and infrastructures, even the spirit of staff in scenic spots. In order to build up healthy low-carbon tourist environment, we need to guarantee the coordination and unity of natural resources quality, human resources and surroundings. The staff should also know they share weal and woe with the scenic spots and everyone should be strict with their behaviors and become a propagator of low-carbon concept.

#### 5.2 Control Experience Process

Concerning the design and development of tourist products, the development of low-carbon tourist products is a dynamic process which needs the active cooperation of every section of scenic spots, control and management of travelers' experience at any time, evaluation of their tourist experience and the deletion of the negative effects.

### 6. Conclusion

We can come to the conclusion that low-carbon tourism is the product of low-carbon economy. Its green concept of energy-saving and emission-reduction is in accordance with the demands and the future trends of society. We tourist executives should base our work on scenic spots and make an effort to build up special low-carbon scenic spots from the aspects of product development, technology innovation and service quality.

### References

- Cai, M. (2010). Wang Yuming Low-carbon Tourism: A New Mode of Tourist Development. *Tourism Journal*, 1, 13-17.
- Ding, H. (2010). A Brief Exploration of Guilin Tourism Development Based on Low-carbon Concept. *Market Forum*, 9, 80-82.
- Huang, W. (2009). Analysis of Low-carbon Tourism and the Building up of Low-carbon Scenic Spots. *Ecology Economy*, 11, 100-102.
- Jiang, L. (2010). From Ecology Tourism to Low-carbon Tourism-Further Research on the Sustainable Development of Tourism. *China Collective Economy*, 6(2), 126-127.

- Liu, X. (2009). Analysis of Low-carbon Economy and Low-carbon Tourism. *China Collective Economy*, 5(2), 154-155.
- Mei, Y. (2010). Five Measures to Develop Low-carbon Tourism. *Commerce Study*, 9, 157-159.
- Wang, Y. (2011). Strategy for Tourism Economic Development Based on Low-carbon Economy. *People Forum*, 20, 152-153.
- Wei, M. (2011). Research on the Development Mode of Green Tourism Based on Low-carbon Economy. *Economy Management*, 2, 102-108.

### **Copyrights**

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/3.0/>).