

Research on the Green Development of Tourism Economy among the Central Cities in the Lower Reaches of the Yellow River

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Abstract. The development level of modern society, economy and science and technology has been improved, and it has paid high attention to the ecological and environmental protection work. China has launched the goal of low-carbon, environmental protection and green development, which provides new ideas for the transformation and development of China's tourism economy industry. As an important part of ecological civilization construction, how to achieve green and sustainable development while increasing resource consumption and rapid economic development is a huge challenge faced at present. In accordance with the needs of ecological civilization construction and development, the green economy development model is used rationally to better meet the people's needs for economic development, combine the needs of integrated development of tourism and low-carbon environmental protection industry, actively respond to various problems in the process of tourism economy development, and achieve the goal of green development. Therefore, exploring the impact of tourism economy on green development efficiency is an important topic to promote green development, which has an important reference value for solving resource and environmental problems and realizing the strategic goal of green economy.

Keywords: green development; tourism economy; low-carbon environmental.

1. Introduction

Tourism economy mainly refers to the development mode of "low energy consumption, low emission and low pollution", and the integration of tourism industry and low-carbon economy is a green tourism development mode, which can not only reduce the loss of ecological resources, reduce carbon emissions, but also meet the spiritual needs of people. Therefore, low-carbon tourism is also known as green tourism, low-carbon tourism and sustainable tourism. However, for the purpose of effectively exploring the development path and action mechanism of low-carbon tourism, it is necessary to clarify the integration opportunity of tourism economy and low-carbon economy, and to determine the internal connection between low-carbon economy and tourism industry. From the logical relationship of tourism economy and low carbon economy, tourism economy is the service industry, compared with medical services, legal services, tourism services can through the use of social resources and organization behavior, improve the entertainment, purchase, travel, travel, live, food industry integration quality, make it fully penetrate into the tourism industry each link, form mutual complement, cross, mutual penetration system as a whole [1]. Therefore, tourism economy is an economic development system with various mutual development and coordinated economic development, and it is the "sum" of the synergistic action of multiple elements. In the process of market development, the tourism industry also needs to fully consider the promotion role and influence of technical means, capital investment, energy loss and other factors on the tourism economy. Therefore, in essence, there is a close connection between the long-term development of tourism economy and the harmony and stability of ecological resources. Only through the low-carbon economic model and green tourism mode can the tourism economy better serve the ecological environment and meet the development needs of the construction of ecological civilization in China. In the process of China's ecological civilization construction, by combining the tourism economy

with the low-carbon economic development model, we promote the green development of our industries from the perspective of vertical development, and build an economic development system with low emissions, low pollution, high recycling and high regeneration, so that the tourism industry to different fields such as accommodation industry, catering industry and transportation industry. At present, and under the background of the increasingly severe ecological crisis, our country vigorously promote the construction and development of ecological civilization, promote ecological livable, harmonious and sustainable development of economic development mode, can point out the long-term development of tourism industry as a new development direction, is the national policy, social orientation and cultural environment become the cornerstone of the development of tourism economy [2].

2. The value of low-carbon economy in the tourism industry

2.1 Enhance the tourism experience of the social public

Under the background of the booming development of market economy, the spiritual demand of the public is increasing day by day. Through leisure tourism, cultural tourism, folk tourism and other ways, the national vision of enjoying the great mountains and rivers, natural scenery and beauty of China can be met. From the perspective of the development goal and action mechanism of the tourism industry, the economic development should be implemented in the tourism experience, and the public demand should be taken as an important basis for the tourism product development, service improvement and facility construction [3]. However, the quality of the tourism experience largely depends on the ecological environment of the tourist attractions. If the air quality is low and the environmental pollution is serious, the tourists' tourism experience will be greatly reduced. Therefore, the integration of low-carbon economy and tourism economy can effectively eliminate the backward production capacity with heavy pollution and high energy consumption, and make the scenic spot environment more beautiful and pleasant, more rich and cultural heritage. In addition, from the performance state and operation mechanism of China's tourism ecology, whether it is home-stay tourism, historical tourism or cultural tourism, we need to create a good cultural atmosphere or cultural atmosphere. If the ecological environment is damaged, it will be very not conducive to the exploration of the modernization of the tourism industry [4].

2.2 Promote technological innovation in the tourism industry

Backward production capacity and high energy consumption are the problems facing China's economic development. Under the background of low-carbon economy, the main task of China's tourism industry is to eliminate those large energy consumers and large polluters, so that new energy will gradually become the driving force of the development of the tourism industry. For example, most tourist attractions in China have taken solar capacity, wind energy and tidal energy as the energy supply of scenic spot tourism, which has greatly promoted the rapid development of low-carbon economy and provided beautiful scenery for tourist attractions[5]. At the same time, low-carbon economy also requires specialty operators of scenic spots to reduce the consumption of ecological environment and natural resources, improve the quality of personalized services, and build regional tourism and smart tourism integrating health tourism, leisure and tourism. In terms of the transportation industry, low-carbon tourism advocates low-carbon travel, advocates environmental protection transportation, and is committed to reducing the pollution and impact of exhaust emissions on the natural ecology, such as the of "new energy vehicles" in some scenic spots in China. In the catering industry and food industry, low carbon economy pay more attention to the impact of food packaging on the ecological environment, pay more attention to green new materials, new technology and new technology in the application of food packaging materials, only in this way, to reduce the pollution of the natural environment, improve the recycling ability of resources, to better promote the rapid development of China's tourism economy. Therefore, the effective integration of low-carbon economy and tourism economy can force developers and practitioners to carry out technological

innovation, develop tourism products that meet the construction of ecological civilization and national spiritual needs, and thus reduce the pollution of the ecological environment, and constantly improve the core competitiveness of the tourism industry [6].

3. Challenges of low-carbon economy to the development of the tourism industry

3.1 Improve the economic cost of the tourism industry

In the process of low carbon economy and tourism industry integration, although low carbon economy can effectively improve the ecological environment of scenic spots, provide good tourism experience for tourists at home and abroad, but the development and application of new technology has promoted the economic cost of tourism developers, reduce the economic benefits of scenic spots, affect the scenic spots to the local economic function [7]. However, from the perspective of development, low-carbon economy is the main direction of the development of the tourism industry, the main content of ecological civilization construction, and it is also an important way to promote the sustainable development of the tourism industry, which can bring more long-term economic benefits to the tourism industry. If the developers of the scenic spots lack a cash planning plan or insufficient capital investment, it will lead to the tourist scenic spots falling into the bottleneck of capital exhaustion, and it is difficult to fundamentally promote the effective integration of low-carbon economy and tourism economy, and restrict the construction process of ecological civilization in China.

3.2 High-energy consumption viewing projects disappear

Under the background of low-carbon economy, tourist attractions must take the development route of green, environmental protection and low energy consumption. However, due to the differences in the cultural concepts and ideological connotation of scenic spots in China, there are many differences in viewing programs. Some tourism projects although widely praised by domestic and abroad tourists, but due to high pollution, high energy consumption may be banned by relevant government departments, such as some scenic spots to attract tourists improve festival atmosphere, fireworks show as the main viewing program, set off a large number of fireworks every year, causing serious environmental pollution and air pollution, which and our low carbon economic concept, is not conducive to the implementation of green tourism, ecological tourism and development[8]. Therefore, in the process of economic tourism development, the relevant government departments need not only through the means of policies and regulations of tourist scenic spots, more need from the level of ideological education, cultural propaganda tourists' understanding and understanding of green economy, consciously resist high pollution, high energy consumption viewing projects, thus high energy consumption projects to the scenic tourism project list, contribute to the rapid development of green economy in our country. However, from the overall development of scenic spots, the disappearance of high pollution and high energy consumption projects, which will lead to the problem of single form and limited content of the programs in scenic spots, and it is difficult to improve the tourism experience of tourists from the perspective of tourism projects.

4. Green development path of tourism economy based on low-carbon economy

4.1 Integrate into the green elements

According to the theoretical research, low-carbon tourism mainly refers to the tourism mode characterized by low pollution and low energy consumption, which requires both the developers, tourists and managers of the scenic spots to form the development concept of low-carbon environmental protection, reduce the energy consumption, improve the environmental beauty, and promote the healthy development of the scenic spots. First, in terms of tourists, tourists should adopt

low emission, low consumption, electric bus or carpooling; secondly, in scenic spot management, green environmental protection should be regarded as the key indicator of development and construction, not only the beauty of scenic spots, but also the low-carbon economy as the guiding ideology of tourist landscape layout and tourism project development. For example, in order to effectively highlight the aesthetic value and humanistic concept of ecological economy, Managers should build product projects with mainly low-carbon economy, Turn the projects with high energy consumption and high pollution into clean and environmentally friendly tourism projects; once more, In terms of the service facilities, Managers should implement the requirements of low-carbon economy, Select sewage purification devices and new energy vehicles, Integrate low-carbon concepts into different management work, To then ensure the effective integration of low-carbon economy and green tourism; last, In the tourism promotion, Managers should place the green slogan in the most prominent position of signs, brochures and signs, Then, through the introduction of ecological elements, Enhance the beauty and experience of tourist attractions, Make the tourist attractions take on a new look.

4.2 Innovative tourism projects

At the present stage, China's tourist attractions are mainly ornamental projects. After domestic and foreign tourists watch the scenic spots and scenic spots, the corresponding experience and novelty will constantly decrease, which leads to the low revisit rate of tourist attractions, and it is difficult to improve the economic benefits of tourist attractions [9]. The revisit rate is a key index for relevant departments to assess the management ability and market competition ability of scenic spots. How to attract more revisit tourists under the premise of improving the initial tour rate and improving the revisit rate of scenic spots has become a key problem faced by China's tourism developers. Low-carbon tourism can effectively open up a new development idea and improve the revisit rate of tourists. On the basis of maintaining the resources of the scenic spots, the scenic spot managers should innovate the types and tourism methods of the scenic spot projects, implement the ecological concept of recycling, energy saving and emission reduction, make the experiential and participatory tourism become a substitute of high energy consumption and high pollution tourism projects, and then build a new low-carbon tourism product mechanism. For example, in cultural tourism projects, China's traditional tourism mode mainly focuses on viewing and sightseeing. The tourists' understanding of regional culture, history and culture and folk culture only stays at the sensory level, and it is difficult to deeply understand the connotation of culture. And participation and experiential tourism, can make tourists in the viewing project performance into the process of cultural performance, through sensory experience, deep understanding contained within the performance project ideas and cultural mechanism, and then form a unique atmosphere and gain, prompting tourists repeatedly into the tourism project performance, not only improve the revisit rate, but also can improve the economic benefits of the scenic area.

4.3 Form a low-carbon tourism pattern

The study found that the tourism industry can effectively cover all the local catering industry, transportation industry, accommodation industry, handicraft manufacturing and other industries. Through the integration and development of low-carbon economy and tourism economy, it can effectively promote the low-carbon development of different industries and industries. First of all, in the transportation industry, the tourism industry should stipulate that all the transportation equipment and facilities in the scenic area are mainly new energy vehicles, supplemented by bicycles or battery cars, and then on the basis of meeting the requirements of green tourism development, the green travel will gradually extend from the tourism scenic area to the local transportation industry. However, for the purpose of achieving the goal of green travel and ecological transportation, the relevant government departments should issue corresponding guidance documents according to the development status of the tourism industry, and standardize the local transportation equipment and facilities from the institutional level. Secondly, in tourist attractions, although special snacks can meet

the needs of domestic and foreign tourists for folk food, it has a serious impact on the surrounding natural environment. Therefore, the relevant departments or tourism managers should require practitioners to replace the traditional food packaging with biodegradable, green and pollution-free product packaging, such as bamboo slices and lotus leaves as packaging, which can effectively improve food taste and reduce waste environmental pollution. Finally, in the handicraft manufacturing industry, the relevant government departments should strictly require enterprises and individuals to implement the development requirements of ecological economy, adopt clean and circular energy as processed raw materials to reduce the pollution of industrial production to tourist attractions.

5. Summary

Tourism economy mainly refers to the overall development mode and trend of the tourism industry in a specific period, which is a highly comprehensive summary of the formation characteristics, development process and action mode of the national and regional tourism economy. Advocating low-carbon economy and developing green tourism industry under the ecological civilization environment has become the mainstream trend of China's tourism economy development. Advocating low-carbon tourism and green development can not only meet the construction needs of China's ecological civilization construction, but also can bring rich economic benefits to China's tourism industry and promote the rapid development of China's tourism industry.

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