

Research on the Tourism Circular Economy Mode—Mt.Emei Scenic Area

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Abstract: *The circular economy, circular economy of tourism, and the mode of operation of circular economy are analyzed in this article. Lack the concept of tourism circular economy, tourism scenic spot bearing excessive visitors, the tourism resources recycling utilization rate are low, scenic employees have low quality are the main problems of tourism circular economy of Mt.Emei scenic area, and discussed the construction of Mt.Emei tourism circular economy mode of operation.*

Keywords: *Tourism scenic area; Circular economy mode of operation; Mt.Emei Scenic Area.*

1. CIRCULAR ECONOMY

1.1. Circular Economy and its Mode of Operation

Circular Economy refers to a substance-based closed loop flow economy, abbreviated as resource recycling economy: (Closed loop flow refers to a substance-based economy, referred to resource recycling economy.) It is based on resource recovery, recycling, and economic development model. The basic principle of this model is about how to achieve low consumption, low emissions, high efficiency of production by reducing, reusing, and recycling resources (reducing, reusing, recycling, in order to achieve the production of low consumption, low emissions, highly efficiency.)

Circular economy's mode of operation refers to a sustainable economic development mode based on the principle of circular economy to achieve the low-power, high-yield economical operation. Specifically speaking, as to the manufacturing industry, enterprises should adopt a clean production mode to minimize the waste... as to the agriculture ... Using eco mode to recycle the materials and waste on agricultural production. Establish the connection between the different industries, to achieve multi-level inter-industry ecosystem connection model. Establish commercial recovery mode for papers, plastics, glasses and others.

1.2. Tourism Circular Economy and its Mode of Operation

Using concepts of circular economy, tourism circular economy is to strengthen recycling of tourism resources and enhance sustainable development of environment according to analysis of the tourism market, developing and training, tourism product design and development, enterprise management and tourism management,

Tourism circular economy mode is following the principles of circular economy with tourism, to make resources cycle run, environmental improvement and sustainable develop of the tourism economy. Many scholars generally believe that tourism circular economy includes three aspects: tourism internal circulation; social circulation regional and tourism cycling.

1.3. Scenic Circular Economy and its Mode of Operation

Scenic circular economy means that scenic managers should for the long term benefit of scenic spots adopt cleaner manufacturing technologies,to keep the scenic spot attractive.reducing the using

of tourism resources, reducing the damage to the tourist attractions of human activities, caused by tourism resources, and reducing environmental pollution to tourist attractions and ecological damage, to ensure the attractiveness of tourist attractions and ecology, sustainable development of tourism scenic spots.

Scenic circular economy mode of operation is following the principle of circular economy on the realization of tourist attractions of cleaner production, reasonable load, efficient using of resources, sustainable development model, reasonable pollution control, environmental protection, green shopping and entertainment, Figure 1.

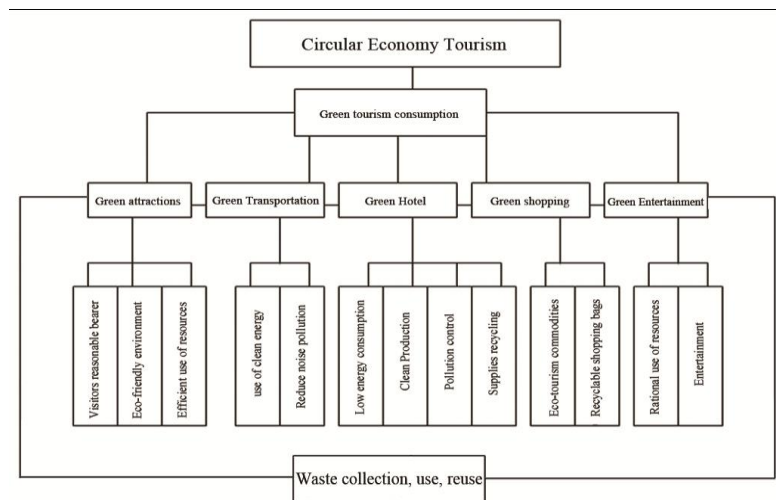


Fig1. Scenic circular economy in general schematic

2. MT.EMEI SCENIC AREA PROBLEMS OF CIRCULAR ECONOMY

2.1. Basic Information about Mt.Emei Scenic Area

Mt. Emei is located within the boundaries of the Sichuan Basin, in the city of Leshan, Sichuan province. The whole area covers ... Its charming scenery has won the name of "The Greatest Beauty under Heaven." On December 6, 1996, Mount Emei and the Leshan Giant Buddha were together included in the "World Natural and Cultural Heritage" on the World Heritage List by UNESCO. In 2007, the National Tourism Administration approved Mt.Emei as a national 5A class tourist attraction. Mt.Emei is famous for abundant flora and fauna, beautiful natural scenery, ancient Buddhist culture, unique geological features.

2.2. Mt.Emei Scenic Tourism Circular Economy Problems

2.2.1. Lack of Tourism Circular Economy Concept on Tourism Scenic Area Management

Currently, some companies have come to realize the importance of the notion of circular economy, while others have not yet paid much attention to it.... Mt.Emei tourism enterprise within the awareness of recycling economy and philosophy inconsistent, some companies relatively more emphasis, some companies awareness are weak; although environmental and resource protection has some effect, most tourism enterprise lack of tourism Circular Economy conscious awareness, lack of awareness of tourism circular economy, 3R principles to promote the use of tourism circular economy are poor.

2.2.2. Excessive Bearing on Tourist

In busy seasons, the tourist crowd will cause various problems such as ... due to the excessive bearing tourists cause Mt.Emei Scenic accommodation, transport, catering and severely strained the

ecological damage to the environment, bearing pressure intensified resource space, overcrowding everywhere, take a cable car line up, line up on the toilet, queuing to see the scenery; in tourist attractions appear to be thrown away garbage, food, mineral water bottles phenomenon, even there are tourists garbage discarded into the cliff area that cannot be promptly removed, resulting in the scenic environment pollution.

2.2.3. Some Resources Are Recycled at a Low Level

This issue presents itself in the following form:Scenic areas within the lower part of the tourist resource recycling rate reflected: residents within the area cut fresh bamboo, cane sold to tourists to make use of discarded after tourists exhausted, no recycling, resulting in a waste of natural resources; most of the area within the hotel visitors provide disposable supplies.

2.2.4. Part of the Area is Low Quality of Employees

Most staff are local residents. They have not received any professional trainings ...Mt.Emei work in the tourism industry who are mostly local residents, a considerable part of the workers have not got professional system training, lack of appropriate management knowledge and concept of circular economy, re-use of resources, waste recycling and other awareness strong focus only on immediate interests, ignoring long-term interests.

3. CONSTRUCT MT.EMEI SCENIC TOURISM CIRCULAR ECONOMY MODE

Basic Pattern of Mt.Emei Scenic cycle economy include: internal circulation within the area of tourism enterprises; social cycle three regional tourist attractions and tourism cycle.

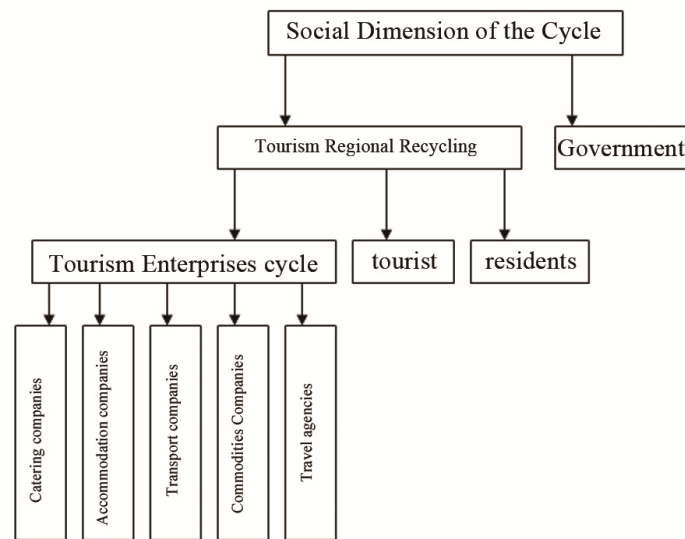


Fig2. Mt.Emei Scenic tourism circular economy operation mode

See Figure 2, Mt.Emei Scenic loop macro economy, namely social recycling economy, related to Mt.Emei shan City and other peripherals and a wide range of running, cycling and tourist areas including the participation of government; in view of the Mt.Emei Scenic circular economy operation, namely: Tourism regional recycling economy, involving participation and tourists, local residents; micro Mt.Emei scenic circular economy, namely: Tourism internal recycling economy, transportation companies related to Tourism within the area, travel agencies, Tourism accommodation enterprises.

See Figure 3, the Mt. Emei tourism traffic business is to require enterprises to design tour routes...; bearer reasonable vehicle; equipped with energy-saving, environmentally friendly vehicles to deal with effectively reserves emissions.

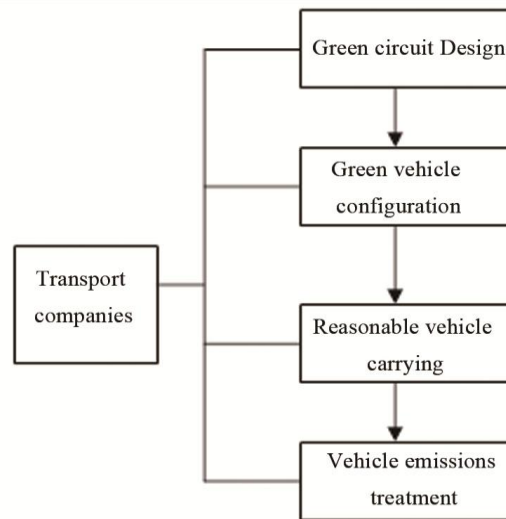


Fig3. Mt. Emei tourist traffic business cycle of economic operation mode

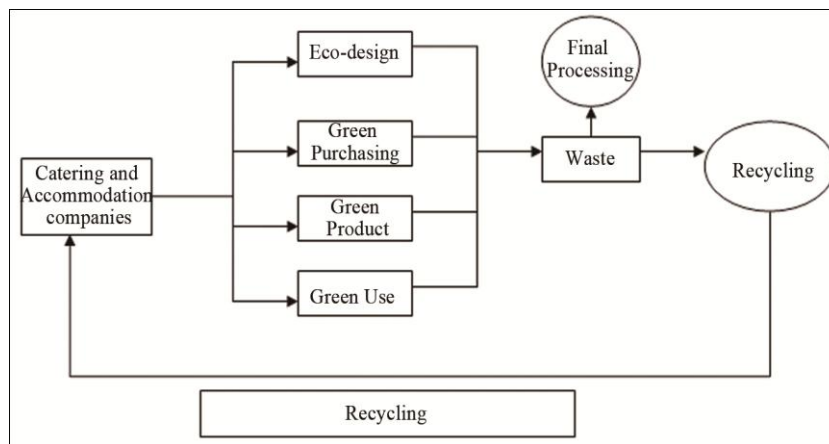


Fig4. Mt. Emei Tourism accommodation and Catering companies internal circular economy operation mode

See Figure 4, Mt. Emei accommodation and Catering companies internal circular economy requires themselves to set, construct materials use, energy use and other design ecology; green procurement of raw materials, environmental protection; production of energy-saving, low pollution; catering food and accommodation green and environmental protection; try to recovery and utilization of waste.

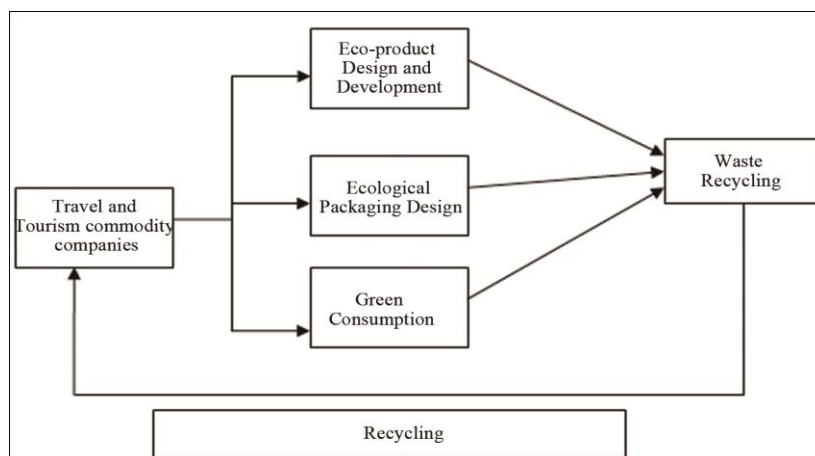


Fig5. Mt. Emei travel and Tourism commodity companies' cycle of economic operation mode

See Figure 5, Mt. Emei travel and tourism commodity companies cycle economy requires travel agencies to develop design different topics green tourism routes and products; travel goods companies develop green eco-Tourism product design and packaging, recycling bags.

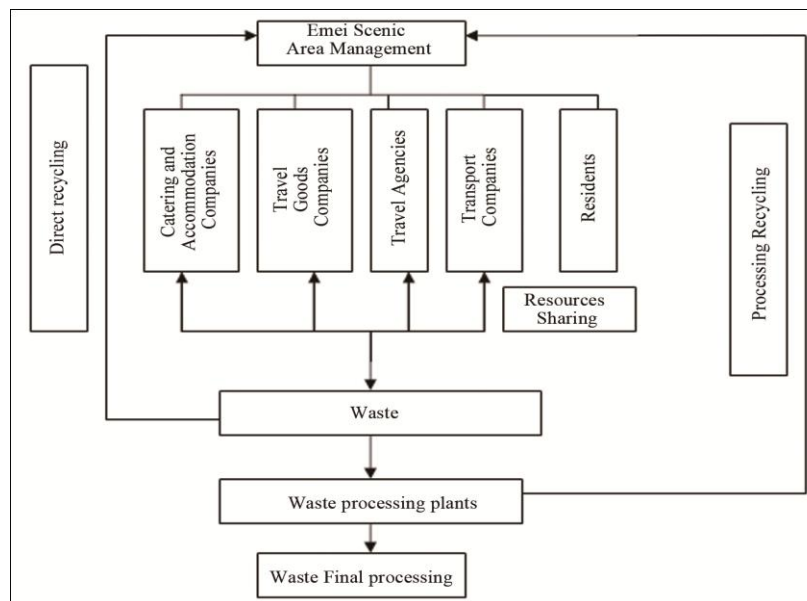


Fig6. Mt.Emei inside the circular economy operation mode

See Figure 6, Mt.Emei tourism circular economy operates at the regional level, including: all enterprises in the interior of Mount Emei Scenic Area, local residents as well as the overall operation of the natural and cultural scenic spots. Respective internal requirements of Emei Mountain tourism enterprises, tourists, local residents, the resort management and other Resources sharing, coordination and cooperation, to achieve sustainable development of tourist attractions.

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