

# Symbiosis Model of Rural Tourist Attraction Based on Sustainable Development

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*Received 10 October 2014, www.cmmt.lv*

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## Abstract

Through the analysis on the concept of rural tourism sustainable development, this paper summarized the tourist content based on sustainable development, and pointed out the existing problems of current sustainable development in China. Combined with practical development situation, this paper put forward the countryside-scenic spot symbiosis model under sustainable environment. It elaborated from its model connotation, framework, operation and economic efficiency, with the hope of playing a good reference for the development of rural tourism.

*Keywords:* Sustainable development; Rural tourism; Symbiosis model.

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## 1 Introduction

Under powerful market demand, rural tourism is developing rapidly, which not only promote the local economical level, but also play the promoting function in resource, employment, etc. However, current development status and level is not as good as we expected. Many problems are quite evident, such as extensive form of economic growth mode, insufficient policy support intensity, imperfect infrastructure construction, seriously destructed tourist resource, tourist scale effect, low management level, insufficient community participation, etc. As for how to realize rural tourist sustainable development has become an urgent problem to solve. Community-driven rural tourism is still in exploration stage, since the special national conditions and cognition in current stage are limited. This paper conducted certain research on the proper cooperation between community and tourist attraction in rural tourism development, and the benefit value orientation between government and tourist attraction representatives. It attempts to realize the establishment of community-scenic symbiosis model under sustainable development, thus to promote the balanced benefits of all parties [1-3].

## 2 Overview of Rural Tourism Sustainable Development

### 2.1 CONCEPT OF RURAL TOURISM SUSTAINABLE DEVELOPMENT

Due to the differences of land and customs at home and abroad, rural tourism in China is generally refer to the specific tourist activity that integrate view and admire,

participation, relaxation, vacation, recuperation, investigation, further study, popularization of science, food, recreation, shopping, etc together, and combine ecotourism with agricultural tourism [4]. It is with the main target market of urban resident, with the resources of agricultural cultural landscape, agro-ecological environment, farming producing activity, farmer daily life and activity and rural agricultural folks and customs.

### 2.2 CONTENT OF RURAL TOURISM SUSTAINABLE DEVELOPMENT

Sustainable development is defined as not only meet the demand of contemporary people, but also not put threat on the ability of descendant to meet their demand. Therefore, sustainable development should also include the sustainable of zoology, society, culture, economy, etc. We should apply this idea to rural tourism development so as to form a kind of tourist activity of reasonable zoology, feasible economy, and appropriate society. At the same time of promoting the development of tourist industry and the development level of rural economy, we should also maintain the rationality, sustainable usage of rural tourism resource, protect and improve rural ecological balance. The evaluations on rural tourism sustainable development are different, since the status of society, culture, economy and politics in different sightseeing places are different. Therefore, its evaluating system should consider the local environment and tourism resource instead of suitable for all places. Starting from practical situation is the main principle of evaluation system. The rural tourism sustainable development is analyzed according to the above aspects. Its basic framework [4] is shown in Figure 1:

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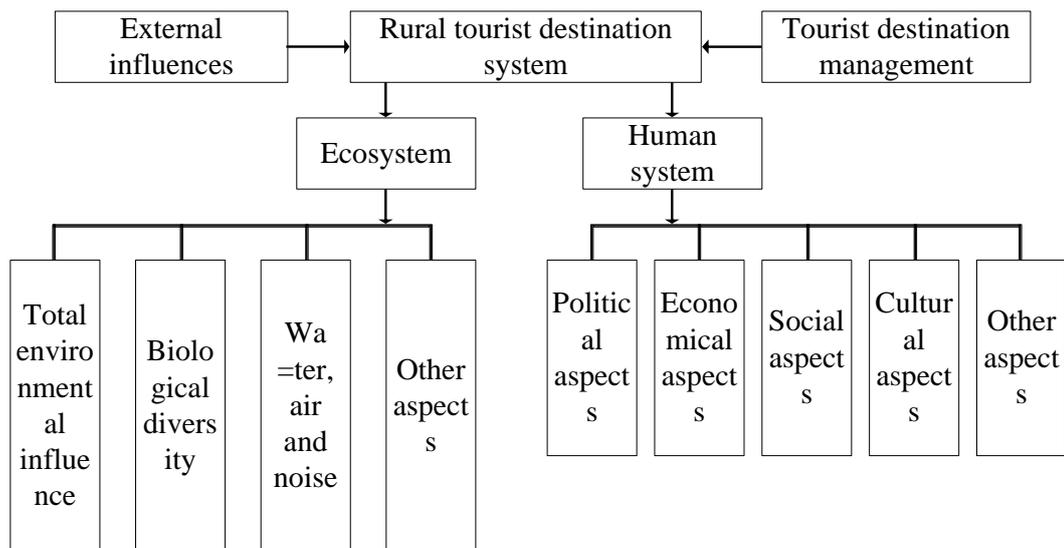


FIGURE 1 Framework of the analysis of rural tourism sustainable development

### 3 The Existing Problems of Rural Tourism Sustainable Development

The development of rural scenic spot tourism not only promotes the level of rural economy and increases the employment opportunity, but also further effectively uses rural resource. However, in the back of rapid development of rural tourism, the subsequent many problems of rural area ecosystem destruction were brought in, since the overemphasis on the applied economical benefit during development process and the unawareness of the long-term interests of tourism development. Therefore, the realization of rural tourism sustainable development has become the urgent problem to solve [5, 6]. Currently, the main existing problems of rural tourism sustainable development in China are as follows:

#### 3.1 POLICY PROBLEMS

In 2006, national tourism administration orientated national wide tourist propaganda as “2006 Chinese Countryside Tour”, and made “tourism industry promotes socialist new countryside construction” as one of important goals of tourism development in various regions. It has played an important role in the adjustment of agricultural structure, and the economical income of farmers. However, with the rapid growth of rural tourism enterprises in recent years, the detailed division of service labor and the wider range of corresponding industries, the corresponding tourism policies showing imperfect status, especially in the guidance of tourism industry development and the protection of tourism resource.

#### 3.2 INFRASTRUCTURE PROBLEMS

Infrastructure is the footstone of supporting the stable development of all industries. The development of rural tourism should equip with perfect infrastructure from

means of transportation to catering service industry, to accommodation bath place and to after sale guarantee. However, the current status of China is that local government generally invests less in rural tourism and the infrastructure of rural tourism area generally presents unsound phenomena, which is not beneficial to the positive investment of investors.

#### 3.3 TOURISM RESOURCE PROBLEMS

Most of tourism resources are non-renewable resources. At present, the existing bad habits of rural tourism resources can be summarized as follows: local residents have weak awareness of protection, and pay attention to the immediate interests. They perform destruction on local precious resources, for example, the sand excavation in river way and ancient tree excavation have affected the sustainable development of mutual coordination among society, environment and resources; tourists have poor awareness of protection, and after arriving tourist destination, they perform undue behaviors on environment.

#### 3.4 TOURIST SPOT PROBLEMS

Another prominent problem of rural tourism is the tourist spot is small and most of them are loose, which can not form scale effect. Therefore, it cannot attract talents' attention. The direct result is that the shortage of professional services talents leads to the poor quality of service. In addition, special tourism brand can not be formed and it cannot leave permanent attraction to tourists, since the marketing mode of rural tourism is single and the marketing intensity is insufficient.

#### 3.5 OTHER PROBLEMS

Every thing has two sides. At the same of brings positive effect, the development of rural tourist industry also una-

voidably generates negative effect. The most evident performance is environmental pollution and blind development of rural tourism project, which cause the phenomena of rural tourist facilities waste and idle. In the development of rural tourism, on the one hand, the orientation function of government is insufficient which lacks specific policy to support the further development and expansion of rural tourist enterprises and industries. On the other hand, the short of complete tourism development planning causes the chaos of market management planning and the situation of difficult to attract relevant investors. In addition, the shortage of management intensity is also one of current problems that cannot be ignored.

**4 Rural Community-Scenic Sustainable Development Symbiosis Model**

**4.1 CONNOTATION OF RURAL COMMUNITY-SCENIC SYMBIOSIS MODEL UNDER SUSTAINABLE ENVIRONMENT**

“Symbiosis” was first put forward by German mycologist Anton de Bary, which means “biology of different species live together according to certain matter connecton”. Later, it was been widely used in various fields, such as medicine, economics, biology, etc. The essential characteristics of

symbiosis reflect on co-evolution, mutual development and mutual adaptation. The connotation of countryside-scenic sustainable development symbiosis derived from the above event refers that based on tourism resource endowment or tourism development condition, and depended on local resource superiority or development condition to construct or introduce investment and construction scenic spot. Relied on community, it obtains community support from the process of depth developing tourism resource and the construction, financing and resource allocation of organizational system. With the principle of sustainable development, the symbiotic relationship of reciprocity and mutual benefit is formed between the two parts [1, 7].

**4.2 FRAMEWORK OF RURAL COMMUNITY-SCENIC SYMBIOSIS MODEL UNDER SUSTAINABLE ENVIRONMENT**

Scenic spot (enterprise), community, basic-level government and resident together constitute the four subject of rural community-scenic symbiosis model: investor, development subject, guidance subject and participant. Tourism development community-scenic symbiosis model is shown in Figure 2:

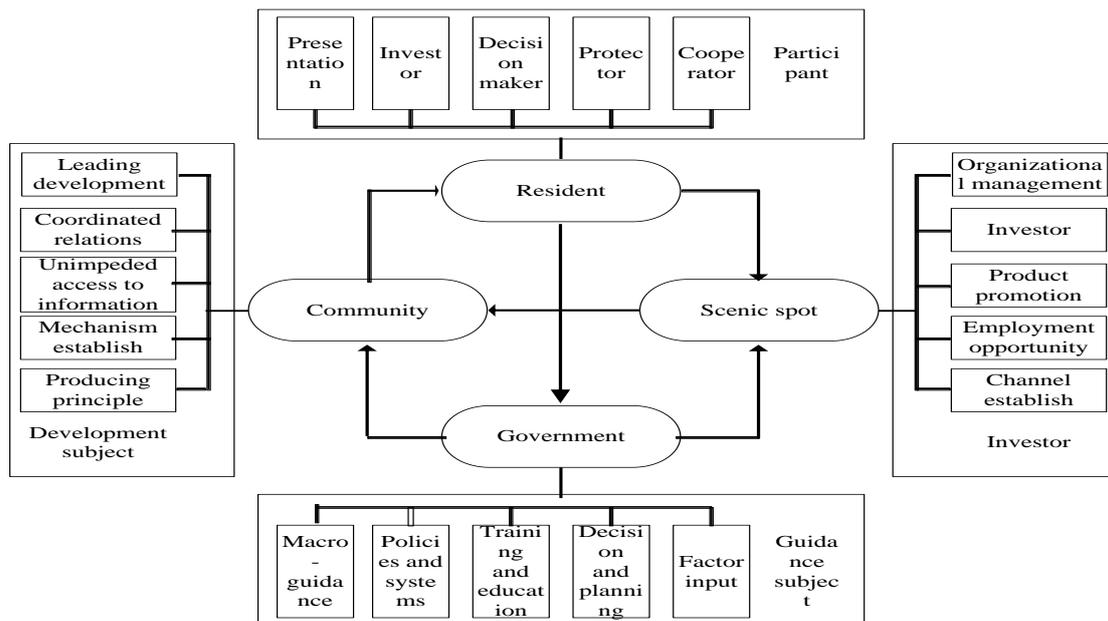


FIGURE 2 Tourism development communities-scenic symbiosis model

**4.3 OPERATION OF RURAL COMMUNITY-SCENIC SYMBIOSIS MODEL UNDER SUSTAINABLE ENVIRONMENT**

The operation of rural community-scenic symbiosis model under sustainable environment reflect on that community and scenic spot need function mal-position, basic-level government support and target convergence. Specifically, function mal-position refers that benefit orientation between community and scenic spot is different but they are the community of long term target convergence. They perform division of labor and finally promote area prosperous and

development together. Most of rural communities are the coefficient result of traditional settlement evolution and rural basic-level organization system, and villager organization is loose. Their resource allocation capability is weak. Therefore, the construction of tourist attraction must rely on the power of basic-level government. Through allocation in investment, project construction and land resources flow, rural government has obtained maximal benefit, and well coordinated the relation among tourism development, community development, collective benefit and individual benefit. Though there exists certain difference of benefit target between rural community and scenic

spot, but in the long term, their targets are tent to the same. In the process of operation, relation of mutual benefit and mutual influence appear between the two parts. Community obtains corresponding earnings relied on service project. Scenic spot endows corresponding brand value to region when it creates famous brand. However, at the same time of entitled popularity, region also re-feeds scenic spot and creates condition for marketing.

#### 4.4 ECONOMIC BENEFIT OF RURAL COMMUNITY-SCENIC SYMBIOSIS MODEL UNDER SUSTAINABLE ENVIRONMENT

In rural community and scenic symbiosis model, strong relevancy is existed among resource development, production factor allocation, living space and competitiveness improvement [1]. The cooperation status between rural community and scenic spot are different, thus the benefit model will correspondingly different. The practical model of cooperation cost benefit between community and scenic spot is shown in Figure 3:

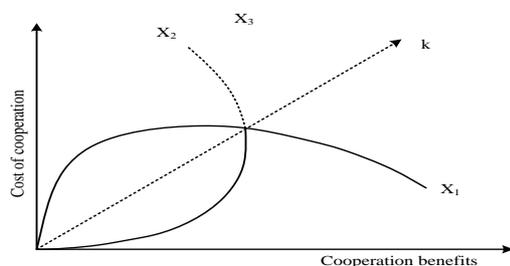


FIGURE 3 Practical model of cooperation cost benefit between community and scenic spot

k: the cooperation balance line of two sides under symbiosis status

X1: curve of cooperation optimization of two sides

X2, X3: different cooperation cost generated because of different cooperation styles and cooperation ways

It is positively estimated that benign symbiosis internal cooperation is generated between community and scenic spot, and higher cooperation benefit is formed, which is basically embodied as: can cut down or eliminate the “bottleneck” of resource”; disperse or lower the risk of creation; can shrink the cost of trading.

## 5 Conclusion

Ecological environment, folk culture and life style and custom are all the support bases of rural tourism development. However, the current rural tourism sustainable development is a long way to go. The community-scenic symbiosis model based on sustainable development view is a kind of theoretical exploration based on experience and discrimination. The purpose is to further clear the problem of function and benefit between community and scenic spot. The symbiosis between the two sides depends on coordination mechanism and benefit compensation mechanism. The effective operation of symbiosis model can reduce resource bottleneck, disperse risk and lower trading cost. Therefore, the further exploration of symbiosis mechanism and operation detail is benefit for the practical significance of this model [1, 2, 7].

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