Rural Tourism Low Carbonization Cognitive Problems and Undermeasures Research in Hangzhou City: A Case Study of Baisha Village

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Keywords: Low carbon economy, Rural tourism, Low carbon tourism, Baisha village, Hangzhou.

Abstract. Low carbon has become a recognized future development direction of the tourism industry in Hangzhou City. Closely linked to this paper, vigorously develop low carbon tourism industry requirements, to Baisha village Hangzhou City, for example, through on-the-spot investigation, the problems existed in the village rural tourism low carbon analysis, and put forward the corresponding countermeasures, in order to rural tourism and low-carbon development in our city to find a feasible and with a demonstration of the significance of the road, and for other areas to carry out low carbon tourism experience.

Introduction

Rural tourism is based on the farmers' family management, with the characteristics of rural scenery and rural interest, in order to experience the main content of rural life as the main content of leisure travel [1]. The practice of rural tourism in Hangzhou City, to speed up the beautiful countryside, the construction of ecological civilization, and strive to rural areas to build a "livable industry should swim better homes has played a positive role in promoting [2]. By the end of 2016, the Hangzhou City province reported a total development of 1,146 rural tourism villages, 8,840 viable farm units, tourism reception of 83,608,400 visitors, and annual business income reached 812 billion yuan. On the whole, however, from the current situation in our City, the various links and processes of rural tourism generally exist the problem of high carbon emissions, which directly affects the sustainable and healthy development of rural tourism [3]. Therefore, the low carbonization of rural tourism becomes a difficult problem in theory and practice. Based on the basic understanding of the dynamic development of the low carbon tourism education, the author selected Hangzhou City rural tourism model village—Baisha village as a case, through field research, personal visits the local tourists, tourism enterprises (mainly the farmhouse, the shop) operators, to further study the problem and Countermeasure of low carbon Tourism education.

The Development Situations and Problems of the Low Carbonization of Rural Tourism in Baisha Village

Baisha village is located in the northwest corner of Lin’an, the northern tip of Taihuyuan Town which is listed in the first batch of Towns with Picturesque Environment in the country. It leans against the biggest power storage station in Asia - Tian Huang Ping Power station. The village is the source of the water in Tai Lake and is 70 kms far from Hangzhou. It is divided into 10 village groups, 378 households, with a total population of 1,160, 733 labor. Baisha village is a typical mountain village with an area of 32 square kilometers, in which mountain forest covers an area of 44,554 mus. The average altitude is above 500m, while the maximum altitude reaches over 1,200 meters and the forest coverage is above 95%. down from three thousand high," and "a family in the hill where is rounded by clouds". In summer, the maximum daytime temperature is about 30 degrees, lower at night, and therefore said "all year round quilts". It is not only the partner of international model forest network but also the model villages, the civilization, village and the best eco-villages of comprehensive well-off construction in Zhejiang Province, "the most beautiful village in Hangzhou",
"national ecological and cultural model village." The main specialty of the village is wild bamboos, teas, wild walnut, local vegetables, grass pork and free-range chickens etc. In recent years, through actively protecting forest and ecological resources, relying on Taihuyuan resorts and beautiful natural resources, and by developing “happy farmhouse” and creating “village leisure resorts”. There is 66% of the labor input to service of tertiary industry. Now Baisha Village has 96 Farmer Happiness households, more than 1,000 standard rooms, more than 2,400 beds sheets, and even has developed into the largest rural tourism resort in Lin'an City, Zhejiang Province. With the Baisha village "Happy farmhouse" developed is getting better, the local village committee come to realize that a good ecological environment is an important prerequisite for sustainable development of "Happy farmhouse ", but also the biggest wealth of Baisha village. Therefore, the village committee to actively explore the construction of "Happy farmhouse", but it is also faced with many problems in the low carbonization of rural tourism.

Investigation on the Operation and Development of Rural Family

This study used questionnaire and interview method, and the research time was November 2014 and May 2017. Respectively for organic operators and organic visitors designed two kind of questionnaire, survey questionnaires to the farmhouse operator for the first time, 80 valid questionnaires, the second research grant 200 questionnaires to rural tourists, withdraw 197, including 195 valid questionnaires. During the investigation, some operators and tourists were interviewed, and some important information was collected. After the investigation, the questionnaire was classified, summarized and counted by Excel, and corresponding analysis was made on the operator's questionnaire and tourist questionnaire.

Investigation of Agribusiness Operators

The survey results showed that 62% of the farmers in Baisha village were female, while men mainly engaged in some auxiliary work, such as purchasing food and cooking, etc. The employees are mainly local people, mainly in the 40-60 years old, and the education level of employees is generally not high, while those with higher education are less. In the investigation into the degree of its employees, in addition to the 30% of the operator for the high school culture degree, other operators are junior high school and junior high school the following levels, never accept cultural education accounted for 15%; Operators of agriculturists are engaged in business hours, accounting for 20% of them over five years, 40% in three to five years, 30% in one to three years, and 10% in less than one year. In terms of tourism professional training, 17 percent of operators have never received training, and 63 percent of the operators have received only superficial training, while only 21 percent have been systematically trained. According to the investigation, 92% of the farmers in the rural area did not have the phenomenon of prime minister or solicitor during the operation, and said that they increased their knowledge. 67 percent of the business owners believe that farming family music makes their lives full and meaningful. At the same time, 35 percent of operators believe that the development of farmer-family music has polluted the natural environment. Twenty-two percent of operators believe that village social security is not as safe as before. Fourteen per cent of operators believe that tourists bring bad habits to their farming practices and make neighborhood relations worse.

Survey of Rural Tourists

According to interviews and questionnaires, Baisha village is mainly from Hangzhou and Shanghai, followed by other parts of Zhejiang province and Jiangsu province, as well as some tourists from places like Anhui. Due to its low popularity, poor publicity and poor management, there are basically no tourists from Hong Kong, Macao and Taiwan. Among tourists, 45% were men and 55% were women. Tourists of all ages have the majority of people over 45, especially repeat visitors. The occupation of tourists is mainly composed of retirees, teachers and technicians, civil servants, enterprises and managers, among whom the proportion of retirees is the highest, which is 51%. About the purpose of rural leisure tourism (for multiple choice questions), 41% of visitors to the leisure entertainment, 34% of visitors is to communicate with friends and family affection, 28% of visitors come to appreciate the natural scenery, 25% of visitors to experience rural life, deal with work

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pressure and rehabilitation training were 8%, 70% of visitors to health rehabilitation, 1% of visitors to learn, there are 4% of visitors and other reasons. About the driver of the tourists choose a Baisha village farmhouse (for multiple choice questions), survey showed that 83% think that there is a good natural environment, cheap accounted for 51%, accounted for 11% of rural culture, unique and comfortable accommodations (42%), the transportation is convenient (41%), the villagers hospitality accounted for 36%. Survey shows that 90% of visitors certainly Baisha village farmhouse, think Baisha village mountains and rivers beautiful, a beautiful ecological environment, the road traffic is convenient, location advantage, villagers, simple, kind, the foundation of the development of organic is better.

Problems of the Low Carbonization of Rural Tourism

Lack of Enough Attention to Low Carbonization of Rural Tourism

Due to lack the enough understanding to the construction of low-carbon tourism for long time, the local development of rural tourism construction is the pursuit of benefits, and there is a certain spontaneity and blindness, protection of the local ecological environment and resources are in a relatively subsidiary position. According to investigation, so far, Baisha village has not organized a low-carbon tourism systemic science education activities, Baisha village rural tourism practitioners’ concept of "low carbonization of rural tourism" is not accurate cognition, whether the need to carry out low carbon tourism education also has fudged.

Willingness to Carry out the Low Carbonization of Rural Tourism is not High

Based on the spot investigation found of Baisha village, it is not very high for visitors and employees to accept the low carbonization of rural tourism. Most of tourists think that it’s to enjoy the natural scenery, travel beauty, rather than accept a the low carbonization of rural tourism to Baisha village. To accept the low carbonization of rural tourism is bound to affect the tourist mood and the quality of tourism. It has following reason to Baisha village practitioners unwilling to accept a low carbonization of rural tourism: Firstly, their "Happy Farmhouse" has done quite a low-carbon, there is no need to carry out the low carbonization of rural tourism; The second is that the low- carbon or low carbonization of rural tourism reform needs to spend more equipment cost, the financial pressures leading to its unwilling to accept a low carbonization of rural tourism or simply training; The third is considering a low carbonization of rural tourism of their Happy Farmhouse development cannot play the role of economic efficiency, and therefore unwilling to accept low carbonization of rural tourism.

Lack of Reasonable Planning for Low Carbonization of Rural Tourism

Due to the lack of low carbonization of rural tourism enough attention, Baisha village committee and the relevant departments are not reasonable planning for the development of low carbon Tourism education. In Baisha village, part of the rural tourism, there are still rubbish dumped, low carbon tourism practitioners consciousness, imperfect carbon tourism facilities, tourism product development and irrational phenomena. By visiting the Baisha village committee, the village committee has invested a number of power and money to strengthen the environment management, such as dredging rivers roads, the construction of seven waste transfer station, through various forms of low-carbon environmental advocacy However, due to the "Happy Farmhouse" practitioners cultural level is not high, inadequate attention to environmental protection, low-carbon tourism building did not achieve significant results. The main reason is the lack of low-carbon tourism-related construction personnel on how to conduct a low carbonization of rural tourism system still lacks theoretical understanding.

Countermeasures to Solve Low Carbonization of Rural Tourism

The low-carbon tourism is not just a concept, but also a new way of life and travel behavior. It needs tourists, tourism planning and development departments, tourism enterprises, government and tourist-related management department to think and act. According to the development practical of Baisha
village "Happy Farmhouse" and the problem of low-carbon tourism, the author puts forward some countermeasures.

**Strengthening the Importance of low-Carbon Tourism Promotion**

In order to solve the weak low carbon consciousness of tourists and practitioners, the lack of correct understanding of low carbon tourism and other issues, to develop low carbon "Happy Farmhouse" construction of promotional activities, through various forms including promotional pieces, posters, lectures and other forms to enhance "Happy Farmhouse" practitioners to build awareness of the importance of low-carbon tourism, establish a "Happy Farmhouse" building need to support the concept of low carbonization of rural tourism.

**Strengthening the Construction of Low Carbonization of Rural Tourism System**

Carry out the construction of low carbonization of rural tourism, we must solve the problems of the willing of the low carbonization of rural tourism and how to carry out the deficiencies effectively, which requires to establish a long-term mechanism of low carbon tourism education system. The village committee and the relevant department of tourism should be established a low carbon tourism education system which in accordance with Baisha village "Happy Farmhouse" of the actual mechanism, including low carbon tourism education planning, to determine the leader of low carbon tourism education, low carbon tourism education object, the form of low carbon tourism education, the content of low carbon tourism education, put forward the guarantee measures low carbon tourism education and evaluate the achievement of low carbon tourism education, etc. Meanwhile, Baisha village also should strengthen the construction of low carbon tourism education service points, low carbonization of rural tourism service points as the carrier of low carbonization of rural tourism should be made clear its composition, function attributes, operational mechanism and management regulations, etc., so as to promote the normal development of carbon tourism education.

**Strengthening Rural Tourism Low-Carbon Tourism Star Standard Construction**

Through the rural tourism low-carbon tourism star standard construction, can greatly improve the Baisha village rural tourism willingness to accept low carbonization of rural tourism practitioners, thereby promoting low carbonization of rural tourism. Rural tourism low-carbon tourism star means rural tourism indicators based on low-carbon assessment of the extent of its division, determining carbon levels. Specific indicators include low carbon content rural tourism level waste disposal, equipment operation and management degree, the extent of low-carbon tourism services, construction of low-carbon tourism products and tourism product is the situation with multiple aspects of educational and other low carbon. Low-carbon tourism -star standard construction can take environmental protection and "Happy Farmhouse" stakeholders combine to greatly facilitate "Happy Farmhouse" low-carbon tourism practitioners willingness education.

**Summary**

To build a low carbonization of rural tourism is an important way to implement a low-carbon economy, is also to put the low carbon tourism concept into practice, and the effective way to guide practice [7,8]. At present, the low-carbon tourism construction of Baisha village is still in exploring stage, if can from the perspective of the ideological level, to improve the "low carbon concept of Happy Farmhouse" practitioners through education, improve the relevant tourism services, and has the scientific guidance for "Happy Farmhouse" low carbon tourism facilities and product development. It will play an important role to improve the Baisha village "Happy Farmhouse" level of development and the promotion of "Happy Farmhouse" sustainable development; At the same time, the practice of Baisha village of low carbonization of rural tourism will be provide valuable experience and reference to other areas to develop low carbon rural tourism construction, so as to promote the development of low-carbon tourism. And low-carbon tourism will also bring a new era of development for rural tourism in the development of our country, let us concern, think and act get together.
Acknowledgements
This work is supported by the projects: "Zhejiang rural tourism low carbon demonstration research". (15JDNF02YB). Zhejiang province philosophy social sciences research base planning project.

References


