Project Management of East Lake Ecological Tourism Resort

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Abstract. For the purpose of pursuing the environment and the harmonious coexistence between people, we adopt the methods of field investigation. The results show that in order to ensure the green development of the moment, the establishment of a new mixture of civilization resort, we found out the importance of managing the ecotourism resort in East Lake and the problems encountered in the tourist attractions in East Lake. The conclusion about suggestions on the implementation strategies points out that it promotes economic development and the dissemination of excellent cultural history.

Introduction

The environment, the harmonious development between the cities of the three is our common goal, at the same time, with the improvement of life quality, people require for their basic necessities of life, more and more is also high. In people's life more and more pressure at the same time, people tend to meet their own well-being through foreign substances, thereby the release of pressure. At this time, the tourism industry should be the trend of the times and the development of it.

The development of East Lake scenic spot is necessitated by our age and reflects the tendency of social development. In this era of rapid development, technology developed constantly and handicraft industry is replaced by machines gradually. Environmental contamination has become the focus of attention of the whole world, and thus pollution problem has been paid attention to by people all over the world. In this situation, each local government puts more emphasis on environmental protection, in which environment of scenic spot is the priority among all priorities. Nowadays, East Lake scenic spot doesn’t have specific management mode and hasn’t been exploited deeply, causing the environment in it is somewhat damaged and available resources cannot be used appropriately. In order to make East Lake a better place, its development is an inevitable result. Further more, its exploitation is an inevitable result. Furthermore, its exploitation can bring significant growth in surrounding economy. According to people’s eating, clothing, housing, traveling, shopping, entertainment consumption, a complete economic system and integrated business district can be established. In addition, East Lake has its special geomorphic feature, which is associated with valleys, capes and ports, and a beautiful East Lake shows that it helps to save some money. In addition, such measures can ensure the profitability in the afterward operation of the scenic spot by developing shopping centers, feature hotels and restaurants.

The Importance of Managing East Lake Ecological Tourism Resort

The development of East Lake must take the issue of human resource management and cost management consideration. Because the East Lake is adjacent to Wuhan University, Hua Zhong University of Science and Technology and China University of Geoscience and other colleges or universities, and Wuhan itself is a place where college students gather together, so the human resources in Wuhan are pretty rich. Firstly, construction workers repair and rebuild scenic spot in the early stage. Then, we can make full use of the cheap labor market of college students in Wuhan in later management of scenic spots, recruiting students who are major in tourism management or
related, we let them be scenic tour guide or manager or other duties. This not only save the expenditure of scenic spots to a certain degree, but also make full use of excess human resources in Wuhan, which avoids the waste of human resources. Because of its landform characteristics, it saves cost management of the early development of repair and reconstruction, and integrates eating, drinking and playing together, to develop shopping mall, theme hotel and catering with features etc, which makes the scenic spots gain a high profit in later period.

**Various Problems Encountered in East Lake Tourist Attractions**

East Lake Tourist Attraction will inevitably encounter varieties of problems, in what follows, the author lists out some major problems below. The first one is the pressure of tourist traffic. As we all know, as the scenic spot progresses later on, it will attracts more and more visitors nearby, and most of them will choose self-driving travel. Every weekend holiday, urban traffic flow increases rapidly which brings unexpected pressure to the tourist attractions and even the whole city. It’s commonplace that we see personal cars parked at the gate of the tourist randomly which reduces the dual carriageway to a one-way street, which causes traffic pressure to some degree also. Secondly, the exploitation also brings a severe problem. The East Lake is surrounded by urban living zones and industrial enterprises and as a result of which, lots of unprocessed sewage drains off into the lake zone and leads to water pollution. Besides, the villagers exploit the river-lake-estuary regions to reclaim farmland from lakes, develop fishery industries and occupy the water zones if East Lake which leads to the decrease of the lake’s water surface area. The third problem is humanity and cultural distractions and the conflicts of foreign culture. If we want to develop, changes must be made and now we have to accept all kinds of cultures from the outside. So what we can do to accept the new culture without destroying our old culture actually troubles us a lot. The solutions to the conflicts of the old culture and new culture should be taken into consideration, meanwhile the indifferent attitude the citizens of Wuhan hold towards the exploitation should be handled without pose.

**Some Suggestions on the Implementation Strategies**

With the above problems, we can only develop this project after solving all of them. Here to the author brings forward some recommendations regarding implementation strategies:

1. Promoting green traveling, such as bicycle rent sites (paid in cash or with travel cards such as Wuhan Tong), tour cable buses and boats, with such vehicles or vessels public owned so as to prevent disorderly soliciting for a pleasant tourist environment; building green parking lots, with rewards for voluntary orderly parking; reinforcing police patrolling to punishing illegal parking.

2. Implementing clean discharge management of industrial enterprises, levying increased taxes on heavily polluting businesses, enforcing compulsory shifts of heavily polluting enterprises and prohibiting fishery breeding within the East Lake.

3. Reforming and renovating, further cultivating active entertainment, involvement activities and leisurely vacationing and promoting quality projects, for instance, by integrating the unique features of the East Lake, construct scenic spots of various kinds, build water parks and water shopping fairs, hold feature exhibitions such as chrysanthemum shows and plum flower shows. One big concern here is to distract residential buildings to separate residential areas from tourist regions for the sake of re-pollution of the tourist attractions.

4. Optimizing and beautifying environment and conducting the interactions between tourist attractions and urban areas for a harmonious, graceful secure and healthy East Lake Tourist Attraction. We should, on the basis of maintaining the original feature scenic spots, construct new-styled environment-friendly attractions. However, to smoothly implement the measures mentioned above, concerted efforts are required for all the Wuhan citizens.
Summary

The development of East Lake, on the one hand is to improve the economic revenue of Wuhan City, on the other hand is to return The East Lake to the hearts of the people, recalling their childhood memories. People in Wuhan and coming Han Chinese tourists at least in the East Lake can find a sense of belonging, they make Wuhan a sense of belonging. We are not only thinking about the development of a project its real meaning. What we do development projects really just for economic growth, but we have to say that we want to say that the real purpose of economic growth is to make people live a better life and can choose a better quality of life. Moreover, why we have been emphasizing the harmony between man and nature has a reason. Because all our resources are from nature, to a certain extent, we are dependent on nature. Returning to this matter the development of East Lake Scenic Area, how to do to make the East Lake come back to the hearts of people, how is the East Lake lost their childhood memories? Change is for what? Having no change is for what? How to do change and do not change, how to get a balance from it? How to make sense of belonging to East Lake? We return to the original purpose of doing this project, all of the implementation are people-based, allowing the East Lake Scenic Area to develop, first of all we have to do is to respond positively to local people, to do a civilized citizens to support local culture, respect for local culture and protect the local culture. We should start from small things and work together the goal that the harmony between man and nature. We should construct the Wuhan East Lake Scenic Area only belonging to Wuhan people, where we can feel is the unique style of the people of Wuhan City. People forget to the time going home. Let us enjoy the beauty of life.

References

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