



Research Article

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Study of Problems of the City's Tourism Economy Energy in China Based on the Perspective of Energy

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ABSTRACT

Energy is the basic industry of tourism economic development. This paper, based on the city tourism economy, analyses with depth the relationship between energy and urban tourism economy, and from the view of the energy point, analyses urban tourism economic development issues, and raises the issues in accordance with the relevant countermeasures. The analysis reveals that the supply problem of energy will affect the tourism economy, which causes pollution problems also limit the city's economic development, and supply problem and polluting energy sources will change consumer preferences of tourism projects, leading to maintenance and development of some existing tourism projects, which would change the future direction of the city's tourism economy.

Key words: Energy; City; tourism issues; problem

INTRODUCTION

The development of any industries cannot do without energy, and the development of energy always affects all industries. Tourism industry, as a green industry, has a higher requirement for the development of energy industry. Various tourist areas constantly strengthen energy infrastructure, for example, the Yunnan province of China's major tourist has been focused on energy projects to support tourism; ^[1]Shan Yang opened up energy base resort. ^[2]From the various tourist places of tourism development projects can be seen, each tourist firstly needs to solve the energy problem. The problem is not just the number of energy supply, but also includes the energy quality issues. After all, the tourism industry has a higher requirements for the of total energy supply, the same to the requirements of higher quality of energy. At present, energy -related tourism researches are less. Lei Zhang (2005) studied the energy development and utilization of eco-tourism city. Taizhen Wang(1997) studied the energy management of tourism enterprises. The paper tries to break this blank to city tourism development, study depth the development problem of Chinese tourism economy, from the view of the perspective of energy.

THE RELATIONSHIP BETWEEN URBAN TOURISM AND ENERGY

Development of urban tourism requires energy as support. City tourism is a unique travel way that should be based on the modern city facilities, and be as attracting elements as the city's rich natural and cultural landscapes. City tourism projects include cultural attractions (museums, memorial tube), Park (Forest Park, amusement park), the theme landscape (Window of the World, Underwater World, Bird and Flower Market,) and so on. In general, the construction of urban tourism is manually base. Attraction building is a big project and requires a lot of energy, while its operation and maintenance also requires a lot of energy. Therefore, the development of energy development exists on promoting tourism economy. Figure 1 is a tourist town tourism consumption and energy consumption growth diagram. As can be seen from the figure, energy and tourism economy has shown a certain relationship. As can be seen from the figure, the growth rate is relatively stable energy development, while the tourism industry develop more twists and turns, this is because the energy industry as the high investment industry, its output is relatively stable, and energy industries for the national security industry, so the government cannot let

the energy industry is too volatile. But the tourism industry belongs to the entertainment industry, and it has developed a great relationship with the level of economic stability and economic advantages, so there is a big fluctuation. Although they are both volatile, but in the long run, you can still see the same growth in line with the trend. Between 1995 and 1998, while declining trend. Meanwhile the rise and fall trend between 1998 and 2002. Consistent trend rises and falls between 2004 and 2012. So you can see the energy industry and the tourism industry have a close correlation.

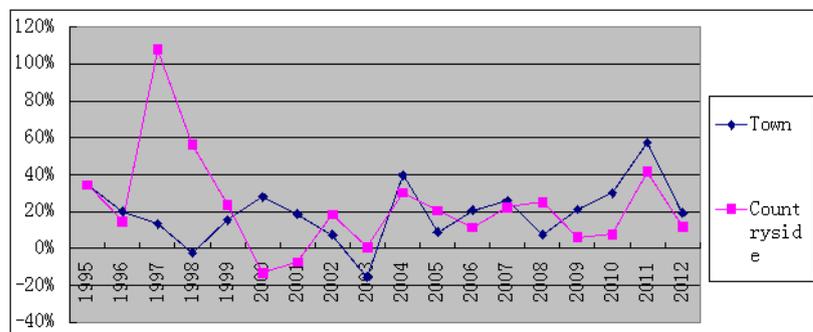


Fig. 1: The growth trend of towns total tourism consumption and total energy consumption

City tourism environment affect energy consumption structure. Tourism environment is an important factor affecting the economic development of tourism in the city. In recent years, rural tourism development faster and faster, while urban tourism development speed is limited, on the one hand because people yearn for a leisurely rural life, the important aspect is increasingly harsh urban environment; people want beautiful scenery, beautiful, air clean environment. However, with the industrialization of cities, increasingly severe environmental degradation, people are not satisfied with the degree of the urban environment is becoming more direct impact on travel choices. In addition to environmental pollution chemical pollution, an important source of pollution is a variety of energy consumption, especially the consumption of traditional energy sources. Since the reform and opening up, China 's energy structure has been based on coal as the dominant, the proportion accounted for more than 70%, although over the years to get some new energy development, but the development speed is limited to coal as the leading position in the long-term cannot be changed. As we all know, a lot of coal as an energy source emissions of carbon dioxide and other toxic gases in the consumption of. Also in the town's energy consumption, crude oil as the primary energy consumption of industrial and transportation methods, the pollution is very high. With economic development, improving people's living standards, the car has gradually become popular means of transport mode. Urban transport and transport increased and its crude oil cost also increased. While natural gas has been initially developed in recent years, but is far behind the pace of development of the automobile industry. Such energy structure will inevitably have a serious impact on the overall environment of urban tourism, and the current exhibit major negative impact.

So, the energy has played an important positive role for urban economic development of tourism, but it has serious structural problems, affecting the city's tourism environment.

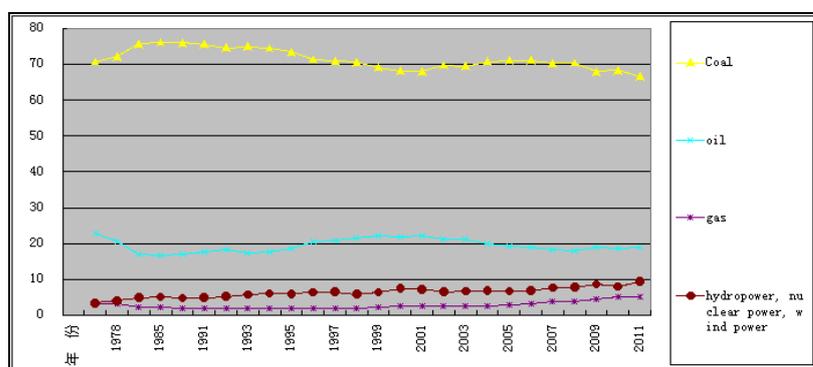


Fig. 2: Changes in China's energy structure

DEVELOPMENT PROBLEMS OF URBAN TOURISM BASED ON THE PERSPECTIVE OF CHINA'S ENERGY

3.1 Energy supply problems of urban tourism projects

Tourism economic development needs energy to support, but the current reality problem is that there is a serious

shortage of energy. Every year, in China, there is the phenomenon of limited power, which is very common in rural areas, often occurring in the city. For some tourist attractions, the brief does not cause brownouts great impact, but for some rely on the support of energy -themed amusement attractions, its energy supply problems will inevitably be greatly affected. In our golden weeks, some of the popular tourist attractions on the electricity supply shortage existed problems, leading hotels, catering not function properly, resulting in four visitors from complaining. In March 2011 to June period, Yunnan because of power outages and water shortages led to a sharp decline in tourist arrivals. Some tourist attractions strongly dependent on energy, such as some living organism museums. The air does not flow, so the museum needs to improve the environment through energy, for example, a power failure is timeout, and biological survival is problematic. Therefore, the actual energy supply problems have affected the development of the tourism industry.

Energy supply has become an important factor affecting the economic development of tourism in the city. If all industries are divided into two categories; that is, one is necessity manufacturing industry, and is the other non-essentials manufacturing industries. So the importance, the necessity for people to survive the manufacturing industry will be supplies industry, its importance is bound preferentially with non-essentials manufacturing industries. Necessities manufacturing industries, such as clothing, food and other essential goods, is to survive. Non-essentials manufacturing industry, such as culture, entertainment, etc., is to improve the quality of life products. Tourism is bound to be divided into non-essential industries. Hence the importance in terms of tourism is relatively less important in the energy suppliers are not in a position on the priority supply. This importance will affect the outcome of the game. However, the current reality, not a serious shortage of energy supply can barely meet the needs of industrial development, this time as a green tourism industry is bound to give priority to the development, so each region will be the tourism industry as a key industry to cultivate. In this respect, the development of the tourism industry gained the advantage in the game. But the result of the game is not stable. This is because, if faced with a short power outage problems, general industrial companies cannot power, you can choose a power outage is tourism, catering and other industries. Tourism has become one of the options.

3.2 Energy problems faced by city tourism environment pollution

For urban tourism environment, energy pollution problem is the influence of external nature, namely energy pollution is mainly caused by the development of other industries. Tourism industry as an industry in the urban economy, the development of the inevitable need for energy, but it is not an energy -based industries. Energy problems are mainly in civil and industrial energy use. Energy nature of the problem is not caused environmental pollution caused by pollution is pollution problems caused by the energy consumption. Fundamentally, the pollution is not energy, but energy emissions. Different energies have different impacts on the environment. If emissions exceed the high purification capacity of the environment, then the environment will be worse. If low emissions are not higher than environmental purification capacity, then the form will not pollute the environment. Therefore, we can say that the current key environmental pollution energy use types of problems, but also problems in the energy structure.

Energy structure problem is a long-term problem, and then the city tourism environment will become long-term problems, and will continue to deteriorate. This is because the new energy cannot be made a breakthrough in the short term; the energy structure cannot be changed in the short term. Thus, short-term dominance of traditional energy sources will not change; pollution will be a long time. Therefore, environmental pollution problems caused by the energy inevitably persist. Pollution problems will gradually change the direction of consumer spending, city tours become rural tourism, which seriously affect the development of urban tourism.

3.3 The direction problem of urban tourism economic development

Energy supply and pollution problems will seriously affect the direction of urban tourism and economic development. There are several aspects of the impact direction. First, the travel time of impact. Here's tourist season and the season is not the time, but the time for tourists to stay. Environmental issues affect consumers' realistic idea of travel, if there is a big difference between reality and expectation that idea, then a direct impact on the existence of such differences will travel consumer behavior. For example, if the idea is expected to tour in Beijing for a long time, but environmental issues may change their mind, because it was Beijing haze serious, are not suitable for tourism, visitors will shorten the travel time. Therefore, the direction of the development of urban tourism economy more focused on short-term travel. From design to see our current tourist routes, tourist routes are generally long-term rural tourism. Second, the impact of tourism consumer preferences. In a better environment, consumers may prefer some cultural projects, such as various memorials. At that time, when the environment is bad, people live long in the harsh environment of the holidays may be more desirable to get fresh air, so go green more tourist to travel. This is also the rapid development of urban tourism market in recent years, such as a variety of green parks, botanical gardens and so on. This shows that the energy problem of pollution will change consumer preferences. Third, the initial energy supply shortage inevitable tourism industry tries to reduce energy consumption and the use

of new energy sources, thereby increasing the cost of development. Fourth, it can affect the tourism project design and urban tourism development direction. Market can determine the production. As consumer preferences change, developers will be the future direction of development of tourism economy is also expected to change, thus affecting the design of tourism projects. In essence, according to consumer preferences, tourism developers should inevitably design tourism products. So consumer preferences determine the direction of travel of urban economic development. Such an approach is bound to have a significant impact on urban travel : First, consumer preferences greening projects, but greening project land area is relatively larger than the other projects, and urban land would have on competition, which exists with its choice of other tourist sites gaming problems ; second, increase the green tourism projects to improve the purification capacity of the environment, to a certain extent, promoted the improvement of environmental issues ; third, urban greening projects as artificial landscapes, from the current point of view, the lack of artificial afforestation project area characteristics, and therefore less attractive for long-distance tourists ; fifth, the change will affect consumer preferences have to spend a lot of energy and resources to maintain.

CONCLUSION

Based on the above analysis, we can find the energy and urban economic development of tourism has an important relationship, while energy is the basis of urban tourism economic development, other structural problems affecting the tourism economy of energy to the environment so the foundation. Therefore, there is the city 's economic development factors based energy development on tourism issues, issues related to energy supply shortage limits the travel of economic development ; energy cause environmental pollution and strong tourism -based economy has been affected and damaged, consumer preferences change issues ; energy supply and the impact of pollution on the development direction of the city 's economy, which affects not only the maintenance and development of existing tourism projects, but also affect the future of the design and construction of tourism projects. Based on this, in order to promote the economic development of urban tourism should pay attention to the following aspects:

First, although the energy structure and supply short time cannot improve pollution, but can improve environmental governance. Tourism environmental improvement of governance from the following aspects: improving energy use patterns, such as energy use equipment and technology updates; strengthen environmental governance innovations.

Second, to strengthen the development and utilization of new energy sources, on the one hand to improve the utilization of new energy in the tourism industry, on the other hand increase the utilization of new energy sources, new energy in the energy upgrade and improve the energy structure. This is a long-term measure; it should gradually strengthen and improve.

Third, strengthen tourism innovation; improve characteristics of green tourism projects. Based on the above analysis, with the deterioration of the environment, people's travel preferences change gradually, green tourism will gradually become the focus of its tourism, so tourism development should be based on consumer preferences to adjust the direction, and should strengthen the innovation, the development of regional characteristics of the green tourism projects.

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