

Study on the Sustainable Ecotourism Development Model of Jinxiu Yao Nationality based on Network Service Platform

Wang Wenming
Guangxi Science and Technology
Normal University, Laibin, Guangxi
China,546199

Abstract: The overall image orientation of a tourist destination should analyze its context, geography, market sense and competitors. Based on the analysis of the context, geography, market sense and major competitors of Guangxi Jinxiu Yao Autonomous County, this paper proposes that the overall tourism image orientation of Guangxi Jinxiu Yao Autonomous County is "ecological Jinxiu, the world Yao capital." Starting from the connotation of ecotourism, this paper analyzes the impact of "Internet+" on the development of ecotourism and put forward countermeasures and suggestions from four aspects of coordinating the relationship between ecological protection and ecotourism, accelerating the construction of Internet infrastructure, establishing, and improving information integration platform, and providing personalized services, in order to promote the sustainable development of ecotourism.

Keywords: Sustainable ecotourism; Jinxiu Yao nationality; network service platform

1. INTRODUCTION

Guangxi Zhuang Autonomous Region is located in South China. It has 11 ethnic minorities, including Zhuang, Yao, Miao and so on, and a total of 12 ethnic autonomous counties. It is mainly distributed in mountainous areas, surrounded by mountains, with beautiful scenery, a wide variety of wild animal and plant resources, and an excellent ecological environment. All autonomous counties rely on local minority characteristics to develop tourism industry, mainly government led

At present, under the guidance of ecological principles, based on the construction of ecological agriculture, a new type of tourism that provides tourists with extensive participation and experience activities such as agricultural sightseeing, agronomy and science and technology demonstration, leisure vacation, and agricultural product picking and processing -- ecological agricultural tourism has been developing in full swing everywhere, and has become an effective way to solve the "three rural" problems in China. As an important part of the sustainable development of rural areas, eco agricultural tourism, the influx of a large number of tourists, while injecting vitality into rural economic development, aims to determine the location of tourism destinations in the mental coordinates of tourists.

The overall image positioning of tourism destination is a process with comprehensiveness and creativity. Generally speaking, the overall image positioning of tourism destination should consider the context, context, market sense and competitors of the tourism destination. On this basis, the relevant positioning methods should be used to express the terrain image of tourism destination with a penetrating, creative and infectious concept. The connotation of ecotourism mainly includes the following aspects: First, tourism spots should be natural ecology or human ecology with symbiotic relationship. China has a long history and rich natural landscape resources. Ecotourists' tourist spots are not only natural ecosystems, but also human landscapes; Second, pay attention to fulfilling tourism responsibilities. Tourism

enterprises should not bring negative impacts on the environment when planning and developing ecotourism spots. While enjoying and appreciating the natural and cultural scenery, ecotourists should actively protect the local environment and maintain local life without damaging the environment. Ecological footprint of tourism transportation.

2. THE PROPOSED METHODOLOGY

2.1 Basic Theory and Model of Tourism Ecological Footprint

The measurement of tourism transportation ecological footprint includes the energy consumption and occupation of tourism transportation facilities required by tourists from their permanent residence to the tourist destination, as well as travel in each tourist destination.

The construction site occupied by tourist transportation facilities includes airport, railway station, bus station, ship wharf, railway, highway, parking lot, cableway station entrance, bridge, beam, tunnel, etc. required by tourists. Most ethnic minority settlements are located in remote areas. Although they are rich in material resources, inconvenient transportation has become the main factor hindering local economic development. The economic production of ethnic minority settlements is dominated by the primary industry. Restricted by the poor geographical location, ethnic minority settlements do not have advantages in transportation convenience, talent introduction and economic radiation. It is difficult to introduce traditional industries and high-tech industries to promote local economic growth:

(1) In terms of national costumes, there are both commonalities and individuality. The commonalities are embodied in the chignon with bare feet, the large collar with patchwork clothes, the silver hairpin with head ornaments, and the big rings running through the ears. No matter the clothes, pants, shoes, foot bindings, and leggings on the feet, they all have exquisite and delicate patterns and colorful colors.

(2) The individuality is mainly embodied in the clothes of Chashan Yao, Hualan Yao, and Ao Yao. The bottom of the cloth is black. The cloth of the clothes of Pan Yao and Shanzi Yao is black, Purple is the background color, but both are home-made homespun cloth. From cotton planting, flower binding, spinning, weaving to indigo dyeing, embroidery, and sewing, they all come from women's hands.

2.2 The overall image orientation of Guangxi Jinxiu Yao nationality

First of all, based on the concept of sustainable development, we should do a good job in ecotourism planning. In combination with ecological principles, we should consider the environmental carrying capacity of the area where the ecotourism site is located while formulating and implementing the planning, actively cooperate with the completion of pollutant emission reduction, and avoid the damage of human activities to the local environment.



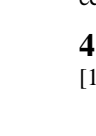
Branches	Style	Wear way	Pattern and Color	Modelling characteristics
Pan yao	Women's clothing Straight collar and lapel style	Flat pointed hat, lengths on the long sleeves, chest hanging gold tassel, slanting apron, wearing embroidered pants	Naiped after the flower, eleven layer flower, cockscomb flower, leg free flower, etc. Main color: black, red, yellow, match color: green, white, purple and green	
Village to yao	Women's clothing Spotted coat with large collar and lapel	Silver plate horn cap, Big collar, iron nail, middle gown, left cover and right front, belt, middle leg cover together	Patterns: geometric patterns, insects and birds, landscapes, flowers, etc. Main color: black, blue, light red, rose red, match color: blue, white, green, yellow and pink	
Shanzi yao	Women's clothing Stand collar with right front broadfront style	Bamboo hoops, hemmed head scarf, homespun jacket, white collar, belt, shoulder gump, apron, under the pants, leggings	Pattern: sunflower, zig-zag, double lock, fringe plate, etc. Main color: black, red, blue, white, match color: green, yellow and rose	

Figure. 1 The original form of clothing of all branches of Jinxiu Yao nationality

Tourism catering ecological footprint measurement includes providing tourists with packaged meals, tasting local flavor meals, banquets, buffets the completed area of catering facilities for such service projects as catering and beverage, the biological production area of tourists' food consumption (including arable land, forest land, grassland and water area), the fossil energy area of energy consumption for catering services, and the completed area of catering facilities only count the area of various social restaurants (not providing accommodation). National culture and its derived national customary laws are the guarantee for the development of ecotourism in autonomous counties.

For a long time, ethnic minorities have been "dependent on the mountain". The quality of the natural environment directly affects the survival of the people. Therefore, most ethnic minority cultures express their worship of nature. On the basis of ideas, ethnic minority areas have determined the order of protecting the natural environment and the punishment of destroying the ecology through customary law. For example, the village rules and customs formulated by some villages in Jinxiu Yao Autonomous County stipulate that it is prohibited to damage trees. The main geomorphic types include middle mountains, low mountains, hills, plateaus and special landforms.

The highest peak, Mount Shengtang, is 1979 meters above sea level, the lowest valley is 140 meters above sea level, and the relative height difference is 1839 meters. It is a typical mountain area. The mountains are numerous, high and dangerous, which blocks the economic and cultural exchanges between Dayao Mountain Yao residents and the outside world, making the Jinxiu Yao culture in Guangxi well inherited and protected.

The special geographical location, diverse geomorphic types and ancient geological conditions have bred the dense forest vegetation, sufficient rain and comfortable climate of Jinxiu Dayao Mountain. Integrate relevant information platforms, fully open the information exchange bridge of various ecotourism spots and improve multi-level tourism information centers and service terminals.

3. CONCLUSION

The meaning of "World Yao Capital": The image of the world Yao Capital is positioned to look at the development of tourism from a higher perspective, that is, to jump out of Jinxiu to develop Jinxiu. From the perspective of development scope, the long-term goal of Jinxiu Yao is "the world". At present, the Yao people are distributed in many countries in the world. Due to the independence of national culture, the common characteristics of the Yao people in all corners of the world are difficult to change. Not only are they product innovation, creative marketing, and service improvement, but also the supervision and data information platform provided by the Internet is conducive to popularizing environmental ethics education, regulating and restricting the behavior of ecotourism, Promote the sustainable development of ecotourism.

4. REFERENCES

- [1] Sun Xiaomei Research on rural eco-tourism development under the model of "Internet plus targeted poverty alleviation" [J] two thousand and twenty-one
- [2] Yang Xianhua Study on Tourism Development Countermeasures of Jinxiu Yao Autonomous County in Guangxi [D] Central South Forestry University, 2018
- [3] Wu Jiawen, Chen Yafei, Zhong Zhenye Research on the construction of ecotourism development model based on the sustainable perspective -- taking the ecotourism of Qinghai Tibet Plateau in China as an example [J] two thousand and twenty-one
- [4] Yangzaxi Bazhu Research on the sustainable development model of rural tourism in Tibet under the background of rural revitalization [J] Plateau Agriculture, 2022, 6 (1): 86-91
- [5] Kuang Xianglin, Wen Fengping Research on innovation of high-quality development model of rural tourism from the perspective of rural revitalization strategy [J] Tourism overview (second half of the month), 2020, No.313 (02): 56-57
- [6] Zhao Yonghong Study on sustainable development of rural tourism under the ecological poverty alleviation model [J] Business News, 2020, No.222 (32): 26-27
- [7] Ou Zhonghui Study on the sustainable development model of rural tourism in Tiandong Jiuhechen Ecological Tourism Park guided by the concept of circular economy [J] Economic Research Guide, 2018 (24): 2

- [8] Liu Yanguo, Wang Qing, Liao Yansong, et al Ecological tourism development model in the upper reaches of Minjiang River in the perspective of sustainable livelihood [J] Tourism Research, 2018, 10 (2): 13
- [9] Hao Chang'e Research on innovative tourism enterprise management mode under ecotourism management [J] Contemporary Tourism, 2019 (6): 1
- [10] Peng Yan, Huang Guiping Research on the development model of tourism economy from the perspective of low-carbon economy [J] Journal of Chifeng University (Philosophy and Social Sciences Edition), 2019, 040 (004): 95-97
- [11] Wang Gongwei, Zhao Zhongwei Research on Rural Tourism Poverty Alleviation Model and Mechanism from the Perspective of Actor Network -- Taking Leiyingsi Village in Chifeng City as an example [J] Research on Agricultural Modernization, 2021, 42 (1): 10
- [12] Wang Shuxin, He Hong, Liu Jie Building a low-carbon development model for tourist destinations based on blockchain technology [J] Ecotourism in China, 2022, 12 (4): 11