

GTTP CASE STUDY WRITING COMPETITION
INTERNATIONAL CONFERENCE 2010

Green Tourism in China

In Search of Harmony between Nature and Mankind

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Acknowledgement:

It is a distinct privilege for us to introduce our Green Tourism research project and share our investigation findings in China.

With the rapid development of tourism in recent years, tourists in China can now have a variety of modern facilities and quality services when travelling at home and abroad. Like tourists in many other parts of the world, Chinese tourists have also begun to demand for more 'Green Tourism' opportunities because of their increasing awareness of environmental issues. Various forms of green tourism have also been practiced by tourism operators in China. In this project, we have chosen 6 scenic spots alongside the densely populated, economically developed coastal areas in China and explored how Green Tourism is being practiced in these popular tourist destinations. Through field trips and interviews with key tourism operators and administrators, we intended our project to identify features and forms of Green Tourism being practiced in China.

In the project research process, we have received help from many organizations and individuals. We hereby express our heartfelt thanks to GTTP, the Global Travel & Tourism Partnership, who provided this opportunity for us to do this research.

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Our gratitude also goes to Dr. Hanqin Qiu Zhang, Ms. Chammy Lau and Ms. Lianping Ren, who gave us a lot of instructions and advices.

We would also like to thank Ningbo Polytechnic, especially the Department of Business Management and Administration, who supported our project generously.

Preface:

This report documents the process that we had experienced when undertaking our research on the forms and practices of Green Tourism in China. In the project, we not only visited a series of tourist destinations, but also interviewed key individuals involved in the tourism industries. We have chosen the following tourist destinations as case study sites in China (listed in the sequential order of field trips, also see the map of case study sites in China): Xixi National Wetland Park → Tiangong Fazenda Agricultural Park and Tengtou Village→Shanghai World Expo and Beijing Olympics → Liaoning National Geological Park in Haizhou Open air Coal Mine →West Lake



Map of case-study sites in China

As can be seen in the map, most of the selected case study sites are

alongside the densely populated, economically developed coastal areas in China. We choose these sites as we appreciate the enormous challenges that local governments and tourist operators are faced with in developing Green Tourism in these locations. Natural environment in populated and developed areas is more vulnerable to human pollution and destruction. These sites are also highly popular tourist destinations and for this reason, the practices of Green Tourism can raise environmental awareness among a large number of tourists who frequently visited these sites each year. Consequently, we believe that it is important to study how Green Tourism is practiced in these tourist destinations in China. These sites also have their own unique features in attracting tourists.

Xixi National Wetland Park preserves the natural ecology of the environment, which allows tourists to see how wetland plays a critical role in retaining water resources and maintaining the critical climatic balance. Tiangong Fazenda Agricultural Park and Tengtou Village in Ningbo City are rural villages, displaying harmony between human beings and nature in an agricultural setting.

Liao Ning National Geological Park was a coalmine in an area that used to be the heart of China's industrial revolution. Following the decline of heavy industry in the region, the emptied coalmine was converted into a national geological park.

West Lake is probably one of the most popular tourist destinations in

China because of its history and rich literary culture associated with the area. It is also within close vicinity of the downtown for a major city (of 6.83 million people). For us, it is an extreme case of preservation of natural beauty under great pressure from maddening crowds and busy traffic.

Beijing Olympics Facilities witnessed one of the most spectacular events in the new century. We regard it as one of the perfect examples of environmentally friendly buildings that integrate modern technology into their architectural designs.

Shanghai World Expo is a collection of exhibition pavilions designed by various countries, each displaying their efforts to have harmony between human beings and nature.

Apart from the above field trips, we also conducted telephone interviews with tour operators (administrators) and administered questionnaires among tourists to further explore the issues examined in this report.

In the coming sections, we will first discuss the concept of Green Tourism in China. Then we will describe how we undertook the project research before we presented findings concerning the six case study sites. We will make suggestions for various stakeholders such as governments and tourists concerning the development of Green Tourism.

Section One Background Information:

Green living is regarded as a sign of civilization and it has become more and more popular among tourists in China. Rapid economic development and fast rhythm of people's life in China have created a strong incentive for people to leave urban areas in search of places for relaxation. In order to meet this increasing demand, Green Tourism has become increasingly popular in the public. The Chinese government also endorses the idea of Green Tourism and promotes the practices of Green Tourism to achieve sustainable development of the tourism industry and other industries.

Given such an emphasis on the development of Green Tourism, experts and tour operators, unfortunately, have different opinions. Pan Huimin who is the manager of China International Travel Service in Ningbo contends that green tourism is rural tourism, which gives tourists opportunities to experience what life is like in rural villages. Such concept of Green Tourism has been practiced in places including Tiangong Fazenda Agricultural Park and Tengtou Village in Ningbo, which showcase traditional customs and ways of life in a rural village to attract tourists. In the Parks, tourists may see various types of natural sceneries and taste delicious dishes which are made by pollution-free vegetables and meat. Tourists can also learn to do a bit of farming or pick fruits from trees by themselves. Ma Zhongmin who is the expert of tourism industry has a different view of green tourism and argues

that green tourism is a metaphor which can be understood as a means to achieve sustainable development. Such concept of Green Tourism can be found in the practices in Liaoning National Geological Park in Haizhou Open-air Coal Mine. Many years ago, it was just a coal mine, which was closed down because of over mining. Supported by the local government, the emptied coalmine pit, a site where nature was absolutely destroyed by human beings, was transformed into a park to show the process and history of mining for tourists. In a sense, the closed coalmine is given a new life and the park itself may be considered the embodiment of sustainable development.

Green Tourism is also popularly conceptualized as eco-tourism. It is believed that only when the natural resources are kept balance and the environment is protected, can people enjoy the nature and make peace with the nature in the long run. Regardless of these different views of Green Tourism, most would agree that we should promote environment education through Green Tourism practices. To achieve this, both tourists and tour operators need to have a high standard of cultural knowledge and environmental awareness. While we agree the critical importance of Green Tourism sites as centers for raising our awareness of environmental issues, we think that some of the opinions of Green Tourism is somewhat simplistic. We believe that Green Tourism is not just about being away from the urban traffic and industrial pollution or inhaling fresh air in rural villages. We believe that Green Tourism is a systematic integration of environmental protection,

eco-tourism and sustainable development. What tourists can do in a Green tourism site includes sightseeing, leisure, scientific research, and environmental education. It is a continuous search of harmony between human beings and nature.

In China, tourism industry is considered as “sunshine industry” because the industry has been expanding at an unprecedented speed in China. It is predicted that by the year 2020, China is going to be the largest tourism destination country, and the fourth largest tourists generating country. The development of Green Tourism, however, is faced with numerous problems such as destruction of natural resource, serious pollution and destruction of ecological balance. As discussed earlier, Green Tourism has also been implemented in different ways in China.

Therefore, it is of great significance to conduct a case study of Green Tourism in China, in order to understand how Green Tourism is being developed and practiced.

Section Two Research Method:

As mentioned earlier, we decided to choose six case study sites. In this report, we will focus on five major tourist destinations including Xixi National Wetland Park, Tiangong Fazenda Agricultural Park and Tengtou Village in Ningbo, Shanghai World Expo and Liaoning National Geological Park in Haizhou Open air Coal Mine, and refer to Beijing Olympics and West Lake, the two other tourist sites in passing. During our field trips, we took photos of the places that are highlighted as major tourist attractions in each site. We gathered facts about these sites and asked related questions to tourists and tour operators. Apart from making field trips, we also did Internet and library research about the development of green tourism in China. We also designed questionnaires to explore 50 tourists' views on Green Tourism. We also conducted telephone interviews with 5 tour operators, gathering information about how they have been promoting green tourism.

Section Three Fields Trips:

Green Tourism I Eco-tourism – Xixi Wetland Park



3.1.1 At the gate of Xixi Wetland Park

“There is a paradise in heaven; there are Suzhou and Hangzhou on earth”, this old saying represents the beauty of Hangzhou. It has a charming scenery, rich culture and prosperous modernity. Xixi Wetland Park is a typical representative of Hangzhou City.

Xixi Wetland Park is a wetland in urban area. It is situated in the western part of Hangzhou City, less than 5 kilometers from the West Lake. It covers a total area of about 10.08 square kilometers and the open area is about 3.46 square kilometers. It is also the first and the only wetland park including urban wetland, rice paddy wetland, and cultural wetland in China (See from <http://wenku.baidu.com, nd>). With its rich ecological resources, simple

natural landscape and profound culture, the park is known as one of the Three "Xi's" along with the West Lake and the Seal Engravers' Society. The splendid culture of the Xixi wetland Park has a long history. Autumn Snow Temple, Plum and Bamboo Villa, and Deep Pool Mouth are all built by the famous writers and poets in ancient times. Today, the peculiar buildings are still there for visitors to visit and study. Many tourists find it a land of peace in a bustling Hangzhou City.

This park has four distinct aesthetic features: coldness, wildness, simplicity and elegance. They respectively show quietude, which is a tranquil place in a noisy city; nature, which is a pure land in human society; simple, which is the plainness or the philosophy of 'back to nature'; beauty, relates to the gathering of literary figures and artists.

Forest is the “lung” of the city, and wetland is the “kidney” of the city. The existing Xixi wetland is very important to maintain equilibrium of the ecosystem, improve the ecological conditions and promote the harmony between human and nature. Like a thick sponge, Xixi wetland has huge storage function of water and conserves the water for a huge metropolis. The wetland Park claims that this park is the biggest water channel in the world, which stores water resource for the area. It can slow down the speed of flowing water and deposit corrupted mud and slime (See from the website: <http://wenku.baidu.com/view/700bc700b52acfc789ebc9c8.html>, nd).

The plants in the wetland park can also filtrate pollutants in soil and

decompose them into high phosphorus and nitrogen ingredients. 40% of the species that live in the world's fresh water can be found in the Wetland's fresh water, 12% of which are animal species. In the world today, half of fresh water organisms are in danger.



3.1.2 Nests in Xixi Wetland Park

As can be seen in the pictures, different types of birds' nests can be found in the different corners of the park. Some of them are high in the sky; others are low-pitched hiding cross the tree. During our field trip, we have seen birds mothering baby birds. We believe that these birds live in a very comfortable and easy place. Since they don't like to stay in a noisy and complex situation, we may conclude that the park is a natural and original field for the birds to live.



3.1.3 A sightseeing boat in the park

The water here is very clean. As the function of the wetland is to keep water and adjust the climate of this area, Xixi Wetland has done very well. People who come to travel like to have a sight-seeing by boat and they can touch the water, sense the natural smell and be close to the nature.

Xixi also tries to educate its tourists and raise their environmental awareness. We have seen posters in different parts of the park , for instance, . “protect the blue sky and water”, “advancing through technology, promoting environmental protection” and the like (see the posters in Picture 3.1.3).



3.1.4 The posters standing in Xixi wetland



3.1.5 The solar lights in the park

Apart from the posters, we also saw practices of Green Living on display in the park, such as the use of solar energy (see Picture 3.1.5). As can be seen in the picture, the wetland park uses it to generate electricity for streetlight. They put the plate under the sunshine with angle of 30° and install it on top of the light; the solar energy will be stored for future use. We think

that it is a very good way to not only do the energy conservation but also to educate tourists about solar energy.

Xixi Wetland National Park has been made into a nationally renewed tourist destination after the release of the movie, “IF YOU ARE THE ONE”, which was shot in the park. As tourists keep coming to the park, the local people in the park have a very strong sense of responsibility to protect the environment. We have witnessed local residents’ enthusiasm for environmental protection during their protest against the construction of a pharmaceutical plant in the local region. During our field trips, we came across a group of local residents who rallied there against the construction of the plant near the park. We have taken pictures of these protesters and their protest messages (As can be seen in the Pictures 3.1.4).



3.1.6 With the local protestors



3.1.7 Xixi is my home, not a biochemical laboratory



3.1.8 We don't need a very high GDP at the cost of polluted environment.



3.1.9 Resisting the pollution of the pharmaceutical factory and protecting Xixi National Wetland Park.



3.1.10 We are opposed to building “International Medicine Park”.

We also learnt from these protestors that the wetland park was regarded as a perfect place for some pharmaceutical companies to produce medicine and now they are in negotiation with the local government for permission. Local people were obviously not willing to have the plant and wanted to protect this land from any sort of potential pollution. We believe that this is an important sign that the establishment of a wetland park has educated the residents and potential visitors to become more environmentally conscious.

Xixi Wetland is a place with beautiful and quiet environment. It is not the first wetland in the world, but is the only wetland in China. It is a national wetland park protected by the government. For instance, Hangzhou government promulgated the relevant policies of this park; the planning area,

function definition and sectorization. As a result of these policies and projects, the scale of park became larger and larger.

As it attracts more and more tourists, we believe that the message of environmental preservation can be spread further among the tourists and other people in the region.

Green Tourism II Going back to nature – Tiangong Fazenda

Agricultural Park and Tengtou Village

Ningbo is a port city and also is a very beautiful city. There are many places with beautiful sceneries, natural landscape and special custom. With the development of the economy in Ningbo, the livelihood becomes very busy and suppressive. So they would like to go out of the city and find a place for relaxation during the holidays. However, which place would they like to go? Through the survey, the figure reveals that most of them like to go where they can get the feeling of going back to nature, such as Tiangong Fazenda Agricultural Park.



3.2.1 Overview Tiangong Fazenda Agricultural Park

(From <http://www.nbtgzy.cn/about.asp>)

Tiangong Fazenda Agricultural Park is a village in the city. It is located in Wan Di Village, Xia Ying Street, Yinzhou District “Ningbo City” and featuring ecological farm, Tiangong Fazenda Agricultural Park covers an area of 1600 mu. The distance from Tiangong Fazenda Agricultural Park to the center of Ningbo is just 5 kilometers and it is very accessible for tourists.

The park is characterized by agricultural industrialization, with 400,000 square meters of mulberry garden, 12,000 square meters of intelligent sightseeing greenhouse, grape garden, bonsai garden, pear garden, peon garden and popular science gallery and so on. It has developed into a green sightseeing base, and formed the new village mode with the first, second and third industries developing simultaneously.

The park draws on the traditional culture of Ningbo ancient villages, and has restored the Xijiang Ancient Village with an area of 6000 square meters which has completely reserved the buildings with southern flavors, such as

ancient village group, old theater, old shops, and river streets and so on.

In addition, it offers accommodations, enough food and beverage, and many recreation facilities, such as barbecue, fishing, jungle spelting, real-man Cesarean castle which is extolled as “Urban Village and downtown garden”.



3.2.2 Qingxin Pavilion (From <http://www.nbtgzy.cn/show.asp?id=24>)

It also offers a variety of leisure activities for tourists, for example, there is a tearoom which is called Qingxin Pavilion in the park. As we all know, tea is the national drink in China. A scientific research shows that it is good for our health to have a cup of tea every day because it can help us refresh ourselves and lose weight. Also, it is helpful to prevent some disease like cancer.



3.2.3 Camping in Tiangong Fazenda Agricultural Park



3.2.4 Mulberry orchard (From <http://www.nbtgzy.cn/scenery.asp?id=25>)

The park has comfortable and beautiful environment for picnic and camping. It also has the largest Mulberry farm in Ningbo City, which covers an area of over 400 000 square meters. The main variety of the mulberry is “DaShi”. The output of each acre can reach 500 kilograms.

Mulberry Festival is held every year and attracts tens of thousands of

tourists coming for picking the Mulberry, which is one of the featured events in the mulberry orchard. Mulberry has high nutritive value and was known as the king of fruits in ancient time of China. Mulberry juice can be extracted from it.



3.2.5 Fishpond in Tiangong Fazenda Agricultural Park

(From <http://www.nbtgzy.cn/scenery.asp?id=52>)

Picture 3.2.5 shows Tiangong Fishpond where tourists can fish during holidays or weekends. The fishing section relies on the bank of the village river. The water area is 45,000 square meters with 30 meters at its widest surface and 2 meters at its depth. Fishing is a good way of relaxing for people after a busy and stressful day.



3.2.6 At Tiangong Fazenda Agricultural Park



3.2.7 Tiangong Fazenda Agricultural Park



3.2.8 Tiangong Fazenda Agricultural Park

Picture 3.2.6, 3.2.7 and 3.2.8 shows the Jungle Climbing Area in the park. This is a part of Jungle Climbing Area. The Jungle Climbing Area covers more than 3,000 square meters which is a specifically entertainment place designed for adolescents. Climbing area set up 16 different groups of climbing facilities, which has the most complete jungle climbing project and covers the largest area in Ningbo City. Adolescents can have a different experience during this activity. It can enhance their ability of perseverance and group cooperation.



3.2.9 Stadium of Tiangong Fazenda Agricultural Park

(From <http://www.nbtgzy.cn/scenery.asp?id=64>)



3.2.10 Happy Castle

(From <http://www.nbtgzy.cn/scenery.asp?id=58>)

Far more importantly, the park is also Quality education Base, found in

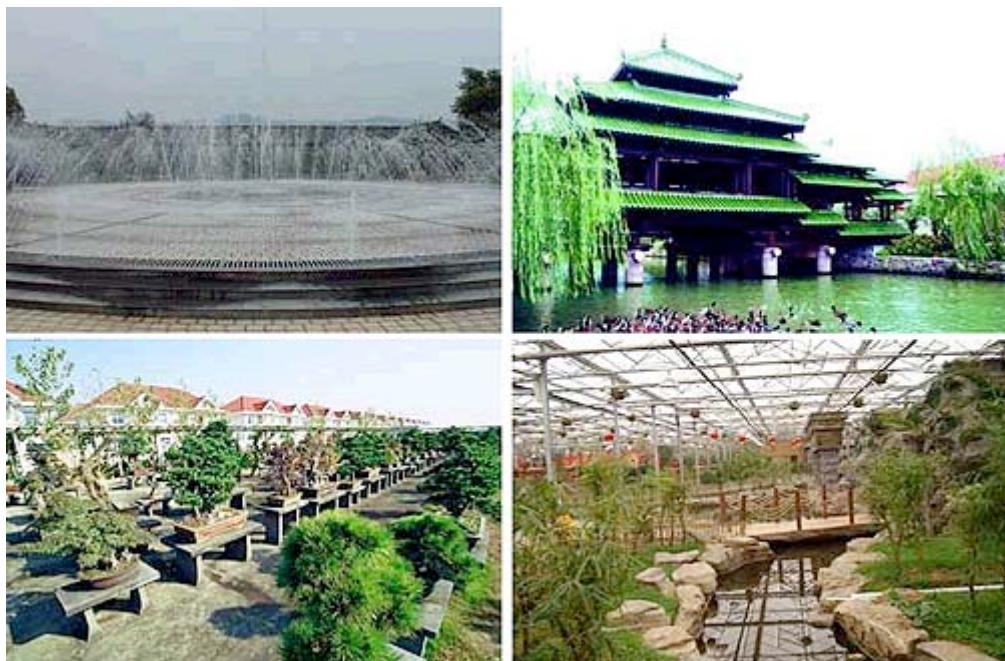
2006, for primary school and middle school students in Ningbo. The Base includes four education centers, including Eco-education Center, Eco-innovation Center, Ningbo's History and Culture Center and Training Center. The Base has a number of multimedia classrooms with an area of 2,000 square meters equipped with the technology necessary for innovative classroom instruction. Highlighting innovation, participation, safety and artistry, the base aims to build a garden of technology and science where children learn through play.

Tiangong Fazenda Agricultural Park is a typical example which shows the situation of people in harmony with nature. The environment of it is very beautiful, the fruits of it are very delicious and pollution-free. Children can have a good education and experience and improve their quality in many areas of the park. So I'd like to say, this is a good place worth going!

Tiangong Fazenda Agricultural Park is a typical ecological park and also is a holiday resort with ecological protection, beautiful environment, entertainment, leisure and travelling. Now, eco-tourism as one of Green Tourism is becoming more and more popular. Eco-tourism is not only to travel to some scenic spots, you also should protect the scenic spots' environment. During the journey, the tourists can have a chance to get close to nature and learn the knowledge of nature, then to protect the nature. So Tiangong Fazenda Agricultural Park as an ecological Fazenda will have a brilliant future!

The similar cases can be found everywhere, taking another example:

Tengtou Village, which is 27 kilometers away from Ningbo city center. It is exhibited in Shanghai Expo 2010, as a successful case of new rural life and its green tourism. In 1993, Tengtou Village became “one of best 500 global eco-villages” and in 2007, it was titled “one of best ten harmonious villages in the world” in the Seventh Global Forum. In Tengtou Village, substance, spirit, environment, economy and society are harmonious, people who live in Tengtou can live a modernized life while enjoy an Utopian Xanadu. The slogan of Tengtou Village is “make the village became a yearning place for the citizens.”



3.2.11 Tengtou Village

(From <http://image.baidu.com>)

In the village, houses have black roof tiles and whitewashed walls. Ducks are swimming freely in the pond and pigeons are flying lightheartedly around the square. Comparing with the other ten richest cities, Tengtou Village is not

only a wealthy village, but also a low-carbon and environmental friendly village. Tengtou people turned wasteland into farmland and paid much attention to its environment protection such as resources conservation and ecological conservation.

Besides, Tengtou Village has formed a completed low-carbon and eco-system, and it has invested a great deal of money to maintain and construct the environment with more than 20 percent of their total financial income.

Green Tourism III Good example of environmental protection – World Expo 2010 and 2008 Olympics

After the Beijing Olympic Games, Shanghai World Expo was opened on May 1st 2010 to the people from the entire world. It shows the custom of the counties all over the world and the city development status of every country after 200 years.



3.3.1 The symbol of Shanghai Expo in China and mascot Haibao

(From <http://image.baidu.com>)

This year, the emblems of Shanghai World Expo looks like three person hand in hand, very friendly and we can regard the three people as “you and he and me”. It means understanding, communication, happy together and cooperation. It shows the concept of being people-oriented. The mascot is called Haibao. It is blue that means free, pure and environmentally protected. It also shows the culture of an area and a country. The theme of the Shanghai World Expo is “better city, better life”! That means the city economy will develop better in the future, but it needs two foundations: one is citizens' ability of innovation and creation, the other is the harmony between man and nature. And in the future city, we will protect the non-renewable resources and diversity of organism, use the resources reasonability. Then we can create a living mode with sustainable development and make a comfortable living environment.



3.3.2 In front of China Pavilion

There are a large number of pavilions in the Expo Park. Every pavilion is built by the country from all over the world. After the Shanghai World Expo most of pavilions should be put down. So some countries use the recyclable, resource to build their pavilion. For example, the Indonesia Pavilion.



3.3.3 In Indonesia Pavilion

As can be seen from the picture, the wall is decorated by bamboo and the bamboo is a whole one, so it can be used again. It is the embodiment of environmental protection.



3.3.4 In Indonesia Pavilion



3.3.5 In Indonesia Pavilion

There are many advertisement boards about Green Tourism in some pavilions. This advertisement tells us that if we want to go somewhere, we'd better choose the bus so that we can help reduce the gas wastes of cars.



3.3.6 The Oriental Pearl Tower



3.3.7 At the Bund in Shanghai

If the tourists go to Shanghai, the Bund in Shanghai is a scenic spot

which tourists must visit. In order to meet the demand of the Shanghai World Expo, the government renovated the Shanghai Bund. After renovation, the traffic of it became very smooth and the space became bigger than before so that it can receive more tourists. It also shows the concept of people-oriented.



3.3.8 Low carbon World Expo

(From http://tupian.hudong.com/a4_20_14_01300000098168126769149360942.jpg.html)

There is international news about Shanghai World Expo. Zhang Jianyu, the president of American Environmental Protection Association said, he hope the Shanghai World Expo can be the largest activity about reducing carbon dioxide. The president of Shanghai Expo pays more attention to the ecological、green and environmental protection, so in the future, there will be many activities about how to appeal to the visitors to visit Shanghai World Expo with the thinking of environmental protection. Many facilities and transportation are very advanced, especially the buses. It uses hydrogen

rather than gasoline.



3.3.9 Solar Energy Light in Expo Site (From <http://news.china.com/index.htm>)



3.3.10 Purple Thin Film in Expo site (From <http://news.china.com/index.htm>)



3.3.11 Largest Solar Energy Roofing

(From <http://news.china.com.cn/index.htm>)



3.3.12 Transportation card with the words “love the earth”

(From <http://www.chinadaily.com.cn/>)

This is the first transportation card of the world which is sold in Shanghai. This card has two functions; first, we can use it to take a bus. Second, if we use this card, we can reduce 1 ton of carbon dioxide for Shanghai World Expo.

All of these show the theme of “Green World Expo” completely and it is a good chance for visitors experiencing what is green tourism when they visit the Shanghai World Expo. There are many counties decorating their Pavilions with the recyclable resources and they also call on visitors to protect the environment. So I think it is a good beginning for green tourism in Shanghai World Expo.

2008 Beijing Olympics

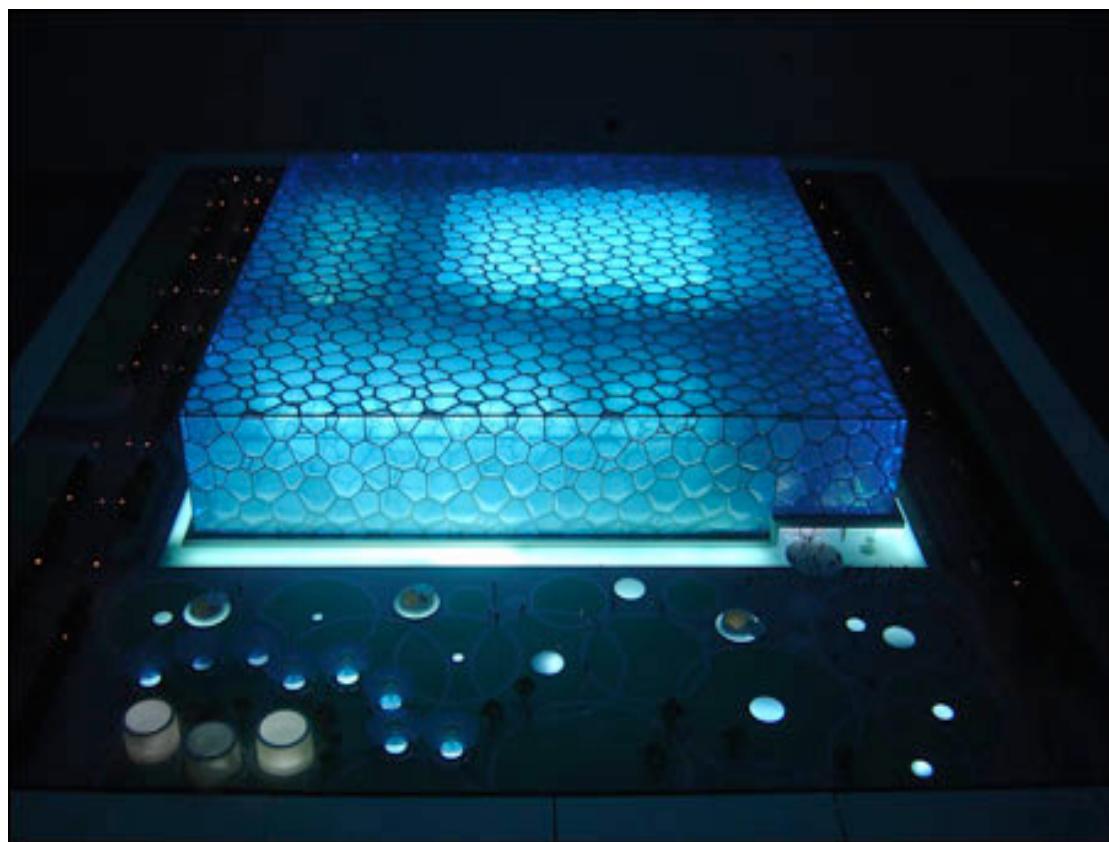


3.3.13 Logos for Beijing Olympics

As we all know, the Beijing Olympics is the most important event in the year of 2008. During the Olympics, we paid more attention to the

environmental protection. For example, there were three themes about the Beijing Olympics; one of them was “Green Olympics”. That means, we should protect the environment when we hold the Olympics.

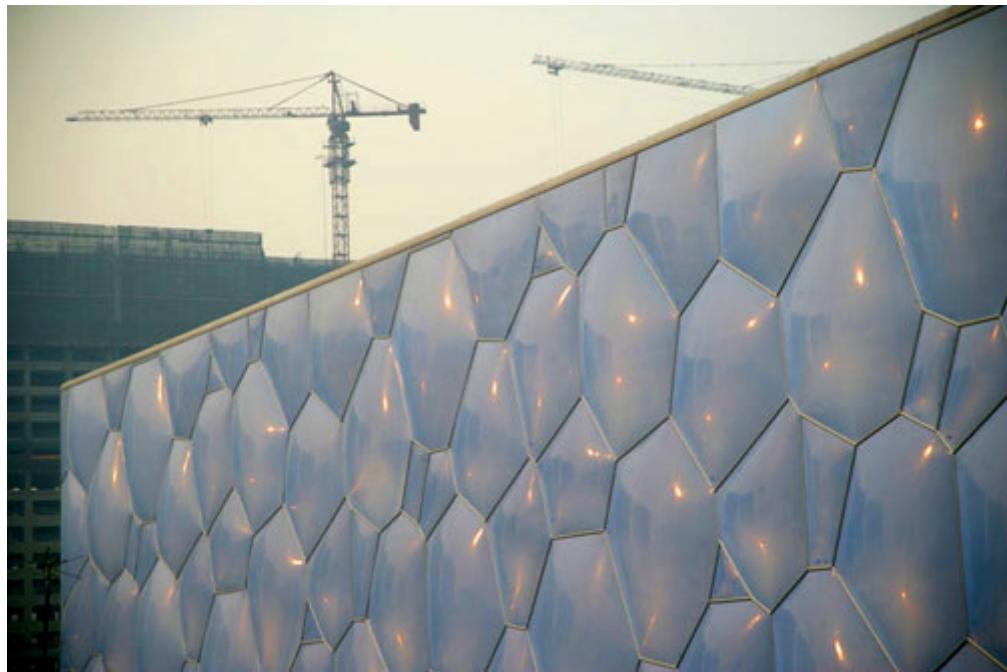
The first logo is created using a calligraphic art form and is composed of human and tree-like shapes. The logo consists of the crown of a tree and the shape of a human being, which are used to create the form of a large tree reaching the sky. The image represents harmony and unity between human beings and nature. Just like swinging colored strips that encircle and cross each other, the green lines form a luxuriant crown of a tree and recall flowers in full bloom, embodying the sustainable development of nature.



3.3.14 Water Cube(From <http://image.baidu.com/>)

The other one is the Olympic Venues like the Water Cube. It fully represents the concept of "Green Olympics," in terms of architecture, outside layer engineering, environmental protection in the areas of material, energy and water resources as well as the indoor environmental quality, according to a BOCOG official.

The project is featured by the reasonable and efficient application of clean energies, said Yu Xiaoxuan, deputy director of the Venue and Environment Department of the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG).



3.3.15 Water Cube (From <http://en.beijing2008.cn/>)



3.3.16 Water Cube (From <http://en.beijing2008.cn/>)

The "Water Cube" absorbs solar radiation and reduces thermal loss, guarantees the incoming of most of the sunlight which serves as the thermal source of swimming pool water, Yu said in a recent interview with the press.

The maximum use of natural ventilation and lighting features the environmental design of the project's outside surface, to ensure temperature and humidity control in different sections of the swimming pool and provision of comfortable indoor environment for athletes and spectators, Yu added.



3.3.17 Water Cube (From <http://image.baidu.com/>)

He said the architects skillfully took water use into consideration, ensuring the maximum and efficient utilization and recycle of water and protection of its quality and environment. The advanced water treatment system enables the water quality to meet the national standard and the rigid standards of International Amateur Swimming Federation (FINA) and the World Health Organization (WHO).

According to Yu, guided by the concept of sustainable development, constructors choose innovative energy-saving materials and products to reduce inside and outside pollution.

The realization of "Green Olympics" in the "Water Cube" project set a good example for other Olympic venues and also is a good representative of

“Green Tourism”.

After Beijing Olympics, Water Cube still can be used for long time, because of its special material. Expect it, other buildings of Beijing Olympics can be the scenic spots for people to visiting.

All of these represent the concept of environmental protection and sustainable development.

Green Tourism IV Turning an industrial wreck into an educational site

— Haizhou National Geological Park in Liaoning Open-air Coal Mine

Speaking of traveling, naturally, we will think of the natural scenery, historical sites, flourishing cities or resorts where we learn social development changes. While industrial heritage becomes a form of tourism, the interest of young people, refreshes the memories of the elders of the whole development process. My classmate told us that there was a famous place in his hometown, so we went there with him. We think young people like us should go there.



3.4.1 The National Mine Park Gate

Fuxin is in Liaoning Province and is an industrial city. It witnessed the foundation of Asia's first and world's second scale Haizhou mechanized open-air coal mine way back on July 1st 1953, thus making the local people proud. Due to its great contribution to industrialization of China, it accelerated the progress to new China. Its picture was printed in RMB and stamp. However, with the unreasonable mining extraction, Haizhou Open-Air Coal Mine was closed. After closure, it left a large pit ----4 km long, 2 km wide, 350 m deep and the absolute depth of -175 meters. It has become the world's largest artificial wasted rectangular mine and the lowest point of China's land.

With the policy of the government, people found a new way---the National Geological Park of industrial heritage tourism.



3.4.2 5 Yuan RMB note

3.4.3 The magazine in 1953



3.4.4 Haizhou Open-air Coal Mine

The Haizhou Open-Air Coal Mine is the center of National Geological Park. On the north of the pit, there is a viewing platform and an industry museum. In the viewing platform, there are many large mining machines. In the center of it, there is a hammer and on both sides of it display steam



locomotives, electric locomotives, plows and rock blasting equipment. In the industry museum, they use the advanced technology to show the process of discovering and mining coal mine and simulating mine disaster. We also can

3.4.5

Museum



3.4.6 Monument



3.4.7 Grab Machine

3.4.8 Introduction

Tourists can not only go to the Haizhou Open-air Coal Mine National Geological Park for sightseeing, holiday and relaxation, but also can go there for scientific investigation, exploration and education. For tourists, it not only is an experience of enjoyment, but also is an experience of learning. If the tourists go to the Haizhou open-air coal mine they will have a new experience!

But now, there are a large number of amusement parks, theme parks and ecological parks in China. Most of them are more attractive than Coal Mine Park. And most people are not interested in coal mine, so they think that may be very boring. So how does the manager of Haizhou Open-air Coal Mine National Geological Park do to attract a lot of people?

For example, they can give 50% discount to the guests. If you go there on Monday, Tuesday and Wednesday, it is free. After someone visiting there, they will recommend their friends and relatives to visit this park. It is a good place for education and investigation and it's a good example of Green Tourism.

Green Tourism V Restructuring Natural Park

– The West Lake Project



3.5.1 The West Lake in Hangzhou

There is a verse translated as “West Lake compared to girls, even if the makeup is too thick, still looks beautiful”. West Lake is located in the center of Hangzhou City; it is famous for its beautiful scenery and heritage relics; and also called Wulin Water, Qiantang Lake and Xizi Lake in different dynasties.

West Lake is a dreamland for people since the ancient time. Regardless of famous poets or ordinary people, they all make contribution to this nice place to win the praise. There are thirty six west lakes in China, but the most beautiful one is in Hang Zhou. The west lake looks like the beauty Xi Shi who has well mind and pretty appearance; it shows the clean water and green mountains and makes progress in its improvement. The West Lake becomes the real connotation of Hang Zhou city



3.5.2 West Lake

Hang Zhou is to be renowned both at home and abroad. As the tourism of this city develops rapidly, to improve environment capacity of tourism is very pressing. The guiding ideology of improvement of West Lake is to build the largest scale of ecological tourism area in Hang Zhou, to expand space of ecotourism. Therefore, The Westward Re-construction of the West Lake takes ecotourism as the centre; all are designed according to “nature, convenience, green”. For thousands of years, the fusion between human beings and West Lake is very harmonious, the water in the lake regulates climate and helps to make the air fresh and clean. Living by the lake is the example which shows human beings and nature live in harmony.



3.5.3 Buildings in West Lake

3.5.4 Pavilion in West Lake

The green management of West Lake is divided into two parts: they are management of westward scenic spot and management of tour facilities.

“Mao Water Township” is the place that can expand a largest area for “Westward Re-construction of the West Lake”, and it is also the emphasis to design “Westward Re-construction of the West Lake”.

At present, the majority of farmland and fishpond are out of use, except for some tea gardens. In this area, it will open up a large watershed, a lot of islands in the lake, that are not of uniform size and shape, in order to increase the space levels.

In Northwest region of Water Township carved out an orchard. Mulberry is planted beside the road, rare flowers are planted beside the mountain.

This area has a full-bodied waterside village characteristic, reflected the harmony between human and nature.



3.5.5 Forests in West Lake

Facilities for tourist improvement are divided into communication management and green hotel management.

Green traffic plays a dominant role in the entire activities of ecotourism, and also it is a must for us to achieve its target. Ecotourism puts forward higher requests for the traffic that we have now. Green traffic needs comfort and efficiency and also environmental protection, naturalness, in order to reduce the pressure of the environment, close to nature and life, harmony with local humanistic environment and the natural environment. For example, the road should be built at once. Unnecessary changes on its shape or slope should be avoided.

Green hotels described in two ways: first, it is through efficient protection to environment so that it can reach the standard symbol of non-pollution; second, compared to traditional hotels, the most prominent feature in green hotel is cleaner production, ecological service, diligence and thriftiness and “green enterprise culture”. Through a series of management and scientific planning, West Lake is shining with its charm and blesses later generations.

Therefore, it is a real dreamland for people to go and nobody would like to miss this paradise. And, when we decided to go back home, we saw three squirrels on the tree. What does it mean? The environment there is very well and it is really a paradise for human beings and also animals!

Above all, West Lake is a very attractive place for us to go. The policies here were published, protecting this area while enlarging more area to rich the cultural and natural atmosphere. The government gave us a correct way to know more about the green tourism and showed us a green world in West Lake.

From the above policies and projects of five cases (six scenic spots), we can see that Chinese government has fully realized the importance of green tourism and the sustainability of tourism development in China. Currently, it is doing her best to promote green tourism. Above five green tourism examples present that green tourism is not a simple tourism, it includes many aspects and also show the meaningful teaches to others.

Section Four Further research and Discussion Topics

After we conducted the above-mentioned field trips, we became interested in exploring further how Green Tourism is being promoted by governments at various levels and tour operators. To these ends, we decided to do further research on the following questions.

- 1) What does the government do to promote Green Tourism in China?
- 2) What do the hotels do to protect the environment?
- 3) What are the measures taken by tourist attractions?
- 4) What are the travel agencies doing to promote Green Tourism?
- 5) What do tourists and ordinary people think about Green Tourism?

We did library research and internet research to find answers for Question 1. We also interviewed Mr. Su Shaomin, the deputy director of Ningbo Tourism Bureau, to better understand what the government does to promote Green Tourism. Through our library and Internet research, we have identified the following answers to Questions 2-3. We also interviewed tour operators and surveyed tourists to get answers for Questions 4-5.

Question and Subtopic I: what does the government do to promote Green Tourism in China?

While we were doing library research and internet research, we found a lot of examples showing that the state government and some regional government attach much importance on the sustainable development of

tourism industry and are trying to build a whole new environment-friendly and going-back-to nature tourism industry. Here we want to give you a few examples by starting with some policies.

On November 7th, 2008, National Tourism Administration announced that the year 2009 be “the year of China Eco-Tourism” (Zhao, 2009). The theme slogan is “stepping into green tourism, experiencing ecological civilization”. To make 2009 as “the year of China Eco-Tourism” was aimed at increasing the propagandistic dynamics of tourism products, widely promoting environmental -friendly concept and advocating resource-conserving tourism, and lead to a new style of tourism consumption. The ultimate goal is to achieve sustainable development of tourism industry.

According to reports, National Tourism Administration has made a plan about eco-tourism in 2010. There is a project called “double hundred and ten millions”. It means that they will built 100 eco-tourism demonstration plots with different kinds and train 1000 eco-tourism volunteers, built 1000 eco-tourism companies and 1000 guides who know how to introduce and advocate green tourism (Zhao, 2009).

Shanghai World Expo and Beijing Olympics are two great events in China. The government had paid more attention to them and done their best to promote Green Tourism during these two events.

The government determines “Green Olympics” as one of the Beijing Olympic Games’ three themes, so the design of most venues is

environmental and energy-saving. The Water Cube is a typical example of it. It is designed by the famous senior architect Zhao Xiaojun. He said that Water Cube is the most sensitive building for environment in the world. The surface material of Water Cube is very special. If it is broken, it can return by itself. So, we can reduce the waste of resources. It also can absorb the sunshine so that we can reduce the usage of air conditional and save 30% of energy consumption.

The government had done more promotion about environmental protection in 2010 Shanghai World Expo. On April, 22nd, 2010, a World Expo transportation card with green travel and low carbon is showed in Shanghai.

The purpose of issuing this card is to let more citizens pay more attention to environmental protection and participate in the activities of environmental protection. Besides, the design of many pavilions fully shows energy conservation and environmental protection. For example, the Indonesia Pavilion, they use bamboos to decorate the whole pavilion which can be used repeatedly. In addition, there are many solar lights decorated on the external wall of Switzerland pavilion as a way to conserve energy.

In the Expo site, you can see many buses and sightseeing buses. Some of them use electronic and others use the energy of hydrogen, which are all pollution free.

All of these policies and measures taken by government are good for promoting Green Tourism and environmental protection. Apart from policies

and practices from the state government, the local governments are also trying their best.

Hangzhou Xixi Wetland is good example of eco-tourism, which shows measures taken by the local government (Hangzhou government). In Hangzhou city, the plan of free bicycle-renting is another example of environment protection promotion, which is also done by Hangzhou government. Hangzhou citizens can use their citizen cards to rent bicycles in any bicycle stops and also return them back at any other stops.

Hangzhou government is also implementing “The West Lake Westward Re-construction Project” to support green tourism. The Project enlarged West Lake, and built more villas for people to get closer to nature.

Our interview with Mr. Su Shaomin, the deputy director of Ningbo Tourism Bureau provided with more insights of the government’s efforts to promote Green Tourism in Ningbo and in China. In our interview, we asked Mr. Su some questions like what policies have been promulgated and implemented by local and state government to promote tourism, and whether there has been any effect. Mr. Su’s answers are mostly positive. He told us that the whole nation has realized the importance of environment protection and sustainable development.

“It is very difficult to develop tourism industry without a balanced ecological environment and a good human environment”, said Mr. Su, “that is why Ningbo’s future development in tourism industry is all based on the

concept of Green Tourism and sustainable development”.

He also mentioned that the government is going to promote Green Tourism among mass tourists through various policy measures and activities, in order that the mass tourists have green concept and a healthy way of consumption. The government also encourages tour operators to develop more Green Tourism products, such as green tourist attractions. Hotels should also be operated according to designated Green Standard (provincial standard).

“There are now over 50 green hotels in Ningbo. The government gives special allowance to these hotels as a reward.” Said Mr. Su.

Mr. Su also told us that they are making next Five-Year plan for tourism industry in Ningbo. In the plan, words like “Green Tourism”, “low-carbon economy”, “eco-tourism” appear with greater frequency. A significant transformation in tourism industry will happen in the near future. A very large tourist attraction is being planned to be built in Ningbo, where tourists can get close to nature and enjoy green life, while they learn how to protect nature.

Question and Sub-topic II What do the hotels do to protect the environment?

As Mr. Su said in our interview, there are more than 50 green hotels in Ningbo city alone. Many hotels want to develop themselves as green hotels in

China, in order to win the title and to get allowance from the government. In order to know these green hotels are doing to promote Green Tourism, we tried to phone 8 hotels, but only two of them gave responses to our questions.

From the phone calls, we got to know that both hotels are taking measures to protect the environment and to conserve energy. For example, one of the hotel managers told us that they were using energy efficient lights instead of other high energy consumption lights. They don't use disposable chopsticks and spoons; they serve spoons and chopsticks. They advocate green consumption. For example, if the guests order too many dishes, the waiter will give them some advice: you have ordered enough dishes; you can order the other dishes after you eating up these dishes. Most of the customers are satisfied with their service.

Among these hotels, Shanghai Yayue Hotel is a good example for environmental protection. It has a great location near the Nanjing Road and French Leased Territory. Through telephone interview, we learned that it was a post office in the 1970s. But now they have equipped it with many environmental protection elements. For example, first are the facilities. You couldn't see any carpets from lobby to room in the hotel, because they use mat which is made of flax instead of carpet. In the rooms, you need not wear slippers so that detergent and disposable slippers can be saved. Moreover, you can see different kinds of low energy consumption electrical equipments, environmental protection paint, double-deck glass and some other green

elements in the hotel. In the room, bed is put in the middle, right facing the window, so the sun light can come into the room and make the room brighter, which reduces time of turning on light. And of course, in this way, tourists can see green sceneries outside through the window. In addition, there are many switches in each parts of the room. So it is convenient for guests to turn off lights. It is a good example of energy conservation.

As recommended by our teacher, we went to the first five star hotels in Ningbo – Nanyuan Hotel, also one of the green hotels, to further explore their practice of environment protection and energy conservation. One of the staff member Ms. Lin told us that Nanyuan Hotel started to build green hotel since 2005. In the guest rooms we found that noticeable slogans could be seen everywhere: “Establishing Green Hotel and Initiating Green Consumption.”



4.1.1 Cue card in Nanyuan Hotel



4.1.2 Poster of saving water in Nanyuan Hotel

In addition, guests are kindly reminded to save water after their use. And, like other hotels, Nanyuan uses energy-saving lights and electric facilities.

Question and Subtopic III What are the measures taken by tourist attractions?

Tourist attractions are the good platforms for people to know Green Tourism. They provide a lot of information and tourists can experience Green Tourism by themselves. They can feel the real Green Tourism by their own touch, smell, gestation and audition. It is the base for people to know and participate in Green Tourism.

Our field trips to the various tourist attractions had given us much confidence. They take many measures to promote Green Tourism, such as using solar energy light, standing posters, using energy conservation technology and so on.

For example, in Xixi Wetland, posters can be found everywhere, suggesting environment protection and energy conservation. Such as: "We'd like to give you a clean and tidy place when you come, and please leave the same appearance when you go.", "Protect the blue sky and water, please!"

These posters make a great contribution to the promotion of environmental protection and let more people know the importance of environmental protection and raise peoples' awareness of environmental protection.

Shanghai World Expo is a hot topic now and it has also taken many measures for environmental protection. They have adopted many green and energy saving technologies in the construction of pavilions. For example, they adopted LED illumination technology, and much new energy-saving technology in the process of constructing, preparing and operating. In the Shanghai World Expo, all the buses use hydrogen energy instead of gasoline, it is an embodiment of environmental protection.

They also built exhibitions to show the best eco-buildings. These exhibitions do a good promotion for environmental protection and energy saving technology.

Moreover, the attraction of Haizhou National Geological Park in Liaoning Open-air Coal Mine makes a very good example.

Liaoning Open-air Coal Mine was a wasteland several years ago. It was of no use for the society. Nobody cared about it, just a pile of ruins. The local

government noticed this and came up with a good idea: turn the ruins into a theme park as National Geological Park. From double considerations, it showed environmental, ecological and also economic ways that could present a new style of Green Tourism.

Question and Subtopic IV What are the travel agencies doing to promote Green Tourism?

As the development of tourism, travel agencies are blooming everywhere. A lot of tourists choose to go travelling through travel agencies, as it is more convenient and the price is reasonable. As tourism product suppliers, travel agencies have the responsibility of promoting Green Tourism. Therefore, we would like to know how travel agencies are doing in this respect.

For this question, we also interviewed people from travel agencies using telephones. For most of the telephone interviews, we have got positive feedback. People from travel agencies are supportive of Green Tourism on the whole, and are willing to promote it where they can. Here is one of the telephone interviews; Ms. Pan from China International Travel Service answered our questions.

Question One: Is your travel agency doing anything to promote Green Tourism?

Answer: For this question, I want to say it is aimed at specific tourists who require visiting environmental friendly places. If it is not thematic product, we

won't promote green tourism all the time. If the group consists of teachers or relevant experts, they go to visit some places as environmental building of Nottingham University. For example, we received some overseas Chinese from Canada, who focused on research of environment protection; they want to go directly to the place that is full of environmental atmosphere.

Question Two: Do tour guides promote green tourism during their trips?

Answer: Of course, it is the duty for our tour guides to warmly remind tourists to pay attention to green tourism. For example, don't throw trash away and don't pick flowers or step onto grasslands.

Questions Three: Is it common for you to talk about green tourism to tour guides?

Answer: We talk about this during our regular meeting or training. And we require tour guides to promote the knowledge of green tourism to tourists.

We also interviewed five tour guides face to face. We asked them about whether they had reminded guests of environmental protection during their trips. They told us about their own opinions; here are some opinions from them.

Guide Jiang: *We notice the information about protecting environment and suggest them not to throw trash, and not to paint on the tree. This act wins the praise of the tourists.*

Guide Wang: *our travel agency has trained us at regular intervals and they*

often provide a lot of information about Green Tourism. So, if we take the group go outside, we always tell tourists about this. It is a very good thing for us to promote Green Tourism.

Question and Subtopic V What do tourists and ordinary people think about tourism?

As one of the experts suggests that Green Tourism is not about one particular party, instead, it involves various stakeholders, such as the government, the tourism product suppliers, and tourists. In our opinion, tourists are the most important element among all the stakeholders, because only when the tourists care about the environment and nature can Green Tourism is promoted in the long run.

Therefore, in order to know what ordinary people think about Green Tourism and whether they are doing anything to protect the environment, we did a survey among the ordinary people and tourists.

Question samples:

1. Have you ever heard of Green Tourism?
2. Do you use the disposable things in hotel?
3. If you have a chance to travel, among the following spots which one is your first choice? And what is the second choice?

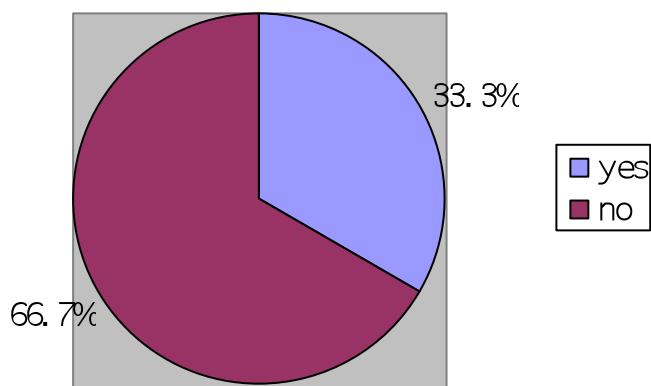
(Xixi Wetland, Shanghai shopping center, Disney land, Summer Palace and Shanghai Oriental Pearl TV Tower.)

4. Which one of the following statements do you agree with?
- A. The city should build more public transportsations.
 - B. To have their cars can be convenient.
 - C. The building should be built by cutting more trees.
 - D. The amusement park should instead of ancient relic.
5. Which one do you think is the best way to promote Green Tourism?
6. Do you support developing tourism in countryside or backward cities?
7. Do you prepare a rubbish bag when you are going to travel to some places?
8. Will you throw the rubbish into dustbin according to the classification?

51 people answered our questionnaires; the percentage here is 54.5% for female and 45.5% for male. And all of these people's age is from 21 to 40, so they are young people

Survey Findings:

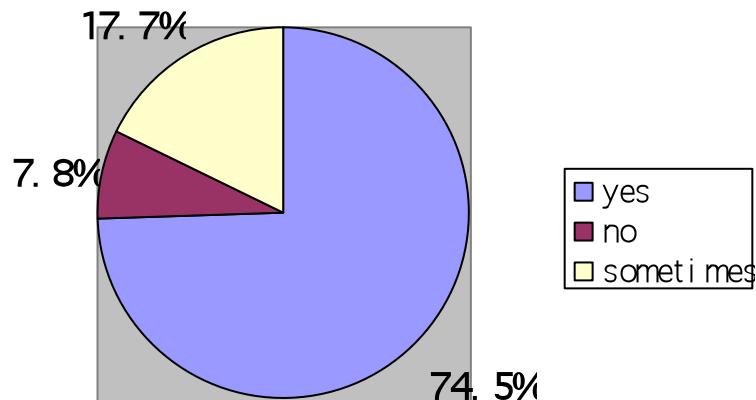
Question One: Have you ever heard of Green Tourism?



According to the result, only 33.3% of the interviewee said they have heard of Green Tourism. 66.7% of interviewees said they have not heard of

Green Tourism. Those people who know about Green tourism got the information from media, tourism promotion, etc. From the questionnaire, there are still a lot of people don't know or even never heard of Green Tourism due to busy life. They are more likely to choose mass tourism package which is popular destination. In China, Green tourism is a rising perspective, yet not all the bodies in tourism industry pay enough attention on it. All these factors lead to the fact that only 33.3% people know about Green tourism. So we should do many interesting promotions for Green Tourism by many ways to let people know and participate in it.

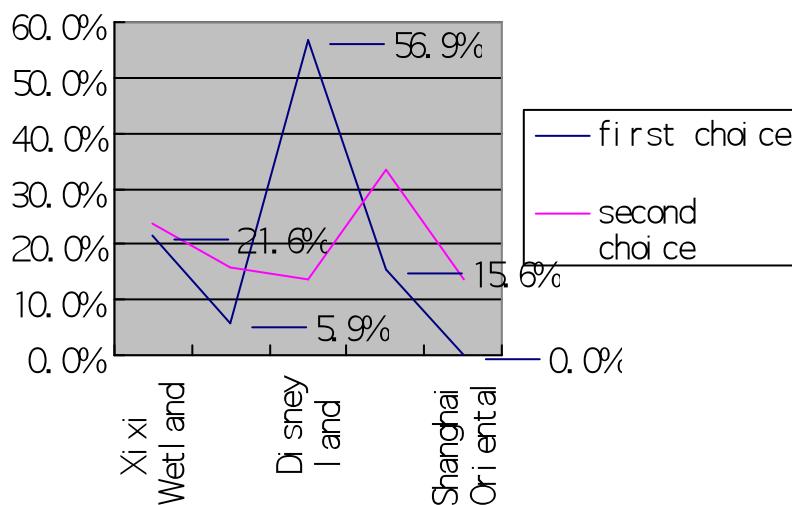
Question Two: Do you use the disposable things in hotel?



The result shows that 74.5% of the interviewee said they used the disposable things in hotel, 7.8% of the interviewee said they wouldn't use the disposable things and 17.7% of the interviewee said they used the disposable things sometimes. The result indicates many ordinary people are aware of environmental protection; they try to do what they can do during traveling.

The other 26.5% of people have little awareness. Most people don't like bother and they think it is convenient for them to use hotel's disposable things, if they don't use them; they need to take the slippers, toothpaste and toothbrush with them when they are travelling. It is troublesome. Only few people think that they should do something for the environment protection, because they like nature. In Europe, many hotels don't offer disposable items in their rooms. It's a very efficient approach to protect environment, however, in China, it hasn't been an acceptable perception for most Chinese, especially in high standard hotels.

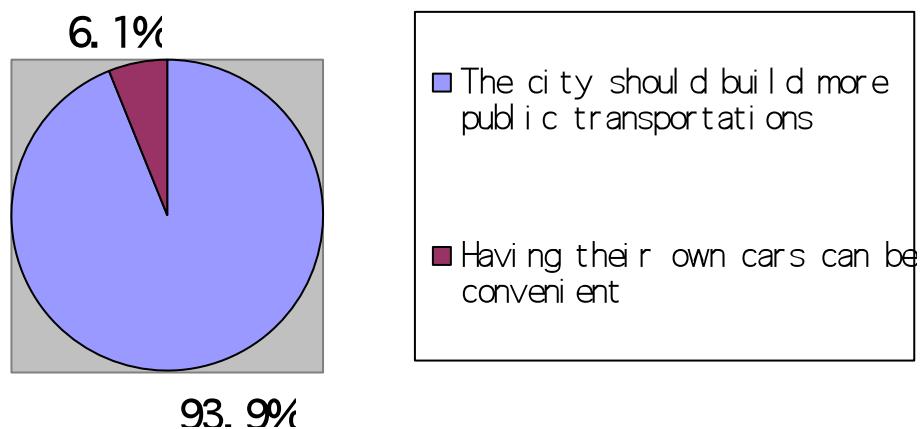
Question Three: If you have a chance to travel, among the following spots, which one is your first choice? And what is the second choice?



According to the result, we can see, nearly a half of interviewees choose Disney Land as their first choice, since Disney is one of the most popular result in the world especially for family travelers. 21.6% of interviewee

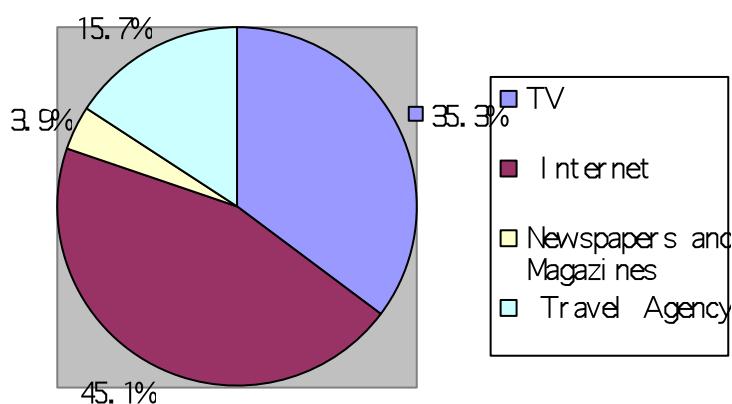
chooses Xixi Wetland as their first choice and 23.6% of them choose Xixi Wetland as their second choice, that means there are still many people like going back to nature and enjoy themselves in nature.

Question Four: Which one do you agree with?



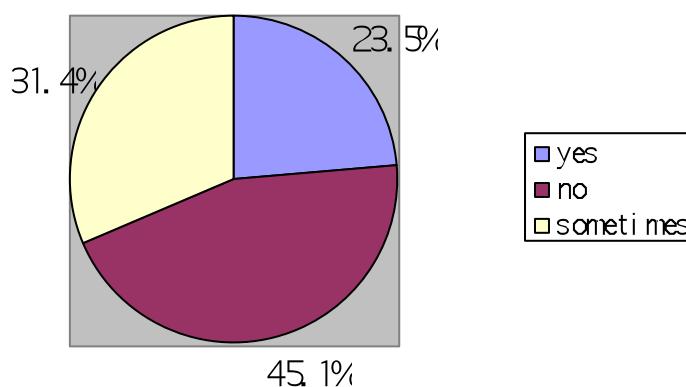
The result shows that 90.2% of interviewee agrees that the city should build more public transportations; only 5.9% of them think that owning a car is more convenient.

Question Five: Which one do you think is the best way to promote Green Tourism? ()



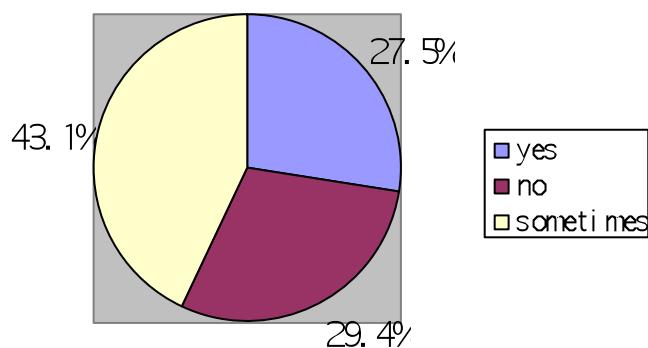
According to the data, there are 35.6% people choose TV. Nowadays TV is a major source of information, people usually watch advertisement or news on TV and get information about green tourism. The second source is internet, about 45.1% participants choose Internet. This group of people use computer on a daily base. As surfing on internet is getting popular among people aged from 15 to 50, it gradually becomes an important source. When they surf on the internet, they can get information of green tourism. 3.9% of people choose option C - Newspapers and Magazines, though both belong to printed media; people are more likely to choose TV and internet to get information. 15.7% people choose Travel Agency. They go for traveling through travel agency and the travel agency will tell them a lot of information, including green tourism. The most people choose internet as the way they know green tourism, as it is very convenient and easy to find things they want to know. It is also a good way for them to promote green tourism.

Question six: Do you prepare a rubbish bag when you are going to travel to some places? ()



It shows that 23.5% of people take a rubbish bag when they travel. It is convenient for them to throw trash and keep the city clean. 45.1% people choose not to bring trash bags. 31.4% bring sometimes.

Question seven: Will you throw rubbish into dustbin according to the classification?



About 27.5% choose to throw garbage according to classifications, while 29.4% of people choose No. 43.1% people choose C. Sometimes.

From the above questionnaire survey, we can see that tourists and ordinary people have generally known the term “Green Tourism”. Some of them are already doing their best to protect the environment. However, the majority perceive that it is not convenient for them to practice Green Tourism.

Section Five Existing problems and suggestions

While we were doing our field trips and conducting our questionnaire and telephone interviews, we collected a lot of good examples of Green Tourism in China, however, we have also noticed many problems, and a lot of imbalance between man and nature.

On the one hand, the government is trying its best to promote low-carbon city life, advocating flyers and posters can be seen everywhere; on the other hand, more and more people are buying cars. Cities are facing big problems of traffic jams, and are covered with loads of waste gas released from vehicles.

Many tourists claim that they understand the importance of environment protection, but they are not willing to give up the convenience when they are traveling, for example, they keep using the disposable amenities.

While the government is trying to build more trees, too many existing trees are cut down to build furniture and other amenities.

Just as Mr. Su told us, the practice of Green Tourism is in conflict with the profit purpose of most tourism enterprises for the time being, that is why it is so difficult for green policies to be implemented by the operators.

Based on the above discussion and problems we have found during our research, we would like to make the following suggestions:

Suggestion for the government:

Government is playing a vital role in the current development of Green Tourism in China. Policies and regulation are functioning largely. A lot of eco-tourism parks have been built. However, we think that the government policies should go into every aspects of tourism industry. There are quite a few things the government can do, apart from what they have already done.

First, the government department can hold meetings about Green Tourism to publicize the importance of Green Tourism and make the other department pay more attention to Green Tourism.

Second, the government can organize some events such as exhibition of Green Tourism, and then arrange some people to take part in these events first. The former way may help people not only have a better understanding of Green Tourism, but also arouse people's interest, so that more people will participate in Green Tourism. The latter not only lets people know what Green Tourism is in advance, but also lets the people learn more about Green Tourism, realize the benefits of participating in Green Tourism and know what they should do for Green Tourism.

Third, the information of Green Tourism is not sufficient. So it is suggested that the National Tourism Administration should provide more information for visitors, such as brief introduction about Green Tourism, the scenic spots and routes of Green Tourism. Then uploading or publishing on the internet, newspapers or magazines. Thus visitors can know more about

Green Tourism and begin to be interested in it, and then more and more people will participate in Green Tourism.

Fourth, a short video for promoting Green Tourism can hardly be found on the website. Government should make a short video which shows that if the tourists participate in Green Tourism, what they should do, where they should go and the reasons we develop Green Tourism. This video will let people experience the Green Tourism in advance by their eyes. Then they will keep a deep impression about Green Tourism in their mind.

Fifth, as we all know, Hangzhou, Beijing and Shanghai are very famous cities in China. So the scenic spots in those cities are also very famous and most people would like to go there on holidays. However, there are some spots in China that tourists are not familiar with, such as Liaoning National Geological Park. Therefore, the National Tourism Administration should promote these scenic spots so that tourists can know Green Tourism in different aspects.

Moreover, the government should try its best to discourage people from buying cars; instead, public transportation should be improved. More regulations can be made to limit the hotels' use of disposable amenities.

Suggestion for tourists:

Tourists are the biggest stake holders of Green Tourism, as we have suggested earlier. So, whether the tourists have the right awareness and

understanding or not matters much. Therefore, we would like to give a few advices for tourists:

1. Before you visit a place, you should know about the local natural and cultural characteristics.
2. Respect the culture of destinations and local customs; don't impose your views on others.
3. When you visit wild animals, you should not get close or run after or feed or hug or threaten them and not to wear very colorful clothes.
4. Do not trample on the rare plants consciously and do not collect the sample of plants or animals in dangers.
5. Do not purchase or take back the protected creatures and its products.
6. Do not throw rubbish away and pollute the water and the earth. If you are going to a special place, please bring rubbish bag to take the trash back.
7. Take part in environment protecting activities actively.

Suggestions to hotels:

Although green hotels become more and more popular and many hotels have tried their best to transfer their hotel to green hotels, there are still many deficiencies. For example, many hotels still use a large number of disposable items, such as disposable plastic bags, slippers, toothpaste, and toothbrush and so on. Guests can not accept that hotels do not offer disposable items, because it is inconvenient to them. But hotels can try their best to reduce the

usage amount of disposable items and remind the guests of using toothpaste, toothbrush and other disposable items for limited times. If a guest stays in hotel for a week, they can change the towel, sheet and cup and quilt cover only when it is necessary. In this way, the hotel can also save a lot of cost.

Hotels also can put some documents and cards about environmental protection in guests' room, play some advertisements on TV in hotels' lifts and paste some slogans on the obvious places of hotel. Such as, "less disposable items make perfect environment" and "less exhaust gas, more fresh air". All of these can let guests change their opinions and accept the suggestion of using less disposable items gradually, because it is reasonable.

Hotel produces a large number of garbage every day. Among the garbage, a few of them can be recycled, so hotel should dispose the garbage in a reasonable way.

Suggestions to the education organizations:

As students, especially, students of tourism major, we should learn more about Green Tourism. Now, Green Tourism is getting more and more popular and many people begin to accept and participate in Green Tourism. So the education organization should organize some activities and build some training bases about environmental protection education that students can promote Green Tourism during their trip.

For example, an environmental protection building in Tiangong Fazenda

Agricultural Park was built to organize a knowledge competition about environmental protection every month in it or building an education base for teenagers in Tiangong Fazenda Agricultural Park. In the base, there are many courses such as environmental education and practice of comprehensive quality and so on. Young people can have some competitions about environmental protection and innovation.

In schools, textbooks should include more content about Green Tourism and environment protection, so that, the students, also the young tourists, can have environment and green awareness from the very beginning.

Suggestions for travel agencies and tour guides:

Travel agencies should design more routes of Green Tourism. Promotions should be made regularly. Travel agencies should also educate their tour operators and tour guides to advocate Green Tourism among their guests frequently. Tour guides should show the tourists views of protecting nature and have clear ecological consciousness. The tour leader and local guide also should remind tourists of protecting environment in good time. Tour guides should remind the guests not to leave rubbish in the attraction. They should advice the guests not to damage any natural lives.

Section Six Conclusion:

Generally speaking, our case study gave us much confidence in the development of Green Tourism in China. The state and regional government attach much importance to Green Tourism, by making various policies and implementing promotion projects. The whole nation is making developing plans based on the concept of Green Tourism and sustainable development. There are more and more eco-tourism parks in our country. Tourism product suppliers have also realized the importance of environment protection. They also take various measures to reduce energy waste and to promote a green environment on the whole. Tourists have also realized the importance of Green Tourism, although their practice may not be ideal. And more and more people would like to choose to go to natural scenic spots and go back to nature.

Problems are still noticeable, but we believe that with our correct understanding, and our continuous efforts, we will of course make the environment better, and to achieve sustainable development of tourism industry and even the whole world.

Reference:

1. Zhao, X. 2009. Zou jin lu se lu you, gan shou sheng tai wen ming (Entering Green Tourism to Enjoy Eco-civilization). From Guan Zhu magazine. China Academic Journal Electron.
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3. Cai, Y. & Zhang, Z. 2009 (4). Guan yu fa zhan lu se lu you de si kao (Thoughts on developing green tourism). Journal of economic and social development.
4. Some pictures in Green Tourism II are from the following websites:

<http://www.nbtgzy.cn/about.asp>, nd.

<http://www.nbtgzy.cn/show.asp?id=24>

<http://www.nbtgzy.cn/scenery.asp?id=25>

<http://www.nbtgzy.cn/scenery.asp?id=52>

<http://www.nbtgzy.cn/scenery.asp?id=58>

<http://www.nbtgzy.cn/scenery.asp?id=64>

5. Xixi wetland official website: <http://www.xixiwetland.com.cn/Introduction.do>

6. Some pictures of Beijing Olympic and Tengtou Village are from the following websites:

<http://image.baidu.com>

<http://news.china.com.cn/index.htm>

<http://www.chinadaily.com.cn/>

<http://en.beijing2008.cn/>

Appendix: Questionnaire

Dear friends:

we are the students of Ningbo Polytechnic, our major is tourism. In order to promote tourism and know what do ordinary people think about Green Tourism, we have to do a research about "Relationship between people and nature". We hope you can help us to do this research and let us know more about the fact. Thank you!

Note::

Section I: Interviewees' data

1. Gender: Male Female
2. Age: under 20 21 – 40 41 – 60 61 or above

Section II: Questions: (Please "√" the proper answer, above four options you can choose more)

1. Have you ever heard of Green Tourism? ()

A. Yes

B. No

2. Do you use the disposable things in hotel? ()

A. Yes

B. No

C. Sometimes

3. If you have a chance to travel, the following spots which one is your first choice? ()

And what is the second choice? ()

A. Xixi Wetland

B. Shanghai shopping center

C. Disney land

D. Summer Palace

E. Shanghai Oriental Pearl TV Tower

4. Which one do you agree with? ()

A. The city should build more public transportations.

B. To have their cars can be convenient.

5. Which one do you think is the best way to promote Green Tourism? ()

- A. TV
- B. Internet
- C. Newspapers and Magazines
- D. Travel Agency

6 Do you prepare a rubbish bag when you are going to travel to some places? ()

- A. Yes
- B. No
- C. Sometimes

7 Will you throw the rubbish into dustbin according to the classification? ()

- A. Yes
- B. No
- C. Sometimes

Thank you very much for your cooperation and precious opinion!