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**THE CONSEQUENCES OF EXCESSIVE EXPLOITATION
OF DESTINATIONS**

**Case Study: The Famous World Heritage Site Jiuzhai Valley in Sichuan
Province China**

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ABSTRACT

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<p>In the tourism field, the expense of travel is rising because the amount of tourists is growing every year. In the beginning promoting development of the tourism industry and driving related economic development was a positive phenomenon but the negative side obviously appeared at the same time. However, everything has its limitation. People want to get benefits from tourism, but they might not be aware of the fact that they are gaining unfair advantages from it and this situation is getting worse. Sichuan is the most important scenic area in China, which has both the world nature and culture heritage sites. Jiuzhai Valley was listed on the UNESCO "World Natural Heritage List" and "Man and Biosphere" protection network.</p> <p>The purpose of this thesis was to present how excessive exploitation leads to terrible consequences now and in the near future if nothing is done when the destinations face this situation. Making an effort to research certain problem-solving strategies is quite essential, as some awful consequences have appeared at many popular tourism destinations. The protection policy and sustainable tourism projects should be made to prevent this tendency from worsening.</p> <p>The qualitative research method was used for this thesis. A case study and an analysis of texts were the data collection of the thesis. The case study was based on descriptive research and evaluative research; the analysis of texts includes tourism articles and official magazines as well as the official materials adopted from the Sichuan tourism administration.</p> <p>The outcome of the research was thoroughly evaluated and analyzed, and raised doubts about current ways of actions in Jiuzhai Valley, outlined the existing serious problems and provided some constructive suggestions and ideas for helping to make new policy actions.</p>		
Key words Consequence, ecotourism, excessive, exploitation, sustainable development		

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1 INTRODUCTION

What if a valued World Heritage site would disappear after 20 years? What if our children and grandchildren could not see extant precious tangible and intangible cultural heritages? Is it nothing to pay attention to? In this thesis one famous World Heritage site is going to be presented which is a scenic spot from the author's hometown. The author has visited this place since childhood, since then this site has been officially open to the public but will perhaps not be that for long. For the last couple of decades it has been exploited and remolded by developers, it has been visited by a huge amount of tourists from all over the world, and the numbers are still increasing. At present this scenic site is facing the consequences, but very few environmental experts and tourists have realized its situation.

Nowadays the overall environment has progressed; people are having more demands and desires. In the tourism field, the expense of travel is rising. There are many popular destinations in the world, every year tourist attractions will receive a large numbers of tourists, and it is still increasing. Therefore, this situation promotes development of other industries, such as accommodation, transportation, catering. The tourism development has to take into account the limitation of scenic areas when attracting the visitor flow. Considering that the amount of tourists is increasing, the scenic regions have been expanding the scale of construction. The positive side is that these tourism industries will get much more profits, but the negative side is that the more investors the more contradiction of interests are prominent, because the projects are short of unity, marketability and long-term planning. Tourism destinations will be exploited excessively which means they will be destructed in certain ways. The worst situation is that they will be vanished someday in the near future.

The aim of this thesis is to give an overall picture by means of describing the process of exploitation from past to present in Jiuzhai Valley and evaluating a series of actions that have taken caused unlimited tourist flow exceed the acceptable carrying capacity and produced a massive destruction on the local ecological environment, thus raising doubts about the efforts done by government for protecting the scenic spot. Through analyzing the occurrences a conclusion can be drawn that the destination did not get obvious positive effect from the actions and the problems still exist, and this thesis aims to find out the fundamental reason behind the problems. From the tourist side, they should acquire the knowledge of

sustainable tourism and ecotourism, and be aware of the travel behavior has a direct impact on ecological environment. As to the government and relevant departments, first they should coordinate with each other, based on the previous experience to conduct a comprehensive research on the target. Development and protection are concurrent stage, however protection is the first priority. Therefore they need to institute efficient problem-solving policies to protect the destinations and stop the awful situation from extending.

Jiuzhai Valley is one typical scenic spot selected as the target case study. This famous destination has been listed on the UNESCO “World Natural Heritage List” since 1992, which means it needs strengthened protection. During the research on this case study, the collected findings gave the author abundant useful information and authoritative data and these collections provide a comprehensive view to observe the study targets. In this thesis the background of the target region and the tourism development history of the destination will be introduced, and the problems and consequences that have emerged during the exploitation and development will objectively analyzed from various viewpoints. The purpose of this thesis is to raise warning and make the readers conscious of the situation while based on the objective fact give comments and propose some constructive suggestions and problem-solving strategies or policy actions for the future tourism development.

2 BACKGROUND OF THE TARGET REGION - SICHUAN

The Tibetan Autonomous Region in western Sichuan has attracted many travellers with its beauty and mystique. There are three world heritage sites, four natural reserves that have been listed on the UNESCO Man and Biosphere Protection Programme (UNESCO 1992-2006), ten national level nature reserves, five national geographic parks, five national level scenic spots, one national 5A level tourism zone, six national forest parks, and fourteen national level antique reserves. The region is in fact host to more than half of Sichuan's national level or higher tourist reserves, with approximately 60% of Sichuan's new reserves being planned for construction in the region. (China National Travel 2014.)

2.1 General geographical situation

Sichuan province is located in the southwest hinterland of China, the upper reaches of the Yangtze River. Embracing the eastern part of Qinghai-Tibet Plateau and the Sichuan Basin, hundreds of millions of years of geological movement creates the magnificent scenery of Sichuan. After long geological evolution, it formed such as Jiuzhai Valley, Huanglong, Hailuo Valley and other unparalleled natural beauty. (Sichuan Tourism Administration 2013.)

There are numerous rivers and streams in Sichuan, of long standing. There are a total of nearly 1,400 small rivers, known as the "province of thousands of rivers." There are nearly 1,000 natural lake in Sichuan, mainly in the western mountain plateau region, such as the famous Jiuzhai Valley fairy pool, mirror sea and Huanglong "paradise on earth", etc. (Sichuan Tourism Administration 2013.)

Sichuan has a complex geological structure, diverse landforms, and a unique geographical environment. The west is a mountain plateau, the east is a basin, and there is a unique transition zone between the two. The unique geographical environment creates unique tourism resources in Sichuan. Sichuan has much high quality of the natural landscape and cultural landscape. Including three World Natural Heritage sites: "fairy tale world" Jiuzhai Valley, "the world jade pool" Huanglong, and Sichuan Giant Panda Habitat. A world cultural and

natural heritage site: "Buddhist Holy Land" Mount E'mei - Leshan Giant Buddha and a world cultural heritage: Dujiang Dam, Qingcheng Mountain. There are four nature attractions which have been listed in the United Nations "World Biosphere Reserve", which are Jiuzhai Valley, Wolong, Huanglong, Inagi Aden. (Sichuan Tourism Administration 2013.)

2.2 Infrastructure

After nearly 20 years of hard development, Sichuan tourism has formed a set of food, accommodation, transportation, travel, shopping and entertainment as a whole, and has a good tourist complex reception capacity of the industrial system. Currently Sichuan has 519 star hotels and 759 international and domestic travel agencies. (Sichuan Tourism Administration 2013.) Sichuan has developed much natural ecotourism and historical and cultural tourism as the main line of tourist routes; in the home and overseas tourism market established five tourism sites "China First Mountain", Jiuzhai Valley and Huanglong, Sanxingdui museum and Jinsha historic site, a giant panda and the Dujiang Dam, Qingcheng Mountain.

At present Sichuan has quite convenient traffic conditions, from the provincial capital Chengdu to cities and states with high-speed or high-grade highways, railway operating a length of 3518 km, the whole province speedway 5046 km, total length of highway breaks 30 million kilometers, both of them ranked the longest in southwest of china and throughout the country. (Sichuan Tourism Administration 2013.)

2.3 The local tourism industry development

There are plenty of tourism resources in Sichuan. The province has five world heritage sites as well as the majority of heritage sites in China located in Sichuan. There are two world geological parks, 15 state-level scenic spots, 27 national nature reserves, 31 national forest parks, 14 national geological parks, 128 national key cultural relics protection units, 120 national intangible cultural heritage, 7 historical and cultural cities in China. In addition, there are various types, a total of 1368 provincial tourism resources.

Until July 2014, Sichuan Province had 510 star-rated hotels (including 22 five-star), 759 travel agencies, 292 national A-level tourist areas (9 national 5A scenic areas), the number of tourism and tourism-related employees reached more than 70 million people, tourism had become a strategic industry to expand domestic demand, adjust the industrial structure, promote balanced regional development, be increased employment. (Sichuan Tourism Administration 2013.)

3 SUSTAINABLE TOURISM

Sustainable tourism is a current research topic in the tourism field at present, which provides tourism development models, pointing out the way to develop tourism in harmony with environment; therefore, sustainable tourism development has a strong theoretical significance and practical value. (Cui & Liu 1998, 86.) However, how to actualize sustainable tourism development is still a question worth exploring. The protection and sustainable health of tourism environment that contains natural ecological environment and sociocultural environment are the key targets.

3.1 The characteristics of sustainable tourism

There is no universally agreed definition of what sustainability means. There are many different views on what it could be and how to realize it. The idea of sustainability stems from the concept of sustainable development, which became common language at the World's first Earth Summit in Rio in 1992. (Global Footprints 2009).

The original definition of sustainable development is usually considered to be "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (Global Footprints 2009.) Today there have been many variations and extensions to this basic definition. Many arguments on sustainable tourism have been twisted by the government and businesses that really want to continue with business as usual.

When promoting theories of sustainable development in the world, tourism in sustainable development occupies an important position. In 1990, there was the Global Sustainable Development Tourism Action Group Steering Committee meeting in Vancouver, Canada. The experts put forward the draft of tourism strategy for action on sustainable development. In 1992, the United Nations Conference on Environment and Development held in Rio de Janeiro made a document "Agenda 21" with a total of seven references to tourism directly. These were the sustainable tourism development theory prerequisites. (UNESCO 1992.)

In any case, we still need to figure out what sustainable means to us, what advantage does sustainability has for tourism, and how we can carry it out in a practical way. Sustainable tourism includes two levels of meaning: the destination of sustainable development, and responsible people such as travelers and local residents. From the perspective of the destination, the destination is during the development and management of tourism fully considering the sustainability of the environment and tourism resources. From the traveler's point of view, in the travel process, the traveler should try to reduce the negative impact on the destination, so that the destination of social, cultural, local economy through the travel activities would benefit at the same time, maintaining the original status, and get long-term development.

There are certain characteristics of sustainable tourism. The first one is respecting and protecting local specialties. During the trip, travelers have to be conscious to protect local specialties, and in the process of communication with local residents, they will get awareness of their culture, lifestyle and geographical characteristics, which are the main resources for potential marketing and bringing the tourists. Next, protecting the environment. Due to tourism bringing negative impacts on the local environment, it needs to support local ecological conservation projects. Choosing the tourism organization that can bring less negative impact on the ecological environment is important. (Feng Huang News 2010.)

Furthermore there should be reasonable restrictions for tourism development. Tourism managers adopt management techniques, reasonable restrictions of local tourism development, to avoid over-exploitation of resources, and destruction of local tourism. Also respecting local traditions and culture is one of the characteristics. Before reaching the destination, try to understand local traditions, cultures, customs and taboos in detail. Local residents have to learn how to deal with foreign tourists from different cultural environments. (Feng Huang News 2010.)

Additionally tourism helps the local residents with the local economy. Travel managers should hire and train local people to provide travel services, buy local food and supplies, as well as use local services to help regional economic development. Travelers can also buy local products through the implementation of financial assistance to local residents. Regarding the visitor flows quality is more important than quantity. Tourists are not the only ones who assess a tourist destination as good or bad, but this should be examined by sever-

al aspects, such as tourist flow per day, consumption, and the destination protection status. A traveler's constructive feedback is fundamental for a long-term development of local tourism. (Feng Huang News 2010.)

In fact, whether it is sustainable tourism, ecotourism, or responsible tourism, they are all to call people to have deep consideration in the process of travelling, with awareness of environmental protection and conservation of local characteristics, in order to ensure a tourist destination's sustainable development, so that our future generations are able to enjoy the same excitement. Sustainability is something everyone can work towards; whether it is picking up garbage you see on the street or boycotting a company that practices environmentally harmful business methods and we all can make a difference.

In society, we should integrate the principles, values, rules, policy and practices of sustainable development into all aspects of education and learning. This educational effort will encourage changes in behavior that will create a more sustainable future in terms of environmental integrity, economic viability and a just society for present and future generations.

3.2 Ecotourism

Ecotourism is defined as "responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES 2015). There is another overall definition of ecotourism:

Ecotourism is a form of sustainable tourism, all forms of tourism can become more sustainable but not all forms of tourism can be ecotourism. Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy, study and appreciate nature, that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations. (Sustaining Tourism 2014.)

‘Ecotourism’ refers not only to enjoying the beautiful scenery while traveling, but emphasizes that this is a way of thinking and behaving, namely the protection of tourism. There is no damage of ecology, but instead awareness of ecology and protection of ecology to achieve permanent harmony. This is a hierarchical progressive behavior. Ecotourism pro-

motes ecological protection and ecological protection promotes tourism, to be accurate that means to have a purpose when going to natural areas to understand the cultural and natural history of the environment, it does not damage nature, but also obtains economic gain from protecting the local natural resources. (Guang Ming Daily 2005.) Ecotourism can be called 'green tourism', and the goal of ecotourism is to protect the natural environment and biological diversity, maintaining the sustainable use of resources. It emphasizes a sense of balance respecting the nature of heterogeneity, regarding natural life as an independent personality. (Guang Ming Daily 2005.)

There are certain characteristics of ecotourism. Firstly, in general the ecological destinations are some well-protected natural and cultural ecosystems. The participants are able to obtain unique experience with the original and unique features. Secondly, ecotourism emphasizes small-scale tourism, defined within the affordability range. It can be beneficial to tourists to have high quality of tour while without causing much damage to the tourism environment. Again, ecotourism allows tourists to be personally involved and enjoy the advantages of ecotourism in the actual experience, which makes them love nature, it is also conducive to the protection of natural and cultural resources. Besides, ecotourism is a responsible kind of tourism; these responsibilities include protection of tourism resources, responsibility to the sustainable tourism development. Because of the features ecotourism itself is able to meet the needs of tourism demand and supply, thus today eco-tourism is in the ascendant. (China Environment News 2010.)

Although ecotourism has become a part of the content of environmental protection, but it did not make that much effect as we expected. Tourism activities have negative impact on the environment, it persecutes tourism development and it damages the ecological balance and environmental quality. As tourists and transport vehicles are involved, it has resulted in that a variety of animal and plant structure has changed. The tourist flow volume in the ecotourism areas is substantially increasing, and various forms of pollution have appeared, it is a direct way to threaten the environmental quality of the ecotourism areas. Meanwhile, it also has an impact on the natural resources and ecotourism areas. Therefore ecotourism planning must adhere to the following basic principles: the principle of conservation priority; capacity limitation principle; zoning planning principles; moderate development principles; based on local conditions principle; environmental management principles; the principle of legal security. (Social Career 2013).

In Western developed countries, travelling on weekends and holidays to nature has become a fashion. In many developed countries great importance is attached to ecotourism activities to protect tourism objects. In the ecotourism development, to avoid massive construction projects and other practices detrimental to the natural landscape, walking is preferred means of transportation. Tourism reception facilities are compact, accommodation is mostly tent camping and they do everything possible during traveling to minimize the impact on tourism objects. In the ecotourism management, the proposed "leave only footprints, take only photographs" and other slogans of environmental protection are used. In ecological destinations setting some banners of explanations of the mystical nature and the environmental protection as well as introducing some tourist activities related to environmental protection, allowing visitors to delight in environmental awareness while improving the ecological tourist area into a natural environmental awareness large classroom. (Chinese Society News, 2012.)

There are certain principles when people are engaged in an ecotourism activity or conduct ecotourism behavior. In the tourism process one needs to decrease the damage as much as possible to the natural environment. One should deepen the understanding of environmental and cultural awareness and improve respect for the environment and culture, willing to participate or support ecotourism projects. One can contribute to the maintenance and management of legal protected natural environment. Encouraging and allow the local residents to participate in decision-making, to decide what type and scale of tourism they need. Give direct benefits to local residents, support local traditional activities (such as agriculture, fisheries, social architecture, etc.) rather than replace them. Give the opportunity to local residents and natural tourism staff to visit natural areas, helping them to get more knowledge of their homeland and also provide the information of updated natural environment situation of their living communities. (TIES 2015.)

3.3 Exploitation and protection of tourism Resources

In the tourism field exploitation can have both advantages and disadvantages. Exploitation necessarily involves benefits, gains, and achievements. In the positive way during the exploiting, the exploiter and the target exploited are both gainers. On the contrary, they both can also be losing especially the target. (Feinberg 1988, 176-79.) The reason for this is that

everything has its limitation, if you exceed it, the positive result that you wanted to get in the beginning will go in the opposite direction ultimately. Tourism exploitation was defined by some professors as exertion, enhancement and improvement of the tourism resources for attracting tourists, making the advantages of potential tourism resources into advantages of realistic economic means, and implementing tourism activities with technical and economic activities. Tourism exploitation is the essence of tourism resources, as original materials by means of excavation to meet the various needs of tourists, then to reach the aim of resources' economic, social and ecological values. (Yong 2010, 30.) This is a positive motivation when it carries out into practice but it did not follow the original intention.

Exploitation of tourism resources is the basis and prerequisite for the development of tourism, but in a sense, the exploitation contains both protection and destruction. On the one hand to some extent the exploitation of tourism resources can improve and beautify the environment resources. The income produced by tourism exploitation creates the economic conditions for protecting tourism resources. On the other hand with tourism exploitation caused environmental pollution by uncivilized activity behavior of tourists and the impact of foreign cultures and they will damage tourism resources at the same time. (Baidu Library Association 2013.) Tourism resources exploitation and protection are interrelated and mutually contradictory, both of them need to be carried out at the same time, in the implementation process they could improve the relationship between tourism resources and the environment, and promote the development of sustainable tourism.

Protection is a prerequisite for exploitation, and the purpose of protection is to get better development. Tourism resources are the foundation and prerequisite for tourism activities, once destroyed, the tourism industry will lose dependent conditions, and it has no necessary for exploitation and development at all. From the perspective of sustainable tourism development, ultimately resource protection is beneficial for the tourism development. Producing the best possible results and function of tourism resource, is giving expression to the significance of economy and society, therefore, the tourism resources need to be exploited and utilized to attract tourists. The necessity of protection of tourism resources can be reflected by exploitation. Exploitation of tourism resources is the forerunner of the development of tourism industry and it explains that how valued of tourism resources. (Baidu Library Association 2013.)

To some extent exploitation is equal to protection. Generally a reasonable scientific exploitation is able to refurbish tourism resources to extend its life cycle, to improve and beautify tourism resources and environment and increases its accessibility, meanwhile, exploitation of tourism resources to promote development of tourism industry and brings income, using part of the income to invest for resource destinations on environmental renovation, construction of infrastructure through various ways. (Baidu Library Association 2013.) Nonetheless to a certain extent exploitation is completely destruction. Although the damage is not only caused by the exploitation of tourism resources, there are other underlying causes of social, cultural and other aspects, but the damage caused by exploitation is obvious. Exploitation of tourism resources will inevitably cause certain damage. The exploitation of tourism resources means it will carry out some moderate constructions, but destruction is the premise. Since tourism is an emerging industry, so far it stays extensive form, so that even the positive exploitation also will bring destruction. Under this circumstance if one carries out blind and predatory exploitation, it will no doubt cause wasting resources, environmental pollution and ecological imbalance and even more serious damages to resources. (Baidu Library Association 2013.)

From the perspective of the humanity, exploitation of tourism resources will cause a significant effect of destruction. Due to poor management, the influx of tourists often exceeds its capacity, causing fatal damage to the resource. Even though both tourism exploitation and development have brought many tourists, they have also caused damage to the resource. The influx of tourists has caused a huge source of pollution and destructed the environmental resources. (Baidu Library Association 2013.) The target destination in the case study exists this situation during exploitation.

Because of tourism resources have cultural feature so that exploitation can lead to bring negative impact of foreign to the local tourism resources. Even though the effect and communication between tourists and local tourism resources as well as different cultures between them are mutual, in fact the external culture and tourist have greater impact to the local tourism resources. Tourism resources exploitation has brought many negative effects, the transform of the tourism economy, economic consciousness, aesthetic tendency, and social relations, as well as folk customs of assimilation, vulgarization, etc., it has caused direct and indirect damage to the tourism resources and environment.

During the exploitation and protection of tourism resources the operators should actualize sustainable development strategies, and conduct systematic research on environmental carrying capacity and impact of tourism development, providing a theoretical basis for a harmonious balance of tourism resources exploitation and protection mode. The research on impact of tourism development gives us a full understanding for the development generated impact, prevention, so that tourism exploitation is carried out on a healthy track. This should be the first step in dealing with the protection of tourism resources development and sustainable development. Protection is not temporary, but it should throughout the entire process of development of tourism resources. To make sustainable utilization of tourism resources, we must strengthen the protection of tourism resources. Aim at the exploitation of tourism resources, the general principle reflects the relationship between exploitation and protection: the exploitation should be subject to protection, exploited under the protection of the premise. Resources should be properly protected, so that exploitation is able to obtain benefits, when exploitation achieves gains, in turn, it can promote conservation. This is a virtuous cycle. (Tianya Forum 2010.)

3.4 Nature's carrying capacity

The environment's carrying capacity is a key concept of environmental sciences, which reflects the relationship of reciprocity between environment and mankind. The definition of "Carrying capacity" is acceptance and containable capability with a certain space or area. Generally in tourism science it is defined simply as a maximum capacity of tourist flow at a certain tourism destination. (Zhou 2004, 181). Mathieson and Wall indicated that:

Carrying capacity under the environmental impact of the material does not produce unacceptable, in the absence of significantly lower quality of tourist travel experience premise, can use the maximum amount of a tourist attraction for visitors. (Zhou 2004, 181.)

The difficulty of measurement thus restricts the usability of the carrying capacity as a planning tool. There are several factors that have lead to this limitation. The first one is the different acceptable range in different communities or destinations; the diverse factors need to be considered. Another factor is some patterns of tourism require a higher quality

of density than other tourism projects and it requires the same on the exploitation scale. The last one is the natural carrying capacity often affected by management techniques.

Since 1983, the United Nations World Tourism Organization (UNWTO) adopted a tourist attractions capacity where two aspects should be considered in deciding the carrying capacity (Zhou 2004, 181.):

On the one hand nature and social economic environment, within this range carrying capacity drive against damage to the natural environment, the community will not have the social and economic problems, while maintaining a balance between exploitation and protection. If exceed this saturation, it will lead to perennial damage to the original environment, socio-economy and culture. On the other hand, the tourism image and products. This involves the suitable carrying capacity or numbers of tourist with pursuit of tourism products exploitation by tourist and the type of experience of environmental culture. If the scenic regions exploitation exceeds its saturation, tourism destinations will be damaged or reduced taste, and the quality and popularity of the destinations will decline. (Zhou 2004, 181-182.)

To determine the optimal carrying capacity standard for tourism destination related to original environment, it is preferable to consider visual effects and acceptable level of congestion as well as the saturation point of the ecosystem, because this saturation point can be regarded as a border for the carrying capacity. For protection of wildlife and vegetation as well as air, water and noise pollution, acceptable extent should be considered as well. Considering the economy of destination, the extent of tourism exploitation should be limited in accordance with producing positive benefits for the local economy. The implementation of tourism exploitation can raise a suitable tourism employment rate for the local community. Regarding the social culture, the maximum extent of tourism exploitation is without causing damage to the local social cultural life and activities, but instead contributes to the maintenance of cultural heritage sites, local customs and the traditions. Moreover a reasonable usage of transportation facilities and services has to be considered as well.

The standard measurement of carrying capacity is related to tourism image and tourist satisfaction. The standard of overall environmental cleanness is to minimize pollutions in the destination and no overcrowded in destinations. It is important to maintain a well-balanced ecosystem and vegetation and attractable landscape. When determining the carrying capacity, keep balance among a variety of factors, objectives and various costs. Not only consid-

er visitor satisfaction, but also to create the optimal economic benefits, maintaining the ecological environment and promoting social and cultural development of the community, to make a reasonable balance between positive impacts and negative consequences. (Zhou 2004, 183.)

3.5 UNESCO

United Nations Educational, Scientific and Cultural Organization (UNESCO) is one of the United Nations (UN) specialized agencies, or abbreviated UNESCO. In 1945 on November 4th, it set up its headquarters in Paris, France. Its purpose is to promote international cooperation in education, science and culture in order to facilitate mutual understanding between peoples and safeguard world peace. UNESCO is known as an “intellectual” agency of UN. When the world is looking for new ways to build peace and sustainable development, people must acquire intelligence to innovate, broaden the horizon and sustain the hope of new humanism. (UNESCO 2015.)

UNESCO strives to build networks among nations that enable this kind of solidarity. Every child has access to quality education as a fundamental human right and as a prerequisite for human development. Through protecting heritage and support for cultural diversity are to build intercultural understanding. UNESCO created the idea of World Heritage to protect sites of outstanding universal value. Pursuing scientific cooperation: such as early warning systems for tsunamis or trans-boundary water management agreements, to strengthen ties between nations and societies. Protecting freedom of expression: an essential condition for democracy, development and human dignity. (UNESCO 2015.)

Among the United Nations Educational, Scientific and Cultural Organization, the intergovernmental committee on cultural and natural heritage has been established, named the World Heritage Committee. The World Heritage Committee was established in November 1976, consisting of 21 members, it is responsible for implementation of the "Protection of the World Cultural and Natural Heritage Convention", defines the use of World Heritage Fund and allocates financial assistance from States Parties. The World Heritage Committee meets once a year, mainly to decide which property is included in the "World Heritage List", and supervises protection work. (UNESCO 2015.) Protection of the World Cultural

and Natural Heritage is a welcomed international cooperation activity, which is initiated by UNESCO, and also is the most influential project among other UNESCO projects. The main purpose of this activity is to verify meeting the standards of World Heritage, and to protect outstanding significance and universal value of monuments and natural landscape and resources that belong to the States Parties.

In 1975 the "Protection of the World Cultural and Natural Heritage Convention" came into effect, due to the World Heritage increasing year by year, the daily work of the World Heritage affairs increasing heavily, in 1992 the World Heritage Centre was officially set up by UNESCO, namely "Executive Secretariat of the Convention", and its headquarter the same as UNESCO in Paris. The role of the World Heritage Center is to assist States Parties implementation of "Protection of the World Cultural and Natural Heritage Convention", to help with proposing recommendations to the World Heritage Committee, and implement the decisions by the World Heritage Committee. (UNESCO 2015.) The most significant feature of the 1972 World Heritage Center is that it links the concepts of nature conservation and the preservation of cultural properties together in a single document. The Convention recognizes the way in which people interact with nature, and the fundamental need to preserve the balance between the two. (UNESCO World Heritage Center 1992-2015.) There are a variety of programmes undertaken by the World Heritage Convention; there is one "UNESCO Heritage and Sustainable Tourism Programme":

The UNESCO World Heritage and Sustainable Tourism Programme represents a new approach based on dialogue and stakeholder cooperation where planning for tourism and heritage management is integrated at a destination level, the natural and cultural assets are valued and protected, and appropriate tourism developed. (UNESCO World Heritage Center 1992-2015.)

The World Heritage and tourism stakeholders partake responsibility for conservation of the common natural and cultural heritage of Outstanding Universal Value and for sustainable development through appropriate tourism management. They have instituted an action plan for this tourism programme. The mission of this programme is to facilitate the management and development of sustainable tourism at World Heritage properties through cultivating increased awareness, capacity and balanced participation of all stakeholders in order to protect properties and Outstanding Universal Value. There are four areas they are focusing on: Sustainable Tourism Policy and Strategy Development, Sustainable tourism tools, Ca-

capacity Building Activities and Creation of thematic routes to foster heritage based sustainable tourism development. (UNESCO World Heritage Center 1992-2015.) For the past 40 years the UNESCO World Heritage Convention has conserved, protected and presented the Outstanding Universal Value of our shared heritage. (UNESCO WH+ST programme 2011.)

China joined in the "World Heritage Convention" to become a State Party in 1985. In 1999, October 29th, China was elected as member of the World Natural and Cultural Heritage Commission. Up until 2013, the total number of world heritage sites reached 981 in the world, of which 46 cultural and natural heritage sites from China were approved on the "World Heritage List" on second place after Italy.

UNESCO World Heritage Centre of the European Department of President Mechtild Rossler said:

The World Heritage Tourism brings millions of people worldwide has created jobs, brought happiness to countless tourists and leisure, however, excessive tourism development is also destroyed heritage unique and pristine environment, pose a threat to the local culture. (Xinhua News 2004.)

Mechtild Rossler demonstrated the tourism correctness properly. It both has positive and negative sides. (Tourism, ecotourism and protected areas: the world situation and the development of nature tourism guide), a book of 'the negative impact of tourism' concluded six elements, including the construction industry, tourist flow and vehicles on the destruction of ecosystems, water resources of pollution, cultural relics have been stolen and trampled occurred in some world heritage sites frequently. (Kuss et al. 1990, Green Hotel & Responsible Tourism Initiative.)

4 CONDUCTING THE RESEARCH

The aim of this case study is to figure out where the problems appear, during the research according to the objective facts and previous experiences to expose deficiency, mistakes and negligence thus find out efficient problem-solving strategies, principles and policy actions etc. for the study target. Even though these solutions that are proposed in this research are not sole standard, at least they can raise doubts about current ways of actions or outline current problems, and strengthen awareness of we are facing the problems by presenting the findings, this is a part of the aim as well.

4.1 Research methodology

The research method conducted for this thesis is qualitative research. When conducting this kind of research, the researcher himself is a research tool, in the natural situation, using a variety of data collection methods which are interview, observation, case study and analysis of texts, to study the phenomenon in depth and integrally, forming conclusions and theories from the original profile, this is an activity through interaction with the objects to get interpretive understanding. (Li & She 2006). Interviews can carry out in several forms, and the common type is unstructured interview. The second type is the focus of the interview-style interview, an interview with a respondent in the way in a short time. The third type is an extension to an official survey, limited to the more structured questions. Observation means that the researcher visits case study sites, and participates in the events being studied personally. A case study can use a single case or contain multiple cases. A single case study can be used to confirm or challenge a theory; it can also be used to propose a unique or extreme case. Features of multiple case studies comprise two analysis sections - case analysis and cross-case analysis. (MBA Library 2014.) Analysis of texts in tourism theses often analyze findings, it involves tourism brochures, articles and travelogues etc. related to tourism and also material chosen to be analyzed has to be transformed into texts: descriptive analysis and interpretation. (Veal 2006).

A qualitative research study is a phenomenon without operation or intervention; it uses a variety of ways to collect all the information associated with the study object, and then is

from the relationship between the structure to discover the cause and significance. In the eyes of researchers, anything that has happened and any details are important; they might be a clue to help a broader understanding of the study object. (HDwiki Library 2010.)

According to the type of this thesis topic, qualitative research method is suitable and flexible, which the methods of data collection, case study and analysis of texts have been used in this thesis. There are three typical types of case studies: explanatory research, evaluative research and descriptive research. Descriptive research is about data collected in the study, such as field notes, interview transcripts, official documents, personal documents, photos, audio and videotapes, these are descriptive data, the results will be presented mostly in words. The purpose of explanatory research method is to understand the study object. Explanation is fundamental of qualitative research; it is not to be expected to find a universal law but seeking to present the essence of phenomenon of the study; understanding the significance of target actions and their views without making any value judgments. In evaluative research, the optimal or effective policies or programmes will be judged and evaluated. (Cheng 2000.)

4.2 Case study and analysis of texts

As introduced in above chapter case study is the main method used in this thesis, and the descriptive research method and evaluative research method were applied during the case study. A case study in a tourism thesis can be about a tourism organization, company or a tourism site, attraction, therefore the case study target is a famous tourism attraction and most of the authority data was collected from an official tourism organization. Due to the thesis topic and actual situation, the researcher could not carry out the interviews and self-observation, but the researcher has quite extended previous experience of the target tourism attraction which is in the researcher's hometown.

When determine the study topic "the consequences of excessive exploitation of destinations", the analysis and conclusion reflect the purpose of the case study. The researcher obtained the relevant evidence through collecting and arranging the data and findings and ultimately made conclusions for the case study. Based on previous research data to review, more meaningful and more insightful questions were extracted. Researchers advocate to

guide research clues, they may derive from existing theories or hypothesis. Whether it is to establish a new theory or to examine existing theories, ideas put forward are essential. As other researchers have discussed this topic, the previous studies can be a part of data collections and reference. The target of analysis may be an individual or an event or an entity, such as an informal organization, enterprise, team and so on. In this thesis, Sichuan Tourism Administration is a regional authoritative organization; most of the authoritative information and data are collected from there, it is a source of valid information. When analyzing findings, material to be analyzed has to be transformed into text: descriptive analysis and interpretation. In tourism theses this often involves the analysis of tourism brochures, travelogues, films and articles related to tourism or mass media coverage of an event (a certain period of time and place). So that except resources from the official organization, official tourism magazines, tourism articles, official news report and tourism e-books have been analyzed in this thesis.

5 FAMOUS TOURISM SITE IN SICHUAN

This target scenic spot which was selected, as the study case is one of the most popular travel destinations in China, this is the main reason why to choose this famous scenic spot. The more popular the destination, the more problems easily emerge. “Popular” not only means that it can bring all positive impacts but also the adverse effects. The Nine Tourism Ring, from Chengdu the capital city of Sichuan to Jiuzhai Valley, starting from Chengdu to the west passing Dujiangyan, Wenchuan, Maoxian, Songpan to Jiuzhaigou make up the west ring. From Chengdu to the east, through Deyang, Mianyang, Beichuan and Pingwu make up the east ring. (China National Travel 2014, 11). The two together form the most famous “golden tourism line” in Sichuan, including the fairy tale world Jiuzhai Valley scenic spot and the heavenly Huanglong scenic spot; they are the pearls of this tourism line.

5.1 Case study: Jiu Zhai Valley Scenic and Historic Interest area

Jiuzhai Valley is a set of tourism resources with natural landscapes, Tibetan style, rare species and forests with tourist sights. Jiuzhai Valley is locally known as Jiuzhaigou (Chinese for “Nine Village Valley”). It is a national park located in the Min Shan mountain range, stretching across almost 300sq miles in northern Sichuan. It is best known for its fabled blue and green lakes, spectacular waterfalls, narrow conic karst landforms and its unique wildlife. (Jiuzhai Administration 2015.) Jiuzhai Valley and jagged peaks are a patchwork of dense forests, waterfalls, hot springs, Tibetan villages and over 100 scenic blue lakes. The reserve is home to countless animals, including the giant panda, Sichuan golden snub-nosed monkeys, and 220 species of birds. (The Travel Association 2012, 34-35.) In 1978 it was listed as a national nature reserve, in 1982 it became the first national key scenic spots, and in 1992 it was declared a UNESCO World Heritage Site; the park joined the Man and Biosphere Conservation Network in 1997 and has also received IUCN and ISO accreditations. (Jiuzhai Administration 2015.)

5.1.1 The scenic spot tourism development progress

1956 there were two Forestry survey workers who worked for the Investigation of Forest Resources in Sichuan province, as the first "reconnaissance" group came here, since that time the Jiuzhai Valley's stunning beauty had been spotted. (ChinaIRN 2005.) Before the 1960s, only mountain trails are within Jiuzhai Valley, Tibetans were living by self-sufficiently, with very few contacts with the outside world. Thus Jiuzhai Valley was not known to the public. In 1966, a big group stepped into Jiuzhai Valley area for deforestation. At that time people did not realize that this was a protected area of natural beauty with a precious value. (Sina Finance 2005). In 1979, the Jiuzhai Valley Nature Reserve management institute was officially established. Later on in 1984 Jiuzhai Valley officially opened to the public, from 1984 to 2002, the visitor number was increased from 27,529 to 1.25 million. (ChinaIRN 2005.) These data show that the rate of development within those years was quite fast, but the hidden problems was happening at the same time.

Before 1997, the growth of the tourist source was not that big, after 1997, with improving of better road condition, and the improvement of communications and other infrastructure facilities, the growth of visitors sped up, the increasing rate was 59%. In the early 1980s to 1989, the condition of highway access to the Jiuzhai Valley region was poor, and it took two to three days for a one-way ride. In the scenic spot area infrastructure was very simple, the road condition was very poor and simple, that time the roads were only used for transporting timber. No professional hotel, most lodgings were guesthouses; employees were mainly from local residents. (ChinaIRN 2005.) Thus, during that time scenic spot area offered tourists very basic condition of catering, accommodation, and transportation.

After 1989, the roads from Chengdu the capital city of Sichuan to Jiuzhai Valley got further improvement and enhanced more arrivals. Since 1988, the number of people traveling to Jiuzhai Valley grew rapidly, in 2000 reached 83 million, while in 2001 quickly exceeded 100 million, a record 1.19 million visitors in the reception history, and received the highest number of daily peak time by up to 30,000 people. (ChinaIRN 2005.) In 2003 the provincial government, state government and relevant departments invested in constructing the Jiuzhaigou Huanglong Airport. The rapid growth of visitors and the rapid development of the market had a serious contradiction with limited infrastructure and lagged service facilities. The government was aware of that the fame of Jiuzhai Valley was growing and that

they need step up and make efforts on publicity and gradually form a government-lead mode of transmission. The prosperity of Jiuzhai Valley tourism drove “golden tourism line” to flourish and thrive, hotels, restaurants were raised along the line around Jiuzhai Valley. Some administrative departments of industry built hotels, guesthouses and outside scenic spot local residents opened family hotels. External investors and locals built a large numbers of hotels, however for such investment behavior there was no planning constraints, the number of visitors continued to grow, there was an increase of group tours by travel agents, and it caused price competition.

After 1997, private investors had been to set about the hotels, restaurants, transportation and other industries. There were further improvements on traffic condition and accommodation; the arrival and reception capacity kept increasing; the number of visitors increased rapidly, increasing rate was 59%. 80% of the tourists were organized through travel agencies; they became the main tour operators to organize trips to Jiuzhai Valley. Tourism was becoming a major local industry; therefore local economy depended upon tourism in Jiuzhai Valley much more than before, the proportion of tourism industry compare with other industries was 70%. (ChinaIRN 2005.) From 2001 to 2002, the supply of hotels, catering, and tourism commodities continued to increase and the competition was becoming more intense and irregular. This situation was challenging the carrying capacity of the scenic spot area.

TABLE 1. 2010-2012 Partial attractions reception capacity in Sichuan (adapted from Sichuan Tourism Administration 2012, 37)

Unit: million people

Name of Scenic Area	2012	Annual%	2011	Annual%	2010	Annual%
Zizhong Dragon Mt.	29.6	10.3	26.8	-10.7	30.0	40.8
Leshan Giant Buddha	303.3	3.7	292.6	21.2	241.4	14.2
E'mei Mt.	304.5	1.4	300.3	16.0	258.9	10.5
JiaJing Cliff Buddha	72.0	17.8	61.1	54.6	39.5	13.9
Leshan Golden Eagle Resort	69.3	-0.1	69.4	21.7	57.0	108.1
Zhude Memorial	15.8	-86.0	112.8	136.9	47.6	-48.6
West Mt. scenic spot	79.1	10.6	71.5	11.0	64.4	143.5
Langzhong Ancient Town	332.9	28.5	259.1	13.6	228.0	26.0
Bamboo Sea	126.2	3.0	122.5	22.5	100.0	21.0

(Continues)

TABLE 1. (Continues)

Rock Sea	31.5	13.6	27.7	31.3	21.1	10.2
Dengxiaoping Former House	213.6	3.6	206.2	10.4	186.8	7.4
Huaying Mt.	25.0	-49.7	49.7	5.0	47.3	9.5
Bifeng Gorge	49.1	-4.0	51.2	183.9	18.0	-65.9
Jiuzhai Valley	364.3	28.9	282.7	66.9	169.4	19.3
Huanglong	231.5	25.3	184.8	65.2	111.9	39.0
Muni Channel	19.9	31.1	15.2	483.6	2.6	-71.3
Four girls Mt.	13.7	27.9	10.7	117.3	4.9	38.3
Conch Gully	65.0	12.2	57.9	52.3	38.0	23.7
Lugu Lake	30.5	121.3	13.8	28.2	10.8	-
Lingshan Temple	27.9	36.9	20.4	36.0	15.0	-
Guangwu Mt.	70.0	24.1	56.4	-17.3	68.2	-5.5
Sansu Museum	72.6	65.5	43.9	38.6	31.7	-17.8
Wawu Mt.	10.2	-78.2	46.8	44.7	32.3	13.1
Pengzu Mt.	32.6	1.0	32.3	8.3	29.8	4.3
Anyue Carved Stone	364.1	90.7	190.9	82.4	104.6	35.2
Three Forks Lake	65.2	-6.5	69.8	40.3	49.8	-8.5

This is the official data that was calculated from 2010 to 2012 by Sichuan Tourism Administration. As the mark shown from the table among some famous destinations throughout Sichuan province Jiuzhai Valley was in the forefront of the reception capacity and the growth rate was large and high. These data of Jiuzhai Valley demonstrates that the visitor volume was growing constantly year-by-year.

TABLE 2. 2010-2012 Partial attractions tickets revenue in Sichuan (adapted from Sichuan Tourism Administration 2012, 35)

Unit: ten thousand RMB

Names of scenic spot	2012	Annual %	2011	Annual %	2010	Annual %
Leshan Giant Buddha	22109.46	10.0	20094.16	29.3	15538.06	121.5
E'mei Mt.	35540.47	7.7	32984.71	24.7	26446.46	85.2
Jiuzhai Valley	65392.58	21.4	53867.58	73.8	31001.68	169.1
Huanglong	39543.52	21.3	32598.40	65.2	19735.73	231.6
Qingchen Mt.	10723.53	20.0	8936.87	33.5	6694.35	195.4
Dujiang Weir	16355.48	8.1	15127.71	44.5	10467.36	177.6
Sanxing Museum	2175.38	16.5	1867.04	-2.0	1904.18	53.8

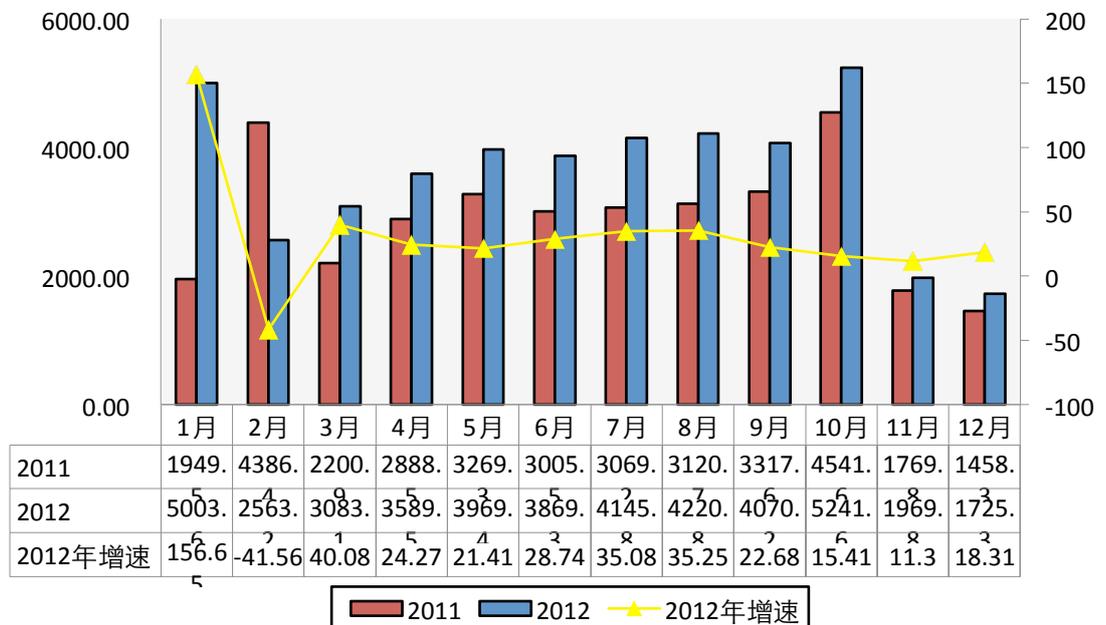
(Continues)

TABLE 2. (Continues)

Dinosaur Museum	842.00	30.5	645.00	-9.8	715.00	110.9
Doutuan Mt.	1168.00	-12.5	1334.35	43.2	931.64	29.0
Sword Gate	3579.07	35.8	2636.37	530.9	417.90	113.6
Bamboo Sea	6414.65	1.6	6314.51	50.3	4200.11	86.7
Sansu Museum	261.10	59.2	164.03	-12.4	187.20	0.5
Wawu Mt.	48.60	-96.8	1503.36	54.9	970.50	39.7
Bifeng Gorge	4366.50	-14.0	5076.90	49.3	3400.30	32.1
Guangwu Mt.	4000.00	1270.0	291.98	-60.0	721.00	-3.6
Four girls Mt.	889.49	27.6	697.01	15.2	604.96	403.0
Muni Channel	1160.58	28.9	900.39	687.2	114.38	-82.9
Conch Gully	2539.26	17.2	2165.75	0.8	2147.98	178.2

From this table the mark has pointed out the highest amount of tickets revenue clearly. Within these years even the ticket price varied with peak season and off-season, still the ticket revenue of Jiuzhai Valley was on the top. It demonstrates that the tourist volume was kept at all-time high level.

2012 Sichuan reception of domestic tourist arrivals



GRAPH 1. 2012 Sichuan reception of domestic tourist arrivals case (adapted from Sichuan Tourism Administration 2012, 18)

This chart data describes the number of domestic tourists in 2012, and gave comparative data between 2011 and 2012. Within the entire year as can be seen from the chart in January, February and October the domestic tourist number reached the highest amount. The tourist flow concentrated on these three months because in January and February there is one of the biggest holidays the Chinese Spring Festival and the period of holiday mainly happening between these two months that depends on the lunar year calendar, shown in the chart is the reason why in 2011 the highest number was in February. In October there is another famous National Day. People's travel activities mainly focus on these months due to the periods of these two biggest holidays that last one week or even longer. This phenomenon directly induces the amount of tourists that exceeds the carrying capacity of various popular destinations.



GRAPH 2: 2015 China National Day Holiday in Jiuzhai Valley (adapted from Sina News Center 2015)

The pictures in Graph 2 were published on this year 2015 national day. The news reported in Jiuzhai Valley 15 tons of garbage within one day to clean up was collated by 316 members of cleaner in the scenic spot little by little. Because of the overcrowding caused by mobile phones, umbrellas and other items falling into the scenic lakes, in order to clean garbage, sanitation workers had to walk 10,000 meters in the scenery area per day. From this up to date press explained that management method of scenic area is unreasonable.

Above all appeared the fact that in the initial period of development there were no relevant regulations to restrain excessive exploitation. Due to the blind exploitation without concern about environment issues, the scenic ecological environment was severely damaged, the

local geological environment began to deteriorate, mainly reflected in excessive deforestation, sandstorm assault, harm to wild animals, discharge industrial exhaust gas as well as water pollution that caused massive death of aquatic and forest shrank etc. (Baidu Library Association 2011). Due to the irregular over-exploited of the scenic area and blind expansion of the scale as well as local employees with overloaded working hours resulted in destruction of ecological environment and tourism resources, the ecological environment of scenic area was gradually deteriorating.

5.1.2 Exploitation and protection of tourism Resources

Since the 1990s, administrators have gradually realized that the role of environmental protection in the nature conservation area is essential. Hence they determined to through bringing in international standardization management and established the new idea "Eco-tourism" to achieve the ecological transformation. Then created a new model of management of protected scenic area by local residents participating in environmental protection to achieve the diversification of the subject, efforts on developing sustainable tourism and eco-tourism products. (Baidu Library Association 2011.)

From a couple of decades of exploiting and developing process, it is not easy to formulate mature and thorough laws and regulations and in the beginning, this was especially due to lack of experience and preparatory work. However regulation and policy can be improved and progressed through practice. In this case study, during the exploitation process of Jiuzhai Valley, the tourism sector, theorist and government decision-making department were holding wrong perceptions "Tourism is a smokeless industry, unlike other industries that can pollute the environment", "Tourism is a industry with saving investment, quick return and high-yield". (Yin & Yan 2003, 4). These misconceptions to a certain extent dominated the development of tourism and consequently rushed the action of blind exploitation. The main reason people held this kind of view is because they did not take into account the "raw material" consumption of tourism resources, especially ecological environment resource depletion, industrial waste control, etc. Thereby they ignored or misjudged the level of travel costs, inflated the value of newly created tourism section. Moreover tourism as an industry, it also produces a variety of environmental problems, it is not only pollutes ecological environment by discharging waste, destructing tourism resources and the ecosystem

balance, but also because of the limitation of special natural and geographical conditions, making waste treatment technique more difficult than other techniques.

As a national park and a national nature reserve, the national and provincial departments have been working hard on preserving laws and regulations, which secure the long-term management and conservation of the property. Nonetheless all the works that were done were not notable; strengthening of techniques and actual operations were not effective enough. Tourism development should be based on scientific management, to ensure the sustainable use of environment resources. In the restructure of government institutions in Jiuzhai Valley, the head government according to principles of unified, simplified and efficient, scientific restructuring for relevant tourism management institutions, setting up regulatory agencies in line with the law of development of ecological tourism, and actively exploring effective business model, to promote reformation of tourism management system. (Baidu Library Association 2011).

To rationalize the relationship among local governments, tourism authorities and tourist areas (spots) management departments, changing division of tourism management, implementation of tourism resource sharing and management of classification system is necessary. Since 2001, inside of the scenic spot area closed all hotels and guesthouses. In the meantime, Jiuzhai Valley authority has invested several hundred million RMB to build and improve the infrastructure within the area: such as more than 300 sightseeing eco-vehicles put into use in order to shunt transport and limit vehicles from entering the valley; eco-friendly toilet all over the scenic area; 49 km high quality of highway around the scenic area; 70km pedestrian path laying along all sites to distribute visitors and vehicles. In 2003-2004, there was a demolishment large-scale commercial construction and illegal buildings total 120,000 square meters, to realize only tour activities in the Valley, all the accommodations, shopping site, restaurant and private cars are forbidden appear in the Valley. Thereby the most important project in the management that has restored vegetation total 20,000 square meters, effectively keep down scenic spot's tendency to urbanize. (ChinaIRN 2005.)

Successful tourism development will not simply happen on its own, it must be made to happen.

Co-ordination is the key, and the key to co-ordination is getting organized, which generally means forming some sort of tourism association or committee to help lead tourism development activity in a particular direction. (Godfrey & Clarks 2000, 49.)

These organizations will become responsible for creating a positive tourism policy and prepare for making a comprehensive tourism planning and management strategy. In 2004, the Sichuan Provincial Regulation on World Heritage Protection in Sichuan and the Regulation on Implementing Sichuan Provincial Regulation on World Heritage Protection in Aba Autonomous Prefecture became law, which provided a stricter basis for protection of the property:

The Administration Bureau of the Jiuzhai Valley World Heritage Site, established in 2006, ensures the site complies with Aba Prefecture's Guidelines of Implementing Sichuan Provincial Regulations on World Heritage Protection. This Administration Bureau contains 21 departments, including a natural protection department, a multi-disciplinary science department, a planning and construction department, and a resident management office. A general plan for Jiuzhai Valley National Park is in place and approved by the national government, which provides a framework for the protection and management of the park, including a detailed monitoring plan for park resources: water resources, biodiversity, forest pests and diseases, and weather and climate are all monitored under this plan. In addition, the plan provides for protection of biodiversity, traditional culture, and the environment under increased tourism development. (UNESCO 2012.)

In order to optimize the tourism strategies and improve management skills, carry out tourism policy actions on natural environment individually is not enough, human resources is also play the predominant role in management, protection and economic. As mentioned before tourism became a major local industry, brought on local economy that depended upon it to get benefits much more than before. Local economy raised the challenge of balancing between protection and development. Thus local residents were taken into account as one of the targets in the management. The reserve has identified the general goal of using resource superiority to develop ecotourism so as to protect the overall natural resources and help the local people to lift themselves out of poverty and become well off. The participatory management with the sharing of benefits was established through tremendous efforts

to change: from obstructive to motivated force, from burden to productive force and from being supervised to being masters of the scenic areas. A harmonious relationship between the reserve and the local people was thus formed. (UNESCO 2011).

During the management with protecting and developing, the customers and stakeholders play the predominant role as well. So as to make them to understand why the government makes tremendous efforts to protect inheritance and encouraging them to involve in this project. Therefore the interpretation system was established by government, and the system can be an effective medium to help stakeholders to understand well.

5.2 Analysis and evaluation

In this case Jiuzhai Valley has gone through a long process of exploration stage, involvement stage, development stage and consolidation stage. During these operations some tourism organizations and associations have been established to assist in planning and development of a successful and sustainable tourist destination. The name of department is not really that important, but rather it is provided with the ability of the organization to manage and direct tourism development at the destination given the range and diversity of individuals, groups and businesses so often involved. (Godfrey & Clarke 2000, 50). Selecting the members to participate in the core team need to acquire the basis of the knowledge and experience of the destination area, and also commit to provide tourism opportunities. Having ability to remain objective and take a comprehensive view of the work and to invest enough time and energy to get things done need to take into consideration, and also need to be able to work constructively with other people. (Godfrey & Clarke 2000, 51.)

Pollution and destruction of the ecological environment take place in the process when tourist flow and temporary stay, mainly takes place as follows: a large number of tourists brought into the crowded, chaotic and disruptive behavior resulted in environmental pollution and ecological destruction; significant increase in airplanes, cars, cruise ships, etc., causing photochemical smog pollution of the atmosphere by vehicle emission; various modes of vehicles caused noise pollution by excessive tourists visiting; wide water pollution, the amount of tourists increased greatly caused the amount of sanitary sewage discharge, prompting increased eutrophication of water body; the growing solid waste.

There is no ready-made perfect prototype of tourism policy. Setting a tourism policy is a key stage in the tourism strategy process. However tourism policy should be established based on the practical situation of the target destination, because of the diversity of tourism destinations, it is not effective to carry out the same form of tourism policy actions over another destination. Jiuzhai Valley scenic spot is a typical case to present its unique condition of ecological environment. In this case from above paragraph shows the negative consequences have emerged in many aspects. Therefore the destination's tourism policy is meant to guide subsequent actions in a way with which the destination feels comfortable. It represents the managerial framework through which present and future tourism issues are analyzed and decision taken. (Godfrey & Clarke 2000, 54). Policy statement should be set up for supporting tourism, which should be positive, concise, and to the point, while it is possible to have negative policies. In the beginning, the local government of Jiuzhai Valley had not made comprehensive policies and caused negative consequences.

In this case during the misleading exploitation and development of destination there are certain negligence caused consequences. When local government was implementing tourism policy actions without primarily build up a close cooperative relationship with local residents, especially the residents live in the scenic area. For the resident involvement the government needs to coordinate both with tourists and local resident from destination region. Moreover, due to a majority of tourist lack of knowledge of sustainable tourism, so that they might not understand the function of sustainable tourism project, while government did not notice this potential problem thus did not play an efficient role of leadership to solve this problem. Thus it can be seen residents are a core element of successful coordination and leadership of tourism development activity. Resident and wider community support for tourism development is an essential element of any strategy. (Godfrey & Clarke 2000, 54).

Why is the resident an essential element? The main reason is that it is the most difficult object to deal with. Imaging putting a hundred million pieces of clothing into a small suitcase, what will happen? It is same when people simply are concerned about how to attract more and more tourists to a destination without caring about the limited capacity of the destination. Currently, the quality of mass tourists generally is not that good; this is a primary tourism behavior. Thus, on the one hand they are out of environmental awareness, on the

other hand the prevalence of uncivilized behavior, both of which exist for making tourism management more difficult, but they certainly cause some resistances also to the sustainable development of tourism. (Yin & Yan 2003, 4). This requires that the development of modern tourism education and tourism development be synchronized and connected.

In addition for the environmental damage, the pollution and destruction are made by human on heritage tourism resources and the ecological environment, such as the unreasonable actions of exploitation and construction, poor quality of management as well as tourists' unrespectable travel behavior. For example, because of random painting and curving on the historic monument, ancient rare trees lose their history, and the original historic culture and value fade away. Ethnic minorities have a special attraction and mystery. Tourism promotes the ethnic regions and their economic development. But at the same time, tourism development will make ethnic minorities be assimilated with external culture (architecture, clothing, etc.), gradually changing the ethnic customs; even traditional festivals and rituals gradually facing decline and disappearing. From the angle of society, there also is social pollution. In the tourism process, some tourists have got poor value standard, moral sense and their lifestyle spreads to the host society invisibly, resulting in conflicts. If there are no effective guidance and necessary measures, the tourism destination will gradually lose the traditional culture and pure virtue; some tourists with indulgent behavior will cause deterioration of public security, impact stability of social order. Equally to the service staff and local citizen from the tourism destination, their quality and morality standard are important as well.

On a basis of occurrence in Jiuzhai Valley case, to make a positive, concise and to the point policy statement is quite essential. It opens with an indication of the general reasons for supporting tourism and moves on to a series of specific points indicating how tourism issues will be viewed and addressed. (Godfrey & Clarke 2000, 55.) Here are some referable ideas for making new tourism policies. According to the principle of sustainable development to encourage tourism, a balanced approach in harmony is suitable for the destination's economic, social and environmental goals. Protecting folk handicrafts while stimulating the expansion and production of creative artwork from local artisans and craftspeople are absolutely necessary. The aim of tourism development is to help conserve the destination's unique sense of heritage by promoting the use and redevelopment of local historic buildings and sites. In addition encouraging local entrepreneurs to initiate development

ideas that they may lead to new tourism attractions and bring more opportunities of new jobs for local people. (Godfrey & Clarke 2000, 56.)

Also, one should provide tourists with a quality and efficient information service thus promote a form of tourism, which fosters greater understanding and respect for local customs, values and religious beliefs. To make sure that the natural areas, the conservation of local archaeological sites and cultural artifacts need to be protected. Tourism issues and interests should be considered by all local agencies in their discussions and to standardize basic support and policy on tourism. Monitoring on a regular basis the impact of tourism on the local quality of life and the natural environment and take corrective actions where possible. Moreover enhance the development of education and training programmes for tourism personnel in aspects of customer care and hospitality. (Godfrey & Clarke 2000, 56.)

Concluding from the progress of tourism exploitation in Jiuzhai Valley, the efforts on tourism development have been made from local government, tourism authorities and tourist management department. The local government is a primary position to access the heritage site; it should play a leading role in this programme, drive the other relevant tourism authorities to join this programme. Therefore when implementing a project, the local government should cooperate and coordinate with the state government, tourism authority and tourist management department closely.

However there are no quite evident improvements to the destination. On the surface, the efforts and investments performed on the projects which have been implemented in the scenic spot, such as sightseeing eco-vehicles put into use, eco-friendly toilet; high quality highway around park; pedestrian path to distribute visitors and vehicles and so on. Observing from the current result the problems remain there all the same. How can that be? The key problem is that the operators did not capture the root cause – the tourist. The large number of tourists has a significant impact on the destinations. This is the original cause behind all the matters; finding out fundamental causes can solve the problems practically.

Tourist flow is an obvious problem presented in the case study, mainly this situation was caused by unreasonable holiday arrangements. There are three months in a year when people will have the longest holiday at the same time, this arrangement causes a great negative impact on all the destinations, a large numbers of tourists swarm into attractions and fill

them up until serious problems are revealed. The government should consider the size of population in China, to stagger holiday time arrangements. On the basis of regions, for instance divide people into separate groups by province, each province has its own timetable for the holidays but different than other provinces. This measure more or less can reduce the burden for tourism destinations. In another way, limit the amount of day-ticket sale; the local tourism department can open a public platform online to announce the daily ticket sales status. Tourists are able to check it anywhere and anytime, they could buy tickets in advance, when they select the date from the timetable they could see how many tickets are available for that day and adjust their travel plan.

Based on the referable standards have listed above implement into individual difference exactly as Jiuzhai Valley. Before determining the policy statement takes into account the previous projects done by government and summarize experiences to help in making new strategies and regulations in the future. Since previous projects have taken actions all the accommodations, shopping sites, restaurants and private cars are forbidden to appear in the Valley, however in spite of moving these facilities out of the Valley, they are still located in the ecological environment region, then the government should establish the sustainable tourism project for accommodation and catering facilities is still indispensable, implement energy efficiency such as solar power, rainwater harvesting etc. to reduce energy consumption as well as water saving techniques, provide recycled products.

For the destination's economic, social and environmental goals, offer the employment opportunities to the local residents, while they get jobs whilst involving in contributing to these sustainable tourism projects. For instance, as employees in local hotels and restaurants and other service sectors, they had better get well educated of acquiring knowledge of sustainable tourism before engaging in working. They can communicate this perspective with the customers in their own ways. In the same way, well-educated tour guides can add some information about sustainable tourism now and then during guiding the groups.

The tourist is the target, get started from their awareness toward ecotourism and sustainable tourism is a crucial step. This is not a programme as easy as building up a green hotel or restaurant, but a long-term planning. We cannot change people's attitude or thought at once, thus this is a progressive process. Particularly in the destination region, offering the easy to read brochures with map, placing them in hotels, restaurants and other public ser-

vice points are useful methods. Playing some educational videos to introduce what a valued world heritage site they are visiting, recommend which travel behaviors can preserve this site, for instance being responsible, respectful and considerate for local community, culture, custom and lifestyle etc. belong to the positive travel behaviors, meanwhile showing the consequences will be caused by us if we keep ignoring the order of nature and only follow our selfish desire. For this long-term project, not only the government and hospitality sector should be included but one should also encourage the local entrepreneurs and business sector participant in this project. As part of the community, their activities are also connected with the heritage site, and will make impact on it as well.

6 CONCLUSION

The main purpose of this thesis was not providing particular ready-made solutions or the technical strategies for the destination but rather playing a guiding role to raise thoughts about current ways of actions in Jiuzhai Valley. This was done through demonstrating the research process to outline the existing problems while proposing constructive suggestions or advice for the new policy actions in the future.

The empirical part of this thesis was conducted on the actual case, which is an existing World Heritage site in Sichuan province. It has been exploited and developed for 20 years, but in this process exploitation actions were more than development. Based on the theoretical part the type of case study was contained descriptive research and evaluative research, in order to present a comprehensive and actual picture of this destination and also get an objective result from research, all the data and findings were collected by the author visiting the relevant officials and authorities personally. In this thesis qualitative research provided a clear way to illustrate with the valid and reliable data and actual cases, by means of describing and evaluating from history to current situation of destination, and presenting a contractive picture of destination from past to present and providing to a conclusion.

The destination in the transition process from exploitation to development, since the government got awareness of what consequences had emerged, but it seemed a little bit late to take actions, because at this time Jiuzhai Valley has become a popular attraction to the world, when taking control of this situation, the actions will directly influence national economic benefit from the local tourism industry. Additionally, before taking remedy actions the government did not make a specific research to the point, thus it looks like problems had been solved on the surface, but in fact they did not solve the problems fundamentally, that is why the negative phenomena still exist. Therefore the aim of the case study was put the valid data, the relevant articles by other writers, the report from state media and articles from official magazines together, find out the key of problems.

As the conclusion from the research, not only the government but also the citizens need to have awareness of sustainable tourism, to a certain extent, citizens should has a higher awareness of preservation of nature and culture, everybody should engage in such a great

mission. These world heritage sites represent our past and present and belong to all. If we manage them properly it will have great potential impact for local economic development and long-term sustainability. Think about the consequences that have been analyzed in the case study if we do not preserve our environment, especially the nature and cultural heritage sites, scenic spots and attractions, the future generations will never have the opportunity to appreciate these. The tourist needs an educational holiday, in other words, learn how to behave properly during traveling and acquire a positive attitude toward preservation of nature and culture. For the actions from government, on the one hand they should set up the specific sustainable tourism project to manage the hospitality sector and business sector, build up a close relationship with local government and tourist management department and tourism authority. On the other hand, local government should provide some strategies and techniques for the local businesses, to help them join this project.

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