Research on the Development of Emei Martial arts Tourism Project Based on Environmental Protection

Yahui Wang*
Leshan Normal University. Leshan. 614000, China

*Corresponding author: yahuiwang@lsnu.edu.cn

Abstract. Environmental protection, Emei martial arts, tourism project development.

Abstract. Under the call of vigorously developing ecological green tourism and environmental protection, the construction plan of tourist attractions has become an important means to enhance the local economy and popularity. The planning and construction of tourist attractions, municipal supporting facilities, and public service supporting facilities have been greatly improved, but the surrounding market towns have a clear gap with tourist attractions in these aspects, and it fails to form a good symbiosis and mutual benefit with tourist attractions. To a certain extent, this has had a great negative impact on the market town’s land, municipal transportation, resource development and industrial development, and the market town’s spatial layout. From the perspective of environmental protection, the research on the combination of Emei martial arts and tourism can provide a theoretical basis for the inheritance of Emei martial arts and the tourism planning of Emei Mountain, and fully embody the concept of mutual promotion of Emei martial arts and Emei Mountain tourism. At the same time, find out the difficulties and problems faced by the development of Emei martial arts and Emei Mountain tourism, and provide a reference and practical basis for the mutual promotion of Emei martial arts and Emei Mountain tourism.

1. Introduction
In the process of global economic development, tourism has become one of the fastest growing industries in the national economy. It is also a key industry type that China focuses on supporting development. In modern society, people’s living standards are constantly improving, but at the same time social competition is increasing, environmental pollution is becoming more and more serious, people’s urgent requirements for health are becoming stronger and more people are beginning to participate in sports and fitness activities [1]. Various competitions for sports fitness, entertainment, and viewing purposes, and sports tourism activities for the purpose of trying sports stimulation and challenges continue to flourish. In many European and American countries, sports activities have been integrated with physical leisure and entertainment, fitness and rehabilitation, and have become a new form of tourism. However, because it is located in the Emei Mountain National Nature Reserve, its tourism development will inevitably have a certain impact on the ecological environment. How to deal with the relationship between ecological environmental protection and tourism development in the
nature reserve, and maintain a good local ecosystem. It is a problem that must be solved in the sustainable development of Martial arts tourism in Mount Emei.

2. The relationship between tourism resources and effective protection of natural ecology

China's eco-tourism emerged simultaneously with the world in the 1980s. 1999 is China's ecotourism year. The National Tourism Administration has launched a series of "ecological environment tour" activities and organized a series of ecotourism seminars, which quickly promoted the practice of ecotourism in China. In recent years, eco-tourism has developed from the original natural landscapes, wilderness, mountains, and nature reserves to rural pastoral and ecological agriculture, etc. Ecological scenic spots such as mountain ecological scenic spots, forest ecological scenic spots, grassland ecological scenic spots, and marine ecological scenic spots have emerged. Type of travel. The development of eco-tourism has undoubtedly played a positive role in promoting the local social and economic development, but there are also a lot of problems that cannot be ignored. In many tourist attractions in China, disorderly development, blind construction, and construction of buildings with large temples such as halls and halls, and even some over-capacity operations are extremely serious, causing serious damage to the vegetation in the scenic area, the environment is also seriously polluted, which greatly reduces the attractiveness of scenic spots and shortens the life span of tourism.

Natural ecological resources are different from general resources [2]. They are non-renewable and irreversible. This problem exists in mountains, forests, water bodies, or cultural relics. Therefore, natural ecological tourism should be well protected. Therefore, local governments and tourism area managers must correctly understand and handle the relationship between the rational development of tourism resources and the effective protection of natural ecology, firmly establish the business philosophy of protecting and developing in the first place, formulate ecological environmental protection plans and organize their implementation, establish ecological environmental protection rules and regulations, improve the infrastructure of ecological environmental protection, strengthen publicity and education on ecological environmental protection, and actively carry out activities to create eco-tourism demonstration zones. The environmental protection department shall provide guidance and coordination for the establishment of eco-tourism demonstration areas in the aspects of pollution control, environmental governance, ecological protection, environmental impact assessment of construction projects, environmental emergency plan formulation and environmental monitoring; tourism departments shall plan and develop and civilize tourism areas Provide guidance and coordination for the establishment of eco-tourism demonstration areas in terms of operation, standardized services, scientific management, system construction, education and training; construction departments should guide and supervise scenic spots at all levels to strengthen resource environmental protection, increase comprehensive environmental management and environmental infrastructure To provide conditions for the establishment of eco-tourism demonstration zones. Figure 1 shows the mutually beneficial symbiotic relationship between environmental protection and tourism resource development.
3. Survey on the current situation of Emei Mountain tourism

3.1. Survey of existing tourism companies

Emei Mountain Scenic Area is the first batch of 5A-level scenic spots in the country. The author has investigated and sorted out the tourism companies currently operating in the Emei Mountain Scenic Area. The sorting scope includes travel agencies, restaurants, restaurants, tourist shops, transportation companies, tourist attractions, and entertainment venues. The following is the survey data of the tourist enterprises in the Emei Scenic Area through the survey: There are 6 travel agencies in the Emei Mountain Scenic Area, which are mainly engaged in business, providing Emei whole mountain tour guide services and mid-levels tour guide services, and some travel agencies also undertake Emei one by one Leshan One-day tour; 8 hotels above three-star level, among which two hotels such as Hongzhushan Hotel and Emei mountain Hotel have built five-star standard hotel buildings; in the Emei Mountain area, there are more than 100 family hotels and restaurants Most of the operators are local villagers [3]. These hotels and restaurants mainly provide low-end accommodation and catering services. Among them, the facilities are not complete, and the prices are different; the Zen house provided in the temple is also one of the important choices for tourists in Mount Emei. The price is lower than other hotels; in addition, the shopping group of Mount Emei Scenic Area all over the mountain, including officially registered shops and tourist shopping malls organized by local farmers, mainly deals in Emei mountain tea, Chinese medicine and tourist souvenirs; At present, there are 5 transportation stations of various sizes in the Emei Mountain Scenic Area. Among them, the Emei Mountain FIT Centre and the Huangwan Tourism Distribution Centre Passenger Transport Centre are the largest, and they are the main transportation hubs for tourists in the Emei Mountain Scenic Area. As shown in Table 1.
Table 1. List of Major Tourist Enterprises in Emei Mountain Scenic Area

| Tourism business type | Travel agency | Three-star and above hotels | Four-star and above hotels | Traffic station | Performing arts venues |
|-----------------------|---------------|------------------------------|----------------------------|-----------------|------------------------|
| Quantity              | 6             | 8                            | 3                          | 5               | 1                      |

3.2. Status Quo of Emei Mountain Tourism Products

At present, the tourism products of Mount Emei are still mainly sightseeing tours, and there are almost no tourism products of entertainment. At present, the main consumption items of tourists to Emei Mountain are still concentrated on tickets and tourist shopping products. Among them, there are about a hundred shops operating tourist shopping products in the entire Emei Mountain range, mainly including Emei Mountain tea, Emei Mountain dry leaf butterfly and Emei monkey series tourist souvenirs, and there are also some individual workshops selling local medicinal materials. Tea and Chinese medicinal materials are the most abundant; from the perspective of tourism festivals, Mount Emei is mainly the Ten Thousand Buddhas Festival and the International Martial Arts Festival. Among them, the Ten Thousand Buddhas Festival has a wider influence [4]. Many Buddhists come to worship from April to June every year. In contrast, the influence of Emei International Martial Arts Festival is relatively small; in addition, Emei mountain Hotel, Emei mountain Hotel and Emei mountain Lingxiu Hot Spring provide hot spring services, which are favoured by many tourists, and the consumption level is relatively high, but the seasonality of hot spring tourism Stronger; there is a "world of Emei" performing arts venue in the Emei mountain Hotel, which provides special performances about the history, religion and martial arts of Emei mountain. As shown in table 2.

Table 2. List of Main Tourist Products in Emei Mountain Scenic Area

| Tourism products | Tourist shopping | Major tourist festivals | Seasonal tourism products | Other tourism products |
|------------------|------------------|-------------------------|---------------------------|------------------------|
| Emei Mountain Tour | Tea, Chinese medicinal materials, tourist supplies, handicrafts, artworks, dead leaves, butterflies, etc. | Emei Martial Arts Cultural Festival | Ski touring | Emei Performing Arts |
| Emei Mountain Tour | | | | |
| Leshan Emei Day Tour | | | | |

4. Current problems

4.1. The influence of Emei martial arts is not enough, and the martial arts brand system is not perfect

Emei martial arts has always been as famous as Shaolin and Wudang martial arts, and has become the three major martial arts genres in China. However, according to the author’s investigation, Emei martial arts is actually not well-known among tourists. However, it is strongly promoted in Shaolin and Wudang and continues to create martial arts tourism brands Today, the contribution of Emei martial arts to the development of Emei tourism is still relatively small. The combination of martial arts and tourism is not enough in depth or breadth. To a large extent, Emei martial arts is still in the martial arts genre [5]. It has not formed an effective brand system, has not expanded its influence, and the government's investment in martial arts is relatively weak. To make Emei martial arts truly become a tourism icon, or to make Emei tourism a carrier for Emei martial arts to the world, there are still many A long way to go.
4.2. Martial arts tourism products are extremely lacking, but the potential for the combined development of martial arts and tourism is huge

After surveying the Emei Mountain Scenic Area, it can be seen from the survey and visit of tourists to the Emei Mountain Scenic Area. At present, the tourist products of Mount Emei still occupy a dominant position, and it is also the main item of tourist consumption of Emei Mountain. However, compared with the various and widely distributed tourism shopping products, as well as the emerging leisure tourism products of Emei such as hot spring tourism, ski tourism, etc., the martial arts tourism products in the Emei Mountain area have not been well developed. Martial arts cultural shopping products, martial arts Souvenirs and martial arts tourism items are still in short supply. From the survey conducted by the author, we can also see that tourists are very interested in Emei martial arts tourism products. Among the 384 tourists interviewed, 59.38% of tourists are still quite interested in Emei martial arts tourism products such as arena competitions and competitive martial arts. Interest, coupled with the unique combination of Confucianism, Buddhism and Taoism in Mount Emei, gives Emei martial arts a mysterious outer veil and rich cultural heritage. Therefore, the combination of Emei martial arts and Emei tourism will have broad prospects.

4.3. Insufficient ecological protection

The Emei mountain National Nature Reserve is rich in biodiversity and has a good ecological environment. In recent years, the quality of the atmospheric environment has mostly been maintained at the first-level standard. However, eco-tourism resources have the characteristics of fragility. The ecosystem on which eco-tourism resources rely is limited in the ability to withstand tourism development and tourism activities as external interference. Exceeding the limit will affect and destroy the stability of the system, Causing the ecosystem to lose its original function.

5. Development strategies

5.1. Strengthen the publicity and education of ecological and environmental protection, and improve the public's awareness of environmental protection

The ecological environment protection of the Emei mountain National Nature Reserve is not only the responsibility of a certain department or certain people, but should be the whole society including tourists, tourism practitioners, local residents, management personnel and leading cadres of the reserve Responsibilities of all levels. The scientific decision-making of leading cadres, the environmental protection quality of managers and practitioners, and the cooperation of tourists and local residents are vital to the development of tourism in the protected area. Only by strengthening environmental knowledge, laws and regulations, and environmental protection education for these relevant personnel, establishing environmental protection awareness in their thoughts and concepts, and possessing environmental protection knowledge, can an effective ecological and environmental protection joint force be formed, thereby avoiding decision-making in tourism. And the development process has adverse effects on the protected area [6]. The protected area administration, environmental protection, forestry and other related functional departments should regularly conduct environmental protection publicity and education work to the society and the public, and establish a long-term publicity mechanism.

5.2. Highlight the characteristics of martial arts health preservation and create high-quality tourism products

Martial arts tourism is the product of the transition from traditional sightseeing tourism to health-preserving leisure vacation and folk culture tourism. With the purpose of Emei martial arts, establish tourism promotion slogans such as "Holy Mountain Emei, martial arts health", launch Emei martial arts cultural tourism, Emei martial arts experience tourism, Emei martial arts health tourism, fitness exercises and other tourism products, and continue to improve tourism Quality, organically integrate martial arts and tourism, and develop harmoniously.
5.3. **Relying on the upsurge of martial arts fitness, will increase the martial arts industry chain**

The development goals of martial arts health and leisure tourism are clear, and the martial arts tourism industry is the vanguard of the future development of the martial arts industry. In today's social environment that focuses on health and health, martial arts fitness will become a new fashion. You can create or organize a set of simple and easy-to-learn "Emei martial arts aerobics", promote simple exercise routines and aerobics, carry out martial art’s national fitness activities, create an international martial arts tourism and leisure tourist destination or create an international martial arts cultural town. Combine ice and snow sports tourism, hot spring health tourism, mountain sports tourism, etc., integrate leisure, health, and entertainment, gather the martial arts industry, and promote the rapid development of the martial arts tourism industry.

6. **Conclusion**

Our generation is not only responsible for protecting and making good use of the existing environment, for the development and construction of more and better tourism resources, and for the development of the tourism industry; moreover, it is also responsible for leaving more and more for our children and grandchildren. Responsibility for a good survival and living environment to create more tourism wealth. I believe that with the increasing awareness of environmental protection of the whole people, through the effective protection and comprehensive management of the tourism environment by local governments and relevant departments, the tourism resources of Mount Emei will be able to be used continuously and develop healthily, and the tourism industry will truly become a part of modern society. Project "Sunrise Industry". Emei martial arts is extensive and profound, and the tourism industry of Emei Mountain is also quite complicated. The research on the relationship between Emei martial arts and tourism is a long-term and complicated work. For this research, due to time and data constraints, there are still many deficiencies in the research process.

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