Wise Green Travel: A Local Wisdom Characterized Travel Experience

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Abstract. The increasing concern on environmental issues has led to the emergence of a new style of travel. In line with this, the study proposes a new kind of travel: wise green travel. This concept of “wise green travel” transcends the general existing notion of reducing environmental pollution. It extends to the wise use of local resources and encouraged interaction/participation in local activities. This paper analyzes the travel distribution in different periods by comparing the thermodynamic diagram which has characteristics of describing the population distribution, population density and the changing trend in real time. Furthermore, the study explores methods that have introduced and announced by famous organizations on how to achieve wise green travel, and a framework illustrating the wise green travel route especially when it is incorporated with local resources. Thus, aside environmental protection, wise green travel also helps local enterprises and the government build a green system for improving self-development and exploration journey of local tourism resources with wisdom.

1. Introduction
On the streets of Japan, one may encounter a scenario where someone stands at the "smoking corner", pulls out a small white plastic bag (about the size of a cell phone), lights a cigarette, carefully puts out the ashes and stuff the cigarette butt into the small bag, seal its, and then walks away. Also, in the Netherlands or Finland, one may encounter another scenario where people walk in twos and threes under the rain. Regardless of the cold weather, everyone appears cheerful, talking, laughing and strolling in the forest, then stroll all the way back to the city and finally to their respective hotels. For the above scenarios, I believe that it is not strange or new to most people, as it is obvious that they are engaging in green tourism.

However, despite the cutting-edge technologies, as well as convenient cum comfortable environment ushered in by the 21st century, existing technologies and models designed for green travel still appears to be not as sufficient as expected, which could be one of the reasons for the slow-paced green travel being promoted in the new era. As the rise of the Industrial Revolution in the 1800s, versions of environmental activism and social activism emerge [9]. In the 21st century, the word "green" is regarded as a symbol of civilization, and is respected, loved and protected by humans globally [2]. Also, there is an atmosphere of universal “green worship” such as green economy [8,10], green consumption [12,16], green marketing [13], green GDP [15] and other worldwide “green revolution" campaign [1,3,4], of which green travel is inclusive. The definition of green travel can be viewed from either a broad and narrow perspective. From a broad perspective, green travel includes a variety of travel products and services possessing environmental protection characteristics. While the narrow perspective views green travel as a kind of tourism designed to be close to nature and far away...
from the noise and pollution [7]. According to WTTC, WTO & Earth Council (1995), green travel is based on environmental protection, ecological balance as well as obtaining healthy and spiritual interest. This paper hopes to dig further, discussing the new meaning and connotation of green travel with focus on tourists’ behavior by local wisdom.

2. Wise green travel -- using the local resources

Living like a local was the big travel trend since 2014. Now, travellers want their experiences to be life-changing, and it's ushering in a new era of travel [6]. Wise green travel refers to the utilization of local resources, which could be described as a style of local wisdom travelling. Local wisdom encompasses local knowledge, local culture and the use of local resources. Through the local residents' understanding of the natural resources and culture of the region where they live, they can develop unique tourism characteristics.

The Long Tail theory is a common trait found in economic sectors that provide products in relatively low volume, but are yet able to make a profit by providing aggregate of greater product variety [11]. Wise green travel therefore, can be regarded as an obvious ‘long tail product’ in the tourism industry. Even though it's still some sort of alternative for just a few tourists from the majority, however, it is successfully altering people’s lifestyle and travelling style. Further change is likely to continue into the foreseeable future as economic globalization, increased reductions in cross-border tourism and growing affluence worldwide present ever new opportunities and challenges for ecotour operators and the entire industry at large.

![Route Map of Wise Green Travel with Local Resources.](image)

Both green tourism and sustainable tourism development includes helping tourists to have spontaneous green tourism behaviors [5], however, from the perspective of industrial management and coordination, they do not provide tourists with specific guidance to develop green tourism behaviors autonomously and subjectively and lacks a green way to achieve autonomous tourist behavior through the integration of local tourism resources. In other words, the green tourism and sustainable tourism pay more attention to the green association between companies and destinations in the tourism industry, rather than the tourists’ behavior. The focus of wise green travel from the perspective of tourist behavior, is to help tourism independent selection and independent thinking, reasonably integrate the various local tourism resources, and help tourists enjoy the natural feelings brought by
green travel so as to achieve the green goal of reduced carbon emission and full use of local resources. Therefore, the core of wise green travel are the tourists, the facilitators are tourism companies and governments, while the medium is local resources.

3. The data analysis of the population density based on thermodynamic diagram

Xixi Wetland (30°15′59″N, 120°3′47″E) is located in the western part of Hangzhou at the junction of the Tianmu Mountain and the Hangjiahu Plain. It extends from Zijingang Road in the east, Ring Road in the west, Tianmu Mountain in the south and Wenerxi Road in the north. It is 5km away from the West Lake and covers an area of about 11.5km². In 2005, Xixi National Wetland Park was established, the first "national wetland park" in China. In July 2009, it was officially listed in the List of International Important Wetlands. It is a model for the protection and rational utilization of urban wetlands.

In this study, Xixi wetland was taken as the research object. A total of 2145 photos of Xixi wetland were obtained from Hornet's Nest and 500px domestic edition, and 721 photos were obtained through quota sampling with the number of 3 times; A total of 2233 photos were obtained from Flickr, 500px International Edition and TripAdvisor, and 789 photos were obtained by quota sampling with a number of 3 times. A total of 1510 photos of Chinese and Western tourists were used as the data basis of this study. The time span of photos is large, which involves the shooting time, uploading time and travel time. According to the photos taken by tourists during the tour of Xixi Wetland, the different time dimensions are classified, and the landscape preferences of tourists in different time dimensions are obtained. In addition, the distribution rule and difference of different time periods are analyzed according to the time rule presented by tourism photos. The intra-day time is the distribution and change rule of 24 hours in a day, as shown in the figure below:

![Figure 2. Changes in the number of photos in different times & Thermodynamic diagram comparison](image)

According to the shooting time rules attached to the tourists' photo metadata, the shooting time can be divided into five periods: 4:00-8:00 in the morning, 8:00-12:00 in the morning, 12:00-16:00 in the afternoon, 16:00-20:00 in the evening, and 20:00-4:00 at night. According to the statistical results, the number of photos from 4:00 to 8:00 is 107, from 8:00 to 12:00 is 428, from 12:00 to 16:00 is 662, from 16:00 to 20:00 is 203, and from 20:00 to 4:00 is 110. Based on the study of photo shooting time patterns, we can find out the preference of tourists in terms of visiting time. In addition, the qualitative analysis software Nvivo11.0 was used as the technical means and the image content analysis method was adopted in this study. Combined with the coding of grounded theory, the system of landscape preference categories and landscape elements of Xixi wetland was constructed. Finally, through cluster analysis to explore the combination preference of Xixi wetland landscape, to explore the
emotional feelings of tourists to the landscape of Xixi wetland. Based on this, we further propose the following two wise green travel modes.

4. Two local characterized wise green travel
The core of wise green travel are the tourists, the facilitators are tourism companies and governments, and the medium is local resources. So, there are two main aspects in wise green travel to help tourists figure out the best behavior for enjoying the local environment: locavore and adaptive reuse.

4.1. Locavore
In March 2005, two Canadians, Alisa Smith and J.B. MacKinnon launched the "100 Mile Diet" campaign, determined to make the ingredients of their daily life hail from the social movement that advocates eating locally grown food (locavore). 100 miles around the culture, which has been argued to be the beginning of the "locavore" campaign, and has now attained "global localization".

In 1992, the Ministry of Agriculture, Forestry and Fisheries of Japan proposed the concept of "Japan-alone" green tourism based on the European connotation of rural tourism or agritourism, and defined green tourism as "the rich rural scenery" characterized by leisure activities that allow tourist enjoy the local unique nature and culture as well as communicate with the local people. Therefore, green tourism is said to be a combination of the urban and rural travel patterns, through the tourist’s initiative, and the environmental protection measures of tourism companies, which aims to reduce the various carbon emissions during travel and integrate green travel into rural tourism, urban tourism, and community tourism as a new type of tourism in the local environment.

Local production, local consumption is an abbreviation for the concept of " Local production for local consumption " in Japan, and refers to consumers consuming locally produced crops and aquatic products. Since the 1980s, Japan’s “Local Production for Local Consumption” movement, South Korea’s “Body Soil Fuji (be loyal to one's land)” movement, the United States’ CSA (Community Supported Agriculture), and the Italian’s “Slow Food” movement were launched at almost the same time. These movements are gradually exploring “local production for local consumption” agricultural product circulation model, and advocates “agricultural products to be produced locally and consumed locally”. Therefore, wise green travel emphasizes “local production for local consumption", attaches importance to local dishes prepared with local ingredients, and locally produced ingredients, hence becoming a key element of wise green tourists’ behavior. One important thing of wise green travel dining is the use of local ingredients and the local cooking. Through food, visitors experience the local features which may no longer be in existence, incorporating this "local flavor" into their taste, smell, tactile and cultural body. Wise green travel's “localized” catering emphasizes integrating local tastes and feelings into local catering. For example, by involving tourists in food production, food preparation, etc. Furthermore, the hometown taste - mother's taste, and the ancient private house craft will be immersed in local resources through "localization" to display local cultural characteristics.

As a Chinese farmer, Li Ziqi makes a very successful example of introducing local food to the world. Li Ziqi makes all kinds of delicacies in the poetic rural background and lives in an enviable way. She doesn’t only attract the attention of Chinese netizens, but also attract people from other countries. In her videos, the other countries’ people can get to know how to produce soya sauce, how to make Chinese Osmanthus wine and Sauced meat. “With no words, but better than a lot”, as a common Chinese farmer, Li Ziqi now has more than 5 million fans on YouTube. Typically using the local ingredients and cooking ways, her works are better than humanization and poetic style, which is exactly what the modern people want.

4.2. Adaptive reuse
In a lot of ways, the world is getting smaller -- social media seems to connect almost everyone to almost everything, almost everywhere. Sometimes the global village can feel like global sameness. But don’t be fooled--the world is still wonderfully kaleidoscopic. Different places, different culture
and heritage, even different stories of people are a kind of singular family heirloom for the human race, sometimes connecting us to our ancestors, sometimes honoring an ecosystem crucial to diversity [14].

As globalization emphasizes the support of markets and technological forces, there has been a convergence in the development of global commodities, consumption and even culture, values, and behavior patterns of people everywhere. With the globalization of international trade, most supplies in many countries have become homogenization. Glocalization is a product style that emphasizes experience, incorporating green awareness of energy saving, carbon reduction and renounce consumption into tourism behavior. ‘Localization’ utilizes local buildings and villas, and grand courtyard is converted into a cafe, family hotel, and stylish home stay facility.

The predecessor of Japan’s Moment Factory is just an abandoned building, an immersive installation project has been rebuilt for this old building recently. Customers enter this restaurant through a dark space, and then follow the characteristic projected image of the tail fox to explore the culinary journey. They experience four cooking methods, roasting, simmering, braising, and steaming, walking through the holy land of juice, fermentation and shake making, and taste the core of Japanese cuisine "rice" through tactile interaction, and then a hearty meal. Through the environment and immersive food experience, it fully shows the Japanese food culture to tourists.

Figure 3. Three Layers of Wise Green Tourism.

The core of Wise green travel is the tourists themselves. The government, enterprises or local residents are all supporters and exporters of wise green travel. Therefore, Wise green travel consists of three parts: a) core performers are tourists. b) Intermediary are local lodging industry, local food and ingredient, local public facilities, local culture resources and local entertainment. c) Exporters are government, business, and local residents.

5. Conclusions
We sometimes just remember the to-do list and forget the to-see list. This paper proposes that green travel could be referred to as the combination of urban and rural travel patterns. Through the initiative of tourists and tourism companies’ environmental protection measures, it aims to reduce various carbon emissions during travel and integrate tourism into variety of local environment as a new form of tourism. This form of tourism is not only to simply reduce travel carbon emissions, but more importantly, green travel is a test of the wisdom, knowledge reserves and mental preparation of tourists. It requires tourists and businesses, as well as relevant government departments, to always explore with a pair of smart eyes, discovering more local resources in the tourism process, using smart minds to connect and harness the various resources, as well as actively exploring ways and methods of reducing carbon emissions. Therefore, the green travel experience does not only focus on protecting environment, but also on self-development and an exploration journey of wisdom in local tourism resources.
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