

# SWOT-based Analysis of Eco-tourism Product Development in Xuzhou City

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**Abstract:** *In recent years, the steady growth of China's economy has promoted the accelerated development of the tourism industry. Eco-tourism industry is a hot spot in today's tourism industry. Under the guidance of the concept of sustainable development, the enhancement of people's awareness of environmental protection has promoted the in-depth development of eco-tourism. Xuzhou, the economic center of Huaihai, is located at the eastern starting point of the economic corridor of the New Asia-Europe Continental Bridge, and is an important part of the national "One Belt, One Road". The development of eco-tourism products brings new opportunities for Xuzhou's economic growth, provides favorable conditions for further promoting industrial transformation and upgrading, and enhances the competitiveness of the city. This paper takes Xuzhou city as an example, combines SWOT analysis from an ecological point of view, focuses on the problems faced by the development of eco-tourism, and puts forward the development strategy of enhancing eco-tourism in Xuzhou with the actual situation of the tourism industry in Xuzhou, hoping to better promote the development of the tourism industry in Xuzhou.*

**Keywords:** Ecotourism; Ecotourism Product Development; Xuzhou Tourism; SWOT Analysis; Tourism Development Suggestions.

## 1. INTRODUCTION

With the arrival of the tourism boom, ecotourism as a new tourism industry is becoming more and more popular, and has become the most market potential for tourism. Xuzhou City, as one of the first quality tourist cities to be awarded the title of "National Ecological Garden City", has attracted much attention in recent years. Xuzhou is recognized by the State Council as the economic center of the Huaihai Sea, and the development of eco-tourism is the icing on the cake as it is characterized by the promotion of economic and social growth and the free protection of environmental health. Not only can drive further rapid development of Xuzhou's economy, but also an important way to popularize the culture of ecological environmental protection, so that people really recognize the influence of green ecology on the whole society from seeking food and clothing to looking forward to environmental protection, from being able to survive to preserving the ecology, but also for people to provide a fresh air, leisure and comfortable living space is of great significance. Xuzhou's rich ecotourism resources are the basic conditions for the development of ecotourism. Through SWOT analysis, this paper helps Xuzhou to clearly develop ecotourism, utilize its strengths and weaknesses, seize the opportunities, cope with the challenges, and make ecotourism as an important pillar of sustainable economic, social and environmental development in Xuzhou.

## 2. CURRENT SITUATION OF ECOTOURISM DEVELOPMENT

### 2.1 Concept of ecotourism

In recent years, with the rapid development of China's economy, the living standards of our people have improved. In daily life, people not only pay attention to the material basis, but also pay more attention to the spiritual pursuit. Travelers are demanding more and more on the cultural heritage and protection measures of tourist attractions. So with the development of the new trend of tourism, ecotourism is developed according to the environmental problems of the folk tourism industry and adapted to the new era of human life. However, the concept of ecotourism is currently vaguely defined both at home and abroad. According to incomplete statistics, there are more than 140 concepts about ecotourism in the world.

Ecotourism aims to protect natural ecosystems and biodiversity and to progressively recognize, refrain from harming and protect the ecology of the tourism process. It emphasizes the protection of the ecological environment and sustainable development with traditional mass tourism.

Ecotourism promotes environmental protection through the promotion of tourism. Ecotourism is not only about enjoying beautiful scenery during the journey; it emphasizes a way of behaving and thinking. In the process of tourism, not only do we appreciate the beauty of nature and learn about the cultural heritage and history of natural scenic spots, but also enable localities to gain economic benefits from the protection of the ecological environment.

### 2.2 Significance of ecotourism

Firstly, as the socio-economic level continues to develop, the pressure on nature is increasing, and the development of ecotourism resources can effectively develop natural resources and provide conditions for the improvement and protection of habitats. Ecotourism can not only improve the quality of life and income level of local residents and provide them with employment opportunities, effectively developing the local economy, but also motivate the relevant groups to care about the environment, protect the environment, and pay attention to the environment.

Secondly, ecotourism, with the support of national policies and legal departments, has been developing its potential and has been given a greater space for development. China has a vast area from north to south, constituting a diversity of natural resources and geographic regions, characterized by seasonal and geographical diversity, which fully reflects the advantages of ecological and environmental protection in China, and also brings great economic benefits. Moreover, our country has many nationalities, very different national characteristics, cultural practices, strong attraction, rich ecotourism resources for domestic and foreign tourists to choose from, to meet the requirements of a variety of tourists, to carry forward the traditional culture of the Chinese nation, and to promote international exchanges is of great significance.

Thirdly, with the acceleration of urbanization, it has led to increased environmental pressure, serious pollution, employment difficulties and other problems in China. The development of ecotourism has eased the pressure on the environment caused by the overexploitation of tourism resources in China and broken the ring, optimized the industrial structure, improved the utilization rate of resources, and the ecotourism industry is a labor-intensive industry with low employment costs, which is conducive to the surplus labor force in search of employment opportunities.

Ecotourism, which is based on ecology and uses tourism as a medium of communication, not only brings a great deal of visibility and service income to our country and provides opportunities for exchanges and cooperation in terms of economy, technology and information, but also promotes the development of the catering, hotel, transportation and tourist souvenir processing industries, and seeks a new development path for the development of China's tourism industry.

### 3. CURRENT SITUATION OF ECOTOURISM IN XUZHOU

In recent years, the economy of Xuzhou City has developed rapidly and tourism has risen. Given the environmental conditions of Xuzhou, the development of eco-tourism is a priority goal, and the country's eco-tourism resources can be utilized in four categories: nature reserves, landscapes, forest parks and rural tourism. Yunlong Lake, Yunlong Mountain, Luoma Lake, Weishan Lake Thousand Island Wetland, Pan'an Lake Wetland Park, Jiuli Lake Wetland Park, etc., as representatives of Xuzhou's development of eco-tourism, have contributed to the main economic development of the city, improved the ecological environment, and facilitated the transformation of industries. However, eco-tourism in Xuzhou has not yet been properly developed and managed, and many eco-tourism sites have been damaged and the eco-tourism industry chain has not been well developed.

**Table 1:** Ecotourism Resources in Xuzhou

<i>Xuzhou Ecotourism Resources</i>	
nature	Chuanshan Reserve, Sage's Nest Nature Reserve, Pan'an Lake Wetland Park, Jiu Li Lake Wetland Park, etc.
scenic and scenic area	Yunlong Lake Scenic Area, Han Culture Scenic Area, Maling Mountain Scenic Area, Luliang Mountain Scenic Area, etc.
forest park	Qingshan National Forest Park
agritourism	Nongrun Leisure Agriculture Ecological Park, Caoqiao Gudun Farmer's Paradise, Fengxian Dashahe Fruit City Grand View Garden, etc.

### 4. SWOT ANALYSIS OF XUZHOU'S ECOTOURISM DEVELOPMENT

#### 4.1 Concept of ecotourism

##### 4.1.1 Concept of ecotourism

Xuzhou is rich in tourism resources, Yunlong Lake and Yunlong Mountain have always been the representative of natural resources, and with the development of new tourism industry, Xuzhou is not lagging behind in ecotourism resources, the most representative is Pan'an Lake. Pan'an Lake Wetland Park is the first project in the province that combines the four aspects of "basic farmland reclamation, coal mining subsidence reclamation, ecological environment restoration, and wetland landscape development", adheres to the road of transformation and development in line with the national conditions, and is also a national 4A-level tourist attraction. In 2017, General Secretary Xi Jinping came to Xuzhou for his first local visit, inspecting the Jawang Pan'an Lake in Xuzhou and praising "Jawang is really prosperous".

**Table 2:** List of National Scenic Spots in Xuzhou City

<i>Xuzhou National Scenic Area</i>	
AAAAA	Xuzhou Yunlong Lake Scenic Area Park.
AAAA	Xuzhou Han Culture Scenic Spot, Pengzu Garden, Xuzhou Pan'an Lake Wetland Park, Xuzhou Turtle Mountain Scenic Spot, Weishan Lake Thousand Island Wetland, Shuiyue Zen Temple, Malingshan Scenic Spot, Huaihai Battle Martyrs' Memorial Pagoda Garden, Xuzhou Fenghuanghai Scenic Spot, Tube Mountain Ancient Dwelling House, etc.

AAA	Xuzhou Art Museum, Playing Horse Terrace, Quanshan National Forest Park, Huaihai Literature Museum, Bamboo Forest Temple, Xuzhou Folk Museum, Xuzhou Nameless Mountain Park, Han's Source Scenic Spot, Shengquan Lake, Peixian Han City, Xinyi Museum, etc.
AA	Tongshan Chu River Scenic Spot, Xiaqiao Park, Xuzhou Ancient Pottery and Stones Museum, Yunhe Park, Sishuiting Park, Zhaoyang Manor, Yongning Temple, Yangshan Temple, Peixian Dafengge Scenic Spot, Xuzhou Mazhuang Folklore and Culture Museum, etc. Grand View Garden, etc.

In terms of cultural resources, "Xi'an in the Qin and Tang dynasties, Beijing in the Ming and Qing dynasties, and Xuzhou in the two Han dynasties", Xuzhou is a famous national historical and cultural city, and the economic center of Huaihai. Xuzhou has a large number of cultural heritages, scenic spots and deep historical heritage, especially the "Three Greatest Hits of the Han Dynasty" and Peng Zu culture are the most representative of Xuzhou, and there are also red tourism resources mainly based on the memorial tower of the Huaihai Campaign, so Xuzhou is also known as the "Oriental Elegance".

If you are using *Word*, use either the Microsoft Equation Editor or the *MathType* add-on (<http://www.mathtype.com>) for equations in your paper (Insert | Object | Create New | Microsoft Equation *or* MathType Equation). "Float over text" should not be selected.

Number equations consecutively with equation numbers in parentheses flush with the right margin, as in (1). First use the equation editor to create the equation. Then select the "Equation" markup style. Press the tab key and write the equation number in parentheses.

#### 4.1.2 Convenient geographic location and access to transportation

Xuzhou is located at the intersection of Suzhou, Luzhou, Henan and Anhui, which is known as the "center of five provinces". Xuzhou has now formed a three-dimensional transportation diagram of highways, railroads, waterways, aviation, natural gas pipelines, "five hubs". The construction of Xuzhou Guanyin Airport has opened up an "air road" for Xuzhou to the whole country and the world. Xuzhou is the second largest railroad center in China, and Xuzhou Railway Station is the seventh largest railway station in China. The arrival of the high-speed railroad era has enabled Xuzhou to better integrate into the Yangtze River Delta and Bohai Economic Circle. Xuzhou high-speed railway has now been connected to more than 180 cities, and in the second half of 2019, Xuyan high-speed railway and Beijing-Shanghai high-speed railway and Xu-Lanzhou high-speed railway successfully "hand in hand", which proves that Xuzhou has the location advantage of connecting the north and south, and communicating with the east and west. With the development of the times, Xuzhou has also introduced the sharing bicycle, sharing electric car and other convenient means of transportation for people to travel, and the subway line 1 has been opened, there are two subways under construction at the same time, so the road access in Xuzhou is more convenient, Xuzhou's superior transportation conditions are the prerequisite for the development of eco-tourism.

#### 4.1.3 Elevated status

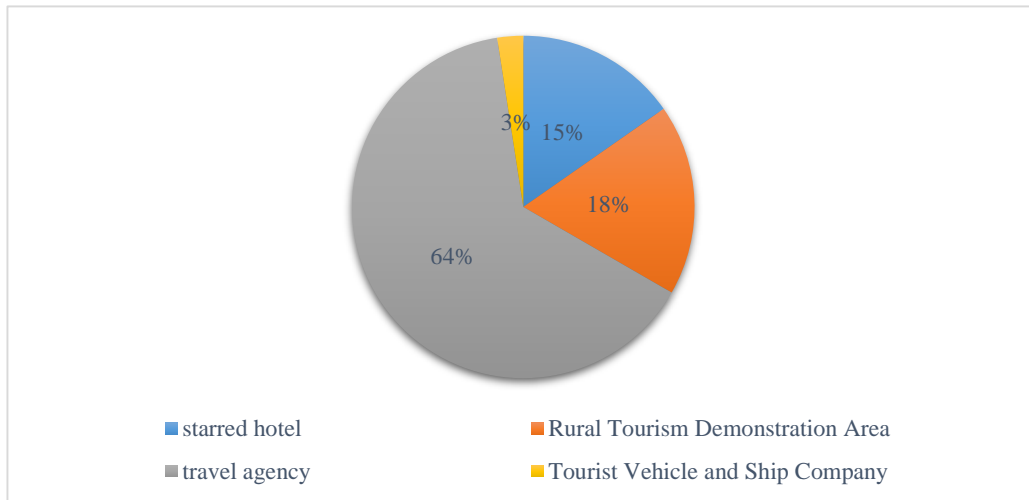
From "a city of coal ash and half a city of soil" to "a city of green mountains and half a city of lakes", Xuzhou region in recent years in the construction of ecological civilization fruitful.

**Table 3:** 2010-2018 Awards for Xuzhou City

City Honors	
year	awards
2010	Best Investment City in China's Modern Service Industry, Top 10 Most Innovative Cities in China
2011	China's Top Ten Cultural Brand Cities (Pengzu Culture)
2012	No.1 in China's city growth competitiveness ranking, China's top ten cities in attracting investment
2013	The first three national smart city construction sites, China's top 50 cities in terms of financial strength
2014	China's top ten cities for investment environment, China's first batch of new energy demonstration cities
2015	national health city
2016	National "13th Five-Year" Service Industry Comprehensive Reform Pilot Program, China's Financial Eco-City
2017	China's Happiest City, China's Safest City, China's Most Promising City for Investment
2018	National Intellectual Property Demonstration City, 29th in China's City Brand Evaluation, 9th in China's Beautiful Cities, UN Habitat Award, Best Quality Tourism City in China National Tourism 2018

#### 4.1.4 Tourism support implementation resources for development

The booming development of the tourism industry in recent years has led Xuzhou to continuously upgrade its tourism facilities. As of 2009 Xuzhou has become the city with the largest number of tour bus companies and tour vehicles in the Huaihai Economic Zone, with 8 tour bus companies. In 2018, there are 50 star-rated hotels, 59 rural tourism demonstration zones, and 210 travel agencies, which are second only to Nanjing and Suzhou in Jiangsu Province.



**Figure 1:** Pie Chart of Overview of Tourism Supporting Facilities in Xuzhou City

## 4.2 Weaknesses

### 4.2.1 Tourism support implementation resources for development

Although Xuzhou city has a lot of tourism resources, but ecotourism resources are more scattered, the scenic area section is not clearly divided, a large number of tourism resources are not fully utilized. Relevant departments of ecotourism research is less, the positioning of tourism resources is vague, the relevant enterprises innovative resource capacity price is scarce, did not clearly find the intersection with ecotourism resources. Lack of high-level and distinctive tourism products, Yunlong Lake, which is as big as West Lake, is not as famous as its predecessor. As a matter of fact, Yunlong Lake is not worse than West Lake, only that it is not well planned. Yunlong Lake scenic area has fewer recreational facilities, and fewer parking lots, tourists are naturally not willing to go in to challenge the car. And the scenic area in Xuzhou central business district is far away, many tourists want to shopping can be more than enough to adjust in time, directly leading to a reduction in traffic, low revisit rate.

### 4.2.2 Lack of brand uniqueness and insufficient publicity and marketing efforts

Xuzhou has many eco-tourism attractions, but they differ little in form. Most of the landscapes can only satisfy the visual viewing and pleasure of tourists, and they cannot leave a deep imprint on the memory of tourists. If the positioning of a scenic spot is not clear and its personality is not distinctive, it will be counterproductive and make tourists feel at a loss. Compared with Changzhou, Xuzhou is slightly better in terms of city scale and historical and cultural heritage. However, a Chinese dinosaur park and Tianmu Lake attract more than half of the province's tourists. In contrast, although Xuzhou has two Han culture and Yunlong mountains and water, but for the older people is art, is the age traces, for some of the casual young people simply do not understand. In terms of marketing and publicity, there is no seriously conceived method of publicity, and due to the lack of high-quality tourism projects, there is no publicity department can play out the banner, and therefore can not attract tourists to the eyeballs.

### 4.2.3 Inadequate management mechanism and poor environment in ecotourism attractions

Inadequate infrastructure and insufficient capital investment. Eco-tourism has higher environmental requirements than other types of tourism, and the tourist attractions in Xuzhou City have been damaged due to insufficient number of employees, insufficient awareness of environmental protection, and lack of humanized services, resulting in the destruction of the internal environment of some scenic spots, such as littering, graffiti, and spitting. As Xuzhou was a city with developed heavy industry before, and the long-term coal mining has led to the collapse of roads, and all kinds of garbage can be seen everywhere beside the roads, so people's impression of Xuzhou's poor environment is deeply rooted. And the relevant departments, for the sake of economic benefits, ignored the people's lives and did not take timely action to control the environment.

### 4.2.4 Fewer tourism cultural and creative products

As of now, when it comes to Xuzhou, the only tourist souvenir that comes to mind for tourists is the non-heritage Chinese medicine scented sachet purchased by General Secretary Xi Jinping, and other tourist products are more mundane and lack attraction, which can't stimulate tourists' consumption motivation.

The neighboring city of Nanjing has a wide range of tourist souvenirs, with representative ones such as rainbow stones, cloud brocade from the Yunjin Museum, antique tooth carvings and Jinling folding fans, etc. In comparison, Xuzhou is poor in tourism cultural and creative products. Compared with it, Xuzhou city's tourism cultural and creative products are relatively poor, there is no representative of Xuzhou's characteristic culture, with Xuzhou's characteristic memory of the product.

### 4.3 Opportunities

#### 4.3.1 Increase in national standard of living

Since the seventieth anniversary of the founding of the country, China's economy has been growing steadily, the national standard of living has been rising steadily, people's desire to pursue spiritual enjoyment has increased, and the state is also focusing on cultivating the national artistic cultivation and improving the comprehensive quality of the nationals, which have built a solid foundation for the development of eco-tourism projects in Xuzhou City. In the era of mass tourism, tourism has been an important industry of the national economy. In recent years, China's tourist trips increased year by year, and China's tourism industry is in a period of high-speed development opportunities, tourism industry in the government's support for continuous exploration, the development of high-end tourism has gradually become the mainstream of the people's income increases, the ideological and cultural changes, more and more people out of the "comfort zone", choosing to go out on holidays instead of staying at home. At home. The overall national standard of living supports people to participate in eco-tourism, sightseeing tourism, adventure tourism and other special types of tourism.

#### 4.3.2 National policy development

Ecological civilization promotes social civilization and is an important guarantee for the sustained and healthy development of the economy in ecological construction. After the 18th CPC National Congress, the construction of ecological civilization has been incorporated into the general plan of "five-in-one", and General Secretary Xi Jinping has repeatedly emphasized in the 19th CPC National Congress that "green water and green mountains are golden mountains and silver mountains", which shows that the Party and the State attach great importance to the construction of ecological civilization and the determination to fight for it. This shows that the Party and the State attach great importance to the construction of ecological civilization and the determination to fight for it. Xuzhou, as an economically advanced city in the north of Jiangsu Province and the only resource-exhausted city in the province in recent years, follows the pace of the Party and the State and insists on promoting ecological development and ecological transformation through renovation. A number of coal mining subsidence areas in Xuzhou have also been turned into wetland parks after restoration. After the four-in-one management measures, Xuzhou has already added many new lakeshores, wetlands and landscape areas, the most well-known of which are the JiuLi Lake and the PanAn Lake.

Jiu Li Lake Ecological Wetland Park is the second scenic spot in Xuzhou to be recognized as a provincial wetland park after Xinyi Luoma Lake. Both Pan'an Lake and Jiu Li Lake are collapse zones left behind by previous coal mining in Xuzhou, and Pan'an Lake in Jawang District is the city's largest and most seriously damaged coal mining collapse zone. Due to years of coal mining, the local ecological environment suffered serious damage, garbage everywhere, making it impossible for residents to live, and over time it became a no man's land. Therefore, the development and construction of a wetland park in Xuzhou City to reuse the coal mining collapse area is of great significance to improve the local ecological environment and promote the harmonious development of the city and nature.

### 4.4 Challenges (Threats)

#### 4.4.1 Lagging regional economic development

As we all know, there is a big economic difference between the north and the south of Jiangsu Province, which has led to the formation of the classic expressions "Southern Jiangsu" and "Northern Jiangsu". It is widely believed that the south of Jiangsu Province represents the "rich people" and the north of Jiangsu Province represents the "poor people". In fact, the speed of economic development in the north of Jiangsu Province has been compared to the south of Jiangsu Province, the south of Jiangsu Province, including Nanjing, Zhenjiang, Suzhou, Wuxi, Changzhou, Nanjing, Suzhou, Wuxi, the total economic output of more than one trillion, accounting for almost half of Jiangsu Province. Xuzhou, Lianyungang, Suqian, Huai'an, Yancheng five cities constitute the northern Jiangsu region, the economic strength is weak. And five cities in northern Jiangsu, Xuzhou economic strength is the strongest, but the industrial level is lower, the first thought is Xugong, Xu mining, Xuzhou due to coal and rise, but also due to coal and sleepy, although the coal production in Xuzhou ranked first in Jiangsu Province, but with Shanxi than not much better. Xuzhou's existing industrial base and land constraints, it is difficult to realize the advantages of latecomers. The low-end industrial level has led to a brain drain. Low-educated Xuzhou people are going out to work, and highly educated technical talents are choosing to start their own business in cities with fast economic development, thus leading to the slow development of Xuzhou's own economy and the formation of a vicious circle.

#### 4.4.2 High competitive pressure

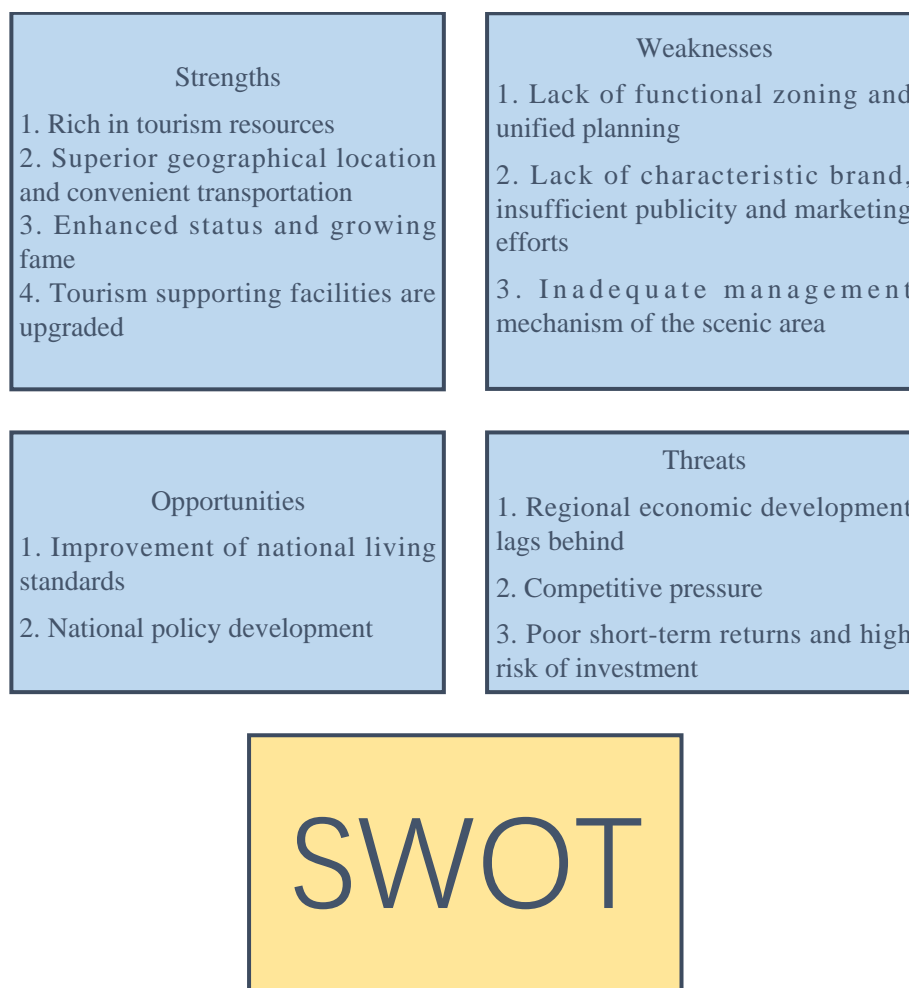
Xuzhou's neighboring cities have countless ancient cities with rich history and culture like Xuzhou, and the eco-tourism products are relatively similar. In terms of history and culture, people can choose the well-known ancient capitals such as Kaifeng and Shangqiu in Henan Province; in terms of tourist attractions, Xuzhou has Yunlong Lake and Yunlong Mountain, Anhui has Wanfo Lake, and Shandong has Taishan Mountain; Xuzhou has the Pan'an Lake Wetland Park, and Suqian has the Taihu Lake Wetland Park; in terms of the characteristic local festivals, Xuzhou has the Han Culture Tourism Festival, and Shandong has

the Qingdao Beer Festival.....These overlapping tourism resources lead to higher competitive pressure in the source market.

#### 4.4.3 Poor short-term returns on investments and high risks

The transformation of mining cities is both an opportunity and a challenge. In recent years, Xuzhou City has adhered to ecological priority and green development, and has been transforming and restoring the coal mining subsidence land, which is undoubtedly a good start. However, due to the previous serious coal mining, in order to fundamentally repair the environment, it is necessary to consume huge financial, material and human resources, and there is no accurate recovery date for the capital costs invested, and the recovery costs are uncertain. And it is understood that in the built Jiu Li Lake Wetland Park opposite, by Xu Mining Group investment in Jiangsu Huamei Cogeneration Co., Ltd. was completed in 2014, the annual output value of up to two billion yuan, but also brought water pollution, radiation pollution and other ecological and environmental problems. An open ecological park and this enterprise face to face and coexist, one side to improve the living environment on which the people of Xuzhou City rely on, one side to aggravate the pollution, to balance the improvement of this problem, no doubt another huge amount of money to invest. Investors can not recover the cost, and then the lack of investment incentives, the cycle repeats itself, the funding gap is therefore enlarged.

### 5. ENHANCEMENT IDEAS OF ECO-TOURISM PRODUCT DEVELOPMENT IN XUZHOU CITY



**Figure 2:** Thinking map for SWOT analysis of ecotourism in Xuzhou city

Based on the above SWOT analysis, Xuzhou City has great advantages in developing ecotourism. Geographic location, city honor, and its own tourism resources provide good preconditions for the development of ecotourism in Xuzhou. And due to the previous development of heavy industry and brain drain in Xuzhou City, more historical problems have been left behind. Xuzhou city should step up to improve the ecological environment, create high-quality characteristic products and scenic spots, use the Internet + tourism, intelligent tourism and other innovative thinking, to meet the various demands of the public, the government and related departments should follow the mobilization of national policies, focus on the concept of harmonious development, so that eco-tourism grows into a green industry for economic development, the specific ideas for improvement can be referred to the following points:

### **5.1 Ecological resources development should be scientific and orderly**

Good ecological environment and tourism resources are the fundamental basis for the development of eco-tourism, which is the basic condition for the joint development with eco-tourism. Therefore, Xuzhou City, in the process of ecotourism development, should take the protection of the environment and improvement of ecotourism resources as the premise, set up a scientific research team, conduct adequate investigation and research, scientific proof, assessment and planning of developable resources, etc., strictly divide the blocks in the construction of scenic spots, pay attention to the surrounding environment, adhere to the guidelines of sustainable development, maintain a good environment around the scenic spots, and promote the harmonious development of the city and nature.

### **5.2 Formulate rational development plans, create local ecotourism characteristics**

Tourism without characteristics has no life and soul, in order to realize the ecotourism in Xuzhou City towards the road of sustainable development, attention should be paid to the characteristics of the brand theme strategy in the future development, to create "leisure, comfort, health, close to the people, cozy," the theme of tourism. In addition to the main theme of history and culture, red tourism brand, and the use of landscape resources to open the boating, fishing, climbing, cable car and other basic recreational facilities, should promote experiential eco-tourism projects, such as Nongjiale. The Nongjiale tourism program allows tourists to fully experience the simplicity of the local folklore, and Xuzhou folklore up close and personal, and tourists are free to choose what to eat and drink, including whether or not to do it themselves. And when it comes to eating, as the indiscriminate place of Chinese cuisine, Xuzhou people have a wide variety of cooking methods. Xuzhou people never struggle with food, but rather have a wide variety of food in sufficient portions for tourists to choose as they wish.

### **5.3 Strengthen network publicity and combine various marketing methods**

Products to be good, publicity must be good. A newborn product only name, no packaging simply can not attract consumers. Xuzhou city should combine market opportunities with government-led, increase marketing efforts, develop ecotourism publicity and promotion programs, under the leadership of government departments, to take a diversified approach to publicity. First, strengthen the regular publicity of the tourism profession. In the "Xuzhou Daily", "Yangzi Evening News", "China Driving Tour", "Jiangsu Travel Guide" and other major travel newspapers focus on the launch of Xuzhou City eco-tourism special edition, Xuzhou City, eco-tourism resources and products for systematic publicity. At the same time in the CCTV travel channel, Xuzhou City News Channel advertising, in Xuzhou City, more traffic areas, such as Wanda Plaza, Golden Eagle Shopping Center for the LED large screen continuous placement. Secondly, the use of network media publicity to realize the informationization of the tourism industry. Can cooperate with the well-known website QQ.com to create Xuzhou City ecotourism website, the website design should be close to the tourists, simple and clear. Make full use of modern new media products, such as WeChat, Sina Weibo, Jitterbug, etc., to upload and update the new tourism products of Xuzhou City in time to increase the publicity of Xuzhou ecotourism. Finally, cooperate with neighboring regions, and jointly produce new eco-tourism products with Suqian, Jining, Qufu and other tourism bureaus to realize resource sharing.

### **5.4 Improvement of environmental regulations to enhance the protection and management of ecotourism sites**

The most important thing about ecotourism is the ecological environment itself, and strengthening the protection of the ecotourism environment in Xuzhou City is a basic condition for the development of local ecotourism. The environmental protection department should establish an environmental monitoring system to monitor the number of tourists and environmental changes in real time and make timely adjustments. Relevant departments should control the flow of visitors according to the capacity of ecological scenic spots to avoid overcrowding. It is also necessary to formulate environmental protection regulations, the vulnerable vegetation attractions clearly marked prohibited, and penalize the environmental vandals. The scenic area itself should also make adjustments, for example, you can take WeChat public number to order electronic two-dimensional code tickets instead of paper tickets, which gives tourists to reduce the worry of lost tickets, but also control the waste of paper. This kind of intelligent tourism makes tourism activities more convenient and intelligent.

### **5.5 Strengthening the talent development of landscape staff and community members**

Xuzhou Municipal Tourism Bureau should strengthen the quality of tourism practitioners to improve the training of the staff of the scenic spots and attractions, focusing on the training and assessment of grooming, professional moral qualities, service skills and so on. Set up a safety management department, equipped with safety officers, responsible for the safety of tourists and scenic spots. It has been observed that there are small garbage floating on the water surface in some lakes of Pan'an Lake, and some areas emit foul odors and so on. Therefore, the scenic area should increase the number of sanitation and cleaning personnel, not only responsible for sanitation, but also serve as a supervisor in the scenic area to stop people who want to destroy the environment in a timely manner, and penalize those who have already destroyed the environment, so as to provide a basic guarantee for the ecological environment in the scenic area. Scenic area staff, community personnel to maintain humane service, the tourists put forward the various doubts to patiently answer, help tourists to solve a variety of emergencies. Enhance the quality of the scenic area staff, improve the number of staff not only laid the basic conditions of ecotourism scenic spots in Xuzhou City, but also bring employment opportunities for local residents, reducing the local unemployment rate. Scenic area

staff functions should be divided clearly, each in its own way, problems should be corrected in a timely manner and responsibility to a person.

## 6. CONCLUSION

Through the analysis, there are indeed some unavoidable problems in the development of ecotourism in Xuzhou. Xuzhou city has long been a heavy industrial city, Xuzhou because of coal, but also because of coal, coal mining has left a lot of environmental problems, once frustrated ecological environment is the heartache of Xuzhou people, people's environmental awareness is shallow, the government pursuit of economic benefits, not timely treatment caused by the vicious circle. However, Xuzhou city is based on the quiet rural environment, history and culture and rich humanities and natural tourism resources, and has accumulated a large number of tourism industry and tourism consumers, laying a solid foundation for the development of Xuzhou city ecotourism industry. Therefore, Xuzhou city should follow the changes in national policies, take the restoration and management of ecology as a breakthrough in industrial transformation, and try to make up for the ecological short board. Taking General Secretary Xi Jinping's "two mountains" as the principle, putting the construction of ecological civilization on the top priority, adhering to the concept of "ecological priority, green development", committing to industrial transformation, guarding the green water and green mountains, and adhering to the synchronous and sustainable development of ecological construction and economic construction. Only in this way will people realize the importance of ecological construction and economic development. Only in this way will people realize the importance of the environment and the significance of ecological development for the whole city; I firmly believe that the construction of eco-tourism civilization in Xuzhou City will develop to a more detailed and high-end level under the joint efforts of all the citizens and governmental departments and will bring the common people a sufficient sense of security and satisfaction.

## 7. A THANK-YOU NOTE

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I have been running and chasing for everything I love, even if it is a thousand times over! I keep in mind that I have to endure loneliness in times of disappointment, withstand the glamor in times of triumph, and keep my heart in the pursuit of my true self.

Love what I love, listen to my heart and ask no questions.

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