

# *Development Status of Leisure Tourism in the Peripheral Protection Area of Giant Panda Habitat*

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**Abstract:** In order to solve the problem of meeting the people's tourism needs and protecting the ecological environment of tourism destinations, ecotourism came into being. The eco-tourism resources in the outer protection zone of the giant panda habitat are rich and have great development potential. At the same time, they also face some challenges, such as blind development, ecological destruction, and poor tourism infrastructure. This paper mainly studies the current status of leisure tourism development in the outer protection zone of giant panda habitat. This study takes the Giant Panda Habitat Outer Conservation Area as the research object, and takes the impact of the development of the Habitat Outer Conservation Area on resource dependence and protection as the entry point. By studying the impact of conservation on the Giant Panda Habitat Outer Protection Area, we can correctly understand The impact of biodiversity protection on community development. Based on field surveys, this study analyzes the level, characteristics, and trends of the dependence of natural resources on the development of habitat protection zones. On this basis, it analyzes the influencing factors of the level of dependence on natural resources. The youth, middle-aged and middle-aged and elderly groups have a high level of education. Teachers and students account for 32% of the total number, followed by government work, business management, and professional and technical personnel. The economic income is high. The regional environmental protection is weak, the supervision and management are not standardized, and the tourism activities have not strictly adhered to the functional zoning, including the improper disposal of the garbage, which has a great impact on the water body and vegetation damage; the popularization of science popularization and safety warnings is unclear, and other safety hazards such as fires exist in the protected area.

## 1. Introduction

Giant panda is a rare and endangered species unique to my country, known as "national treasure" and "living fossil", with unique aesthetic value and scientific research value. With the rapid

development of social economy, tourism has become an emerging life demand of people. In order to solve the problem of not only meeting the people's tourism needs, but also protecting the ecological environment balance and sustainable development of tourist destinations, ecotourism came into being. Among them, eco-tourism in the outer protection zone of the giant panda habitat as a new direction of tourism caters to the preferences of tourists towards nature [1].

Investigate the current status and problems of ecotourism development in the panda habitat outer protection area, and propose the ecotourism development model of the nature reserve, which provides a basis for the construction of the panda habitat outer protection area and the development of ecotourism; On the one hand, we selected the giant panda habitat outer protection area as a representative to carry out surveys on the nature of the tourist source structure, basic and service facilities, science education, ecological environment impact, community participation, tourism management, etc. to reveal the giant panda habitat outer protection. Based on the characteristics of the tourist source structure in the district, the status quo of ecotourism and its existing problems are analyzed to provide a scientific basis for ecotourism planning in the outer protection zone of the giant panda habitat and to correctly handle the contradiction between resource protection and utilization.

The suitability assessment of wildlife habitat is very important for the management and protection of wildlife. The niche model is the most commonly used habitat-based adaptation model. It cannot clearly express the quantitative relationship between the adaptability of wild animal and plant habitats and environmental factors, and is not sufficient to express the environmental factors used in wildlife habitats. Ecological impact. Ying proposed a method of geodetector-based giant panda habitat assessment. A total of 8 environmental factors were selected for the suitability assessment of the giant panda's habitat, including altitude, slope, aspect ratio, terrain position index, distance from the drainage system, vegetation type, bamboo's main food source, and distance from human settlements. Based on the initial habitat suitability index input data calculated by AHP and MAXENT model, we used four geographic detectors (risk detector, factor detector, ecological detector and interaction detector) to Evaluate the relationship between the two [2]. His method is of great significance for the protection of habitats, but it is more one-sided for tourism development. The endangered giant panda *Ailuropoda melanoleuca* is one of the most threatened mammals. Due to human interference, the population and habitat of this species have decreased. Zhao investigated the impact of human disturbance on the habitat use of giant pandas in the Daxiangling Mountains, Sichuan Province, China. He plotted all signs of giant pandas and all locations of seven types of human harassment in the study area. He used correlation analysis, generalized linear models and Akaike information standards to analyze the impact of various types of human disturbances on the use of giant panda habitats [3]. His method only analyzed the giant panda's habitat and human interference with its living environment, but did not analyze the environmental damage caused by tourism. Artificial restoration is an important way to restore forests, but little is known about its impact on giant panda habitat restoration. Kang investigated the characteristics of plantation forests in Wanglang Nature Reserve to determine whether it has succeeded in forming a suitable habitat for giant pandas. They compared the characteristics of the artificial forest with the natural habitat used by giant pandas. They found that the dominant tree species in the plantation are different from those in the natural habitat. The plant species richness and diversity of trees and shrubs in planted forests are lower than the latter, and its community structure is characterized by smaller trees and bamboos, fewer and fewer bamboo bushes, but more trees and larger bushes [4]. His method cannot prove the relationship between tourism development and the environment of giant panda habitat.

This article, while interviewing the management department of the Panda Habitat Outer Conservation Area and community residents, and distributing questionnaires to tourists coming to the Panda Habitat Outer Conservation Area, mainly from the source structure, tourist behavior,

tourist experience, The four major aspects of ecological awareness are to comprehensively understand the development status and existing problems of eco-tourism in the outer protection zone of giant panda habitat. The tourist source structure is mainly related to the sex, age, education, occupation and monthly income of the tourist, the source of the tourist, etc.; the behavior of the tourist includes understanding the information channel, travel purpose, travel time, transportation method, travel method, length of stay and consumption expenditure ; Tourist experience includes the natural environment feeling of the scenic spot, the satisfaction of the foundation and service facilities, the acceptance of popular science education, etc.; Ecological awareness mainly includes the protection of animals and plants and other natural resources, the treatment of garbage and the use of environmentally friendly items.

## 2. Development of Leisure Tourism in Protected Areas

### 2.2 Ecotourism

Natural tourism and tourism built on a sustainable basis can be regarded as ecotourism. The term "ecotourism" was first proposed by the World Union for Conservation of Nature (IUCN) in 1983. In 1993, the International Ecotourism Association defined it as a tourism activity with dual responsibilities for protecting the natural environment and maintaining the lives of local people. The connotation of ecotourism emphasizes more on the protection of natural landscapes and is sustainable tourism [5]. "Eco-tourism" not only refers to enjoying beautiful scenery in the process of tourism, but also emphasizes a behavior and a way of thinking, that is, protective tourism. Not destroying the ecology, understanding the ecology, protecting the ecology, and achieving permanent harmony is a gradual and progressive behavior. Ecotourism promotes ecological protection with tourism, and promotes tourism with ecological protection. To be precise, it means to go to a natural area to understand the culture and natural history of the environment. It will not destroy nature, and it will enable the local to obtain economic benefits from the protection of natural resources[6]. Ecotourism is green tourism, which aims to protect the natural environment and biological diversity and maintain the sustainable development of resource utilization. Eco-tourism is not only a new tourism form, but also an advanced tourism development and management idea, which has become a new concept to guide the development of tourism [7]. It has the following basic characteristics: the simplicity of tourism activities, eco-tourism tourists seek the feeling and taste of the natural ecological environment and the simple folk feelings and customs; the ecologicalization of tourism management, the ecologicalization of tourism management requires eco-tourism projects Ecology should be used as the guiding ideology for design, construction and management, and the behavior of tourists must be in accordance with ecological norms; the scientific nature of tourism connotation puts forward higher requirements for ecotourism planning, development and management, and tour guides. It plays a guiding role in environmental protection and the study and exploration of eco-tourists: the sustainability of resource utilization, the development of eco-tourism is based on the protection of eco-tourism resources. Eco-tourism not only requires tourism industry practitioners and tourists to treat eco-resources well, but also It is necessary to provide assistance to encourage residents in tourist destinations to use resources in a sustainable manner. The development of eco-tourism must not only meet the tourism needs of contemporary people, but also reserve enough tourism space for future generations and a good ecological environment to make it sustainable for use [8].

### 2.2 Nature Reserve

The main selling point of eco-tourism products is its good ecological environment. Only a good

ecological environment can attract tourists to travel, so the protection of the ecological environment is very important. Respect the laws of nature, and take strict protection measures for ecologically fragile areas, environmentally sensitive areas, precious natural landscapes and cultural landscapes. Nature reserves are ecologically fragile and environmentally sensitive areas. Only by fully considering the importance of ecological environmental protection can the green mountains and green water in the nature reserves and the beautiful natural environment be used continuously, and the economic benefits of tourism can be reflected. Improve the local economic living standard [9]. In development, the ecological law should be followed, which is embodied in the basic law of ecological capacity. The ecological balance mainly depends on the way and intensity of the impact on the environment and resources of the protected area, and the ability of nature to self-purify such impact. When the number of tourists reaches a value that destroys the natural environment and natural resources and cannot be restored by natural forces, this value is a certain range of the critical capacity of tourists [10]. The eco-tourism environment and resources have a range of carrying capacity for its tourism development and utilization. If it exceeds the carrying capacity, the eco-tourism environment and resources will be destroyed [11]. Therefore, environmental capacity standards should be established to control the intensity of tourism activities and the number of tourists entering the environment and the carrying capacity of resources. Generally speaking, tourists should be evacuated, demarcated to implement temporary closure or select several types of the same area in turns. Development, the conventional capacity of ecotourism should be controlled below 30%-50% of the maximum environmental carrying capacity, so as to achieve the dual purpose of protection and development. According to the protection purpose of the outer protection zone of the giant panda habitat and the distribution pattern of rare species resources, the protection zone is divided into three different functional zones: core zone, buffer zone and experimental zone. The protection of each functional zone and the way of ecotourism development, There is a strict difference in degree. In the core area, to minimize human factors, in addition to carrying out limited scientific investigation activities, any form of tourism development activities should be prohibited; in the buffer zone, a limited amount of tourism activities should be carried out within a limited time; the experimental area is The main areas for ecotourism development [12].

### 2.3 Theory of Ecotourism Tourist Behavior

Tourists making purchase decisions or responding to management measures are often influenced by tourist culture, society, personal, psychological and other factors and faced with stimuli from marketing, management and many other aspects. Tourist purchase decision is stimulated by the interaction of input, communication channels, buyer characteristics and decision-making process, and purchase output response. Among them, "buyer characteristics and decision-making process" are psychological factors that determine purchase motivation; friends, family and reference. These informal communication groups have an important role in the communication process, they have an important influence on the purchase decision [13].

Motivation is a dynamic process in the buyer's behavior and a bridge between the perceived need and the behavior or purchase decision. Strong motivation can cause rapid action. Purchasing actions are directly related to motivation, which in turn is related to buyer characteristics. He also noted that product satisfaction is the most powerful factor influencing future buyer behaviour [14]. Therefore, in his model, an arrow is connected between "post-buy and post-consumer feelings" and "decision-making process". Buyer characteristics and decision-making process are composed of two parts, one part is motivation, and another important part is communication filter. In other words, the information presented to the purchaser as input content may not necessarily be accepted by the individual as the marketer desires. After all the input content passes through one or a series of filters,

it is very likely to be misinterpreted during the acceptance process. The role of these filters is to filter out most of the information, and emphasize specific parts of it.

Perception is the direct reflection of objective things on human organs, and the overall reflection of various parts and attributes of these things in the human brain. Perception has the characteristics of selectivity, comprehension, and integrity, which is also the reason why tourists have different perceptions of the same type of tourism products, and once the image of a certain tourist destination is formed, it is not easy to change. Among the many levels that tourists perceive about tourist destinations, the perception factor that has a greater impact on tourist behavior is the perception of distance and the overall image of the tourist destination. The motivation of tourism is related to the level of human needs. Maslow systematically organized the power of human behavior theoretically and in principle, and put forward the famous hierarchy of needs. Human needs are divided into five levels from low to high, namely physiological needs (hunger, thirst), Security needs (security, protection), social needs (a sense of belonging, love), self-esteem needs (self-esteem affirmation, identity) and self-actualization needs (self-development and realization). Maslow believes that when the needs of the lower level are relatively satisfied, the pursuit of the needs of the higher level becomes the motivation to continue to advance. At a certain moment, there may be several types of needs, but the intensity of each type of needs is not equal. Maslow's hierarchy of needs is the basis for studying tourism motivation [15]. After people have solved their food and clothing, they naturally pursue a higher level of enjoyment. The motivation for travel is what people propose after meeting the minimum physiological requirements.

### **3. Experiment on the Development of Leisure Tourism in Peripheral Nature Reserve**

#### **3.1 Sampling Method and Sample Selection**

This article uses a random sampling survey method, that is, to randomly select tourists from the total tourists in the outer protection area of the giant panda habitat as the survey object, and use the results of the survey to infer the overall characteristics of ecotourism tourists. Because this article analyzes the behavior characteristics of ecotourism tourists, before investigating randomly selected tourists, first ask if they understand ecotourism and their views on environmental protection, only after confirming that they have a certain understanding of ecotourism Distribute questionnaires for investigation.

#### **3.2 Content of Questionnaire Design**

The questionnaire used in this survey is to fill in the questionnaire outdoors, which means politely intercepting tourists in a pre-selected tourist area and asking them to cooperate in answering the questionnaire. When designing the questionnaire, the whole questionnaire is divided into three parts. The first part is the demographic characteristics of tourists such as gender, age, occupation, family structure, income, etc. The second part is the psychological questionnaire of tourists including travel motivation, travel purpose and preferences Etc. The third part is the behavioral survey including the length of stay of tourists, travel methods and tourism consumption.

#### **3.3 Investigation Methods**

Search and collect domestic and foreign literatures such as journals and dissertations related to the subject research through library databases and Chinese and foreign language databases, etc., conduct in-depth analysis of existing research results and the latest research trends, and draw on effective theoretical basis and Practice methods, and design field investigation content on this basis.

Collect the data and data of the nature reserves to be surveyed separately: first, take field surveys, interviews and email questionnaire surveys on the respondents, and finally obtain some text information and 6 valid email questionnaires; second, aim at the giant panda habitat The behavioral characteristics of tourists in the tourist sites of the protected areas outside the region during the 11th Golden Week of 2018, 290 questionnaires were sent to the protected areas, and 282 were effectively retrieved. The questionnaire recovery rate reached 94%. While conducting the questionnaire survey, detailed interviews were also conducted with the protected area management department and community residents.

### 3.4 Survey Data Processing

Organize the obtained effective survey data, perform statistical analysis on the survey data returned by managers and tourists, and combine qualitative analysis and quantitative analysis with the statistical information given by local managers, the opinions of community residents and the suggestions of tourists, Summarize the current situation and existing problems reflected in the results.

## 4. Experimental Analysis on the Development of Leisure Tourism in Nature Reserve

### 4.1 Habitat Natural Resource Dependence Level Calculation

*Table 1. Habitat natural resource dependence level*

Source of income	Average value	Standard deviation	Minimum value	Maximum value
Collection of non-wood forest products (Yuan)	778.57	3564.89	0	45300
Family cultivation of fungus and mushrooms (Yuan)	381.92	2483.167	0	30500
Family bamboo harvesting (cubic meters)	1.21	13.95	0	250
Total income from resources (Yuan)	1155.98	4278.81	0	45700
Total household income (Yuan)	28204.37	22874.3	720	127350
Resource dependency level (%)	5.84	17.24	0	95.78
Household firewood collection (kg)	8541.73	6306.00	0	30300

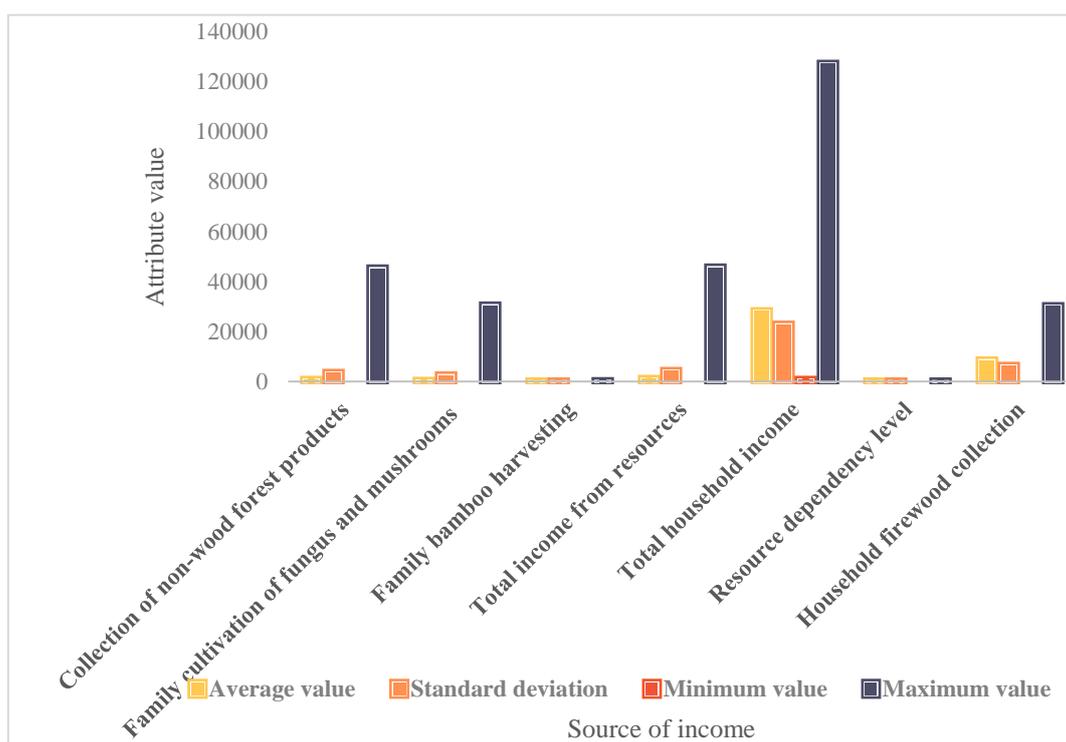


Figure 1. Dependence level of habitat natural resources

As shown in Table 1 and Figure 1, the income from the collection of non-wood forest products is the largest in the natural resources income of the residents of the habitat community, followed by the cultivation of mushrooms and the annual income of wood, and the lowest income from harvesting. Among them, the average income of non-technical forest product collection accounted for 5.21% of the income of white resources, and the average income of family mushroom cultivation fungus accounted for 15.17% of the income from resources; overall, the income resource dependence of habitat communities The degree is low, the average is 5.88%, of which more than 90%: the farmers' dependence on mountain resources is between 0-25%, indicating that due to the socio-economic development, the overall dependence of habitat residents on Bairan resources has decreased compared with before, Which is mainly reflected in the collection of non-wood forest products and the cultivation of mushrooms and fungus; the maximum value of income resource dependence of farmers in habitat communities is as high as 95.63%, and 8.42% of farmers depend on the level of more than 90%, indicating that a few earn income from natural resources Of the community's residents are still highly dependent on natural resources. The standard deviation of the income from the collection of non-wood forest products is as high as 3672.87, which further proves that the collection of non-wood forest products is not common, but the individual behavior of some community residents, and the individual questions vary greatly. This point further highlights the need to identify and screen those residents who have the highest resource utilization and give them the necessary support based on the characteristics of farmers.

#### 4.2 Psychological Analysis of Tourists

Motivation characteristics mainly reflect the interviewees' travel needs. Travel motivation is the internal motivation that directly drives a person's travel activities. Different needs produce different motives. Even the same needs may be expressed with different motives due to the influence of factors such as people's ethnicity, gender, age, occupation and education level. Therefore, the direct

travel motivation for people to travel is also many different types of. Historically, there have been various forms of tourism such as emperor cruises, business travels, health-oriented travels, and school trips. In modern times, as the range of participants in tourism is wider, the types of motivation are also more diverse. The travel motivations generated by specific needs can be divided into the following four basic types: physical motivation, interpersonal (social communication) motivation, cultural motivation, and status and reputation motivation. No matter what motives people have for traveling, and what needs they have to meet, one thing is for sure, that is, the demand met by tourism is a psychological need, and tourism is a spiritual activity of human beings. It is a spiritual activity that is a life experience not available in daily life.

Table 2. Tourist motivation

Travel motivation	Mean	Variance	Standard deviation
Vacation and relaxation	1.53	0.81	0.67
Gain insights and get new experiences	1.51	0.84	0.71
Experience the local style	2.77	0.64	0,41
Adventure activities	3.31	0.68	0.47
Landscape photography	2.05	0.95	0.91
Accompany your family or friends	3.03	0.70	0.49
Religious purpose	3.05	0.75	0.57
Taste the new delicacy	2.92	0.61	0.37
Learn in nature	2.13	0.99	0.98

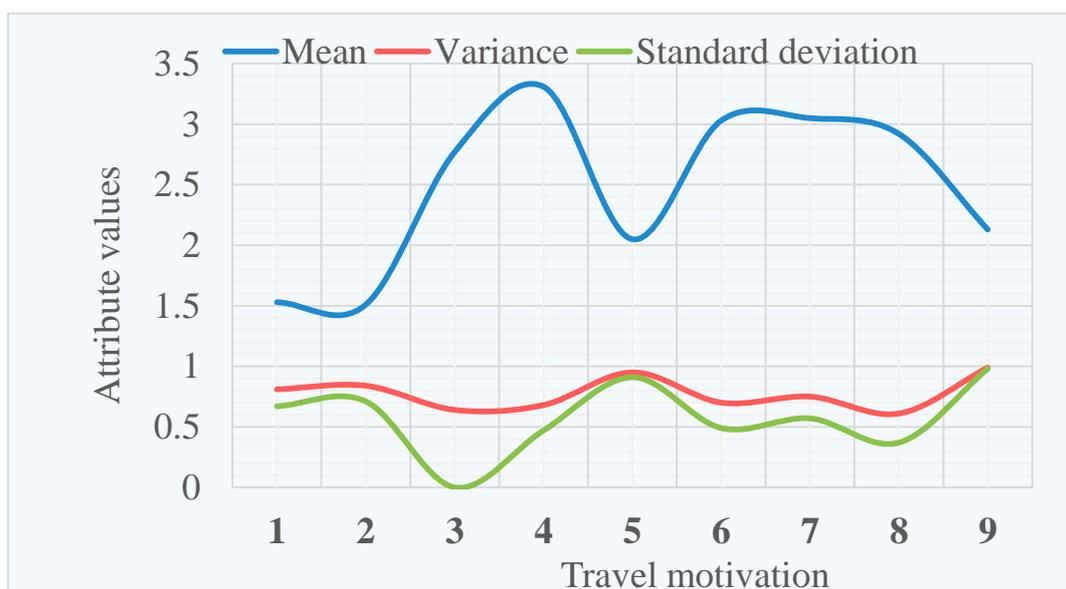


Figure 2. Tourist motivation

In the questionnaire, 14 specific contents were designed for tourism motivation. The answers were divided into four levels, and the four levels corresponded to the degree of travel motivation of tourists. The choice is 1 point for a very good match, 2 points for a good match, 3 points for a bad

match, and 4 points for a bad match. As shown in Table 2 and Figure 2, it can be seen that eco-tourists have multiple motivations for tourism. Among them, "appreciating the natural landscape and ecological environment", "vacation and relaxation, relaxing mood", "returning to nature", "growth of knowledge and new experience" are the main tourist motivations of tourists. The average value of these motivations is less than 2, And the variance is small, indicating that there is no big difference in the attitudes of tourists, and they are more consistent. The second is "learning in nature", "landscape photography", "participating in outdoor recreational activities" mean less than 3 points, and finally the "religious purpose" ", "Accompanying family or friends traveling due to various propaganda", "professional inspection". It can be seen that the motivation of tourists is multiple, but the main motivation is "appreciating the natural landscape and ecological environment", indicating Xianren Cave The natural landscape of the nature reserve has great attraction for tourists. The natural landscape is the most important and valuable tourism resource of the nature reserve.

### 4.3 Tourism Market Analysis

Table 3. Statistics of the number of tourists

Years	Statistics of overseas tourists	Statistics of domestic tourists	Total people (10,000 people)
2011	42.3	28.4	70.7
2012	41.9	32.5	74.4
2013	51.7	33.4	85.1
2014	52.4	39.9	92.3
2015	63.9	43.9	107.8
2016	75.7	51.1	126.8
2017	99.8	59.7	159.5
Total	427.7	288.9	716.6

The adverse effects on water bodies during the development of ecotourism mainly come from hotels, restaurants and other tourist service facilities, water sports and tourists. If tourist service facilities such as hotels and restaurants put tourism facility routine maintenance wastewater and a large amount of domestic sewage directly into the local water body, it will seriously pollute the water body and even cause eutrophication. Water activities, such as jet skiing, boating, swimming, fishing, diving, etc., greatly enrich the tourist experience of tourists, but also have a huge impact on the water environment, such as water erosion along the shoreline; water quality deterioration, Then endanger plankton and fish, waterfowl and so on. In addition, due to the dispersion of tourists, low environmental awareness, the spatial distribution of tourism, and poor management, some wastewater may be discharged into the water body without treatment, causing local pollution of the water body [16].

As shown in Table 3 and Figure 3, from 2011 to 2017, the base received a total of 7.166 million tourists from home and abroad. As shown in Table 4 and Figure 4, overseas tourists account for about 60%, and domestic tourists account for about 40%. The number of tourists increases year by year, from 707,000 in 2011 to 1.595 million in 2017, with an average increase of 15.42%. According to the data, the average daily visitor base of the base reached 7958 in 2011, and the number of tourists received during the peak tourist season has exceeded 14,200, of which more than half are inbound tourists.

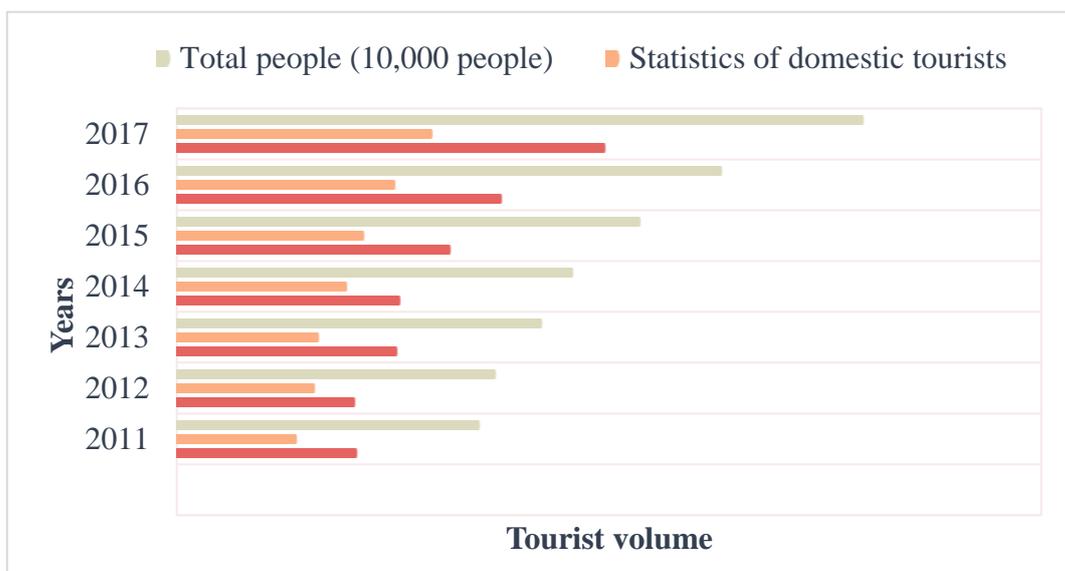


Figure 3. Statistics of the number of tourists

Table 4. Number of tourists

Years	Growth rate	Proportion	
		Overseas	Domestic
2011	/	59.83%	40.17%
2012	5.23%	56.32%	43.68%
2013	14.38%	60.75%	39.25%
2014	8.46%	56.77%	43.23%
2015	16.79%	59.28%	40.72%
2016	17.63%	59.70%	40.30%
2017	25.79%	62.57%	37.43%

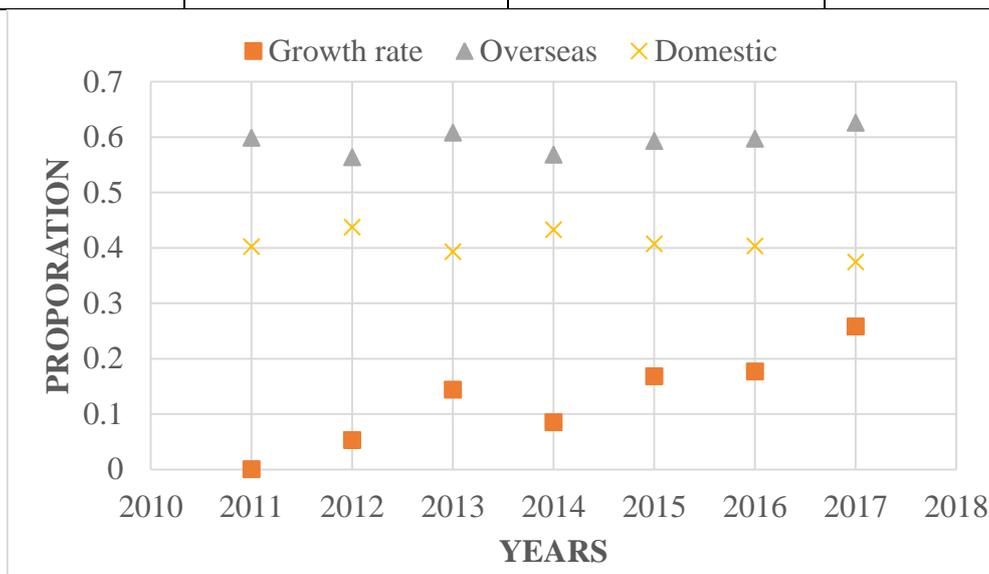


Figure 4. Proportion of tourists

#### 4.4 Conservation Limit and Impact Analysis on Giant Panda Habitat Development

According to the interviews and questionnaire surveys of the local community residents in the giant panda habitat by the investigation team, 40.00% of the community residents believe that the establishment of the protected area limits the development of the local economy to a certain extent, and the protection will be ranked according to the selected frequency from high to low. The main manifestations of the district's hindering local economic development are: Wild animals damage crops; wood logging is restricted; fuelwood collection is restricted; wild plant collection is restricted; infrastructure is backward; cultivated land area is restricted; land is requisitioned but compensation is small; construction Room etc. are restricted. The implementation of existing ecological projects such as returning farmland to forests, natural forest protection, ecological public welfare forest systems, etc., the negative impact on farmers according to the selected frequency is ranked from high to low: wild animals destroy crops; energy expenditure increases; Logging is restricted. 37.37% of the farmers in the survey indicated that they could not use wild plant resources as a loss for themselves. Among them, "policy disallowed" and "difficult to collect" were the two most restrictive factors selected in the survey of farmers. 49.36% and 10.83% of the community residents believe that the destruction of crops by wild animals and the increase in energy expenditure have a great impact on their lives. It shows that the natural resource protection policy restricts the resource utilization behaviors necessary for the production and life of farmers, especially fuelwood, a necessity of life with rigid demand. On the other hand, more than half of the farmers who collect and use wild plants believe that the collection has become more and more difficult in the past three years, and the collection needs to travel farther and farther, indicating that the abundance of non-wood forest products, especially wild medicinal materials, is more than before. reduce. It shows that the protection policy that strictly prohibits the use of resources is due to the lack of feasibility and the inability to effectively protect natural resources. The existing protection policies still have room for improvement in terms of resource protection.

The survey also found that nearly one-third of the community residents have neither benefits nor harm, indicating that they do not care about the construction of nature reserves. It has been observed that there are three reasons: first, for many years, the problem of the loss of the community's interests has not been properly resolved, indicating that although the residents of the community are regarded as obstacles that limit their ability to make a living, they do not have the right to appeal and influence resource management policies. However, the loss of their own interests has been numb; second, from the extensive field survey, the income structure of the surveyed farmers' households shows that the proportion of forest sideline income collected gradually decreases, while the proportion of income from labor and sideline work has increased, indicating that the surrounding society Economic development and the transformation of farmers' livelihoods have reduced their dependence on resources, and the conflict with protected areas has been eased. Third, community residents have little or no real benefits in biodiversity conservation and sustainable use of natural resources, and are not concerned about biodiversity conservation.

#### 5. Conclusions

At present, many nature reserves in my country, especially many national nature reserves, are developing so-called ecotourism. However, my country's research on ecotourism, especially in nature reserves, is very lagging behind. The lack of theoretical guidance has caused many problems in the development of ecotourism in most nature reserves in my country. The ecological damage is very serious, which poses a serious threat to the sustainable development of nature reserves. Practice has proved that the implementation of ecotourism development in nature reserves is the best choice for sustainable development of nature reserves.

The giant panda habitat has good location conditions, and its tourism resources are characterized by monopoly and fragility. The tourism market is dominated by overseas tourist markets. Most protected areas use natural scenery and leisure as the main forms of tourism, with a single form of tourism products, and insufficient development of tourism projects such as popular science education, outdoor sports, and rehabilitation, which cannot meet the tourism needs of different groups of people. In addition, the publicity is small and the radiation market is small. Therefore, the source market of each protected area is basically the residents of the city and the surrounding provinces and cities bordering it.

Nature reserve is a special ecotourism destination, which includes not only the stakeholders such as ecotourism developers, ecotourists and community residents, but also the interests of the government represented by the Nature Reserve Management Bureau. Therefore, the eco-tourism management of nature reserves includes government management, business management, eco-tourism management and community residents Management. Based on the general analysis of the current situation of ecotourism in nature reserves and the research on the behavior characteristics of tourists in the nature reserves, this paper summarizes the development mode of ecotourism suitable for the nature reserve, and gives reference from the construction of infrastructure and service facilities, the development of ecotourism products, the protection of ecological environment, popular science education, tourism management, community participation, publicity and marketing Discussion.

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