

Development of Protective Tourism in the Research Base of Giant Panda Breeding

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Abstract: Giant panda is an endangered animal and a national treasure of our country. The research base of giant panda breeding has become a rare high-quality tourism resource while undertaking the research task of giant panda protection and breeding. The development of tourism industry with "panda culture" as the core has always been an important cultural tourism project that the state attaches great importance to, and a series of measures have been taken from the competent department to the research base. However, the improvement of tourism economic benefits also exposes more problems of resource protection. In response to this problem, this paper proposes a protective tourism development plan for the research base of giant panda breeding. It is hoped that the "panda culture" can be more sustainable and efficient development through the scheme of this paper. The core points of the protective tourism development plan established in this paper lie in three aspects: guiding principle, promotion plan and protective measures. The setting of guiding principles is based on the main function of the research base of giant panda breeding. In principle, the base is mainly for protecting animals. Therefore, when carrying out tourism development, it is not allowed to sacrifice resources in exchange for economy and put the cart before the horse. As for the marketing promotion plan, the suggestion of this paper is to adopt the linkage mode, fully mobilize the surrounding cultural resources of the base, and form a giant panda brand lineup. The implementation of the protective wording provides strong support for the implementation of the development plan. In order to verify the effect, this paper makes a retrospective investigation on the base after the transformation. The research data shows that the transformed research base of giant panda breeding is more popular with tourists while protecting the resources and environment, and the brand effect has been greatly improved. This study has achieved ideal results and can be applied to similar tourism resources development projects.

1. Introduction

Chengdu is rich in tourism resources, and the development of tourism industry is highly valued

by the national, provincial, municipal and tourism authorities. In the cultural element of Chengdu, "Panda" culture is one of the most representative core cultures. Moreover, giant panda is still the "ambassador" of our country and deeply loved by our country and the people of the world. Therefore, cultural innovation and development of "Panda", as the core of tourism industry, is one of the effective ways to promote Chengdu culture. Chengdu tourism, as an effective media and foreign exchange, improves the understanding of Chengdu and a new economic growth point, promotes the development of Chengdu and the pillar industry of the national economy, and the giant panda. The "Panda" culture as the core of Chengdu tourism card represents the core of Chengdu tourism culture. Chengdu Research Base of giant panda breeding has outstanding tourism resources. The base adheres to the development path of attaching equal importance to scientific research and tourism, tourism supports scientific research, and scientific research results are displayed to the public through popular science. Since the establishment of Chengdu Research Base for giant panda breeding, the greening and ecological management of the park have been continuously strengthened. The scenic spot is rich in vegetation resources, tree lined, the greening rate has reached 95%, the air is fresh, the environment is pleasant, it is a natural oxygen bar, has become a good place for urban residents to rush to work and live every day.

The base has made outstanding contributions to the science popularization education of ecological and environmental protection, and has been rated as the "world top 500" advanced unit of environmental protection, the national science popularization education demonstration base, and the advanced unit of animal protection education by the United Nations. Tourists from home and abroad come to the giant panda base not only to understand and take a close look at the giant panda, the giant panda, the charming panda short play in the theater, the combination of modern science and technology and popular science education, the panda mystery and the panda museum art exhibition, so as to let tourists know more about the love of giant panda. Over the years, the base has carried out a variety of popular science education projects according to different protection education objects. After years of efforts and innovative scientific research, the giant panda has changed from an "endangered" animal to a "vulnerable" animal. Compared with 30 years ago, the number of giant pandas has increased a lot. At present, there are more than 80 giant pandas in the base. The whole park simulates the wild habitat of giant pandas, with luxuriant bamboo and wood, crisscross mountains and rocks, birds singing and butterflies dancing, artificial buildings, scenic spots, panda production rooms, etc. orderly distributed in the natural forest.

The development of tourism makes the research base of giant panda breeding "hot", but at the same time, it brings many problems to the base. In the aspect of environmental resources, due to the increase of tourists, the unreasonable management measures make the environment worsen day by day, and at the same time give tourists bad leisure experience. This series of problems form a closed-loop with a trend of continuous deterioration. It seems that the development of tourism products and the protection of resources are always on the opposite side. There are many researches on this aspect at home and abroad, some of which advocate limiting current, some of which adopt the way of eco-tourism. However, it is not suitable for the development of tourism projects in the research base of giant panda breeding. In view of this problem, this paper puts forward the concept of protective tourism development innovatively. By taking the development and research of protective tourism in the research base of giant panda breeding as the main purpose, a new tourism mode suitable for the research base of giant panda breeding is discussed.

First of all, this paper gives a detailed introduction to the research base of giant panda breeding, including its development process and tourism resources. Through the research, this paper thinks that the research base of giant panda breeding is firstly an organization with the main purpose of animal protection and breeding research, and then the development of tourism products is carried out through its good tourism resources. The primary and secondary relationship is the key core of

the protective tourism development plan. In order to further optimize the current tourism development situation of the existing research base of giant panda breeding; this paper establishes a new protective tourism development plan. The plan mainly includes development purpose, market positioning, guiding principles, overall marketing and promotion plan, as well as several key protective measures. In order to verify the effect of the implementation of the program, this paper takes the way of questionnaire survey, in-depth investigation into the tourist groups. A number of experimental studies including the perception analysis of leisure tourism environment and the investigation and analysis of tourists' leisure time were carried out. Based on the experimental data, this paper believes that the research base of giant panda breeding after the development and transformation of protective tourism has been recognized by the general tourists. Its leisure function has been greatly improved, and the effective frequency of tourists has been improved compared with the past, and the playing time of tourists is longer than the past, reaching a higher level, indicating that the scenic area has become more playable, and the living environment of giant pandas has also been effectively protected [1-3].

2. Introduction to the Research Base of Giant Panda Breeding

2.1. Overview of Chengdu Research Base of Giant Panda Breeding

Chengdu Research Base of giant panda breeding is a national 4A tourist attraction, located at No. 1365, panda Avenue, Beida University, Chengdu City, Sichuan Province. The base is only 10 kilometers away from the city and 35 kilometers away from the airport. At present, the base has opened a direct bus from Jinli, Chunxi Road, kuanjian lane, Shuangliu Airport and other representative tourist attractions in Chengdu to the base. In addition to the direct bus scenic spot, there are also subway and bus stations, which ensure the smooth journey of thousands of tourists to see pandas. Located at about 32 degrees north latitude, Chengdu has a humid subtropical monsoon climate, which is very suitable for the habitat of giant pandas and the growth of bamboo, providing sufficient food sources for giant pandas. Chengdu Research Base of giant panda breeding covers an area of 1520 mu, with a construction area of 24483 square meters. In the scenic area, the artificial buildings and the natural mountain scenery are harmoniously integrated, with a green coverage rate of 96%. The dense birdcage, bird flowers, butterflies and bees in the park provide a good habitat for rare wild animals such as giant pandas. The scenic spot simulates the habitat state of giant pandas in the natural ecological environment, and has built many simulated caves, tree caves, and rocks, which are in harmony with the surrounding landscape. In addition to the popular science exhibition hall (including panda kitchen, museum, scientific exploration hall, panda charm theater, etc.) open to tourists, there are also scientific research buildings, open research laboratories and veterinary hospitals. Semi open activity areas built for rare wild animals in the park mainly include sub adult giant panda villa, small panda villa, small panda activity field and Swan Lake [4-5].

The base has established the world's largest captive breeding base for giant pandas. At present, 186 giant pandas have survived, and it is planned to gradually re wild them before releasing them to the wild. At present, Chengdu Research Base of giant panda breeding has become a famous tourist attraction for giant pandas at home and abroad. The star "giant panda" and other rare wild animals in the base attract tourists from all over the world to visit and take photos every day. According to the statistical data, the number of tourists in the base is growing steadily every year. In 2018, the number of tourists from home and abroad is close to 5.24 million. Chengdu Giant panda base is still investing funds to improve the park infrastructure construction and scenic area construction, so as to create a better environment for tourists' visiting activities and rare wildlife in the base [6-7].

2.2. Functions of Research Base for Giant Panda Breeding

(1) Animal protection

Animal protection is the most basic function of breeding and research sites for rare and endangered animals, and giant panda breeding research base is no exception. All other functions are based on the protection of giant pandas, and realize the long-term and healthy development of giant panda population through artificial breeding.

(2) Breeding research

The destruction of the natural ecosystem and the survival of many species of animals are a huge threat. This is to save endangered species. Human beings began to breed and study, using artificial methods to help them increase the number of individual species, improve the population quality of groups, let them return to nature again, and continue to thrive. Therefore, an animal breeding research base has been established, and breeding research naturally becomes one of the important functions of breeding base. In the research base of giant panda breeding, the breeding research of endangered species of giant panda is its primary function, which is also an important factor different from the normal working function of zoo.

(3) Animal rescue

Animal rescue bears an important responsibility for the unique geographical location and professional research technology of the nature reserve near the rare and endangered animal breeding research site. When finding wild animals trapped in nearby areas, rescue them in time to avoid or reduce the accidental casualties caused by special reasons. The research base of giant panda breeding plays an important role in rescuing wild giant pandas, and can also help other animals in nearby areas. Animal rescue has become an important part of the work of the research base of giant panda breeding.

(4) Popular science education

Protecting endangered species is not only the work of zoologists, environmentalists or government departments, but also the participation of all people. Therefore, scientific education plays a very important role in the research base of endangered species. The research base of giant panda breeding should show a good platform with the help of giant pandas, open up a channel for people to participate in, give the whole process of giant panda protection to the public, let the public know the importance of taking care of giant pandas, protecting nature and universal participation, and also better feedback and promotion of giant panda protection.

(5) Tour and visit

Article 1.0.1 of the code for the construction of parks stipulates that "the park is an important basis for improving the recreational function among the four basic functions of the city and an important part of improving the urban ecology". As a complete research base of Giant Panda Breeding in the green ecosystem, it is also a public responsibility of the city to serve the region or visit. During the visit, it is also the city's public responsibility to protect the tourists' physical rest. This research base of animal breeding has become a functional component of the city area, so the tourism of the research base of giant panda breeding is also an important function [8-10].

2.3. Tourism Development

Tourism development is to attract and receive tourists, find or improve the attraction. Tourism resources and other means of economy, technology will exist in the development of a variety of scientific, rational use and protection of tourism resources, so that it can be long-term, sustainable use, to achieve the coordinated development of economic, ecological and social benefits. Tourism development is first of all an economic activity. It is an economic activity to develop tourism resources into tourism products to meet the needs of tourists. Especially under the condition of

market economy, tourism development activities can only continue if the economic interests of tourism developers are reasonably satisfied. The contents of tourism development include mining the value of tourism resources, planning and design of scenic spots, improving supporting facilities and protecting tourism resources [11-12].

2.4. Protective Tourism Development

There are generally two definitions of protection: one is "formalin protection"; the other is to retain the original size and characteristics, emphasize reuse, adapt to and meet modern life. The former is compulsory protection, relatively passive ranking, which is applicable to the protection of cultural relics; the latter is a kind of protection, renewal and reuse, which advocates active coordination of social development, that is, preservation in development. It is a positive attitude and a relatively positive strategy. Different cultural landscapes have different ways of protection. In this paper, "protection" mainly refers to the second explanation. Protective tourism development refers to the reasonable development of special cultural landscape in a certain area through the participation of the government, experts and communities, so as to achieve better protection in a certain period of time.

3. Protective Development Plan

3.1. Planning Objectives

On the basis of relevant national and local laws, regulations and standards, with the theme of "harmonious coexistence of human and nature", to promote the effective protection of national rare animal natural reserve resources, so as to show the giant panda breeding research base in beautiful natural scenery and rich species resources. Carefully protect the achievements as the main content, give full play to the advantages of reserve resources through reasonable layout and careful design, and make a group of ecotourism experience, entertainment, popular science education, leisure and vacation based on reserve, reserve and surrounding area planning in full accordance with relevant national laws, and make clear the theme and characteristics. It has become a national 5A tourist area with strong participation, beautiful natural environment, rich activities and complete service facilities. It has made contributions to expanding the popularity of the research base of giant panda breeding and revitalizing the local economy. On this basis, the research base of giant panda breeding will gradually become a world-famous tourist attraction.

3.2. Market Positioning

In Chengdu Chongqing economic circle, Chengdu transit market and other regions, people's living standards are relatively high, the economy is developed, the market space for tourists is huge and closed which integrates leisure, sightseeing, business, conference, etc., and has the characteristics of repeated leisure consumption. Chengdu is the largest distribution center of customers and channels in Sichuan and Western China, and one of the important ports in Sichuan Province. In the western region, the giant panda breeding research base of the scenic spot, with its superior geographical location and rich resources, can actively stay in Chengdu for transit tourists (including inbound tourists), Chengdu, many businesses, business meetings, and short-term sightseeing for potential tourists to the main body of the tourist area.

3.3. Development Principles

According to the planning objectives, the principles of development planning are as follows:

(1) Principles of Science

Through the application of landscape ecology, informatics and other advanced theories and scientific methods, to ensure the scientific planning. To develop ecotourism, we must take ecology as the standard, take tourism as a whole, comprehensively analyze various factors, comprehensively consider the ecological principle, and utilize the ecological principle to develop, utilize and protect the tourism system. According to the changes and characteristics of the system, the process, function and layout of the tourism system should be continuously improved, and the ecological balance and environmental benefits should be maintained.

(2) Priority of protection

All planned projects must contribute to the conservation of rare animals such as the Red Crowned Crane and the wetland ecosystem on which they depend. Under strict protection conditions, through tourism development and scientific management, the reserve has achieved coordinated development of ecological, economic and social benefits.

(3) Principle of overall coordination

All parts of the planning area should coordinate with each other, combine the government led development with market operation, and ensure the balance and harmony of the whole system. The planning and coordination of structural layout and form is in line with natural landform, river and drainage system, human landscape and natural landscape, architectural style and protection area of tourism facilities, macro and micro, so as to realize scientific and reasonable layout area of each function. The divisions of tourist areas shall be in strict accordance with the functional division of the protected areas, give priority to "protection" within the prescribed scope, and carry out appropriate and reasonable development according to the characteristics of the natural environment and natural resources.

(4) Principles of scientific management

Scientific management is a reasonable organization and leadership, legal measures and modern scientific and technological means to achieve the goal of protection and utilization. Scientific management is the key to the work of natural protection. Only in this way can we effectively control the relationship between protection and development through a fully functional, well-defined responsibility, mutual coordination, reasonable structure and efficient organizational network [13-14].

3.4. Ecotourism Products

According to the characteristics of the giant panda breeding research base and the requirements of ecotourism, four major tourism products are mainly developed, including natural ecotourism, leisure and vacation, science popularization of ecological environment protection and exploration [15].

(1) Natural Ecotourism

The natural characteristics and attraction of Giant Panda Breeding Research Base lie in its complete ecosystem, the changes and combinations of these natural elements in space and time (season). The scenic spot has rich scientific connotation and unique landscape, which is suitable for domestic and foreign tourists with experience and innovation as the main motivation. The areas suitable for development are: balang Mountain Natural eco-tourism and buffalo Valley Natural History tourism.

(2) Leisure vacation

For the residents of Chengyu and its surrounding cities, as well as the employees of large

enterprises and government agencies, we will carry out such tourism activities as youth camping, tent vacation, physical training and vacation, and healthy ecological leisure vacation.

(3) Adventure Travel

Products include: Bison Canyon hike, balang mountain hike, wildlife viewing, photo collection, balang mountain bike adventure.

(4) Popular science, eco-environmental education and Tourism

The base is famous for its biodiversity and "broad-spectrum gene bank", and is an excellent classroom for science popularization and ecological protection. Customers include: scientific research, aircraft enthusiasts at home and abroad, professional researchers; large and medium-sized universities to carry out youth science education activities.

3.5. Tourism Marketing Promotion

(1) Strengthen the promotion of giant panda eco-tourism brand image

Popularity is a prerequisite for tourism development, and brand is an important stepping stone for tourism development. It is necessary to increase the publicity of Chengdu, giant panda, giant panda culture and integration of excellent ecological environment resources. Chengdu Panda capital, such as the brand benefits of ecological park, helps to create the strength of high-quality tourism brand by combining tourism brand and city brand and unifying, and linking the whole region and surrounding cities and countries, so as to promote Chengdu Panda in Sichuan Province and China's unique ecological tourism resort.

(2) Implement overall marketing strategy

Chengdu's overall packaging, overall publicity and overall marketing form a pattern of overall linkage and overall development. As an organic whole, Chengdu's tourism resources, with fresh air, are the giant panda habitat in Tianlan Shuiqing ecological superior resort. The thick panda culture, tea culture, red tourism culture, hot spring health culture, ecological culture, etc. are organically combined to implement the overall marketing strategy.

(3) Innovation of tourism activities of giant panda culture festival

Chengdu international panda nature and animal film week has been held in Chengdu for five consecutive years with the theme of "panda culture, animal protection and harmony between man and nature". Panda film week is the largest international exchange activity of animal and natural film in China and Asia. Through the exhibition and review of environmental protection films, as well as a series of international cultural exchange activities, the purpose is to promote the harmonious coexistence of human and nature, human and animals. Of course, Chengdu holds panda film week to let more people know about Chengdu, the hometown of giant pandas, the world natural heritage of giant panda habitat, so as to promote the development of Chengdu Giant Panda eco-tourism.

(4) Expand and promote new areas of cooperation

Combine with the surrounding tourist attractions to form a joint tourism development mode of product (line) integration, market expansion and information exchange. Cooperate with famous scenic spots in Sichuan, such as Ya'an Giant Panda Research Center, Wolong National Nature Reserve, the first giant panda protection research center, to form a joint force of giant panda eco-tourism resources in Sichuan and promote the common development of giant panda eco-tourism.

3.6. Protective Measures

(1) Classification and classification protection

There are many landscapes in the research base of giant panda breeding. In the process of

protection, if not treated differently, it will not only cause a certain waste of human, material and financial resources, but also will not produce good results. Only by establishing the system of landscape grading management as soon as possible, classifying and protecting the cultural landscape according to its value, strictly controlling the national protected areas, and controlling the development of other protected areas at all levels, can we get twice the result with half the effort.

(2) Environmental capacity control

Any tourist destination has certain carrying restrictions. If it is overloaded, it will bring damage to the cultural landscape and affect the sustainable development of tourism. Therefore, the carrying capacity of cultural landscape needs scientific research and strict definition, that is, the definition of environmental capacity. Environmental capacity is a concept to protect tourism resources and control the scale of tourism development. It refers to the maximum number of tourists that can be accommodated by each tourist area and service facilities in the tourist area, also known as the reasonable capacity and the maximum number of tourists.

(3) Conservation planning

Protection and utilization planning based on protection and rational development is the necessary basis to ensure the effective protection, rational utilization and sustainable inheritance of cultural landscape, and provides scientific theoretical basis and technical guarantee for the protection of cultural landscape and the development of tourism resources. Protection planning is to protect the integrity of cultural landscape, the principle of integrity, scientific overall planning, systematic protection, approval and implementation of technical standards. This is the realization of cultural landscape protection technology, and the overall significance is the specific measures to transform the concept of cultural landscape protection into a key link, but also based on the guidance of tourism development.

(4) Strengthening law enforcement

Adhere to the principle of tourism law enforcement, strengthen the construction of tourism law enforcement team, determine the main body of administrative law enforcement through laws and regulations, provide necessary human, material and financial protection, and strive to standardize the track and legal management of cultural landscape protection and tourism market management.

4. Retrospective Investigation and Analysis

This experiment includes the collection and arrangement of all kinds of basic statistical data, survey data, standard data, the image and attribute data obtained by cooperating with GIS technology.

4.1. Background Investigation and Analysis of Tourists

According to the survey results in Table 1 and Figure 1, the proportion of male leisure participants (55.7%) is slightly higher than that of female leisure participants (44.3%), most of them are between 18-45 years old, accounting for 79.8%, and only 5.4% are over 65 years old. Most of them participate in leisure activities, which is related to their work and learning pressure. College education accounted for 69.2%, followed by high school (technical secondary school), accounting for 26.2%, and 84.1% of the population with an average monthly income of less than 3000 yuan; 56.8% of the tourists were employees and students from enterprises and institutions, and about 13% were civil servants, retirees and self-employed personnel. Among them, Chengdu tourists account for 45.1%, local tourists account for 23.4%, Chengdu tourists account for 18.4%, and other tourists in Sichuan account for 14.8%. The sampling survey covers a wide range of samples. The statistical results show that the improved research base of giant panda breeding is favored by different occupations and groups, and its impact is gradually expanding.

Table 1. Statistical table of tourist background survey

project		frequency	Frequency (%)	project		frequency	Frequency (%)
Gender	Male	352	54.6	Age	Under 18	56	8.5
	female sex	316	47.2		18-25 years old	184	27.6
Education level	Below junior high school	79	12.1		26-45 years old	283	46.3
	High school / technical secondary school	155	24.5		46-65 years old	96	15.7
	Junior college / undergraduate	384	58.6		Over 65	36	5.9
	Graduate or above	56	7.9	occupation	enterprises and institutions	189	31.7
Average monthly income	Below 1000	264	38.9		Party and government officials	78	11.2
	1000~1999	192	28.4		Self employed	75	10.9
	2000~2999	127	15.6		student	178	27.8
	3000~3999	56	8.7		retired personnel	79	11.4
	4000~4999	29	4.4		a farmer	15	2.5
	5000 and above	32	4.8		soldier	13	1.6
					other	54	8.7

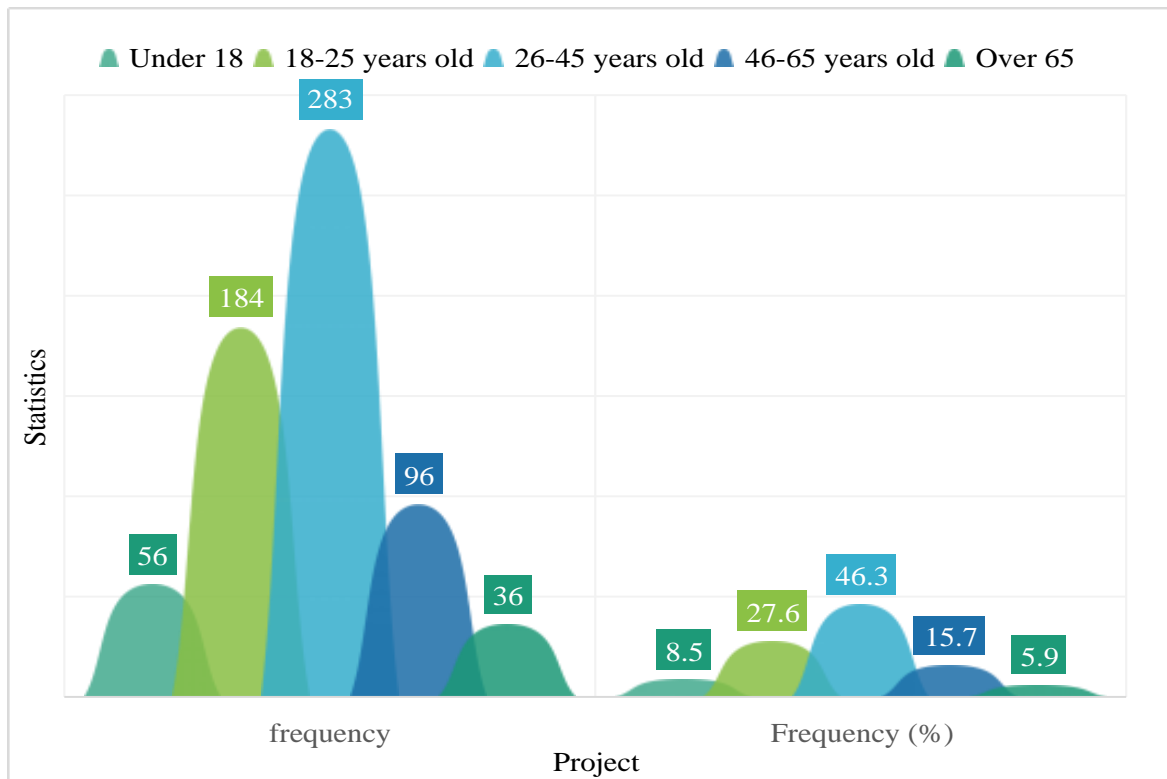


Figure 1. Statistical analysis chart of tourist age survey

4.2. Analysis on the Choice of Leisure Companions of Tourists

Leisure partners are the embodiment of the relationship between individuals and groups participating in leisure activities. The choice of leisure partners is the primary factor of the value orientation of leisure way.

According to the survey results in Table 2 and Figure 2, the leisure tourists entering the research base of giant panda breeding basically participate in leisure activities based on family or friendship, and 84.0% of the respondents choose family or friends as their leisure partners. This shows that in the process of leisure choice, people's dependence and trust on family and friendship is the most direct choice to relieve work fatigue or life pressure. The research base of giant panda breeding under the protection of tourism development has given full play to its cultural role as the carrier of this emotional sustenance. Such collective activities can rapidly expand the popularity of tourism projects in the research base of giant panda breeding.

Table 2. Statistical table of tourists' choice of leisure companions

Alone	With family and relatives	Unit collective	friend	tourist group	other
5.3%	38.2%	7.7%	45.8%	2.8%	0.3%

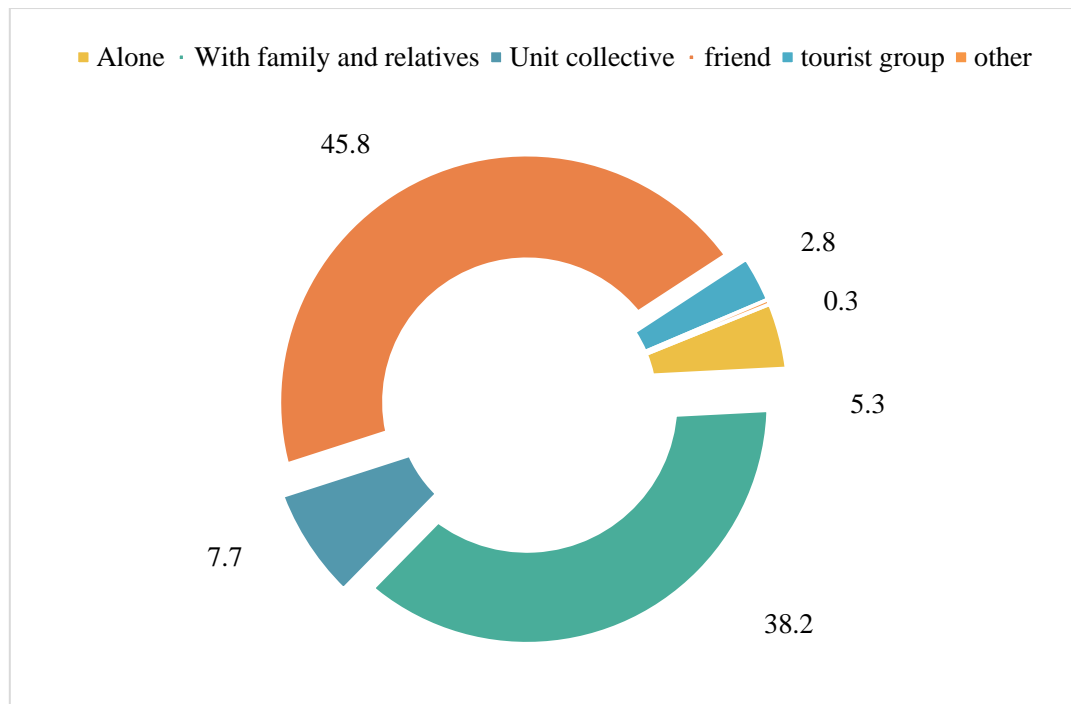


Figure 2. Statistical analysis of tourists' choice of leisure companions

4.3. Investigation and Analysis of Leisure Time of Tourists

According to the survey results in Table 3 and Figure 3, visitors can visit the research base of Giant Panda Breeding for 2-3 hours on weekdays (Monday to Thursday) and 4-10 hours on weekends (Friday to Sunday). Most tourists stay in the base for 1-3 days, and holidays are more than 5 days. After playing for more than 2 hours, the effective frequency has increased significantly, which further shows that the research base of giant panda breeding, which develops protective tourism, is more interesting to play and has stronger ability to retain tourists. The duration of

tourism also reflects the attraction and playability of tourism to tourists.

Table 3. Statistical table of leisure time selection of tourists

Normal (No.)	Effective frequency (%)	Weekend (No.)	Effective frequency (%)	Holidays (No.)	Effective frequency (%)
Less than 1 hour(A)	18.1	Less than 4 hours(A)	15.6	Less than 1 day(A)	6.2
2-3 hours(B)	37.8	4-10 hours (B)	41.1	1-3 days (B)	31.5
3-5 hours(C)	20	10-15 hours(C)	19.5	3-5 days(C)	30.5
More than 5 hours(D)	24.1	More than 15 hours(D)	23.8	More than 5 days(D)	31.8

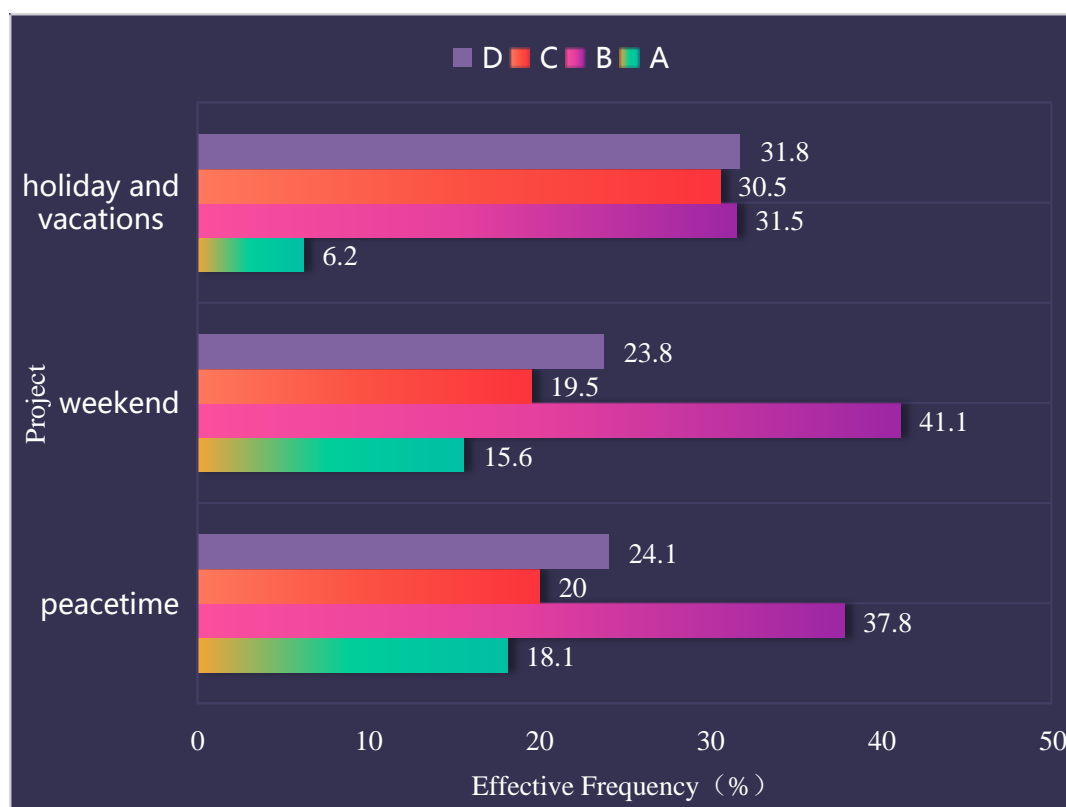


Figure 3. Statistical analysis chart of leisure time selection of tourists

4.4. Analysis on the Perception of Leisure Tourism Environment

According to the survey results in Table 4 and Figure 4, the respondents are the most satisfied with the leisure spots in the research base of giant panda breeding, accounting for 70.5%. According to the standard, the respondents made positive comments on the leisure spots of the research base of giant panda breeding. The proportion of catering features, tourism transportation and health satisfaction scenic spots is more than 15%, which is quite different from the neutral proportion. Food price, food and beverage, food hygiene, housing price, accommodation service, cost, commodity characteristics, commodity price, commodity quality, and tourism shopping neutrality are less than 40%. The proportion of food price, accommodation, accommodation service neutrality are consistent with the parameters related to the same level of scenic spots at home and abroad, indicating that the development of these factors has been at a higher level.

Table 4. Factor selection rate corresponding to the analysis of leisure environment perception

Factor (No.)	satisfied	neutral	dissatisfied	mean value
Food and beverage price (1)	49.3	25.4	5.3	3.57
Catering features (2)	57.9	38.5	4.8	3.45
Catering hygiene (3)	39.6	32.1	10.9	3.32
Accommodation price (4)	58.5	27.2	11.7	3.65
Accommodation services (5)	65.7	25.6	5.9	3.48
Tourism transportation (6)	62.4	19.6	6.7	3.55
Features of scenic spots (7)	70.5	38.7	3.2	3.52
Health of scenic spots (8)	61.3	24.1	12.7	3.94
Fees for scenic spots (9)	54.2	26.6	5.8	3.72
Commodity features (10)	58.6	34.8	17.2	3.64
Commodity price (11)	49.9	20.9	15.8	3.27
Commodity quality (12)	47.1	28.9	2.6	3.58
Tourism shopping (13)	57.2	30.2	7.2	3.57

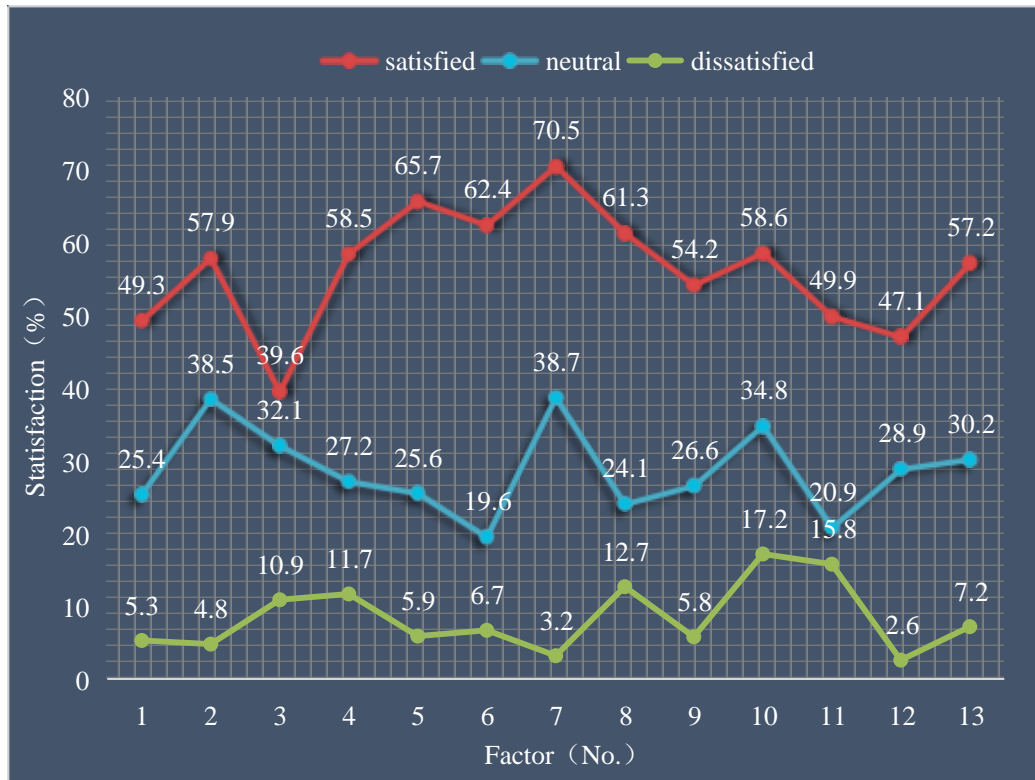


Figure 4. Analysis chart of factor selection rate corresponding to perception analysis of leisure environment

5. Conclusion

Giant panda is a kind of endangered animal loved by people. It enjoys a high reputation in the world and once became the image spokesman of our country. People's love for giant pandas has also deepened their attention. With the continuous development of tourism economy, it is a good choice to create "panda culture" through tourism. And it has improved the popularity of giant

pandas, expanded the brand effect of "panda culture", and also used tourism projects to drive the local economy, provide employment opportunities, and enrich people's leisure and entertainment projects. However, in the process of tourism development, the living environment of giant panda will be damaged. In view of this problem, the protective tourism development plan established in this paper can solve this kind of problem very well. The third chapter of this paper introduces the detailed rules of the program, from the guiding principles to the implementation of the final protective measures, which provide support for the implementation of the development program. In the retrospective investigation, this paper analyzes the choice of leisure companions of tourists, including a number of experimental analyses of individual satisfaction. According to the data, tourists are satisfied with the core elements of the scenic spot, such as catering price, catering characteristics, catering hygiene, accommodation price, accommodation service, scenic spot charge, commodity characteristics, commodity price, commodity quality, tourism shopping, etc., and the overall score is also at a high level. It fully shows that the protective development plan of this paper has achieved the expected effect and made contribution to the tourism development of the research base of giant panda breeding.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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