Ecotourism, Ecotourism System and Sustainable Development

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ABSTRACT

There are still some disputes about the concept, definition, connotation and extension of ecotourism and even ecotourism system due to the different academic backgrounds, research perspectives and research purposes of scholars at home and abroad. Based on the research status of ecotourism and ecotourism system, this study further discusses the dynamic relationship between the subsystems of ecotourism system and their influencing factors from the four aspects of subject, object, media and carrier of ecotourism, combined with his own study experience. On this basis, it is considered that the modern ecotourism and ecotourism system, as a low-carbon and sustainable tourism and tourism system, is essentially a comprehensive tourism dynamic system, a consciously responsible tourism system and a sustainable tourism system.

Key words: Ecotourism, ecotourism system, sustainable development.

INTRODUCTION

The concept of tourism system originates from the application of system theory in tourism research, while ecotourism system comes into being with the deepening of tourism system and ecotourism research. Since Ceballos Lascurain, Special Adviser to the World Union for Conservation of Nature (IUCN), first proposed the concept of ecotourism in 1983, significant progress has been made in the analysis and Empirical Study of ecotourism development strategies at home and abroad. However, the theory of ecotourism, especially the theory of ecotourism system, needs to be further developed.

Ecotourism system theory requires that ecotourism be regarded as an interdependent and interactive tourism complex with balanced and coordinated development. Different scholars at home and abroad have put forward their own tourism system models from different perspectives for different research purposes based on different disciplinary backgrounds. There is a great controversy about the specific connotation and definition of ecotourism system, especially the subsystem. This issue has attracted more and more attention from the tourism academia.

The deepening and progress of the theoretical research on tourism system and ecotourism have laid an important foundation and theoretical framework for the study of ecotourism system. At present, the most representative theoretical model of Ecotourism System in China is the "four-body” ecotourism system model proposed by Guihua and Yuehua (2000). Based on the "four-body” ecotourism system model framework, this study discusses and reexamines the ecotourism system from the perspectives of concept, definition, concept, connotation and extension, aiming at the four subsystems of the subject, object, media and carrier of ecotourism, and further clarifies and defines the sub-systems of ecotourism system. The definition and connotation of the system, the dynamic relationship between subsystems and their influencing factors are elaborated. On this basis, the essence of the ecotourism system is further clarified, and the conceptual framework of the ecotourism dynamic system is put forward.

CURRENT SITUATION OF ECOTOURISM AND ECOTOURISM SYSTEM RESEARCH

With the deepening of the research, important progress has been made in the research of tourism system and ecotourism system at home and abroad. The theoretical
models of tourism system based on different disciplines background and perspectives are constantly emerging, which makes the theory of ecotourism system continuously enriched and developed.

Professor Gunn, an American expert in tourism planning, put forward the concept of tourism system in 1972 and the model of tourism function system in 2002. Leiper’s (1979) tourism geographic system model regards tourism as a spatial system formed by the connection of tourist sources and destinations through tourist channels. Mathieson’s and Wall’s (1982) integrated tourism concepts model explains the interaction, interaction and control mechanism between tourist destinations and tourist destinations from the aspects of tourism demand, destination, characteristics of tourist sources, impact and control of tourism. The tourism Abstract System Model of Sessa (1988) considers that tourism system is a global system associated with the development of regional globalization. Gunn’s (1994) regional tourism development model and tourism system function model define tourism system by distinguishing supply and demand. Its regional tourism development model shows how tourism supply and demand interact to promote regional tourism development. Jiajun’s (1999) tourism system model divides the tourism system into four parts: tourist market system, destination system, travel system and support system. Fennell (2002) considers that tourism system is a comprehensive system consisting of leisure, recreation, experience, vacation and tourism. Diyun’s (2006) model of tourism dissipation structure system defines the interaction between tourism dissipation structure and external environment as a complete tourism dissipation structure system. Walker et al. (1999) tourism development model includes economic model, resource demand model, market model and tourist behavior model. The model of "six elements" tourism system takes tourists as the center, and classifies tourists’ travel in tourism activities into six subsystems: eating, living, traveling, purchasing and entertaining.

The "three-body" tourism system model takes tourism activities as the center, and summarizes all the influencing factors of the implementation of tourism activities as the main body, object and media. Guihua et al. (2002) put forward the "four-body" system model of ecotourism, which is the most representative theoretical model of Ecotourism System in China. The model considers that the ecotourism system is composed of subjects (ecotourists), objects (ecotourism resources), media (ecotourism) and carriers (ecotourism environment). Four elements constitute. In addition, Laixi (1982), Bihu (1998), Renwei (2000), Feng (1999, 2000) and Yun and Hua (2001) studied the tourism system and ecotourism system in different degrees from different perspectives. On the basis of these discussions, Jianxiong (2018) proposed that modern ecotourism based on traditional ecotourism has six functional characteristics: tourism, community, environmental protection, education, science popularization and marketing, emphasizing the conscious responsibility and eco-culture of ecotourists, ecotourism sites, ecotourism and ecotourism environment, mindful and sustainable development, especially for tourists, governments, communities, businesses, intermediaries, responsibilities, rights and behavioral norms.

The theory of sustainable development is the premise and origin of the concept of eco-tourism, the overall goal and requirement of eco-tourism development. Eco-tourism is an important content of the theory of sustainable development, and also the concrete realization and embodiment of sustainable development. The development, planning, construction, operation and management of ecotourism must be guided by the theory of sustainable development and carried out under the framework of sustainable development. The connotation of sustainable development includes three aspects: fairness, sustainability and common. The three most obvious characteristics of sustainable development are quantity dimension (development degree), quality dimension (coordination degree) and time dimension (persistence degree).

RETHINKING ABOUT ECOTOURISM AND ECOTOURISM SYSTEM

Ecotourism system consists of three subsystems: subject (ecotourists), object (ecotourism resources), media (ecotourism), or subject (ecotourists), object (ecotourism resources), media (ecotourism resources) and carrier (ecotourism environment). Large subsystems consist of four-body theory. Compared with the traditional tourism system, the difference between the ecotourism system and the corresponding subsystems in the tourism system is only three or four subsystems on the surface. Although only the word "ecology" is different, it is essentially different. In terms of system theory, most of the so-called ecotourism at home and abroad is not really ecotourism, because in order to realize the real meaning of ecotourism, the premise must be that there are four real ecotourism subjects, real ecotourism objects, real ecotourism media and real ecotourism environment. There are four subsystems which interact with each other and form a real ecotourism system with genetic dynamics. Among them, the absence of a subsystem, or the deficiency of a subsystem, will lead to the absence or "distortion" of the whole ecotourism system. In other words, the corresponding ecotourism is not really ecotourism.

Discussion on the subject of ecotourism (ecotourists)

Over a long period, scholars at home and abroad have put forward many definitions of ecotourists from their own points of view. Generally speaking, ecotourists mainly refer to the group of tourists who consume in natural ecotourism
scenic spots (especially various nature reserves, scenic spots, forest parks, geoparks, etc.). This is the traditional and classical definition of ecotourists. In view of this definition, there are two main questions worth discussing: Firstly, are the tourists to the natural ecotourism areas all ecotourists? Secondly, are the tourists who do not go to the natural ecotourism areas ecotourists?

First of all, as far as the first question is concerned, suppose that the tourists who go to the natural ecotourism areas have different degrees of side effects or negative effects on the natural ecoenvironment in the process of consumption, and then do these tourists belong to the ecotourists? Obviously, such tourists should not be classified as ecotourists. The implication of extension is that if these tourists are responsible for the ecological environment in the process of consumption in the natural ecotourism area, but the behavior of the social environment (such as the nearby community) is negative (after the scenic area), then this kind of tourists are not ecotourists? The author thinks that it should not be classified as ecotourists. Obviously, it is unscientific to judge whether tourists go to natural ecotourism areas (or whether they consume natural ecotourism products) as a criterion for ecotourism. In fact, there may be several kinds of tourists who go to the natural ecotourism area to consume: one is the tourists who have a positive effect on the environment (nature and society) from the beginning to the end of the consumption process, which belongs to the ecotourists, and the other is the non-ecotourists such as the above. Therefore, the most fundamental research of Ecotourism Based on tourism subject is tourists, that is, tourists' behavioral science itself. It can be seen that the study of ecotourists' behavior, behavioral norms and behavioral standards is of great importance.

This kind of resource determinism or product determinism holds that tourists who come to natural ecotourism areas or who consume natural ecotourism products are ecotourists. Obviously, there are some shortcomings. First, it neglects the tourists' behavioral characteristics, norms and responsibilities, which are the most core and key elements for ecotourists. Second, it decides whether to travel to natural ecotourism areas or whether to consume natural ecotourism products. It is the basis of ecotourists. On the one hand, it misleads the scientific definition of ecotourists. On the other hand, it misunderstands the true ecotourists who are not responsible for the environment from the beginning to the end, who do not travel to natural ecotourism areas (or consume natural ecotourism products).

Aiming at the second question, whether the tourists who do not go to the natural ecotourism area are ecotourists or not, that is to say, whether tourists in other tourist destinations besides natural eco-regions belong to ecotourists or not, there are several kinds of original ecological communities, such as Pacific Islands-Tropical Rainforest Community, Latin America-Andes Mountain and Indian Continental Rainforest Area, East Africa-Maasai Community Tribe, South Africa-Primitive Resources Reserve, West Africa-Primitive Forest Area Primitive Ecological Community, Southeast Asia.- Mountainous (aboriginal, aboriginal) tribes and island countries; the second is the vast minority areas in China, which are often reflected in the integration of the original ecological natural environment and the original ecological community culture; the third is the vast rural areas as a transition between the natural ecological region and the urban region; and the fourth is the transition between the natural ecological region and the urban region. The situation is the characteristic blocks and ancient towns in the vast urban areas. According to the traditional definition of ecotourism, tourists who come to these regions or who do not consume natural ecotourism products are not real ecotourists. But in fact, tourists who travel to the above mentioned regions often have high environmental and ecological ethics and cultural literacy. Are they not ecotourists? Admittedly, it is not arbitrary to think that all tourists who go to natural ecotourism areas are ecotourists, and that tourists who do not consume natural ecotourism products (those who do not go to natural ecotourism areas) are non-ecotourists. From the perspective of consumer behavior, the real ecotourists have little to do with whether to go to natural ecotourism or whether to consume natural ecotourism products. Absolutely, real ecotourists prefer to consume a variety of ecotourism products, including natural eco-products and ecological humanities products.

In the author’s opinion, whether ecotourists are real or not depends on whether they are always responsible tourists who have a positive impact on the environment (including natural environment and social environment) in the process of tourism. Strictly speaking, the main criterion for real ecotourists should be their own behavioral norms and standards and their environmental responsibility, not whether they go to natural ecotourism areas or whether they consume natural ecotourism products, that is, whether they go to natural ecotourism or not. The criteria for judging ecotourists are whether the tourist areas go to travel or whether they consume natural ecotourism products. True ecotourists should have the following characteristics: first, green tourists, who take the responsibility of protecting the earth, being enthusiastic about environmental protection and loving peace; second, responsible tourists, who are active, active and sustainable tourists; third, high-end tourists, who have high environmental ethics and humanities. To foster friendly tourists who are conducive to resources, environment and social progress, therefore, we should distinguish the initiative of ecotourists from the limitation of ecotourism resources that is, we should correctly treat natural ecotourism areas (tourist destinations) and ecotourists, and should not regard the former as the premise of defining the latter.
Discussion on the object of ecotourism (destinations)

Traditionally, the object of ecotourism is usually designated as ecotourism resources, which is a long-standing consensus in China. Generally speaking, there are two aspects worth discussing: one is the extension of ecotourism objects; the other is the related issues regarding ecotourism resources as ecotourism objects. For the first case, the question is, whether it is scientific to replace or equate the object of ecotourism with ecotourism resources. From the perspective of tourism system, the object of ecotourism should be the object of ecotourism or consumption, or the area or place where ecotourism activities are carried out. In this sense, the object of ecotourism should be tourist attractions (including resorts or tourist towns/villages, etc.) or tourist destinations, that is to say, the object of ecotourism should refer to the products of tourism projects (tourist attractions or destinations) that have been built for ecotourists to consume, rather than to be constructed.

Ecotourism resources: Further extension, the object of ecotourism actually refers to the place where tourists go to conduct ecotourism activities or consume ecotourism products, that is, ecotourism destination, which includes ecotourism resources (natural and humanistic ecotourism attractions) or ecotourism scenic spots (or townships) of tourism destination, villages or towns, community humanities and ecological environment, etc.

For the second case, regarding the object of ecotourism as ecotourism resources (assumed to be valid), it mainly involves three different aspects: (1) the limitation of traditional classical ecotourism concept leads to the limitation of ecotourism resources, which results in the limitation of the connotation of ecotourism objects. Following the traditional classical definition of ecotourism, ecotourism object refers to natural eco-regions such as nature reserves, forest parks, scenic spots, geological parks, national parks and so on. This is the concept of ecotourism resources or ecotourism objects from the perspective of classical ecotourism, which obviously has its limitations; (2) Because of the limitations of the above-mentioned concept of ecotourism resources, the ecotourism objects have their narrowness and shortcomings. In fact, in addition to the traditional natural ecotourism areas, there are many areas or areas that can also be used as eco-tourism.

In this case, for example, the special areas where the original natural environment and the original ecological humanistic background are integrated (such as the primitive tribes of Africa, the indigenous areas of Australia, the indigenous areas of South Asia, the Pacific islands, the indigenous areas of the Americas and the vast minority areas of our country), such as the transition between the natural ecological areas and the urban areas. Wide rural areas; (3) There are also different types of ecotourism resources in urban or urban areas, such as ancient towns, characteristic blocks and ecotourism resources in urban or urban areas. It should be noted that the extension and extension of the connotation of ecotourism resources should not be confused with the criterion of whether ecotourism is based on.

Based on the research results of the traditional classical concepts of ecotourism and ecotourism resources (object), the author holds that: (1) the designation of ecotourism objects as ecotourism sites is more scientific and reasonable, which can be ecotourism scenic spots (including tourism towns and villages), tourism resorts (camps or bases) or even tourism. Destination, in the tourism system, the object or consumption of tourists is not tourism resources, but tourism products. It is the area or place where ecotourism activities take place. It includes not only the ecotourism resources (ecotourism attractions), but also the human and ecological elements and natural ecology. Environment; (2) Ecotourism resources should only be regarded as an important part of the object of ecotourism, and they can not be equated. Although tourism resources and tourism products can sometimes be equated and transformed (such as man-made scenic spots), tourists consume tourism products rather than tourism resources, and tourism resources and tourism products belong to different levels of concepts, the extension and connotation of the two are different; (3) Ecotourism resources should not be just specific traditions. The classical natural ecotourism areas should also include the original eco-natural and humanistic integration areas, rural areas and urban or urban areas of ecotourism resources, and expand to communities, environment, humanities, life, facilities and even characteristic blocks in addition to traditional tourism resources. In this sense, the object of ecotourism obviously has a broader extension, richer connotation and different research perspectives than that of ecotourism resources; (4) the object of ecotourism (or ecotourism destination) is mainly a passive concept in the ecotourism system, while the concept of ecotourists is an active one. Whether or not to go to ecotourism object (or ecotourism destination) should not be regarded as the criterion to judge whether ecotourism is a tourist or not. Conversely, whether or not ecotourism object (or ecotourism destination) has been consumed by ecotourists should not be regarded as the basis to judge whether ecotourism object (or ecotourism destination) here.

Discussion on the media of ecotourism (industries)

Ecotourism is the medium between the main body of ecotourism and the object of ecotourism in the ecotourism system. It is a social complex composed of many departments and related industries to provide various services to ecotourism. It plays a major role in providing and organizing the development of ecotourism. Ecotourism is a comprehensive industry based on ecotourism resources.
and ecotourism facilities, which creates convenient conditions for ecotourists and provides products and services they need. Ecotourism resources, facilities and services are the three key elements to realize ecotourism. Among them, ecotourism resources are the basis of the development of ecotourism. Along with ecotourism facilities, ecotourism resources are transformed into ecotourism products through dynamic processing. Tourism service system is a tourism operator's resort to specific tourism economy. Entity and ecotourism policy, with the help of ecotourism facilities and certain means to provide ecotourists with convenient living labor; tourism service system is the key factor for the realization and sustainable development of ecotourism.

Traditional tourism industry is usually referred to as tourism enterprise. Compared with traditional mass tourism, there are differences in the pursuit of objectives, management methods and comprehensive benefits of ecotourism, which are mainly manifested in: (1) the goal emphasizes the coordination of economic, social and ecological interests, and maintains the unity of heaven, earth and human; (2) the management emphasizes ecological management and sustainable management; (3) interests. It emphasizes the sharing of tourists, communities, enterprises and other links; (3) Creating sustainable employment opportunities and promoting regional sustainable development. Besides the general characteristics of general tourism, such as dependence, sensitivity, motivation and foreign-related, ecotourism also has its own characteristics of comprehensiveness, responsibility, dynamic and sustainability. Because of these characteristics, ecotourism has four distinct functions: ecotourism, resource protection, environmental education and poverty alleviation.

**Comprehensiveness:** The comprehensive production of raw materials, production process, production products and production benefits of ecotourism. The synthesis of raw materials means that resources are natural, humanistic, historical and artificial; the synthesis of production process refers to the coordination and joint efforts of many relevant departments or related factors, involving not only travel agencies, accommodation and passenger transport in tourism sector, but also national economy. Some material means production departments (such as light industry, construction industry, agriculture, forestry, animal husbandry, etc.) and some non-material means production departments (such as culture, religion, gardens, health, science and technology, post and telecommunications, education, commerce, finance, customs, public security, environmental protection, insurance, etc.) or links to produce products; Comprehensive means that the required facilities include not only travel agency facilities, but also catering and accommodation facilities and transportation facilities, as well as the services provided by the food, housing, transportation, tourism, entertainment, shopping and other services. Comprehensive production benefits refer to the pursuit of economic, social and biological ecotourism; the synthesis of state equivalents. Ecotourism is a comprehensive eco-industry in which every detail and whole link in the chain of raw material production process benefit must reach the ecological standard.

**Responsibility:** The production, realization and sustainable development of ecotourism cannot be separated from green raw materials, good production methods, green production process, ecotourism products and comprehensive ecological benefits. This requires relevant departments and institutions in the process of ecotourism production to have the spirit of innovation, green thinking, coordinated thinking, open attitude and sharing concept, as well as a high sense of responsibility, sustained leadership and scientific development concept, that is, sustainable management and scientific institutional mechanisms. In the course of the development of ecotourism, any of the above-mentioned problems will lead to different aspects and degrees of "distortion" of ecotourism. At the present stage of development, the service management conditions and levels of domestic tourism authorities, tourism enterprises and institutions and even tourism industry associations are not uniform, and there are still different degrees of disparities with the real requirements of ecotourism norms and standards, especially the ecological concept of ecotourism development. For example, the uneven management level of government agencies, the different concepts and perspectives of personnel in tourism enterprises and institutions, the different cognitive level and requirements of personnel in tourism associations, etc., have resulted in different degrees of "distortion" in the current stage of ecotourism in China. As far as the real concept of ecotourism system is concerned, the subsystem with the greatest gap at home and abroad is the gap of ecotourism media, that is, ecotourism industry. It needs the help of government agencies, enterprises and institutions, trade associations and communities. Among them, government is the premise, enterprises and institutions are the foundation, industry is the key and community is the key.

**Dynamicty:** Compared with other industries, ecotourism has obvious dynamics, that is, the dynamics of space-time and dynamic system. The dynamic change of space-time conditions results in the unique development and evolution law of ecotourism: the spatial dynamic change mainly refers to the interaction between ecotourism activities of ecotourists and the ecoenvironment of tourist destination, that is, the dynamic relationship of mutual influence, correlation and mutual restriction; the temporal dynamic change refers to ecotourism. Latitude, topography, climate, elevation and other natural conditions will cause the tourism value of ecotourism destination to change with the season, and then lead to the peak, off-season and peacetime
of ecotourism. Dynamics of the dynamic system refers to the difference of the development status of ecotourism caused by the changes of time and space between the four subsystems of the ecotourism system and the interaction and interaction of the above factors. For example, among the four subsystems of ecotourism subject, object, media and carrier, the lack of energy or sustainability of any subsystem will lead to the "distortion" or "absence" of the whole ecotourism system. In the subsystem of ecotourism, the interaction and influence among the factors of government, enterprise, industry and community, as well as the difference of their initiative and responsibility, will bring about different development states of ecotourism.

**Sustainability:** Ecotourism takes the affordability of the ecological environment as the first consideration, emphasizes the contribution of ecotourists, community residents and practitioners to the protection of the ecological environment, pays attention to the research and maintenance measures of the environmental capacity of tourism, and pays attention to the close integration of tourism with community economic development and environmental protection, which is recognized as the achievement. The effective means and ways of sustainable development of tourism are the forms of tourism coordinated by the principles of sustainable development. While realizing economic, social and aesthetic values, the responding ecotourism industry seeks to maintain appropriate profits and environmental resource values. Developers, tourists, communities and residents are all direct beneficiaries. The environment is effectively protected. It is a sustainable tourism industry and belongs to a resource-saving and environment-friendly industry. In the opinion of this author, ecotourism is not a traditional tourism enterprise, let alone a combination of tourism-related enterprises and institutions. The biggest difference between Ecotourism and traditional tourism lies in the responsibility and initiative of ecotourism, that is, the producers, managers and supervisors of ecotourism should be the social elites who are extremely responsible for the environment, and form a high-end environmental ethics literacy, highly responsible ecotourism service system and ecotourism. The tourism service system involves the scientific management of the government, the correct guidance of institutions, the product innovation of enterprises, the industry supervision of industry groups, the strong support of community residents and the active cooperation of ecotourists and the whole society. Only the above-mentioned governments, undertakings, enterprises, industries, communities, tourists and even the whole society can do so. With sustainable and responsible coordination and cooperation and vigorous assistance, ecotourism resources can be transformed into real ecotourism and sustainable ecotourism. As a resource-saving and environment-friendly industry, ecotourism represents the new trend and direction of the times, and it is adapted to the ecological era that human beings are experiencing. Conversely, to achieve the original goal of ecotourism sustainable development, the key is to ensure a sustainable management system, that is, the joint efforts of green government authorities - ecological enterprises and institutions - ecological tourism industry institutions - ecological tourism destination (community) - ecological tourists. Among them, any link or subsystem problems or deficiencies will cause the paralysis of the whole ecotourism system, leading to the regression of ecotourism. The implementation and Realization of ecotourism needs the continuous improvement and progress of the comprehensive human quality of the whole society and even the whole mankind, and the cultivation and protection of the ecotourism environment. Among them, the ecotourism media and the ecotourism carrier (environment) are in a compatible state.

**Discussion on the environment of ecotourism (carrier)**

Lingling et al. (2000, 2012) put forward the "four-body" concept of ecotourism system earlier, and elaborated the carrier of ecotourism (or ecotourism environment) from the aspects of natural ecological environment, capacity of ecotourism environment and conservation of ecotourism environment of ecotourism destination. The emergence, management and sustainable development of ecotourism are not only closely related to the environment of ecotourism destination (natural ecology and social humanities), but also affected by the comprehensive environment and "atmosphere" of the region, country and even the whole world. In this sense, the ecotourism environment actually includes the micro-environment of the ecotourism destination (community) and the macro-environment of the region. The former refers to the natural environment and humanistic environment of the region (community) where the tourist destination is located and it is the basic support for the development of ecotourism. The latter refers to the broader and indirect external macro-environment, which is the general background and "climate" affecting the development of ecotourism in a region and an important guarantee for the sustainable development of ecotourism. The environment of ecotourism destination (community) includes natural ecological environment, humanistic ecological environment and social ecological environment. Therefore, the environment of ecotourism destination (community) which constitutes an important part of the object of ecotourism, is an important guarantee for the friendly interaction between the subject of ecotourism and the object of ecotourism, and is an important support and carrier for the sustainable development of ecotourism. The natural eco-environment of tourist destination involves geological geography, topography and landform, hydrological environment, climatic conditions, environmental ecology, animals and
plants, soil characteristics, location conditions, etc. It can be seen that the concepts of environmental capacity and carrying capacity of ecotourism should belong to the category of tourism environment of ecotourism destination; the humanistic ecological environment of tourism destination involves the historical background of the community, regional culture, national cultural pride, common values, lifestyle, population status, cultural tradition and educational process of the tourism destination. The social ecological environment includes traffic conditions, communication conditions, economic conditions and conditions, urban distribution and function, infrastructure environment, investment and financing environment, competitive environment, etc. Regional external macro-environment may be national or international, mainly involving political, economic, social-cultural and technological environments (PEST environmental theory, John Swarbrooke and Butterworth Heinemann, 2012).

The author is of the opinion that the carrier of ecotourism (that is, ecotourism environment) is a prerequisite to determine the level, height and quality of ecotourism development. From the perspective of ecotourism system, ecotourism environment is the interaction of the three subsystems of ecotourism subject, object and media, and thus promotes the sustainable development of ecotourism. This is the basis and premise for the occurrence of ecotourism, or the synthesis of various soft and hard environments for the generation and sustainable development of ecotourism. Specifically related to the main environment of ecotourism are the object environment of ecotourism, the media environment of ecotourism and the external macro-environment of interaction and sustainable development between the tourism subject-object-media. Among them, the object environment of ecotourism also contains natural ecology and human and social factors, especially the economic conditions, educational background and regional development level of ecotourists, which have a direct impact on the tourism motivation, mode and objectives of ecotourists; the object environment of ecotourism is also the self-reliance of ecotourism destination. Natural and humanistic social environment directly affects the quality of ecotourism objects and indirectly affects the tourism motivation of ecotourists; ecotourism media environment involves the political, economic, cultural and technological environment of the development of regional ecotourism, and directly affects the purity and authenticity of the development of local ecotourism. The above mentioned environments have no obvious boundaries and scopes, and interact with each other, thus constituting a macro dynamic system of sustainable development of ecotourism.

**RELATIONSHIP BETWEEN ECOTOURISM AND ECOTOURISM SYSTEM WITH SUSTAINABLE DEVELOPMENT**

**Dynamic system of ecotourism and ecotourism system**

The biggest characteristic of ecotourism system is to emphasize the energy conservation and dynamic characteristics of the system, that is, the completely different new dynamic system formed by the interaction among the subsystems of the large ecotourism system-ecotourism dynamic system, a complete tourism dissipation
structure system. The interaction between different subsystems and their influencing factors (force, direction and magnitude) in the ecotourism system can produce dynamic effects of different types, modes and degrees, and can be expressed by the end element function (Figure 1).

Level 1: Any two endpoints are connected in a straight line with each other, such as between the tourist subject and the tourist object, between the tourist subject and the tourist media, between the tourist subject and the tourist environment (and so on). They represent the linear function relationship and express the direct interaction between them.

Level 2: Any three terminal elements are connected to each other to form a complete triangular plane, such as the triangular plane SOE between the tourism subject (S), the tourism object (O), the tourism environment (E), and the triangular plane SOM, SEM, OEM, etc., which express that the three terminal elements are functions of each other, when one of them acts as a function. The relationship between the other two terminal elements constitutes a complete quadratic function relationship. This tetrahedron expresses a complete ecotourism dynamic formed by the interaction among the subsystems of the large ecotourism system – Ecotourism dynamic system, a complete tourism dissipation structure system. The interaction between different subsystems and their influencing factors (force, direction and magnitude) in the ecotourism system can produce dynamic effects of different types, modes and degrees, and can be expressed by the end element function (Figure 1).

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Level 2: Any three terminal elements are connected to each other to form a complete triangular plane, such as the triangular plane HOE between the tourism subject (H), the tourism object (O), the tourism environment (E), and the triangular plane HOME, HEM, OEM, etc., which express that the three terminal elements are functions of each other, when one of them acts as a function. The relationship between the other two terminal elements constitutes a complete quadratic function relationship. System well, which includes: (1) a complete ecotourism dynamic system includes tourism subject (S), tourism object (O), tourism media (M) and tourism environment (E) which are four terminal functions with their related influencing factors; (2) through the interaction and interaction of points, lines and planes, the four terminal elements constitute an integral and indivisible system, namely, ecotourism dynamics system; (3) the ecotourism system: It is a multivariate, dynamic and comprehensive dynamic system. The change of any terminal function or related factor will lead to the change of different aspects, levels and degrees of the whole ecotourism dynamic system.

**Conscious responsibility of ecotourism and ecotourism system**

The biggest difference between the ecotourism system and the traditional tourism system lies not only on the different meanings, characteristics, levels, standards and requirements of the subsystems corresponding to the two systems, but also on the fact that the ecotourism system emphasizes responsibility, which requires industry managers, enterprises and institutions to do the same. The initiative of the development of ecotourism requires the sustainability, coordination and responsibility of the sustainable development of ecotourism, and the positive contribution of tourists, communities and even citizens of the earth to the natural ecological environment and the human and social environment.

The real concept of ecotourism system requires that the four subsystems of the subject, object, media and carrier of ecotourism should meet the real “ecological” conditions and be indispensable. The other is that under the guidance of the real concept of ecotourism system, the four subsystems of “reaching the standard” interact and influence each other to achieve the goal. The real sustainable cycle of ecotourism industry and ecotourism economy will realize the sustainable development of the natural-economic-social system and even the giant system of heaven-earth-man. At present, both at home and abroad are on the way to the development of ecotourism, but there is still a long way to go, especially at home, from the real concept of ecotourism system. Generally speaking, the development of ecotourism in China is in full swing at present, but it is only equivalent to the initial stage of real ecotourism development, mainly in the following aspects.

The first is the epistemological problem of ecotourism. This includes first the misunderstanding of ecotourism caused by the lack of understanding of ecotourism by tourists as the main body of ecotourism; second the inadequate understanding of ecotourism as the media of ecotourism, especially the competent agencies, tourism enterprises, trade associations, etc., due to the limited level of knowledge; it is the object of ecotourism–community residents generally lack of understanding of ecotourism; Third, the lack of understanding of ecotourism industry by competent authorities, tourism enterprises, industry institutions, community residents and other parties. Secondly, the world outlook of ecotourism lacks a systematic view of ecotourism. In the four subsystems of subject, object, media and carrier of ecotourism, as long as three, two or even one of them is ecotourism system, it is regarded as ecotourism system, such as simply understanding ecotourism as nature. Ecotourism activities
related to consumption in eco-regions (such as forest parks or nature reserves) can be simply understood as the tourism system of natural ecotourism scenic spots or destinations.

Thirdly, the methodology of ecotourism- In the so-called Ecotourism System in reality, only the tourism object meets the "ecological" standard, while other subsystems do not meet the "ecological" standard. Common is the inadequate service of tourism enterprises (travel agencies, travel accommodation). Secondly, the irresponsible behavior of tourism subjects (tourist groups) in the process of tourism. What's more, the government of ecotourism destination is eager to focus on the scale of economic development or the effect of poverty alleviation. It has made a series of policies that are harmful to the development of ecotourism, such as ignoring the inherent capacity and carrying capacity of ecotourism destination, increasing the number of tourists by "violence" in order to obtain more tickets.

**Sustainability of ecotourism and ecotourism system**

Sustainable development is the main problem facing mankind in the 21st century. It is directly related to the continuation and development of human civilization, and directly participates in the basic elements of national supreme decision-making. It is the concrete implementation and embodiment of the formal sustainable development of ecotourism. Advocating and constructing ecotourism system is an important way to achieve global sustainable development. It is also an important way to improve the literacy and civilization of all human beings. It is also the common ideal and goal of all human beings. But in order to truly realize the ecotourism system, we still need a process. First, we need to emancipate our minds—the common improvement of the quality of all human beings, the sublimation of the concept of human development, the innovation of the way of life and the transformation of the way of development of all human beings. Second, we need to improve the quality - the emancipation of the way of life and production of all human beings and all human elements. The improvement of quality is once again the innovation and liberation of the mode of human development and the transformation of lifestyle. That is to insist on environmental protection, love the earth, advocate green development and sustainable development.

The theoretical core of ecotourism is the coordinated development of the natural-social-economic complex system, which is the harmony and high unity between man and nature. The concept of ecotourism development calls for changing the production and consumption mode of "high input, high consumption and high pollution", improving the efficiency of resource utilization, and changing the thinking and action. The development of ecotourism not only pays attention to increasing quantity, but also seeks to improve quality, improve efficiency, save energy, protect the environment, change the traditional production and consumption mode, and implement clean production and civilized consumption. Ecotourism shows the dialectical relationship between environment and development, that is, environment and development are inseparable and complementary. The development of ecotourism emphasizes the protection of nature as the basis, which is compatible with the carrying capacity of resources and environment. Therefore, while developing, we must protect the environment, including controlling environmental pollution, improving environmental quality, protecting life support system, protecting biodiversity, maintaining the integrity of the earth’s ecology, ensuring the sustainable use of renewable resources, and keeping human development within the earth’s carrying capacity. The development of ecotourism emphasizes improving the quality of life and adapting to social progress. The connotation of ecotourism should include improving the quality of human life, improving the level of human health, and creating a social environment that guarantees people to enjoy equality, freedom and education. As a typical sustainable tourism, ecotourism emphasizes ecological sustainability, economic sustainability and social sustainability. They are interrelated and inviolable. Ecological sustainability is the foundation, economic sustainability is the condition, and social sustainability is the goal. The common pursuit of mankind should be the sustained, stable and healthy development of the natural-economic-social complex system.

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