

Exploration on the Development of Green Eco-cultural Tourism in Sucrose Industry

-- Taking Laibin city of Guangxi as an Example

Weisong Wang, Wenjing Sun*, Jinghuang Zhu, Xiaobo Sun

Guangxi Science and Technology Normal University, Guangxi, China

*Corresponding author: sunwenjing@gxstnu.edu.cn

Abstract: As an important sugarcane producing area in China, sugarcane culture has become an important part of China's traditional culture. Taking Laibin area of Guangxi as an example, this paper discusses the environmental advantages suitable for sugarcane production, powerful socio-economic conditions and local unique sugarcane culture in Laibin area, Integrate the research perspective of local eco-cultural tourism development. By strengthening the construction of local infrastructure in Laibin area, integrating tourism, sugarcane and cultural resources, promote the vigorous development of eco-cultural tourism experience projects dominated by local sugarcane culture, promote economic income and realize local industrial upgrading.

Keywords: Sugarcane, Ecotourism, Sugarcane culture.

1. Development Conditions of Sugarcane Production and Sugarcane Culture Ecotourism in Laibin City, Guangxi

1.1. Ecological Conditions Suitable for Planting Sugarcane

The large-scale production of sugarcane in Laibin City, Guangxi is closely related to the local natural ecological environment suitable for planting sugarcane. Laibin city is located in the middle of Guangxi, so it is called "Central Guangxi" and enjoys the reputation of "sugar capital of China". Laibin city has unique climatic conditions. It has a unique climate at the intersection of tropic and subtropical along the Tropic of cancer at 23 ° 26 'north latitude. It has sufficient sunshine, abundant rainfall and long frost free period. The climatic conditions are very suitable for the growth of sugarcane and sugar accumulation. The main rivers include Hongshui River, Qingshui River, Liujiang River and Qianjiang River. The rivers in the territory belong to the Xijiang River system of the Pearl River Basin, which provides sufficient irrigation water for sugarcane planting. The soil thickness is more than 50cm and the tillage thickness is more than 20cm. The soil texture is sandy loam to light clay, the pH value is 5.5 ~ 7.0, the content of organic matter is rich, and the soil type meets the planting requirements of high-quality sugar cane. The good local ecological environment and biodiversity are favorable conditions for the development of sugarcane industry.

1.2. Developed Socio-economic Conditions

Sugarcane culture is an important part of China's traditional culture. Since China's reform and opening up, in the development of economic levels in various parts of China, it has greatly improved people's material living standards. People also put forward higher requirements for spiritual and cultural levels, creating favorable conditions for the promotion of sugarcane culture. Especially in recent years,

the government has strengthened the theme of sugarcane culture, established diversified new projects and concepts, popularized sugarcane culture, and created great economic and social benefits. Laibin City in Guangxi also has good geographical advantages, sugarcane resources, convenient transportation, communication network and policy support. All these conditions promote the combination of sugarcane culture and tourism development in Laibin city to create a win-win situation of economy and culture [1].

1.3. Sugarcane Culture Ecotourism Environment

Sugarcane culture ecotourism has a good development prospect in China. Nowadays, more and more places have carried out tourism activities with the theme of sugarcane culture, such as agricultural sightseeing park experience projects including planting and cutting sugarcane held in Yiwu, Zhejiang, Chongzuo, Guangxi and Songxi, Fujian. The success of the above pilot work of sugarcane cultural ecotourism experience provides experience for the cultural ecotourism projects in Laibin City, and adopts an appropriate development model according to its own characteristics.

2. Characteristics of sugarcane Production and Sugarcane Culture Ecotourism

2.1. Sugarcane Culture Is Profound

Laibin city is a harmonious multi-ethnic city with Zhuang Nationality as the main body. There are more than ten nationalities such as Zhuang, Miao and Yao. The population of Zhuang and other ethnic minorities accounts for 75%. In 214 BC, Qin unified Lingnan and set up Guilin County in Guangxi. Laibin city belongs to Guilin county. Before the Tang Dynasty, "Guilin" was all around Laibin city. According to the records of Laibin county annals, planting sugarcane and making sugar in Laibin began in the Tang and Song Dynasties, and sugarcane had been planted in Xiangzhou at that time; In 1910, Laibin county produced 36t sugar; From 1921 to 1931,

Laibin and Xiangzhou became the areas with the largest planting area. In 1926, the total sugar of each county was 2139.2t; In 1950, 970t sugar was produced; Since 1958, small sugar factories have been built, and by 2013, the planting area reached a historical peak of 167000 hectares.

2.2. Combination of Sugarcane Culture and Tourism

The combined development between culture and tourism economy is an innovative product in the era of modern new economy. The cross-border cooperation between sugarcane industry and tourism industry has given birth to sugarcane tourism, a new form of linkage development. Sugarcane tourism is an important part of China's traditional culture. Deepening sugarcane culture experience in tourism experience can strengthen the sensory experience of tourists to a certain extent, and the deepening development of sugarcane culture can also meet the needs of consumers for sugarcane products or sugarcane culture services. Similarly, the combination of sugarcane culture and tourism industry also further improves the tourism function, which can not only drive the innovative development of the tourism industry, but also show sugarcane resources in various forms such as sightseeing, ecology, countryside and health preservation while launching new tourism products, so as to give sugarcane culture new cultural vitality [3].

3. Sugarcane Production and Eco-cultural Tourism Construction in Laibin, Guangxi

3.1. Precise Market Positioning and Differentiated Development

The development and construction of tourism products should also ensure the accurate understanding of sugarcane production products in Laibin area, fully combine with the advantages of local sugarcane production, see the advantages and disadvantages, accurately locate the customer base and classify sugarcane and tourism markets. Although people have high tourism demand in recent years, there is undeniable homogenization of resource development and lack of market competitiveness and uniqueness in the development of eco-cultural tourism projects, which has affected the long-term development of tourism economy. For this problem, we should pay more attention to differentiation, based on the characteristic development idea, establish the guiding concept of sugarcane cultural ecotourism development, always adhere to local conditions, advocate the concept of ecological environment protection, and build a characteristic ecotourism model[4].

3.2. Strengthen the Construction of Ecotourism Infrastructure

If you want to develop the local sugarcane culture ecotourism experience project in Laibin, Guangxi, it is very important to improve the local ecotourism infrastructure construction level. Since most of the local sugarcane planting areas are located in the suburbs far away from the central urban area, the planting environment is relatively primitive, so the relative traffic conditions are not convenient. In order to attract and facilitate tourists to experience and play, the most important thing is to strengthen the construction of local infrastructure such as communication, accommodation,

entertainment and transportation. The government's policies and financial assistance are essential. Multi-channel fund-raising will vigorously develop the development of sugarcane cultural ecotourism, and the developed and perfect scenic spot facilities will also effectively drive the local tourist source to a great extent, Continuously enhance the attraction of ecotourism scenic spots and promote the development of local economy [5].

3.3. Diversified Sugarcane Culture Experience Project

During the construction of ecotourism villages related to sugarcane industry, most government departments, enterprises and villagers will focus their main combination points and development direction on sugarcane planting, fresh sugarcane food, sugarcane production and other links, and fail to completely break away from the shackles of the single concept of "sugarcane". Most of the tourism products developed are sugarcane food, sugarcane agricultural experience projects, sugarcane science popularization projects, etc., which have high project limitations, In the process of vigorously developing the sugarcane cultural ecotourism project of Guangxi Laibin, if the entry point is too single, only taking the excavation of sugarcane cultural connotation as the starting point, the activity feeling of tourists in the tourism experience route will only focus on the links such as sugarcane planting, sugarcane fresh food and sugarcane production, which can not completely break away from the shackles of the single concept of "sugarcane", and most of the tourism products developed are sugarcane food, sugarcane agricultural experience projects Sugarcane science popularization has high project limitations, which will affect the attraction for a long time, and can not meet the diversified needs of tourists to experience eco-cultural tourism. Therefore, it is necessary to develop diversified experience activities. On the basis of fully reflecting the local sugarcane cultural connotation and building sugarcane garden and sugarcane Museum, other cultural elements should be integrated into them. For example, tourists can see the cutting scenes of local people in the viewing, set up a green sports belt in the sugarcane garden, and integrate the local characteristic diet, folk customs, architecture and other cultures of guests, so as to truly realize the integration of local natural scenery and humanistic customs, Truly connect diversified experience projects such as sports and fitness, convalescence and fitness, song and dance leisure, sugarcane culture and farmhouse entertainment, so as to create an attractive and unique eco-cultural tourism experience for tourists [6].

3.4. Develop Sugarcane Culture Themed Leisure Tourism

To realize the full connection between sugarcane production, sugarcane culture and eco-cultural tourism projects, we should meet the needs of the market, do a good job in market cultivation, and constantly develop our own characteristics and diversified tourism products. Sugarcane culture is closely related to leisure culture. In the process of vigorously developing sugarcane culture tourism, we should integrate sugarcane culture and leisure culture to create the maximum economic benefits of sugarcane culture tourism. In addition, in Kaida ecological sugarcane cultural tourism project, different modes such as business leisure and health preservation experience can also be introduced. Seize the

opportunity of vigorously developing rural tourism in China in recent years, and develop experiential projects of leisure agriculture combined with rural tourism with the theme of sugarcane culture. Moreover, in the development of local characteristic sugarcane culture ecotourism projects, brand value and brand influence play a huge role. Therefore, if you want to promote the sugarcane production culture of guests across the country, you should do a good job in the brand construction of eco-cultural tourism, and continuously improve the competitiveness of sugarcane culture ecotourism brand by effectively integrating guests' natural, drinking and other highly competitive resources. In the context of popular tourism, we should do a good job in the local product positioning of sugarcane culture, broaden the promotion channels, pay attention to brand marketing and promotion, and create a unique sugarcane culture ecotourism brand in guest areas under the background of the Internet era.

Acknowledgment

This work were financially supported by Key Laboratory of green and efficient production technology of sugar cane,Guangxi Science & Technology Normal University ((No.:GXKSKYPT2021006).

References

- [1] Runze Lin. Study on the development of cultural ecotourism in beautiful countryside -- a case study of Wuzhai Township, Zhangzhou City[J]. Anhui Agricultural Bulletin, 2019, 025(013):163-166.
- [2] You Mu, Feirao Ma, Lian LUO. Study on the development path of pastoral complex of rural tourism in Guizhou Province -- Taking Southeast Guizhou as an example[J]. Modern marketing (information version), 2020(04):159-160.
- [3] Biyan Huang. Research on the integration of tea culture and tourism economic development[J].culture industry, 2021,(19):146-147.
- [4] Guodong Zhao. Tea in Tibet: ecology, culture or industry—— Discussion on an interpretation model[J]. agricultural archaeology, 2020, No.168(02):97-103.
- [5] Tsai-Fa Yen. Development problems and Countermeasures of tea culture tourism from the perspective of Rural Revitalization: a case study of Yibin, Sichuan[J]. Island Tourism Research, 2019, 12(3):51-70.
- [6] Weizhi Zeng. Theoretical and practical exploration of rural tourism development under the new situation -- evaluation of rural tourism research in the new era[J]. Journal of Sichuan Tourism University, 2019, 141(02):105-106.