

# Development and Management of Coastal Tourism Destinations from the Perspective of Ecological Nature View

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## Abstract

The ecological view of nature in dialectics of nature not only provides an important theoretical basis for the construction of ecological civilization, but also helps to continuously promote the development and management of modern coastal tourism destinations and achieve the goal of comprehensive sustainable development. Through a comprehensive grasp the basic theory of ecological view of nature, from the connotation and significance of the ecological view of nature, analyze the ecological view of nature and the coastal tourism destination, the relationship between the development and management of combining the ecological view of nature in the process of tourism destination development and management practice, and put forward reasonable development and scientific management, the feasibility of seaside tourism destination, Thus, the research on the development and management of coastal tourism destinations from the perspective of ecological nature will be further deepened, and the scientific development of coastal tourism destinations will be continuously promoted while the harmonious and sustainable development between man and nature will be realized.

## Keywords

Ecological View of Nature Tourism; Destination Development; Tourism Management.

## 1. Introduction

In the book *Dialectics of Nature*, Engels tells the scientific relationship between man and nature, man and natural science, among which ecological view of nature is one of the important chapters, which contains extremely rich connotation and green implication. To some extent, this is in accordance with the principle of sustainable development emphasized in the process of modern tourism development and management.

Since the 18th National Congress of the Communist Party of China (CPC), the academic circle has carried out a series of comprehensive practical exploration and multi-dimensional theoretical innovation based on the ecological needs of the masses. Representative examples include the theory of "two mountains" put forward by General Secretary Xi Jinping, that is, "clear waters and green mountains are mountains of gold and silver"; It also includes the theory of sustainable development, the scientific concept of development, the theory of human-land coordination and so on. These theories not only provide a fundamental basis for promoting the construction of ecological civilization of human society, but also make extremely important theoretical contributions to the elimination and healing of the dual needs of natural persons, especially the binary opposition, and are also an important practice of the ecological view of nature in *Dialectics of Nature*.

In addition, as for coastal tourism destinations, their development process is more influenced by tourism natural resources, and more attention should be paid to the protection of natural ecological environment in the process of tourism development and management than other tourism destinations. Based on this, this article from the connotation and significance of ecological natural view, analyzes the ecological view of nature and the relationship between

tourism development and management, combining with the ecological view of nature in the process of tourism development and management practice of present situation, and the ecological view of nature under the perspective of tourism development and management of related research, realize the harmony of man and nature, sustainable development.

## **2. Connotation and Significance of Ecological View of Nature**

The ecological view of nature is derived from the Marxist view of nature in Engels' Dialectics of Nature, and is one of the most direct theoretical sources of modern ecological view of nature. In the cognition of Marxist view of nature, the development process from systematic view of nature to artificial view of nature and then to ecological view of nature is also witnessing the deepening of the relationship and cognition between man and nature. By analyzing the connotation and significance of ecological view of nature, the relationship between ecological view of nature and tourism development and management will be further clarified, and the ultimate goal of ecological civilization will be realized.

### **2.1. The Connotation of Ecological View of Nature**

The ecological view of nature is the dialectical inheritance and development of Marx and Engels' ecological thought. It is a comprehensive embodiment of the ideological achievements in many fields such as the emergence and response of modern ecological crisis and the summary of modern ecological civilization science. Therefore, when it comes to the connotation of ecological view of nature, it involves a wide range of contents, including naturalism, socialism, communism and so on. The second is the cognition of practice.

First, emphasize the cognition of nature. In the view of ecological nature, nature is the primary premise and important foundation of human existence and development. Marx and Engels pointed out the dialectical unity between man and nature in their collected works, that is, "Nature, as far as it is not human body, is human inorganic body".

Ecological view of nature that is prior to the existence of human nature, is an important and special principle, is the existence and development of human society, which produces important realistic foundation, and people just for the phases of natural products, therefore, should base on human nature, to respect the rules of the development of natural cannot easily trample or destroy the natural.

Second, emphasize the mediating effect of practice. In the view of ecological nature, practice is an important basis for better grasping the dialectical relationship between man and nature, and an important ideological basis for the view of ecological nature in the dialectics of nature. We can better grasp the law of unity of opposites between man and nature by taking practical activities as the intermediary. In the ecological nature audience, the close relationship between man and nature is always emphasized, in short, that is, the interrelation between man and nature, without being separated from the human society of nature, nor from the abstract nature of human society.

Therefore, practice, to some extent, can be said to be an important medium to promote the establishment of a sound unity of opposites between man and nature. Concrete can be grasp from the following two aspects, on the one hand, it is between man and nature in a dynamic state of the harmony, unity, and before the west advocate green ecological centre doctrine is different, the human and the nature of the socialist thought belongs to static opposition, is have a certain abstract ecological value and ecological romantic, it ignored the people's essential strength, They did not take into account the effect of emotional and objective activities.

On the other hand, the media function of practice is also reflected in its material production form, that is, "the unity of man and nature" proposed by Marx. At the beginning of the industrial civilization era, the production practice has gradually become a grasp the dialectical unification

relations between man and nature of important basis, then the academic circles in related to explore the ecological view of nature is deeply realize this, the man is to transform object of the world, through practice, to say the practice prove that natural objective body at the same time, It also makes people's sociality fully displayed.

## **2.2. Significance of Ecological View of Nature**

### **2.2.1. Theoretical Guiding Significance**

Ecological view of nature is an important product of Marx's ecological thought, which has high theoretical value to deal with the ecological crisis and environmental problems brought by the rapid economic development at present, and also has important guiding significance to the sustainable economic development in the future.

Marx believed that the capitalist mode of production is the deep source of alienation that leads to the separation and confrontation between man and nature. Therefore, how to alleviate and even solve the current conflict and contradiction between economic development and ecological environment will become an important starting point to explore the relationship between man and nature.

Since the industrial civilization, with the continuous acceleration of industrialization, the conflict and contradiction between economic development and ecological environment protection has become increasingly acute. Ecological crisis and environmental problems have become the key factors restricting the sustainable development of human society. Among them, whether it is socialism or capitalism, in human civilization form, social and economic development, the progress of science and technology, such as history, will inevitably be the effects of capital production, make a need to consider the bearing capacity of the ecological environment problems, all need further consideration ecology, environment friendly harmonious premise of green economic development strategy.

Therefore, the ecological thought in Marxism, especially the theory of ecological view of nature, through the ecological criticism of the current social capital logic, has a certain theoretical guidance for human society to fully understand the duality of capital, evade and even crack the inherent defects of capital logic.

### **2.2.2. Practical Significance**

Based on the standard of ecological value, the current civilization era is also called the ecological civilization era by scholars, namely the new civilization era in which man and nature coordinate and develop together. In the background of ecological civilization era, it not only further confirms that nature provides the means of production and living for the practical activities of human society, but also overcomes the conflict between eco-centrism and anthropocentrism, and sets up the scientific value concept of respecting and loving nature. Abandon the original industrial civilization advocated by capitalism brought about by the "binary opposition" of man and nature thinking pattern.

Among them, the ecological view of nature is not only the relationship between people and nature from the epistemology level is put forward in the right direction, but also go deep into the social practice level, the relationship between man and nature provides the practice of the scientific development path, and specify the nature is the important foundation of human survival and development, should adhere to the concept of sustainable development, grasp the ecological connotation of the contemporary significance of dialectics of nature, Fully and reasonably understand the regularity and inevitability of natural ecosystem. On this level, tourism, as a representative of the development of emerging industries, is on the basis of following the law of natural development, and constantly explores the rational path of harmonious coexistence between man and nature, which has a certain logical relationship with the internal logic level.

### **3. Relationship between Ecological View of Nature and Coastal Tourism Destination Development and Management**

Ecological view of nature is one of the contemporary form of marxist view of nature, is also a seaside tourism destination, tourism development and management of important guiding theory, through the development of modern tourism development and management has always been in our country, presents the relevant link, the interaction process, emphasizes the sustainable development of the people to pursue long-term, To pursue harmonious development and common progress of man and nature, we can further explore the relationship between ecological view of nature and tourism destination development and management from the aspects of material production, social system and ideology.

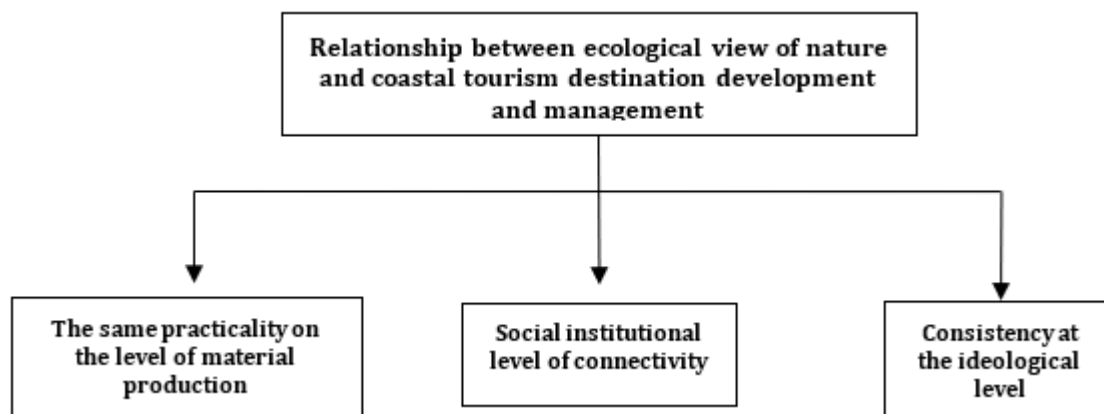
Firstly, The same practicality on the level of material production. The ecological view of nature reflects that the leading industry of ecological civilization is ecological industry, that is, agriculture, industry, information industry and service industry aiming at ecology. Its core is the basic industry that maintains the balance of ecological system in the trinity of "nature, society and economy". At this point, the tourism industry is belong to the service sector in the tertiary industry, it includes ecological agriculture, ecological industry, and many other areas, emphasis on the balance of ecological system and the development, belongs to the typical product of natural production and social reproduction, which fully reflects the ecological view of nature and tourism destination development and management in the process of material production level of identity.

Secondly, in the process of development and management of coastal tourism destinations, we can witness not only the change of natural production and transformation, but also the transformation process of market and material brought by social reproduction, which focuses on the coordinated transformation of practice between the two. On the one hand, the development of tourism destination depends on the tourist attractions, including beach, coast, coastal landscape of binhai natural tourism resources, including coastal local conditions and customs, binhai customs, binhai diet culture and so on coastal cultural tourism resources, therefore, in the process of its tourism development and management, the requirement is the need to follow certain laws of nature, Considering the reasonable carrying capacity of natural resources in coastal tourism destinations; On the other hand, the tourism development and management of coastal tourism destinations should also be market-oriented, pay attention to the development law of market economy, pay attention to the grasp of the characteristics of tourism consumers, and avoid violating the internal law requirements of market economy.

Second, the connection of social system. The ecological view of nature emphasizes the social system of ecological civilization, which can provide institutional guarantee for the norms and constraints of human behavior from the aspects of politics, economy, society and education. To provide reasonable and scientific legal guarantee for maintaining good natural ecological environment; To maintain the relationship between man and nature to provide ecological education and so on. This is intrinsically related to the social system followed in the process of tourism development and management. It is not only the embodiment of the concept of sustainable development required by tourism development and management, but also the internal logical requirements of laws and regulations in the tourism industry.

Third, the consistency of ideas. The core element of ecological view of nature is the ecology of thinking mode and value. First is on the way of thinking, ecological view of nature and tourism development and management of existing consistency, namely to break the inherent or simple pure farming industrialization development way of thinking, more is to start thinking about ecological problem, avoid again took to the western developed countries in the industrial civilization era "pollution after the first industrial development," the road of development.

In addition, the consistency of both in concept level also reflect on the value idea, the ecological view of nature and there is consistency between tourism development and management, embodied in the seaside tourism destination development and management process, requires both to do attaches great importance to the social value, asked for a great importance to ecological value, rather than to simply adheres to economic theory of value idea.



**Figure 1.** Relationship between ecological view of nature and coastal tourism destination development and management

It can be said that adhering to the ecological view of nature is the proper meaning in the process of realizing the modernization of China's tourism industry. Although the modern development of China's tourism industry has made breakthroughs, and new industries and formats in the field of tourism show a rapid growth trend, there are still some urgent problems to be solved in the development process of coastal tourism destinations. Therefore, in order to rationally develop and scientifically manage coastal tourism destinations, it is still necessary to adhere to the correct ecological view of nature, uphold the guidance of ecological view of nature, find out the essential law of sustainable development of tourism, control adverse factors, and infiltrate the view of nature into the modernization development of tourism industry. Harmony between the system and the elements, combination of subjective initiative and respect for the law of nature, and coordination between the development of tourism industry and the natural ecological environment can finally achieve harmony between man and nature.

#### 4. Practice of Ecological View of Nature in Coastal Tourism Destination Development and Management

The practice of ecological view of nature in the development and management of coastal tourism destinations mainly includes two aspects: one is the embodiment of theoretical practice; The second is the embodiment of production practice.

##### 4.1. Embodiment of Theory and Practice

At present, on the basis of ecological view of nature, combined with the actual situation of modern tourism development and management, the academic circle has carried out multi-dimensional and three-dimensional analysis, which has produced a number of theories, such as green production theory, sustainable development theory, "two mountains theory", scientific development concept, man-land relationship theory and so on.

Marxism once pointed out that natural elements are the important conditions and primary prerequisite for the development of social production and life. It can be seen that to some extent, the production, life and even economic development of human society are not always in an



inherent and fundamental antagonistic relationship with ecological and environmental protection. Using the theory of "two mountains expression can be interpreted as" green water castle peak "and" jinshan silver "is not irreconcilable conflict between the fundamental contradiction, but for the pattern of economic development of human society is not scientific, natural development uncoordinated cause temporary contradiction, therefore" hills and green and jinshan silver "is completely can achieve. As the sustainable development theory and man-earth relationship theory advocated at present, they are constantly calling on us to correctly handle the relationship between human social and economic development and ecological and environmental protection, and are also the in-depth practice and true portrayal of the theory of ecological view of nature.

Therefore, in the process of exploring the reasonable development and scientific management of coastal tourism destinations, most academic circles adhere to the guidance of ecological nature view, strengthen the attention and attention to the coastal natural ecological environment, constantly explore the sustainable development of coastal ecology, and deeply practice the ecological nature view.

#### **4.2. Embodiment of Production Practice**

The ecological view of nature emphasizes the unity of natural environment and social environment, as well as the unity of human initiative and activeness, which is exactly the case in the development and management of coastal tourism destinations.

On the one hand, the development of seaside tourism destination and management process, was its inherent requirement for the sustainable development emphasizes the unity of natural environment and social environment, which requires to be on the basis of the reasonable development and utilization of natural resources, combined with the development of the social environment, realize the fusion and development of many industries, such as to strengthen the integration of binhai accommodation industry and coastal scenic area and development and so on. On the other hand, the development and management of coastal tourism destinations also reflect the unity of human initiative and passivity. First, the whole process of development and management of coastal tourism destinations, from tourism development subjects to tourism consumers to local residents, fully reflects the subjective initiative of human beings, and reflects the role of human beings in the transformation of natural resources. At the same time, the development of tourism and the follow-up management, still need to comply with the laws of nature and social development, to some extent, the process of tourism development and management are needed in the law, under the constraint of people as the main body, whether it's tourism development main body or participate in the main body, is moving, are presented under certain restriction of behavior, As coastal tourism project development, can not blindly to the deep sea, also need to consider now supporting ability of science and technology, tourism consumers limit individual elements such as, need to do it according to the real conditions of restriction and further plan the long-term development of seaside tourism destination, it reflects the people's initiative and the integrity of moving.

### **5. Reasonable Development and Scientific Management of Coastal Tourism Destinations**

Based on the above analysis, in order to achieve rational development and scientific management of coastal tourism destinations, it is necessary to further strengthen the study and application of ecological view of nature based on the local actual situation, and then plan its development path:

### **5.1. On the Premise of "Sustainable Development"**

The development and management of coastal tourism destinations should adhere to the premise of the concept of "sustainable development", including sustainable development of coastal tourism resources, sustainable development of coastal economy, stable and sustainable coastal social environment and stable and sustainable coastal ecology. Among them, sustainable development of coastal resources is the foundation. The development of coastal tourism destinations includes not only the urban and regional development of coastal areas, but also the development and utilization of coastal ecological resources, such as islands, coasts, beaches and so on. The seaside tourism ecological resources by the limitations of natural environment and its ecological vulnerability, easily affected by irreparable. Therefore, in order to achieve reasonable development and scientific management of coastal tourism destinations, it is necessary to adhere to the development concept of "sustainable development" as the premise, to achieve appropriate and timely development, to avoid damaging the tourism ecology of coastal destinations.

### **5.2. Take "Ecological Naturalization" as the Direction**

Seaside tourism destination development and the management still need to "natural" for the direction, namely the need to adhere to the ecological ethics, in the pursuit of seaside tourism economic development benefits at the same time, the need to protect coastal ecological destroyed by excessive, in order to realize the human and the nature of the same deposit symbiosis, coordinated development, and at the same time in the experience of ecological beauty of seaside tourism destination, It can also constantly create new ecological beauty and form a virtuous circle of harmonious development between man and nature. In terms of seaside tourism destination, the planning and development process, the need to pay more attention to "natural", concrete manifestation for the seaside tourism planning and construction attention to merge with the depth of the natural ecological environment, in addition to the regular marketization seaside tourism products, should also strengthen leisure experience seaside tourism product development and management, such as coastal health tourism products, island in-depth tourism experience products, maritime cruise leisure tourism products and so on. Relying on the original characteristics of coastal tourism resources in coastal tourism destinations, it can further combine the ecological nature of coastal tourism with modern market development while meeting the increasing demands of modern tourism consumers, and realize the harmonious coexistence between human and nature in the management and development of coastal tourism destinations.

### **5.3. To "Build a Community of Interests" as the Fundamental**

Coastal tourism is affected by its own special ecological environment vulnerability and is more susceptible to ecological destruction and environmental damage, so stick to build "community of interests" seaside tourism destination development, the development and management of the coastal tourism destination need to adhere to the participation of different interest subjects, such as adhere to the local government's leading role play to seaside tourism destination, insist on the principal role of seaside tourism destination development enterprise, adhere to the seaside tourism destination social the public and the participation of social organizations, Adhere to the important role of coastal tourism destination tourists to participate in cooperation. By building the corresponding "coastal tourism destination development interest community", identify the multiple interests of coastal tourism destinations, coordinate their mutual development relations, and then promote the reasonable development and scientific management of coastal tourism destinations.

## 6. Conclusion

Engels' dialectics of Nature still has important practical significance and great theoretical value in contemporary society, in which the ecological view of nature is of great value to tourism development and management. On the basis of the above review, by combining the theoretical guidance of ecological view of nature, appropriate development suggestions can be put forward for the development and management of tourism destinations from the following aspects:

First, we need to protect the ecological environment. Tourism industry is not only a green industry, but also a green dependent industry, which is dependent on the natural environment. Therefore, in the process of tourism development and management of the construction of the need to combine the requirements of the ecological view of nature, from the perspective of regional ecological security, this objectively evaluate environmental protection, advocate ecological tourism activities, balance the local economic, social and environmental benefits, setting up reasonable construction of the bottom line, protect the ecological environment, the rational development of resources, avoid excessive development of natural resources, Maintain the permanence of natural resource endowment, guarantee the value of sightseeing and vacation in tourism development areas, and promote the green and sustainable development of tourism.

Second, actively promote industrial integration to achieve comprehensive development of tourism industry. Current industry integration is the trend of The Times, the tourism industry is one of the advantages of diversification, so want to combine the theoretical guidance of ecological natural view, adjust measures to local conditions to tourism and ecological agriculture, ecological industry, such as the integration of modern industry, promoting the diversity of forms, form the development pattern of integration of associated industry, realize the industry cluster, Clarify the driving effect of industrial development on regional economy, build a strong thematic industrial system, cultivate the ecological circle of industry and products, develop a series of integrated products around the core theme, enrich the play projects, empower each other, and enhance local productivity and competitiveness.

Third, we will follow the law of natural development and establish sound laws and regulations for ecological and environmental protection. Strengthening the construction of ecological protection system and establishing and perfecting ecological civilization system is an important embodiment of practicing ecological view of nature and an important guarantee for promoting the development of modern tourism and good management. In terms of seaside tourism destination, more attention should be paid to the development of the coastal natural ecological objective laws, especially for coastal tourism resources reasonable development and scientific management, in the pursuit of economic benefits at the same time, also pay attention to realize economic, social, ecological and other multiple benefits of dialectical unification, to implement the scientific outlook on development, taking the path of sustainable development, to realize the sustainable development of tourist destinations in the real sense.

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