

SUSTAINABLE DEVELOPMENT OF CHINA'S HISTORIC CITIES AS TOURIST DESTINATIONS: A CASE STUDY OF CHENGDU

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This paper discusses the sustainable development of Chengdu, a famous historical city, in tourism development. As the cultural center of Southwest China, Chengdu has a rich historical and cultural heritage and beautiful natural landscapes, attracting a large number of domestic and foreign tourists. However, the development of tourism has also brought about a series of problems. In order to achieve sustainable development, Chengdu has adopted a variety of strategies and practices that help to protect its natural and cultural resources and promote local economic development, while providing tourists with a richer and more in-depth tourism experience.

Keywords: sustainable development; environmental protection; history and culture.

УСТОЙЧИВОЕ РАЗВИТИЕ ИСТОРИЧЕСКИХ ГОРОДОВ КИТАЯ КАК ТУРИСТИЧЕСКИХ НАПРАВЛЕНИЙ: НА ПРИМЕРЕ ЧЭНДУ

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В данной статье рассматривается устойчивое развитие Чэнду, знаменитого исторического города, в сфере развития туризма. Будучи культурным центром Юго-Западного Китая, Чэнду обладает богатым историко-культурным наследием и прекрасными природными ландшафтами, привлекающими большое количество отечественных и иностранных туристов. Однако развитие туризма породило и ряд проблем. Для достижения устойчивого развития Чэнду применяет различные стратегии и практики, которые помогают защитить природные и культурные ресурсы, способствуют местному экономическому развитию, а также предоставляют туристам более богатый и глубокий туристический опыт.

Ключевые слова: устойчивое развитие; охрана окружающей среды; история и культура.

Globally, the sustainable development of cities, as centres of human socio-economic activity, has a critical impact on the future of the entire planet. As a key city in western China, Chengdu's sustainable development practices are not

only important for local socio-economic development, but also have a positive impact on the achievement of the global sustainable development goals. This report will analyse the criteria of the Global Standards Forum on Sustainable Development (GSTC) with Chengdu as the destination, and together with the analysis of examples, it will clarify the current status and prospects of sustainable development in Chengdu and put forward corresponding views and suggestions.

Analysis of the Current Situation of Sustainable Development in Chengdu

1. Sustainable economic development. As an important city in western China, Chengdu has a strong economic development momentum. In recent years, Chengdu has been actively promoting industrial restructuring and vigorously developing high-tech industries, green economy and modern service industry, which has significantly improved the quality and efficiency of the economy. At the same time, Chengdu focuses on the coordinated development of the region and promotes the integration of urban and rural areas, which further strengthens the capacity for sustainable economic development.

2. Sustainable development of ecological environment. Chengdu has achieved remarkable results in ecological environmental protection. Through the implementation of a series of ecological restoration and environmental management projects, Chengdu's air quality, water quality and other environmental indicators have been significantly improved. At the same time, Chengdu has actively promoted green lifestyles, strengthened education on ecological civilisation, and raised citizens' awareness of environmental protection, laying a solid foundation for sustainable ecological and environmental development.

3. Sustainable social development. Chengdu focuses on social fairness and justice, and promotes the balanced development of public services such as education, medical care and social security. Through measures such as strengthening community construction, improving the living standards of residents, and perfecting the social security system, Chengdu's capacity for sustainable social development has been increasing. In addition, Chengdu actively advocates the spirit of volunteerism and promotes the participation of social forces in public welfare, injecting new vigour into sustainable social development.

4. Policies and regulations to guarantee sustainable development. The Chengdu Municipal Government has issued a series of policies and regulations to provide a strong guarantee for sustainable development. These policies and regulations cover a wide range of aspects such as environmental protection, resource utilisation, scientific and technological innovation, etc. By strengthening law enforcement and supervision and improving the policy

system, they have effectively guaranteed the smooth promotion of sustainable development.

5. International cooperation and exchanges promote sustainable development. Chengdu has been actively working on international cooperation and exchanges, injecting new impetus into sustainable development. Chengdu actively participates in international organisations and forums to strengthen exchanges and cooperation with the rest of the world. At the same time, Chengdu has hosted a number of international conferences and events, attracting a large number of international investments and talents, bringing new opportunities and challenges for the city's sustainable development.

The challenges to Chengdu's sustainable development include the following:

1. Shortage of resources. Chengdu itself is not a resource-based city, and there is a relative shortage of land, water, minerals and other resources, especially in the process of modernisation and industrialisation, and the lack of resources will pose a challenge to Chengdu's sustainable development.

2. Pressure on the ecological environment. With population growth and economic development, the ecological environment of Chengdu is under increasing pressure. The quality of the atmosphere, water, soil and other environments is polluted to varying degrees, making environmental protection and management more difficult.

3. Problems of urban planning and management. As the scale of the city continues to expand, problems of urban planning and management are becoming more and more prominent. How to realise rational planning of the city, avoid the development of the city in the form of "big cake", and improve the level of urban management are the problems that need to be solved for the sustainable development of Chengdu.

The opportunities facing chengdu's sustainable development mainly include the following:

1. Scientific and technological innovation. With the continuous progress and innovation of science and technology, Chengdu City will usher in new opportunities in the development of high-end manufacturing, new energy and new materials. At the same time, science and technology innovation will also provide more tools and means for urban planning and management in Chengdu.

2. Green Development. With the global emphasis on environmental protection, Chengdu will have more opportunities for green development. With its unique natural conditions and resource advantages, Chengdu can take advantage of eco-tourism, eco-agriculture and eco-restoration to achieve green development.

3. Urban Renewal. With the advancement of urbanisation, Chengdu will have more opportunities for urban renewal. Through urban renewal and

renovation, Chengdu City can upgrade its urban infrastructure and public services, and improve the quality of the city and the quality of life.

4. Talent Introduction. With population growth and urbanisation, Chengdu will have more opportunities for talent introduction. Chengdu city can attract more talents to develop in Chengdu city by optimising the talent policy and provide intellectual support for the economic and social development of Chengdu city.

In conclusion, the sustainable development of Chengdu City faces both challenges and opportunities. Only through continuous innovation and efforts can we seize the opportunities, cope with the challenges and realise the sustainable development of Chengdu.

Based on the standard framework of GSTC, the outlook of Chengdu's sustainable development is as follows:

1. Continuously promote economic restructuring and innovative development. Chengdu should continue to increase its support for high-tech industries, green industries and modern service industries, improve its independent innovation capability, and promote high-quality economic development. At the same time, it should strengthen co-operation and exchanges with advanced international cities and introduce advanced technologies and management experience.

2. Strengthen environmental governance and ecological restoration. Chengdu should continue to promote the construction of urban infrastructure, strengthen environmental monitoring and governance, improve the efficiency of resource utilisation, and realise a virtuous cycle of economic development and environmental protection. At the same time, it should strengthen ecological restoration and environmental governance in neighbouring areas to promote regional green development.

3. Deepen the construction of social equity and harmony. Chengdu should continue to strengthen the social security system, improve the level of public services, narrow the gap between urban and rural areas, and promote fair and inclusive social development. At the same time, it should strengthen its efforts to pay attention to and support disadvantaged groups and create a harmonious and stable social environment.

4. Strengthen international cooperation and exchange. Chengdu is an important city in western China, with unique geographical and resource advantages. By participating in the activities of international organisations such as GSTC, it can strengthen cooperation and exchange with international cities, and jointly explore paths and solutions for sustainable development. At the same time, Chengdu's international reputation and influence will be enhanced through the "Belt and Road" and other national strategic opportunities.

To sum up, Chengdu is expected to achieve even greater success on the

road to sustainable development by continuing to promote economic restructuring and innovative development, strengthening environmental governance and ecological restoration, deepening social equity and harmony, and enhancing international cooperation and exchanges.

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