

SUSTAINABLE TOURISM: OFFICIAL DOCUMENTS AND NATIONAL PRACTICES IN CHINA AND BELARUS

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In the era of sustainable development, tourism has become one of the hot areas of concern to the international community. As people's demand for travel continues to increase, how to achieve sustainable development of tourism has become a global issue. This article aims to explore sustainable tourism innovation in China and Belarus, learn from international experience and combine it with domestic practice to promote the sustainable development of our countries tourism industry.

Keywords: tourism; sustainable development; practical experience.

УСТОЙЧИВЫЙ ТУРИЗМ: ОФИЦИАЛЬНЫЕ ДОКУМЕНТЫ И НАЦИОНАЛЬНАЯ ПРАКТИКА В КИТАЕ И БЕЛАРУСИ

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В эпоху устойчивого развития туризм стал одной из горячих областей, вызывающих обеспокоенность международного сообщества. Поскольку спрос людей на путешествия продолжает расти, то, как добиться устойчивого развития туризма, стало глобальной проблемой. Целью этой статьи является изучение инноваций в области устойчивого туризма в Китае и Беларуси, изучение международного опыта и объединение его с отечественной практикой для содействия устойчивому развитию туристической индустрии моей страны.

Ключевые слова: туризм; устойчивое развитие; практический опыт.

The sustainable tourism, is a concept that seeks to promote responsible travel and tourism practices that minimize negative impacts on the environment, society, and economy while maximizing benefits for local communities and the environment [1]. As tourism expanded globally, concerns

about its environmental impacts, cultural disruptions, and social inequalities became more apparent. Organizations such as the United Nations World Tourism Organization (UNWTO) and various environmental and development agencies began to emphasize the importance of sustainable tourism practices to mitigate these negative impacts. It is a critical component of sustainable development, as tourism is one of the largest and fastest-growing industries globally, with significant potential to contribute to economic growth and poverty reduction.

Sustainable tourism involves a range of practices, including reducing carbon emissions, conserving natural resources, protecting biodiversity, supporting local communities, promoting cultural heritage, and ensuring that tourism activities are socially and environmentally responsible. This requires collaboration among various stakeholders, including governments, tourism operators, local communities, and tourists themselves.

The development of sustainable tourism in China is generally good, which is conducive to promoting rural revitalization, ecological civilization and high-quality development. The following aspects deserve attention:

At the national level, The State Council issued the 14th Five-Year (2021-2025) Plan for Tourism Development, putting forward the goals, tasks and measures for the development of tourism during the 14th Five-Year Plan period, emphasizing the need to promote high-quality development of tourism and achieve higher quality, more efficient, fairer, more sustainable and safer development of tourism.

At the industry level, collaboration with Accor and Ctrip, has released "The Journey to Greener Travel in China," which explores the overall environmental impact of China's tourism industry, analyzes Chinese travelers' attitudes toward sustainable travel, and makes a series of recommendations to support Chinese travelers' understanding of sustainable travel, inspire behavior change, and ultimately help the industry move toward a "carbon positive" model.

At the local level, all regions, based on their own characteristics and resource advantages, actively explore the development path of green tourism, such as eco-tourism, rural tourism, red tourism, etc, to create a number of tourism products and destinations with local characteristics and cultural connotations, provide tourists with diversified tourism experiences, and bring economic benefits and social benefits to local residents.

There are several official documents on sustainable tourism in China, for example:

The Notice of the Ministry of Culture and Tourism on the issuance of the Domestic Tourism Promotion Plan (2023-2025) puts forward [2] the objectives, tasks and measures for the improvement of the domestic tourism market,

emphasizing that it is necessary to focus on improving the scale and quality of the domestic tourism market, adhere to the organic combination of the implementation of the strategy of expanding domestic demand and deepening the supply-side structural reform, and further improve the tourism consumption environment. Boost tourism consumption confidence and meet the diversified and personalized needs of tourists.

The Circular of the Ministry of Culture and Tourism and 17 other departments on the issuance of the Guiding Opinions on Promoting the Sustainable Development of Rural Tourism put forward the guiding ideology, basic principles, [3] main tasks and safeguard measures for promoting the sustainable development of rural tourism, emphasizing that it is necessary to adhere to the culture to shape tourism, to promote the integrated development of culture and tourism, and to accelerate the promotion of green and low-carbon development, Create a new type of tourism consumption destination.

Sustainable tourism is generally well developed in Belarus and contributes to economic growth, social progress and environmental protection. Specifically, the following aspects deserve attention:

At the national level, Belarus has formulated the Strategy for Sustainable Social and Economic Development of Belarus until 2030, which identifies tourism as one of the main drivers of national economic development, puts forward goals, tasks and measures for the development of tourism, and emphasizes the realization of high quality, high efficiency, high equity, high sustainable and high security development of tourism.

At the industry level, the tourism industry in Belarus is rich in natural and cultural resources, including four World Heritage sites, four national parks, two biosphere reserves, 159 museums and 29 professional theaters, etc., providing tourists with a variety of tourism products and experiences, such as ecotourism, rural tourism, red tourism, cultural tourism, etc.

At the international level, Belarus actively participates in activities such as the United Nations International Year of Sustainable Tourism for Development, and carries out tourism cooperation with China and other countries to promote the internationalization and regionalization of tourism and improve the competitiveness and influence of tourism.

Belarus has the following official documents on sustainable tourism development, For example:

"Strategy for the Sustainable Socio-economic Development of Belarus until 2035", [4] which considers the transition to a circular economy as a new direction for the development of tourism, through the more efficient use of existing resources, processing waste and the use of renewable resources to achieve economic growth.

The Draft Plan for the Social and Economic Development of Belarus for 2021-2025 and the Plan of Government Activities until 2025 [5] emphasize the implementation of measures to support the green economy and the development of priority areas of the green economy, such as electric transportation, smart and energy-saving green cities, and circular economy.

With the development of sustainable tourism, there are many good examples around the world, and the following are the best examples from China, Belarus and other countries, For example:

China: Shangri-la in Yunnan Province, China's first national nature reserve, is rich in biodiversity and Tibetan culture, providing tourists with ecological tourism, ethnic tourism, science education and other programs, while focusing on the protection of local natural resources and ethnic customs.

Jiuzhaigou Valley in Sichuan Province, a World Natural Heritage site and national scenic area, is famous for its unique colorful lakes and waterfalls, providing visitors with viewing, photography, hiking and other activities, while implementing strict environmental management and ecological restoration measures to protect the local ecosystem and Tibetan and Qiang culture.

Belarus: The Fortress of Brest, one of the most famous historical and cultural sites in Belarus, is also an ecological museum with a variety of flora and fauna, offering visitors opportunities for viewing, education and leisure.

Beloveges National Forest Park, Europe's largest virgin forest and a World Natural Heritage site, protects precious biodiversity, including European bison, wolves, bears and other animals, and offers visitors activities such as ecotourism, hiking and cycling.

Australia: The Sydney Opera House, one of the most iconic buildings in the world, is also a model of green architecture, achieving energy conservation and emission reduction through the use of solar panels, rainwater harvesting systems, energy efficient lighting and other measures, while providing a high-quality cultural tourism experience.

Indonesia: Bali Green School, an international school based on the concept of sustainable education, uses renewable materials such as bamboo to build school buildings, uses solar energy and hydropower to cultivate students' environmental awareness and innovation ability, attracting tourists and volunteers from all over the world.

Sustainable tourism is a form of tourism that meets the needs of tourists while protecting and benefiting the natural, social and economic resources of the destination. We believe that sustainable tourism is not only a way to travel, but also a life attitude and value. Every tourist can contribute to sustainable tourism through their own actions.

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