

Research Article

Sustainable Utilization Mode of International Communication of Cultural Tourism Resources Based on the Concept of Green Growth

Lu Wang 

Tourism College, Hunan International Business Vocational College, Changsha, 410000 Hunan, China

Correspondence should be addressed to Lu Wang; 201701111000021@stu.hubu.edu.cn

Received 9 February 2022; Revised 26 February 2022; Accepted 7 March 2022; Published 19 April 2022

Academic Editor: Hoon Ko

Copyright © 2022 Lu Wang. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Cultural tourism is gradually showing a rapid development momentum, but there are also some corresponding problems in the use and development of cultural resources and management mode, so how to maintain the sustainable development of cultural tourism resources and environment on the basis of economic stability is particularly important. Therefore, this paper takes the tea culture resources of Hunan Province as the research object, adopts the methods of questionnaire survey, and conducts a sample survey on the tourists in Hunan of 2020 Oct. It also analyzes the types of tourists' travel behavior, the reasons for tourists' travel, the most important tourist attraction elements, tourists' satisfaction, awareness of tea culture tourism, and awareness of Hunan Province. The value evaluation of cultural resource development, the evaluation of cultural tourism resources in Hunan Province, the evaluation of cultural tourism commodities and the shortcomings in tourism are analyzed. The results show that tourists pay more attention to the comprehensive experience, cultural resources, and environment; they are willing to learn more about cultural resource tourism; at the same time, they also reflect that there are insufficient development efforts, backward supporting facilities, and lack of relevant talents and laws in cultural resource tourism. Finally, this paper puts forward the sustainable utilization and management mode of cultural resources. By comparing before and after the trip, whether the respondents are "willing" to further understand the tea culture, 26.6% of them are "unwilling" before the trip and 73.4% are "willing," and 12.2% are "unwilling" after the trip and 87.8% of them choose "willing."

1. Introduction

With the development of transportation and national economy, people's living standard has been greatly improved, and consumption concept has also changed greatly. China has gradually entered the era of national tourism. In Hunan, in 2020, the number of tourists reached 693.1903 million, the total domestic tourism revenue was 825.842 billion yuan, the number of inbound tourists was 17400, and foreign exchange income from tourism was US \$51.1662 million [1]. With the development of tourism, it is more comprehensive and relevant. It is driving the development of catering, accommodation, and transportation industries, expanding domestic demand and enhancing economic vitality. Tourism has made great contributions to China's economic growth and has become the spiritual pillar of the

tertiary industry in China [2]. Accordingly, we need to maintain the sustainable development of tourism resources and protect the ecological environment, which requires us to master the causes, development, and evolution of all kinds of tourism resources and make rational development and utilization of tourism resources.

In Ted research, it is found that local residents in cultural tourism areas are more inclined to maintain the original local style and relatively closed living space [3]. In robes Li's survey, it is pointed out that residents can also participate in tourism planning and development and reduce the possibility of commercialization of local culture, and it is an effective means to achieve sustainable development [4]. Yu et al. classified the water culture and sports tourism and analyzed the current situation of the development of water culture and sports tourism resources in the research

area and the advantages of the development of cultural tourism [5].

In order to guarantee the green economic growth and realize the sustainable development of cultural tourism resources and environment, this paper first discusses the related concepts of green growth, cultural tourism resources, and sustainable development and explores the relationship between economic green growth and cultural tourism resources. Then, this paper conducts a questionnaire survey, makes an in-depth study on the utilization and management of cultural resources, and analyzes the main problems existing in the development, utilization, and management of cultural tourism resources at this stage. Based on this, the paper puts forward the management mode of promoting green economic growth and sustainable development of cultural resources. The research in this paper is not only beneficial to the balanced development of economy and resources but also lays a theoretical foundation for the future research.

2. Related Overview

2.1. Connotation and Characteristics of Green Growth. Green development is based on the development of green economy. As the mode of realizing the coordination of human, material, and environmental production in the process of sustainable development, economic development is the target practice and embodiment of the current sustainable concept [6]. Green growth emphasizes the unity of economic development and environmental protection. It not only changes the way of resource utilization but also protects resources and protects and recovers the system of resource regeneration. It also emphasizes the unity of economic development, social progress, and ecological protection and attaches importance to the connection between human and nature as well as social development.

The main characteristics of green growth are as follows [7]: first, overall characteristics. Green growth does not belong to a certain class or group. It belongs to all mankind and determines the development of all mankind. Second characteristic is comprehensive characteristics. Green growth not only represents economic development but also the common development of society, environment, economy, and resources. Third characteristic is endogenous characteristics. Green growth is the result of interaction of various variables in the whole resource. Fourth is continuity. Green development emphasizes intergenerational equity, which is the organic unity of human social development. Different countries are in different stages of development and have different green growth models and systems. Green growth should follow two development priorities: on the one hand, the balance between human and nature; on the other hand, maintaining harmony between people.

Internationally, “green growth” is regarded as an important way to solve the resource crisis and achieve sustainable development. South Korea and the European Union are the first to put forward and implement the concept of green growth. Only by building a harmonious relationship between economic growth and natural resources can we bring healthy and happy life to the world. Therefore, “green growth” is finally defined to protect the environment and

ecological balance to achieve economic growth. The background of green economy is a kind of balanced economy aiming at maintaining the living environment of human beings and making rational use of energy resources [8]. It is the performance of green growth and green development in various economic fields, and it is an important economic form to coordinate environment and development issues. Its inevitability is that the development of green economy is the inevitable requirement of economic development and transformation. Second, the development of green economy is the only way to promote the construction of resource-saving and environment-friendly “two oriented society.”

2.2. Concept and Characteristics of Cultural Tourism. Cultural tourism refers to the tourism with the purpose of appreciating foreign traditional culture, cultural relics, ancient buildings, cultural celebrity sites, and celebrity deeds [9]. It not only includes traditional tourism activities but also involves art, religion, customs, and other activities.

As a product of the combination of culture and tourism, cultural tourism is a new trend of tourism development, and it is inevitable for the development of tourism at this stage [10]. Actively explore and integrate the historical culture, cultural characteristics, and resource characteristics of the city, adapt to local conditions, conform to the trend of the times, and integrate with economic development [11, 12]. It has become an important direction of industrial development in the era of “green GDP,” adding internal power to the sustainable and harmonious development of the city [12, 13]. With the increasing demand of the tourism market, cultural tourism gradually presents a rapid development momentum. People pay more attention to the pursuit of spiritual level and the perception of mind.

There is no unified understanding of cultural tourism in domestic and foreign studies. There are more cultural tourism in China and 37 world cultural heritages. It has national characteristics, regional characteristics, and unique cultural attraction, mainly including landscape culture and social human resources. Cultural resources bear the traditional culture for five thousand years. Appropriate development can make people understand history, understand hometown, love motherland, enhance national cohesion, enhance national cultural identity, and enhance national self-confidence and pride. It is of great significance to carry forward the traditional culture of the Chinese nation and strengthen globalization [14, 15]. It is far more meaningful than the sermon in the textbook. However, while appreciating culture, we are faced with various problems, such as the problems of the dilapidation of ancient buildings, the graffiti of places of interest, and the littering of garbage.

2.3. Core and Content of Sustainable Development Theory. With the rapid development of global economy and the deterioration of environment, sustainable development is derived. Sustainable development is to meet the needs of human development from generation to generation. The core of the theory is first strive to balance the relationship between man and nature and seek the rational nature for the harmonious development of man and nature. At the

same time, we should link human development with resource consumption, environmental deterioration, ecological environment, and so on. The essence of pressure reflects the harmony between human beings and coevolution between human beings and nature. Second, we should strive to achieve the harmony between human beings. Realize the harmony between human and nature. Its theoretical system is to require human beings to meet their own needs and ecological balance [16, 17]. Sustainable development includes three aspects: first, economic sustainable development; second, ecological sustainable development; third, social sustainable development.

Sustainable development follows three basic principles [18, 19]: first, the principle of fairness: to ensure the sustainability of resources for generations; second, the principle of sustainability: human development cannot cause damage to environmental resources; human development is constrained by population, environment, resources, technology, and social organizations; third, the principle of commonality: all countries in the world share resources and should follow the principle of sustainable development. Sustainable development involves many aspects, such as natural environment, ecological balance, and economic development [20]. While developing cultural tourism, we should keep the unity of social and ecological benefits [21, 22].

3. Research on the Sustainable Utilization Mode of International Communication of Cultural Tourism Resources Based on the Concept of Green Growth

3.1. Research Object. China is the birthplace of tea, which has thousands of years of history, forming a strong tea culture. Tea culture tourism refers to the project with tea and tea culture as the theme, through a series of colorful and complex tourism behaviors, to finally achieve physical and mental relaxation [23, 24]. Broad and profound tea culture is not only an important part of China's excellent traditional culture but also the basis for the development of tea culture tourism. Generally speaking, the influence of tea on cultural tourism is a tea area with rich and beautiful natural landscape and unique and profound historical and cultural landscape on the basis of increase and a series of scientific and feasible planning and design guided by various tourist experiences. The unique charm of tea cultural resources has been highly concerned by the tourism industry. However, there are few theoretical and practical researches on tea culture tourism in Hunan Province. Based on the theory of tourism science and Chinese tea culture, this paper studies the tea culture tourism resources, which not only can enrich and develop the existing tea culture but also has great practical significance [25].

3.2. Research Methods

- (1) Literature collection method: combing the domestic and foreign scholars' research on tea cultural tourism resources in Hunan Province, to analyze and summarize the current situation of cultural rural

tourism, as well as the utilization of cultural resources and existing problems

- (2) Field investigation method: in order to master the local geographical and cultural resources of Hunan Province, it is necessary to carry out field investigation and interview with local residents
- (3) Questionnaire survey method: in order to understand the tourism situation of tea culture resources in Hunan Province, the author conducted a questionnaire on local residents and foreign tourists in Hunan Province. During the national day of 2020, visitors to Hunan will be randomly distributed for sampling survey. The questionnaire mainly includes tourist motivation, service quality, and satisfaction. A total of 750 questionnaires were issued and 620 valid questionnaires were collected

3.3. Research Results

3.3.1. Analysis of Tourist Types. Among the questionnaires, the largest number of tourists was Chinese, including China, Hong Kong, and Macao compatriots, Taiwan compatriots accounted for 66.61%, 7.42%, and 9.52%, respectively, and the proportion of foreigners was 16.45%. The most foreign tourists are Americans, accounting for 47.06%. In fact, there are South Koreans and Japanese, accounting for 34.31% and 18.63%, respectively, shown in Tables 1 and 2.

3.3.2. Why Tourists Go Out. There are many channels for tourists to obtain tea culture; 50% of which are affected by their relatives and friends; 21.6% are through multimedia advertising and Internet; 26.4% are through hotels; 2% are other channels. The channels for tourists to learn about tea culture are shown in Figures 1 and 2.

3.3.3. Tourist Attraction Elements Most Valued by Tourists. The most important tourist attractions of tourists are shown in Figure 3. In the effective investigation, it is found that tourists pay the most attention to the comprehensive services in the tourism process, accounting for 43%, of which 2%, 4%, and 3% value catering features, accommodation, and transportation, respectively. It is worth thinking that culture and environment account for 32% and 16% of the total. It can be seen that people's assessment of tourism quality is mainly attracted by the local environment and culture.

3.3.4. Tourist Satisfaction Survey. It can be seen from Table 3 that tourists are most satisfied with tea cultural sites and natural scenery, with an average of 4.7521 and 4.7192. The average value of communication with local residents is the lowest, 3.2712, and the average value of tourism explanation is medium, but the tourist souvenirs are relatively satisfactory, which is also a surprise. On the one hand, tourists affirm the status of tea culture in tourism; on the other hand, tourists are not very satisfied with the local dialect or habits, which are the key points in the process of tea culture reconstruction.

TABLE 1: Composition of tourists from different countries.

Country	Number	Percentage
China (inland)	413	66.61%
Foreigners	102	16.45%
Hong Kong and Macao	46	7.42%
Taiwan	59	9.52%

TABLE 2: The top three foreign tourists in Hunan Province.

Country	Number	Percentage
America	48	47.06%
Korea	35	34.31%
Japan	19	18.63%

3.3.5. An Analysis of the Awareness of Tea Culture Tourism.

By comparing before and after the trip, whether the respondents are “willing” to further understand the tea culture, 26.6% of them are “unwilling” before the trip and 73.4% are “willing,” while 12.2% are “unwilling” after the trip and 87.8% of them choose “willing.” Comparison of the importance of tea culture communication before and after tourism is shown in Figure 4.

3.3.6. Evaluation on the Development Value of Cultural Tourism Resources in Hunan Province. In the questionnaire, tourists rated the development value of cultural tourism resources in Hunan Province and scored the following 14 evaluation factors, with a total score of 10 points. Table 4 shows that the comprehensive average value of 14 evaluation factors is 7.3. The average is in the “good” class. Hunan Province has many types of cultural resources and high cultural value, which has certain development value. The highest score was given to social customs and practices, thus indicating that social customs and practices have a greater influence on the development of cultural tourism resources in Hunan.

3.3.7. Tourists’ Evaluation of Cultural Tourism Resources in Hunan Province. In the questionnaire, 100 samples were randomly selected to evaluate the cultural tourism resources of Hunan Province. It can be seen from Table 5 that, in the survey, most tourists do not know much about the cultural tourism resources before they come, but after the tourists know about the cultural tourism resources of the scenic spot, they have a great interest in the cultural tourism resources of the scenic spot and think that the cultural tourism resources of the scenic spot are unique; although they are unique, the development is not comprehensive, and the whole development level is low.

3.3.8. Tourists’ Evaluation of Cultural Tourism Commodities.

In the questionnaire, 100 samples were randomly selected to evaluate the cultural tourism products. According to the statistics of the following data, tourists have a high recognition of cultural tourism commodities, especially Jingdezhen ceramics, with a good evaluation; in addition, tourists also

have a good evaluation of root carving and oil painting; but the evaluation of tea is low, mainly because the tourism commodities are still in the early stage of development, many tourists do not know much, and their quality needs to be improved. Tourists’ evaluation of cultural tourism commodities is shown in Table 6 and Figure 5.

3.3.9. Deficiencies Found in Tourism and Relevant Suggestions. In the process of investigation and interview of tea cultural resource tourism in Hunan Province, the author summarizes the factors that restrict the development of cultural tourism resources in scenic spots in the questionnaire and finds that there are mainly the following aspects:

- (1) Insufficient and unreasonable development of domestic cultural resources: China’s culture is broad and profound, with rich resources, and there are about ten thousand scenic spots available for tourism. Then, there are only a thousand scenic spots for tourism operation. Therefore, China’s cultural tourism resources have not been fully explored, and the cultural tourism industry is still in the primary stage. Part of the scenic spots pursue commercialization, but lost the national flavor, so that tourists cannot understand the significance of tourism
- (2) Backward supporting infrastructure: cultural tourism and its supporting facilities include transportation, accommodation, and catering. High-quality infrastructure can bring high-quality sense of body. Many counties and villages have rich culture, but due to the impact of economic development, the development of transportation is backward, which brings many inconveniences to tourists and loses its cultural significance. However, the backwardness and lack of catering, accommodation, and other supporting facilities also limited passenger flow
- (3) Lack of talents related to cultural tourism operation, management, and development: China’s cultural tourism started late and lagged behind in personnel training. The talents needed for tourism development cover its development, management, and operation fields, but at present, the threshold of China’s tourism industry is low and the personnel are uneven. Its development and utilization mainly rely on government power; private tourism enterprises are few and lack special talents

4. Research on the Mode of Sustainable Utilization of International Communication of Cultural Tourism Resources

4.1. Sustainable Development and Utilization of Cultural Tourism Resources. Development refers to the mining of the existing undeveloped cultural resources or the deepening of the development and utilization of the resources with small development intensity [18]. From the perspective of

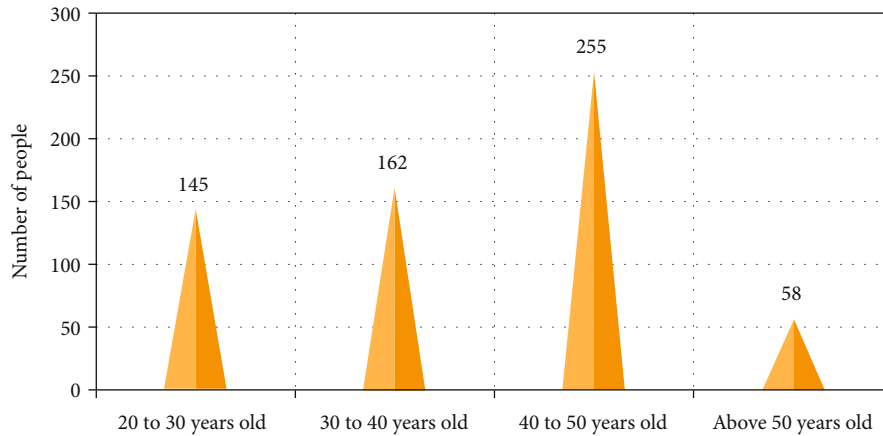


FIGURE 1: Age composition of tourists.

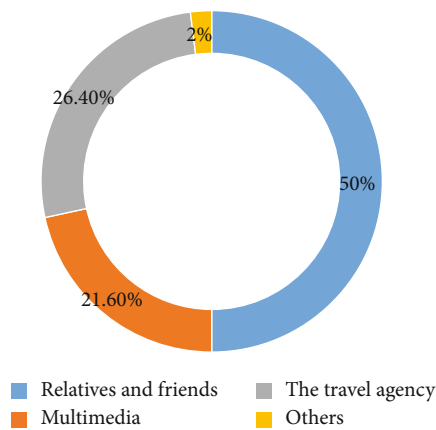


FIGURE 2: Channels for tourists to learn about tea culture.

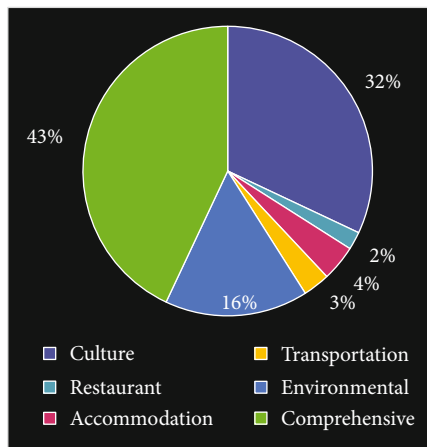


FIGURE 3: Tourist attraction elements that tourists value most.

protection objects, the protection and utilization of cultural resources mainly include two main bodies: the government and the city [19], which are divided into four modes: the government’s full control type, the government’s leading community participation, the community’s independent

type, and the laissez faire type. Based on the concept of green growth, the development and utilization modes of cultural tourism resources are as follows:

- (1) “Government’s complete control type” has low utilization rate and high degree of protection for cultural resources, which is characterized by government’s monopoly management, mandatory, low risk of community holding the post, but low enthusiasm for participation. This model is suitable for the management of endangered cultural resources, the areas with serious resource damage, or the areas with improper development
- (2) “Government-led community participation” has the highest utilization rate and protection degree of cultural resources, which is characterized by macro monitoring and guidance by the government. The development and utilization of resources by the community should meet the requirements of the government and be suitable for areas with good protection awareness and great development potential
- (3) “Community autonomy” has a high utilization rate of cultural resources and a low degree of protection, which is characterized by the city’s independent development and utilization in accordance with market demand, high enthusiasm, and prone to resource damage. It is suitable for the development of renewable resources with a strong sense of protection, regeneration, and a large number of renewable resources
- (4) “Laissez faire” has the lowest utilization and protection of cultural resources. The characteristic of “laissez faire” is simply driven by economic interests, without any advantages, and will eventually be replaced by other models, which is not in line with the principle of sustainable development, combining the advantages and disadvantages of the four models

No matter which mode is adopted, the utilization and development of cultural resources need to be planned in the following three aspects:

TABLE 3: Average tourist satisfaction in Hunan Province.

	Mean	Tourist Se	Sd
Environmental health status	3.7253	0.8754	0.82156
Infrastructure	3.6721	0.8542	0.89542
Local transportation	3.5421	0.9952	0.95637
Accommodation and catering	3.4821	0.9174	1.0264
Introduction to tourism	3.4126	0.8657	0.89531
Souvenirs	3.7432	0.9852	0.8521
Natural scenery	4.7192	0.816	0.92617
Cultural relics	4.7521	0.6508	0.64261
Communication with local residents	3.2712	0.9521	0.92617

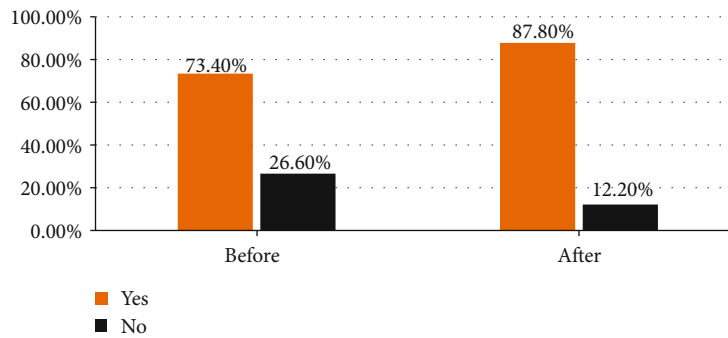


FIGURE 4: Comparison of the importance of tea culture communication before and after tourism.

TABLE 4: Development value of cultural tourism resources in Hunan Province.

	Evaluation factors	Mean
1	Infrastructure conditions	6.8
2	Value of sightseeing and recreation	6.2
3	Degree of rarity and strangeness	3.6
4	Integrity	5.7
5	Visibility and influence	7.8
6	Ability to experience	6.7
7	Technology and personnel	5.5
8	Geographic conditions	7.5
9	Natural environment	9.0
10	Local openness	9.5
11	Social customs and habits	10.5
12	Protection status	8.7
13	Local life and cultural tradition	4.8
14	To regional economy	9.4
	Comprehensive	7.3

(1) The development and utilization of resources need to be subdivided first. According to its category, structure, grade, and endangered degree, the comprehensive assessment and subdivision are carried

out in order to select the appropriate development and utilization mode

- (2) Divide the area: according to the distribution of cultural resources, the cultural resources should be protected in different areas, and corresponding systems and protection measures should be formulated to effectively protect the corresponding cultural resources. Guarantee the standardization and institutionalization of management process
- (3) Complete supporting protection measures: determine supporting protection funds, responsible units, and responsible persons for different cultural resources, and formulate corresponding assessment management methods

4.2. Management Mode of Sustainable Utilization of Cultural Tourism Resources. Tourism system is composed of subject, object, intermediary, and carrier [19, 20]. The management of tourism resources involves systematic management. In essence, it is a harmonious coexistence between people and nature. From the point of view of purpose, it is based on the concept of green growth to maintain the sustainable development of economic development and ecological environment. Ensure the balance of ecological, economic, environmental, and tourism benefits. Based on the concept of green growth, my cultural tourism resource management mode is as follows.

TABLE 5: Statistics of tourist perception of Hunan cultural tourism resources.

Attribute	Features	Frequency (N = 100)	Percentage
How much do you know before traveling	Yes	39	39%
	So-so	23	23%
	No	38	38%
Interested or not	Yes	71	71%
	So-so	26	26%
	No	3	3%
Is it fully developed	Very full	0	0%
	Full	11	11%
	So-so	15	15%
	Not full	74	74%
Where to improve	Tourist participation	46	46%
	Souvenirs	38	38%
	Scenic spot explanation	57	57%
	Sign of scenic spot	62	62%
	Cultural performance	76	76%
	Others	56	56%

TABLE 6: Evaluation of cultural tourism commodities by tourists.

Tourist goods	Very good	Good	So-so	Bad	Very bad
JDZ ceramics	46	36	12	5	1
Tree-root carving	16	29	28	15	12
Bamboo weaving	15	14	36	16	19
Lacquer painting	16	25	41	8	10
Tea	25	20	30	10	15

4.2.1. *On the Management of Tourists.* First of all, build a perfect green interpretation system, including the propaganda slogans, billboards, and cultural explanations of cultural tourism areas. Increase green propaganda and voice to remind tourists to protect the environment and enhance their awareness of protection. Make full use of tour guide resources, improve tour guide's understanding of green tourism, and make tour guide become mobile propagandist, advocate, and supervisor.

Secondly, improve the rules and regulations. The administrative department shall give full play to its legal rights, resolutely crack down on the illegal acts of destruction of cultural resources, educate the tourists in laws, regulations, and rules before entering the cultural tourism area, and restrict or even fine the uncivilized acts of damaging the building appearance and the image of historical celebrities.

4.2.2. *The Management of Tourism Resources.* First, strengthen the protection of cultural tourism resources. The main reasons for the destruction of cultural resources are divided into natural factors and human factors. For the damage caused by natural factors, we can adopt advanced simulation technology and scientific methods to repair and establish a sound compensation mechanism for cultural resources. For the damage caused by human factors, it is necessary to establish and improve the management rules

and regulations of the scenic spot, improve the laws and regulations, strengthen the inspection of law enforcement management personnel, and stop the behavior in time.

Secondly, strengthen the management of the scenic area community. In addition to the education of tourists, we should also strengthen the education of laws and regulations for the management departments and improve their awareness of the protection of cultural resources. When the foreign culture has a strong impact on the local culture, we should protect the local culture, prevent the loss of the local culture, and enhance the sense of identity and pride of the local culture. Only let the community benefit from the development of tourism can let them have stronger willingness to participate in the protection of cultural scenic spots. First, let the community and residents benefit from the development and management of cultural resources and improve the living standards of community residents; second, improve the quality of residents, carry out necessary cultural edification and education for residents, enhance the residents' understanding of the protection culture, and make residents participate in the protection of cultural resources.

4.2.3. *The Management of Tourism Intermediary.* Tourism intermediary mainly refers to the participation of tourists in various industries in the tourism process, such as catering, accommodation, and transportation. In order to realize the

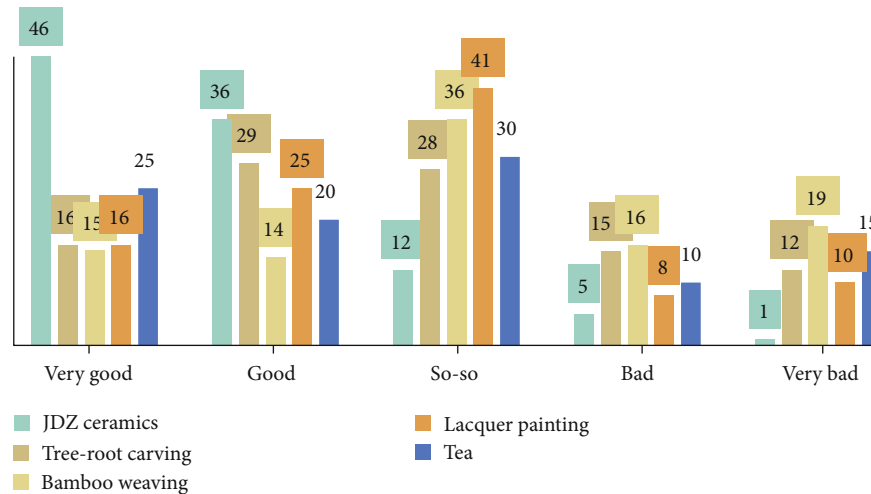


FIGURE 5: Tourists' evaluation of cultural tourism commodities.

sustainable development of ecotourism, we must adhere to the principles of regional management, government involvement, measurement dependence, and information dissemination: (1) establish a special management organization to carry out unified management of ecotourism, improve the management system, define the management objectives, formulate the management plan, improve the management system, strictly enforce the law, and strengthen supervision and feedback to avoid the bad situation of mutual prevarication; (2) the combination of tourism and environmental management makes environmental protection and business operation depend on each other and promotes the creation of green restaurants, green travel tools, and green hotels; green travel, reduce pollution; (3) strengthen green marketing management; develop green products and build a green promotion and distribution system.

4.2.4. The Management of Tourism Environment. Tourism environment is closely related to the subject, object, and intermediary of tourism. The management of each factor directly affects the health and sustainable development of tourism environment. In order to protect the tourism environment, we should coordinate the relationship among all elements of tourism, make full use of the means and methods of law, economy, planning, administration, science and technology, education, etc., control all behaviors and activities that may damage the tourism environment, maintain the high quality of the tourism environment, and coordinate the relationship between tourism activities and tourism protection so that tourism activities can meet the needs of tourists. In addition, it can keep its original culture from being damaged, so as to realize a series of control activities with unified environmental, social, and economic benefits. The main management measures are to establish and improve the green management system and green environmental policies and regulations system, to establish scientific and technological means of green environmental management, to develop the scientific research system of ecotourism environmental protection, and to improve the environmental awareness of the public.

4.3. Suggestions on Green Economic Growth and Sustainable Utilization of Cultural Tourism Resources. The sustainable utilization and development of cultural resources promote economic growth, and the promotion of green economic growth depends on the sustainable development of cultural resources. Therefore, facing the problems of green economic growth and sustainable utilization of cultural tourism resources, we should focus on two aspects.

- (1) Build a long-term mechanism of green development: improve the ecological environment legislation and improve the relevant standards
- (2) Strengthen the position of sustainability in green development in economic development. The assessment standard of resource and environment utilization should be formulated, the overload should be restrained, and the development of regional economy should be considered on the premise of the concept of sustainable development. We should not blindly pursue economic growth and ignore the harm to resources and environment
- (3) The development of tourism resources must be dealt with in a way that balances the interests of all parties involved. The development of cultural tourism resources must take into account profitability, but must not disregard the protection of the ecological environment and natural resources, as well as the legitimate rights and interests of local residents

5. Discussion

Rational use of cultural resources and timely protection and publicity work can bring certain economic benefits and improve people's awareness of protecting the ecological environment. The utilization of cultural resources always needs to follow the principle of protection first and sustainable development. In the process of using cultural resources, research, planning, development, management, and supporting implementation should be done well. The development, utilization,

and management mode of cultural tourism resources based on green management proposed by the author is the development, utilization, and management mode proposed after a comprehensive analysis of the whole regional ecotourism system, which is an ideal mode for cultural tourism to achieve the goal of sustainable development. The development of cultural tourism activities from a cultural and ecological perspective is based on the fundamental development principle of sustainable development, focusing on the question of how to develop and protect the cultural and ecological environment in cultural tourism and proposing measures to address this from a planning perspective so that the sustainable development of cultural tourism is achieved from the outset of design.

Data Availability

The data that support the findings of this study are available from the corresponding author upon reasonable request.

Conflicts of Interest

The author declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

References

- [1] V. E. Dann, "The Development of the Tourism Industry Has Been Neglected," *Problems of Economic Transition*, vol. 59, no. 6, pp. 435–442, 2017.
- [2] C. C. Lee and C. P. Chang, "Tourism development and economic growth: A closer look at panels," *Management*, vol. 29, no. 1, pp. 92–93, 2008.
- [3] P. Teo and B. S. Yeoh, "Remaking local heritage for tourism," *Annals of Tourism Research*, vol. 24, no. 1, pp. 192–213, 1997.
- [4] R. Y. Li, "Ethnic tourism: A Canadian experience," *Annals of Tourism Research*, vol. 27, no. 2, pp. 115–131, 2000.
- [5] W. Yu and L. Kaicao, "Research on the development of water culture and sports tourism resources in Jiangsu Province," *Journal of Nanjing Institute of Physical Education*, vol. 1, pp. 46–50, 2014.
- [6] J. Maroušek, R. Zeman, R. Vaníčková, and S. Hašková, "New concept of urban green management," *Clean Technologies and Environmental Policy*, vol. 16, no. 8, pp. 1835–1838, 2014.
- [7] T. T. Nguyen, D. Camacho, and J. E. Jung, "Identifying and ranking cultural heritage resources on geotagged social media for smart cultural tourism services," *Ubiquitous Computing*, vol. 21, no. 2, pp. 267–279, 2017.
- [8] E. Drimili, Z. Gareiou, and E. Zervas, "Public perceptions of the concept of green growth: application in Athens, Greece, during a period of economic crisis," *Environment Development and Sustainability*, vol. 22, no. 7, pp. 6053–6076, 2020.
- [9] C. Lu and S. Liu, "Cultural tourism O2O business model innovation: a case study of CTrip," *Journal of Electronic Commerce in Organizations*, vol. 14, no. 2, pp. 16–31, 2020.
- [10] K. Chatzina, "Social media activism on cultural tourism: a proposal for Paleochora in Aegina, Greece," in *Strategic Innovative Marketing and Tourism*, pp. 511–520, Springer, Cham, 2020.
- [11] M. Adil, M. K. Khan, M. Jamjoom, and A. Farouk, "MHAD-BOR: AI-enabled administrative distance based opportunistic load balancing scheme for an agriculture Internet of things network," *IEEE Micro*, vol. 42, no. 1, pp. 41–50, 2022.
- [12] L. Ogiela, M. R. Ogiela, and H. Ko, "Intelligent data management and security in cloud computing," *Sensors*, vol. 20, no. 12, article 3458, 2020.
- [13] J. Y. Hong, H. Ko, and J. H. Kim, "Cultural intelligence and ARCS model for digital era," in *Proceedings of The 9Th International Conference on Web Intelligence, Mining and Semantics*, pp. 1–4, Seoul, Korea, June 2019.
- [14] Y. P. Guilarte, R. C. L. González, F. X. A. Quintá, and X. C. M. Arce, "Heritage information system to promote cultural tourism and the use of digital mapping in primary and secondary schools," in *Cultural and Tourism Innovation in the Digital Era*, pp. 17–35, Springer, Cham, 2020.
- [15] X. Zheng, "Countermeasures for Development of Fujian Cultural Tourism Based on SWOT Analysis," in *3rd International Conference on Culture, Education and Economic Development of Modern Society (ICCESE 2019)*, pp. 2125–2128, Atlantis Press, 2019.
- [16] D. Rosmalia and L. E. Prasetya, "Development of cultural tourism area based on the spiritual space of Cirebon Keraton," in *IOP Conference Series: Earth and Environmental Science*, vol. 126, article 012076, IOP Publishing, 2018.
- [17] A. Ibon, P. Beatriz, and E. Marisol, "Sustainable cultural tourism in urban destinations: Does space matter?," *Sustainability*, vol. 8, no. 8, article 699, 2016.
- [18] W. Zyzak, "Sustainable tourism - sensible tourism," *Didactics Ecology Metrology*, vol. 20, no. 1-2, pp. 105–112, 2015.
- [19] M. Adil, M. A. Jan, S. Mastorakis et al., "Hash-MAC-DSDV: mutual authentication for intelligent IoT-based cyber-physical systems," in *IEEE Internet of Things Journal*, p. 1, 2021.
- [20] Z. Lv, Y. Li, H. Feng, and H. Lv, "Deep learning for security in digital twins of cooperative intelligent transportation systems," *IEEE Transactions on Intelligent Transportation Systems*, pp. 1–10, 2021.
- [21] K. Dube and G. Nhamo, "Sustainable development goals localisation in the tourism sector: Lessons from Grootbos Private Nature Reserve, South Africa," *GeoJournal*, vol. 86, no. 5, pp. 2191–2208, 2020.
- [22] M. F. Popescu, B. C. Chiripuci, A. Orindaru, M. Constantin, and A. Scriciu, "Fostering sustainable development through shifting toward rural areas and digitalization—the case of Romanian universities," *Sustainability*, vol. 12, no. 10, article 4020, 2020.
- [23] L. Xu, H. Pan, Q. Lei, W. Xiao, Y. Peng, and P. Xiao, "Insect tea, a wonderful work in the Chinese tea culture," *Food Research International*, vol. 53, no. 2, pp. 629–635, 2013.
- [24] K. Mongkol, "The critical review of new public management model and its criticisms," *Research Journal of Business Management*, vol. 5, no. 1, pp. 35–43, 2017.
- [25] B. Eberhard, "Phase i cultural resources investigation for the proposed access pointe development in perrysburg township, wood county,ohio," *Science*, vol. 304, no. 5672, pp. 847–850, 2018.