The Impediments of Ecotourism Development in China: Enlightenment from a Case study of Vernal Pools Program in USA

YU LIU*, EILEEN SAWYER**, BOB LEE*** and DAVID GROVES****

*Yu Liu, Ph. D., Associate Professor, Department of Economy and Tourism, Tourism College, Beijing Union University, Beijing, China.
**Eileen Sawyer, BSBA, B.A., M.Ed., Certified Interpretive Guide (CIG), Program Consultant, Tourism, Leisure and Event Planning, School of Human Movement, Sports and Leisure Studies, Bowling Green State University, Bowling Green, Ohio, USA.
***Bob Lee, Ph. D., Associate Professor, Tourism, Leisure and Event Planning, School of Human Movement, Sports and Leisure Studies, Bowling Green State University, Bowling Green, Ohio, USA.
****David Groves, D. Ed., Professor Emeritus, Tourism, Leisure and Event Planning, School of Human Movement, Sports and Leisure Studies, Bowling Green State University, Bowling, Ohio, USA.

ABSTRACT

China's tourism industry under-went an incredible growth during the past few decades. By 2015, China becomes the world's second largest travel and tourism economy after the United States (WTTC, 2015). However, this trend was complicated by mass population issues, such as environmental degradation and overcrowded infrastructure. Consequentially, the concepts of sustainability and ecotourism are emerging into a hot topic in Chinese tourism industry today. This manuscript explored the factors influencing ecotourism development in China and investigates a case study in the USA to provide a model for China's future potential development.

KEYWORD: *Ecotourism, China tourism, Culture.*

1.0 Introduction

China's tourism industry started in 1978. As one of the achievement of the Reform and Open Door Policy, China's tourism industry underwent an incredible growth during this Thirty-five year period. However, this trend was complicated by mass population issues, such as environmental degradation and overcrowded infrastructure. Consequentially, the concepts of sustainability and ecotourism are emerging into a hot topic in Chinese tourism industry today.

Ecotourism is a borrowed word from the western society and was adopted in China in the 1990's. Although ecotourism has proved valuable to all the stakeholders among tourism industry both by the Chinese academics and the Chinese government, there is still a gap. China's ecotourism needs to continue to develop programs like other regions such as the United States, Australia and Europe and address environmental issues unique to its own region.

This manuscript explored the factors influencing ecotourism development in

China and investigates a case study in the USA to provide a model for potential development.

Methods

The method selected for this study was morphological analysis. Morphological analysis is the ordering of information to identify outcomes. (Im and Cho, 2013) This method was selected because there are cultural differences between the Chinese and American ecological (Eco) tourism. These differences are difficult to reconcile and have to be examined on a comparative basis. The first phase of a morphological analysis was the identifying of important variables that influence ecotourism programs. The second phase was the identification of variable relationships, especially as they relate to importance. The third phase was the development of a matrix to illustrate the relationships associated with outcomes and the potential importance of these relationships. (Pacheco and Goodwin, 2013; Ram, et al., 2013; Storbacka and Nenonen, 2012)

In this study, the first phase was a literature review to identify important ecological tourism variables in the Chinese culture. The second phase was a case study of vernal pool programs in Ohio, USA. There were two parts to the case study. The first was interviews with the program leader and administrators of the vernal pool program. The interviews were conducted separately so that a group dynamic effect did not have an influence upon the results. (McCutchen, et al., 2014; Im and Cho, 2013) The interviews were conducted by an American expert and a Chinese expert in ecotourism. After the interviews, discussion with the content experts resulted in the identification of potential variables that influence the program. After these initial interviews, a survey was sent to 65 of the vernal pool participants. They were asked to identify their motivation for participating in the program and outcomes as a result of their participation. The two content experts that conducted the interviews with the program leader and administrators separately reviewed the data and formed categories in relation to the variables. They then met and compared their data and resolved any conflict. A word list was initially used to identify the potential categories and the relationships between the words were identified and used to form the categories. Two external reviewers examined the data in relation to the categories and variables to validate the data. The external content experts reviewed the data separately and met to resolve any issues. The internal and external reviewers met to resolve any conflict. The third phase was the identification of a morphological matrix using the data from phase 2. The internal content experts met to form the matrix and it was then reviewed by the external content experts. (Storbacka and Nenonen, 2012)

Ecotourism Development in China/Phase I

Ecotourism, as a formal vocabulary was presented in China in 1990. A translated article with the title of "The Different Ecotourism Impact with the Different Tourist Types of Front Range in USA" was published in the Journal of Natural Resource, which first used the word Ecotourism. Since then, a large number of Chinese scholars became devoted to the relevant research on the conception, connotation, strategy, and impact of ecotourism. Nowadays, Ecotourism can be characterized by four dimensions: philosophy, impact, tourist behavior, and tourism destinations. First, the philosophy of ecotourism is the balance between conservation and development. Second, ecotourism exerts low impact on the natural environment without altering resources or affecting the experience negatively. The ultimate goal of ecotourism is to realize sustainable development which includes maximizing the positive effects and minimizing the negative. Sustainable performance not only includes environmental protection but also includes economy growth, cultural conservation, tourist's satisfaction, community welfare, and the welfare of other relative stakeholders. Third, from the perspective of tourist behavior, ecotourism requires the participants to have a relevant educational background and a willingness to learn more about the natural and cultural history of the sites visited. Travelers must have a spirit of appreciation, participation and sensitivity during their eco-trip. Lastly, ecotourism destinations are usually remote and unchanged places with primitive surroundings.

The concept of ecotourism is a reflection of a tourism development philosophy changing from mass tourism to substitute tourism after World War II. Generally speaking, the tourism philosophy had undergone changes in four stages: the advocacy, the cautionary, the adapted and knowledge-based platforms。Since 1990, the developed countries have switched to the knowledge-based platform and ecotourism consequently is advocated under such philosophy. The environment is considered a top political priority in the developed countries. The environmental concern has awakened the interest of many people who acknowledge natural resources as a finite asset that needs care.

In contrast, during the same period, China has undergone an incredible growth, but has concentrated more on the economic development. As economy growth became an overwhelming goal, the best corresponding method in the tourism industry was the flourishing of mass tourism, which is associated with vast volume and revenue. In the mass tourism stage, tourists leave behind waste (paper, cans, bottles, plastic containers), and exhaust gas from increasingly numerous vehicles. As ecotourism has been growing, China's government is recognizing these environmental problems. There has been a demand for better planning and management, within the tourism industry, at all levels. Unfortunately, ecotourism,

as a borrowed word from western countries, is viewed as a fashionable tourism product. Ecotourism is concerned more about economics instead of environment protection.

There is no doubt such unprecedented growth will bring negative environmental issues, regardless of long-term environmental or socio-cultural implications. Hence, the paradox of tourism has been revealed: economic gain at the expense of the natural world, local identity and traditional cultures.

Enlightenment for China Ecotourism from Vernal Pools Program
Ecotourism awareness needs to be enhanced even though China still in a the mass tourism stage

Ecotourism participants are intimate with nature, and acquire inherent happiness, tranquility and fulfillment by pursuing observation and protection activities. Ecology awareness is only one part of the ecotourism cycle. Almost 20 years ago, David A. Fennell discussed the establishment of ecotourism precaution, like sustainable development, current actions that might involve potential risks and detrimental consequences to future generations. Nowadays, the ecotourism company's social responsibility is a matter of discussion and investments. Nevertheless, environmental issues involve ecological, economic, cultural, and social factors.

The relevant research shows that the growth of environmental awareness, in the United States, has affected consumer marketing of products and services. Such effects have frequently been felt by the increased demand for information from consumers. The environmental aspects involved in their consumption decisions, i.e., consumer's buying decisions, are influenced by environmental considerations which highlight a company's social responsibility. Hence, there is no doubt ecotourism awareness has been internalized not only by individuals in the United States but also by tourism industries. It also demonstrates that tourism development in the US is in the "adapted platform" or "knowledge-based platform" stage.

China has not succeeded to advanced platforms or stages due to their apriority natural conditions and economic development. But it is of vital importance to promote the environmental awareness among the government, the tourism enterprises, local residents and tourists. It is extremely dangerous to hold the opinion that tourism industry does not harm the environment. As SABO (2012) pointed out, the greatest current danger is to look at tourism as a remedy against all evils, not worrying about planning. Mass tourism with very high density drastically modifies the inhabitants' routine by provoking discomfort and does not show any concern for keeping clean or preserving the places for where they pass.

This challenge must be met by a variety of means, including environmental

regulations, codes of conduct and action plans, as well as by convincing tourists and tourism operators develop a commitment to sustainable management.

Ecotourism education needs to be developed expand ecological principles especially for the children

Ecotourism education is an essential part of the environmental education system. Contrary to the existing awareness, environmental education has been emphasized in China's schools and assembled into the curriculum system in the 1980's. (Hea, et al., 2011). It has been proposed that environmental education in China should go beyond environmental knowledge and should encourage ethical, moral, attitudinal and behavioral changes of the Chinese toward their environments. The lack of the nature science knowledge is a big challenge in China's environmental education. A survey by Hea, et al. (2011) centered on the environmental knowledge, attitudes and behaviors of university students, aged from 16-20. The research showed attitudes that are strongly protective of the environment and demonstrate environmentally responsible behavior. They have a relatively low level of knowledge of environmental facts. People cannot develop environment friendly attitudes and actions if they do not understand the environment and are not willing to practice environment-friendly behaviors.

The reason for failure to evoke the environmental awareness of the Chinese public is due to the doctrine of teaching and passive learning. Environmental education and nature conservation should be required for all ages, especially children. Although the environmental curriculum in elementary school and high school provide important information and practical skills, it should also create a curiosity and fan the flames of students' interest to enhance the student learning experience.

Ecotourism education should let students immerse themselves in nature so they can develop pro-environmental attitudes and the acceptance of environment-friendly behaviors. Students exposed to nature can really understand why it is important to protect the resources for future generations.

Ecotourism interpretation should be more comprehensive and focus on the rational nature science

There are a variety of means, in China, that can be applied to convey environmental knowledge, ethics, laws and regulations, and pro-environmental attitudes to the general public. These messages are primarily conveyed through mass media, billboards, posters, booklets and seminars by well-known experts, which improve the public's awareness of environmental (and related) issues. Interpretation is the most important element in ecotourism and this is what is currently missing. Ecotourism interpretation is valuable to exhibit the lively nature science to the public and gets people involved and committed. An interesting

method that may be used is culture and folklore to present a more rational approach and give people nature science, as well as stories.

Community involvements need be developed

It is accepted that community involvement is important to the development of an effective ecotourism program. There are many stakeholders involved in an ecotourism program, including government, non-government, university, academics, enterprise, local residents, with the positive circle mechanism.

Studies show, in China, that there is a great difference in ecotourism awareness among stakeholders. The highly positive attitude toward ecotourism is held by employees of ecotourism destinations, then by, ecotourism and lastly by the local residents.

There should be an emphasis on local environmental issues in ecotourism. These issues should be directly communicated to tourist, community residents, and students. Students should be required to participate in environmental protection activities at the local or community levels. Community-based programs provide tourists, residents, and students the opportunity to apply what they have learned in the classroom, to analyze environmental conditions, and to engage in problem-solving. It also helps to establish a link between global and local environmental matters and the personal implications of global problems.

Case Study

Vernal Pools/Phase II

In reviewing potential programs for the case studies that can illustrate some of the outcomes associated with direct contact between clients and professionals, it was found that a program in the local park system in the Toledo, Ohio area will serve as a excellent case study. This program has generated involvement, ownership, and social responsibility which are one of the prime benefits of an effective program. There were additional outcomes, but these can only be revealed by doing an intense study of this program.

The program that was selected was an ecological understanding of vernal pools. Before this program was selected, vernal programs were reviewed in terms of a Google search and a listserv inquiry of national vernal pool program providers. Program inquiries were sent to two listservs: www.theoec.org/VernalPools and vernalpool.org/vernal_1.htm.

Vernal pools are temporary or seasonal isolated wetlands, often in or near woodland, that fill on an annual basis, usually dry up that year, are shallow, have mucky soils, and do not have predatory fish (Colburn, 2004. OEC, 2010). *Unlike in other wetlands,* aquatic species in vernal pools have adapted to the yearly cycle of

flooding and drought. Some species, such as fairy shrimp, mole salamanders, and wood frogs, require the fishless vernal pools in order to successfully reproduce. Vernal pools can teem with life that is representative of the season that produces the wet conditions. Vernal pools are very sensitive environmental areas. They can include a great diversity of species and serve as an excellent educational tool because of their location and their ability to illustrate ecological principles.

A case study methodology was chosen because it provides the necessary qualitative data to be able to explore the depth of outcomes that are associated with this type of program. In addition to the case study, a survey was used to probe individuals interested in nature to try to identify specific outcomes that are associated with programs and the motivation for participation.

The Vernal Survey in the Toledo, Ohio area is an ecological survey of a selected vernal pool, which is conducted for two hours every other weekend from late March through August. Aquatic life is the main focus of the survey, but attention is also paid to the surrounding ecosystem which impacts all aquatic life in the pool. There are no pre-requisites for participating in the survey. The program has been in operation over 11 years and there have been about 600 people who have been trained in the pool ecology. This includes over 350 participants who have been actively involved in the monitoring program, many for multiple years.

In addition, over 100 participants in college students classes, participants in several teacher or naturalist workshops, and over 120 participants in the Ohio Certified Volunteer Naturalist (OCVN) program or at state-sponsored vernal pool conferences have had introductory training in vernal pool ecology. The Vernal Pool Survey's volunteer monitors consist of children and adults aged six to their mid-seventies. The backgrounds of the adults are extremely varied and include professionals, retirees, teachers, local college students, Zoo Teens from the Toledo Zoo, visiting house guests, spouses, grandchildren, and many more. The common theme for all is an interest in or love of nature and a curiosity of what may live in the vernal pool. This diversity is a tremendous asset as each person, even the children, bring their particular nature interests to a monitoring day and everyone works as part of a team.

An essential part of selecting this particular vernal pool program was identifying why it has been so successful. The projected reason is because of the dedication of the program developer who has an intense passion for environmental programs. It is essential to understand the leader is only one component to the success of an environmental program. The leader, through the enthusiasm and dedication, is the individual who stimulates the interest in the program. A program with excellent content and not an effective leader does not produce maximum outcomes. An excellent leader with poor content also does not have maximum

efficiency. It takes both content and an excellent leader to develop a program that has both effective and efficient outcomes. The particular leader in this program is Eileen Sawyer. She has agreed to be one of our co-authors in order to ensure the proper perspective for these types of programs. She is an expert in these types of environmental programs and the other authors have spent hours with her exploring the nature of this program and why it is successful, especially the types of outcomes that are produced from her program.

The Vernal Pool Survey begins with training there is an introduction to the definition of vernal pools and types of aquatic fauna that will likely be found during monitoring days. Many other vernal pool programs across the country only do cursory identification of flora and fauna through sight and sound. This is where our case study differs significantly from the other programs. It goes beyond initial instruction to do identification.

The next stage is monitoring of the pool. This involves dip netting, collection of aquatic life forms, and their identification. This helps the participant realize the sensitivity of the area as well as an appreciation of the type of life that exists within the pool.

The next phase of the program is illustrating the relationships that exist among the various species that have been identified and the ecological conditions that have produced such diversity. Discussion with the leader helps foster greater understanding as well as greater involvement. These initial experiences can be built upon with in-depth studies of additional vernal pools. This develops an understanding and involvement which leads eventually to ownership that can evolve into a social responsibility. These are the general outcomes from this program that have been directly observed. Most of the individuals from this program go on to become involved in other environmental programs in the local park systems.

Professionals/Layer 1

There were two layers of review. One layer was interviewing the individuals responsible for the program. There were two specialists who conducted the interview and compiled the data. Program implementers and administrators were reviewed to gain their perception about the nature of the program and its impacts.

The second layer of data was a survey that was distributed to 182 nature program participants. The focus of this survey was to obtain information about their motivation and the reasons for participation. An informal survey was sent by email asking the members of three nature-oriented groups two questions: "Why are Americans so drawn to nature? Or, on an individual level, why are you yourself drawn to nature?" The members of all three groups were very active in nature-

related activities. The first group, the Ohio Certified Volunteer Naturalists (OCVN) consisted of sixty-nine members, twenty-six of whom were also active Vernal Pool Survey monitors. OCVN members are extensively trained in natural history and all volunteer in local park systems in various capacities. The second group surveyed included thirty other Vernal Pool Survey volunteer monitors and other program participants from across the United States. The last survey group consisted of eighty three students of Tom Brown Jr's "Nature, Tracking, and Wilderness Survival School", three of whom lived in Europe. Most of the school's students have been involved in nature since childhood and are much more comfortable in nature than the bulk of American society. That comfort level means their responses leaned heavily to the positive side. In total, 14.83 percent of those surveyed answered the two questions.

The professionals indicated, through the interviews, that this was a very successful program and was a starter program to involve the participants in other programs. Learning by doing through discovery provides for active involvement and perspective. It was a very good introductory program that had very positive impacts of developing involvement and ownership. The outcomes primarily focused upon were understanding of the life cycle related to ecological processes and associated with an outcome was change in attitude after participating in the program to one of development of ownership. The participant can see the complete ecosystem and its processes. From a programmatic point of view, this is one of the primary outcomes that are desired. The other aspects of change were one's perspective toward the environment in realizing the diversity of life that exists in the vernal pool ecosystem, and the need for protection of the environment. Individuals also developed a direct connection with nature and the positive personal outcomes associated with such experiences. They became involved in recruiting participants for the program and actively involved in showing family and friends the connections in nature.

The primary focus of the informal personal survey and was to understand the personal outcomes and the motives for participation. Responses were categorized individually, and then the professionals met to adjust the categories based upon their perceptions. Once the categories were formed, professionals reviewed the data to determine the validity of the categories.

Participants/Layer2

These categories were formed by the identification of words that have a common thread from the word list. The original list was formed by two content experts from the United States and China. These categories were reviewed and confirmed by two content experts that were external reviewers. The categories were adjusted based upon the internal and external reviewers' comments. There were eight categories identified: inner harmony, spiritual, rational, exploring,

emotions, attributes, nostalgia, and the social aspect.

Inner harmony primarily reflects outcomes associated with feelings that relate to the condition of the individual and harmony with nature, such as confidence and tranquil emotional state. No inner conflict / long-term.

Spiritual elements are associated with the inspirational nature of the environment and its association with outside forces or elements.

Rational components refer to cognitive development, especially as it relates to nature and the environmental movement, and the need to be good stewards.

Exploring factors are those elements that are associated with the process of discovery and the need for the individual to find new challenges.

Emotional aspects are related to the instantaneous conditions and expressiveness of the status of the individual.

Attributes are the physical elements of the environment that stimulate and motivate.

Nostalgia is associated with previous experiences and the individual relating back to these experiences and using memories to interpret current experiences.

The social aspect is the direct contact with other individuals who have similar interests in the environment. These associations reinforce the experience in terms of vicarious aspects of environmental encounters.

These categories are not mutually exclusive. The primary themes through these categories are the cognitive and emotional aspects of the experience. Most of the categories are a result of the experience, that is, the impact that an event has on the individual. It is essential that the effects are understood in terms of what elements are creating these outcomes. Familiarity is one of the causal elements that is directly related to stimulating the outcomes associated with these categories. The other dimension is the motivational aspect that brings multiple responses because the cognitive element affects emotions or emotions affect the cognitive dimension.

Matrix

Once the categories were formed, a continuum was developed that describes the integration of Phases 1 and 2 into a comparison of the differences and commonalities between the China and US cultures as they relate to ecotourism. The matrix was formed using the same process of internal and external reviewers. These comparisons, in some instances, are the same and represent commonalities, and other cases, they represent opposite ends of the continuum. It is from these comparisons that the stages of an ecotourism program for each country can be developed. These stages represent a hierarchical understanding of where the current culture is and how to develop a consistent approach to formulate social responsible actions by the ecotourists' participants.

China US

1. Collective Individual

The primary difference between these two ends of the continuum is the collective focuses upon the group goals and the individualistic focuses upon personal achievement.

2. Regulation Free choice

The differences on one end of the continuum represents more control and the other end of the continuum represents independence in the making of decisions.

3. Folklore/stories Experience

The difference in this continuum is that folklore represents an interpretation based upon heritage and the experience, to the continuum which represents knowing through direct contact.

4. Emotional Rational

The difference between emotion and rationality is the amount of time to make the decision. Emotion involves immediate reaction and rationality involves planning.

5. Big picture/people always in the picture Small picture/people seldom in the picture

The difference between the big picture and the small picture is one of perspectives. The big picture is concerned with little details, but overall perspective and the little picture is concerned with details and a loss of perspective in regard to the overall view.

6. Wow experience/ordinary Wow experience/extraordinary

The difference in the wow experience is the basis of the experience. At one end, the experience has to be routine and at the other end, the experience has to be beyond normal routine.

7. Trendy/fashion Nostalgia

The difference in this continuum is tends to change very frequently based upon societal ideas and nostalgia resists change, based upon past experiences or heritage.

8. History Current events

History that relates to past culture and current events is based upon an immediate response to situations that arise.

9. Minimal supplies Maximum supplies

The difference in this continuum is the amount of resources accumulated to achieve the experience. One has very few resources and the other has maximum resources, based upon possible contingencies.

10. Little research before trip Research's destination

This continuum is based upon planning. In one there is very little planning of the experiences. The other end of the continuum focuses on details related to the experience.

11. Families/extended Families and social group/core

The difference in this continuum is the size and nature of the group. One end of the continuum includes larger groups based upon distant relationships, and the other end of the continuum depends upon smaller groups that have closer relationships.

12. Relax Purpose

This continuum represents an ability to forget daily routines and other priorities in life. At the other end of the continuum, there is a continuous drive that relates to achievement of the goal.

13. Leadership/task Leadership/relationships

Leadership, in this context, is one of objectives being achieved, as opposed to the development of human resources, in a respectful manner.

14. Less creative more creative

Creativity here is a very rigid perspective at one end, and at the other end, represents a very free entertainment of all possibilities.

6.1 Relationships among categories and matrix

When the categories were related to the matrix continuums, this helped to clarify the relationships and provide understanding for the next segment of the analysis. There was a clear delineation of the cultural markers. It must be recognized, at this point, that this study was developed from a cultural perspective to help identify possible stages in the development of an ecotourism program.

Relationships among categories and comparison

Category one; Related to matrix four (Emotion versus Rational) and seven
Inner harmony (Trends versus Nostalgia)
Category two; No matrix equivalent
Spiritual
Category three; Related to matrix four (Emotion versus Rational) and eight
Rational (History versus Current Events)
Category four; Related to matrix ten (Little research versus More research) and
Exploration five (Big picture versus Small picture)
Category five; Related to matrix four (Emotion versus Rational) and
Emotion seven (Trends versus Nostalgia)
Category six; Related to matrix six (Ordinary versus Extraordinary)
Attributes
Category seven; Related to matrix three (Folklore versus Experience) and seven
Nostalgia (Trends versus Nostalgia)
Category eight; Related to matrix one (Collective versus Individual) and 11
Social Aspect (Large group versus Small group)

The two strongest matrix dimensions that are related to the categories are matrix four and matrix seven. Matrix four is emotion versus rational. This is a

dimension that relates directly to the way ecotourism is approached. It is a direct reflection of the methods that should be used with each culture. Matrix seven is trends versus nostalgia. One would expect the Chinese culture to be very related to nostalgia, but the focus on trends is a cultural approach that is directly related to their economic evolution. This is a current societal element that is related to social trends. It is also reflective of a way to approach the ecotourism program. One reflects social pressure and the other reflects past experiences.

7.0 Environmental Programs

Now that there has been some type of understanding related to culture and the underlying dimensions, these data can be put in a hierarchical order, based upon the comparisons made to this point. It is recognized that these comparisons are only an initial stage to help in the development of an effective tourism program. It must also be recognized that the stages formed are not written in stone. Some individuals will be at different stages and should not be pressured to be recycled to an earlier stage. The stages are provided as a guide and individuals and populations will be at different positions. The program development will directly depend upon the individuals and populations. The program should start out from where they are and help them progress through the stages to become socially responsible environmental citizens. These development stages show the difference in cultures and helps provide a new approach, based upon cultural differences. One program cannot be transferred to another culture without understanding the basic infrastructure.

Developmental Stages for Environmental Program in China and US: Comparison

China:

Stage 1/wow

Matrix six/wow

Matrix five/big picture

Matrix 10/no research

Stage 4/pictures and memories

Matrix one/collective/look where we have been

Matrix's 11/family extended

Stage 2/folklore and storytelling

Matrix 8/history

Matrix 1/collective

No matrix/intangible

Stage 3/history, culture, music (ritual drama)

Matrix nine/food/water/camera

Matrix four/emotion

Stage 4/pictures and memories

    Matrix one/collective/look where we have been

    Matrix's 11/family extended

Stage 5/incentive

    Matrix seven/trends/fashion

    The rest of the stages are a transition from extrinsic to intrinsic motivation

Stage 6/monitoring/awareness/ understanding/questioning

    Matrix eight/history

    Matrix two/control

    Matrix 1/collective

Stage7/solution/social responsibility

    No matrix equivalent/ future/environmental action

The proposed environmental program for China begins with an extrinsic motivational approach in Stages 1 and 2. These began with the tourism experiences that are reflective of a culture. Stimulation of interest directly depends on a wow factor to destinations that have historical heritage. These types of experiences must be built upon to expand the traditional approach with new storylines, history, culture, and music that exposes a new perspective. This is the basic premise of Stages 3 and 4. At this point, incentives have to be provided to sustain the interest that has been developed. The incentives, as outlined in Stage 5, are critical to the understanding of the environmental concepts related to ecotourism. Stages 6 and 7 are intrinsic and the motivation comes from the desire to protect and sustain the environment. These are the stages where realizations are the outcome, and direct action is developed because of a desire to become part of the solution.

US:

Stage 1/wow

    Matrix six/wow

    Matrix five/small picture

    Matrix 10/research

Stage 4/pictures and memories

    Matrix one/individual

    Matrix 11/family/social group/core

Stage 2/experience/popular culture

    Matrix three/experience

    Matrix one/individual/privacy

Stage 3/ local culture

    Matrix four/rational

    Matrix nine/education

Stage 4/pictures and memories

    Matrix one/individual

Matrix 11/family/social group/core
Stage 5/incentive
Matrix seven/nostalgia
The rest of the stages are a transition from extrinsic to intrinsic motivation
Stage 6/monitoring/awareness/ understanding/questioning
Matrix four/rational
Matrix three/experience
Matrix nine/educational
Stage7/solution/social responsibility
No matrix equivalent/ future/environmental action

In the US model, the program begins in Stage 1 and 2 with extrinsic motivation, but the extrinsic motivation represents a passive environmental counter. The more the experience is unexpected, the greater the impact that the experience has on the individuals. The primary element is the immediacy of the experience and how this experience is translated to long-term memories. In Stage 3, there is a desire for more experiences, and as these experiences are set, there is a love for the environment and culture. There has to be an element of familiarity with the environment and culture. Stage 5 is an incentive program that has to build upon the desire or like for the environment. This must grow into a love for the environment and culture for the motivation to become intrinsic. From there, in Stages 6 and 7, there is a development of an understanding which leads to a desire to become active and involved in the solutions related to the ecosystem.

Conclusion

The primary purpose of this manuscript is to explore a cultural approach to the development of ecotourism. One of the two cultures chosen was the Chinese because the lack of desire for social responsibility toward environmental issues among citizens, while the United States was chosen because there is an environmental concern that is translated to a large percentage of the population having a socially responsible attitude. Comparisons were made in order to try to understand the differences between the cultures and potential ways of developing social responsibility in China, to further the responsibility movement in the United States, and to have a cross-cultural understanding of environmental issues.

It was found that through comparisons, a culture does make a difference and that each of the populations must be approached based upon a cultural basis. This is a macro view of a program that involves ecotourism. The implications are to understand and to apply this cultural perspective. The overall thrust is to develop a societal approach that involves the direct experience of cultural elements to develop social responsibility.

References

Colburn; Elizabeth A. (2004) Vernal Pools: Natural History and Conservation. The McDonald & Woodward Publishing Company, Blacksburg, Virginia, 4-5.

Hea, Xueqin (Elaine); Honga, Ting; Liub, Lan, and Tiefenbachera, John. (2011) A Comparative Study of Environmental Knowledge, Attitudes and Behaviors among University Students in China. International Research in Geographical and Environmental Education, Vol. 20(2), 91–104.

Im, K. and Cho, H. (2013) A Systematic Approach for Developing a New Business Model using Morphological Analysis and Integrated Fuzzy Approach. Expert Systems with Applications. Vol. 40 (11), 4463-4477.

Li , Beidong and Liam, Yuluan. (2003) The Spirit of Ecotourism, Journal of Southwest University for Nationalities Humanities & Social Sciences Vo24 (19), 293-296.

Li, Wenming and Zhong, Yongde. (2009) Literature Views on Foreign Countries' Ecotourism Education. Tourism Tribune. Vol.24 (11), 90-94.

McCutchen, D., Stull, S., Herrera, B. L., Lotas, S., and Evans, S. (2014) Putting Words to Work: Effects of Morphological Instruction on Children's Writing, Journal of Learning Disabilities, Vol. 47 (1), 86-97.

Ohio Environmental Council, (2010) Ohio's Hidden Wonders, Printed by Advance Graphics, Columbus, OH, 3

Pacheco, M. B. and Goodwin, A. P. (2013) Putting Two and Two Together: Middle School Students' Morphological Problem-Solving Strategies for Unknown Words. Journal of Adolescent & Adult Literacy. Vol. 56 (7), 541-553.

Ram, G., Marinellie, S. A., Benigno, J., and McCarthy, J. (2013) Language, Morphological Analysis in Context versus Isolation: Use of a Dynamic Assessment Task With School-Age Children, Language, Speech & Hearing Services in Schools. Vol. 44 (1), 32-47.

Storbacka, K. and Nenonen, S. (2012) Competitive Arena Mapping: Market Innovation Using Morphological Analysis in Business Markets. Journal of Business-to-Business Marketing. Vol. 19 (3), 183-215.

Tojeiro, Maria Cidalia. (2011) The Ecotourism Sustainable Strategy: Engagement and Overcoming. Journal of Coastal Research, Special Issue No. 61, 221-226.

World Travel & Tourism Council (2015). *China, China Hong Kong and China Macau SAR: The Impact of Travel & Tourism on Jobs and the Economy*, Beijing, April 24.

Wu, En and Cheng, Jia. (2009) On the Present Situation of China Natural Park Environmental Interpretation and Education. Chinese Landscape Architecture. Vol.20(3), 17-20.

Wu, Xinmin. (2005) The Study on the Temporal and Spatial Distribution of Ecotourism literature in China. Journal of Inner Mongolia Finance and Economics College Vol. 3 (4), 102-105.

❑❑❑