

Research Article

The Green Development of Gourmet Tourism

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Abstract: The study puts forward that the development of gourmet tourism should emphasize the exploration and innovation of green food productions and the moderate propaganda and the correct guidance to promote the green development of food tourism. Meanwhile the study combines with the industry life cycle theory to generalize the evolution of green food industry in China. The green development of gourmet tourism is the need of intensive management and the sustainable development and the green development of gourmet tourism should be based on the principles of local conditions and the sustainable development. Through the analysis of the condition of the green development of food tourism.

Keywords: Gourmet tourism, green food, sustainable development

INTRODUCTION

According to the measurement of the World Tourism Organization, the main projects of tourism spending are catering, accommodation, transportation and shopping and food costs are equivalent to 18 to 20% of the tourism spending. Eating is not only the basic elements of tourism and its quality directly influences the quality of tourism to a great extent. At the same time, with the further development and richness of tourism, food tourism has gradually become an important subject, which attracts more and more people's interests and has huge potential for development.

Owing to the strong vitality and good market prospect, the green tourism can develop rigidly. Through reasonable planning, creative design, orderly development and the appropriate promotional sales, the green gourmet tourism can realize its value with integrating the original tourism resources and following the principles of green development. "Green development refers to sustainable development", emphasizes the harmony of human and nature and achieving long-term sustainable use of resources to protect actually the environment and culture that the human need to live by Lu (2003). When designing the green development of gourmet tourism, we should regard the sustainable development as the guiding principle and minimize the energy consumption and waste production. Broadly, selecting the best combination of energy and technology, minimizing the operating time of equipment and maximizing the usage rate can reduce the consumption of energy and the negative effects that the environment causes. During designing the diet management mode, the designs of

building, cooking equipment, lighting equipment, tableware cleaning and food cold storage and others, should utilize the energy efficiently and make full use of the wasted energy to achieve the minimization of energy (Yang and Che, 2001). The basic goal of minimizing the waste is to reduce the amount of waste and the evocable damage by a variety of ways of waste disposal. We should carry on the strict and effective management in the aspects, such as purchasing food and materials, food packaging, food storage and food waste disposal, etc., which can minimize waste and meet the requirements of sustainable development.

The core of creativeness and the unique concept of experience are the first element to attract people's attention and the characteristics of tourism products are the foundation of tourism attraction. Therefore, green tourism, which is based on tourism resources, injects vigor and vitality for the established resources and forms to realize the perfect combination of art experience and tourism resources using the new thinking, new themes and new experience. The key of green tourism products to achieve its value is to convert ideas and experience into tourist attractions and reflect the taste of "unique".

MATERIALS AND METHODS

The green development principle of gourmet tourism: The creative activity of modern gourmet should conform to the level of modern productivity development and the modern aesthetic consciousness and adapt to the modern life style. According to the development of various regions' representative food tourism, with the rapid development of China's tourism, the content of food tourism will be increasingly rich and the forms will also be developed and innovated

continuously. Gourmet tourism is gradually developed tourism of famous dishes that emphasize on experience and enjoyment. With the increasing demand of dining consumers for food safety and health, the green gourmet tourism will be a new choice.

It is a comprehensive work to suit measures to local condition and to develop and plan the tourism products reasonably. It often involves many areas of local social economy, especially the close relation with the local urban construction, culture, landscape, traffic and other departments' work. Therefore, it is necessary to realize the integration development of tourist industry and city construction. Meanwhile, we should adjust measures to local conditions and develop tourism products according to our abilities to avoid the situation of "a swarm of bees". Comprehensive development refers to that building brand healthy tourism should pay attention to the overall development of the six elements in tourism to meet the diverse needs of tourists, integrate tourism enterprises and relevant factors to form the mature industrial chain and continually develop its location advantages to create a local brand or a tourism product brand, which can truly realize the value of its products.

The principles to meet travelers' healthy diet: China's diet healthy regimen is the gem of Chinese diet culture. For thousands of years, it has been completing constantly in practice and has formed a traditional theory system. The theories of the system insists that there are similarities in nature between medicine and food, which is the so-called "medicine food homology" (Gansu, 2000). The basic theory of dietary therapy and dietary regimen is based on Chinese traditional theory of Yinyang-Wuxing. Its mechanism is that foods enters the body and are transited to the whole body by some way after the internal digestion, transformation, absorption and then take effect with combining with specific organs, organizations to achieve the goal of treatment of health care. To pursue health is the most basic need of tourists in the entire mine. Especially under the fast-paced modern society and the increasing competition strength, health care has become an important part of tourist demand undoubtedly. Regimen science mode is aimed at that regimen consumption is a large market and the regimen education market has tremendous potential. But only few people truly understand the knowledge of health care and the consumers are lack of knowledge of health care. Therefore, tourist scenic areas (points) can start from the perspective of the bamboo culture and then combine with the regimen culture, which refers to employing a professional health care teacher to teach tourists some related knowledge and using bamboo resources, Chinese herbal medicine, wild animal and plant resources and others in the scenic area (spot) to carry out activities that tourists can participate. Through these, the tourists can not only go sightseeing and but

towards the ecological leisure tourism and the classic also learn some knowledge of health care at the same time. The tourist areas should establish the supporting services: the health counseling training center (such as senior experts inquiry, diagnosis and prescribing, psychological counseling and all kinds of health courses), the recreation center (such as providing food regimen, environmental regimen, fume treatment regimen, traditional Chinese medicine regimen, music regimen and yoga regimen, etc.), Healthy meals room (such as five reconcile, the balance of Yin and Yang, food regimen with medicine, the creation of four seasons' healthy dishes, daily dietary nutritional guidance).

RESULTS AND DISCUSSION

The connotation of green food industry in gourmet tourism: Green food refers to that the safe and high-quality foods are produced following the principles of sustainable development and the standards of green food production and are affirmed by the specialized agencies to use the sign of green food (Klepper, 1996). The development of green food, can start from the perspective of protecting and improving agricultural ecological environment, carry out the specified technical standards and operational procedures during planting, keeping and processing and restrict or ban the usage of chemical synthesis and other poisonous and harmful material and then implement the process quality control of "from farm to table", which can achieve the purpose of protecting the ecological environment, ensuring food safety and improving product quality. In foreign countries, the similar foods are known as health foods, natural foods, green foods, organic foods and ecological foods, etc and whose nature is the same (Vernon, 1966). Green food has positive externalities, mainly manifested in the following aspects: saving resources in the production process; the environmentally friendly in the consumption process; being beneficial to of themselves, others and their descendants; and the consumption having the utility of "recessive" and "chronic". According to the understanding of green food, in this study, the definition of green food industry is: guided by the principle of sustainable development, putting the standardization, industrialization throughout the whole industry chain of "from farm to table", the modern agricultural industry integrating ecology, safety, nutrition, high-quality, with the green food production, processing as the main line. It is the summary, expansion and improvement of ecological agriculture, green food production and other agricultural development mode, a new agricultural development mode of environmental friendly which can promote the sustainable development of agriculture and improve the level of food safety and the important content and foundation of green agricultural economy.

Table 1: Green food formation characteristics

	Formation (1990-2003)	Growth period (2004-present)
The number of companies	Authentication enterprise quantity growth quickly, the growth rate, authentication enterprise small and medium-sized enterprises accounted for more than major.	Authentication enterprise number continues to grow, growth slows, large certification enterprises increase in the number.
Product characteristics	Is higher than traditional food grade, low value-added, primary food.	High cost performance, low added value, differentiation, deep processing of food increased.
Export	Primary processed products accounts for more than major, exports from without to slow growth, export product variety is unitary.	Processing food proportion increase, the export products structure diversification, exports are increasing rapidly.
The form of competition	Fierce market competition, trade barriers to enter the market is small, the market competition characteristics mainly depend on traditional product imitation, profits and product sales market space is large.	Market competition, raising barriers to entry in the market, market competition is characterized by cost-price-quality-brand-size-differentiation competition, but profits and product sales market space is huge.

The development of tourism green food industry has experienced the following stages: in the first stage, it is the formation of green food industry, including the basis construction phase of industry formation (1990-1996); the accelerated development stage of the whole society promotion after the formal formation of the green food industry (1997~the end of 2003). In the second stage, it is growth period of the green food industry, including the early growth, namely the comprehensive advancing period to socialization, marketization and internationalization (2004-2005); the mid and later growth, namely the stage towards maturity (since 2006). China's tourism green food industry experiences the two development stages and the characteristics are shown in Table 1.

This study adapts the difference method. Considering that the green food industry is a new type and system of tourism food development and the indicators and data that can be used in the horizontal and vertical comparison are little, the study judge the industry life cycle using the difference method, in addition to defining the green food industry evolution stages according to the changes of enterprises' number. The method of qualitative analysis mainly uses the analogy which refers to that using the unbalance of spatial development in a certain industry and make the comparative analysis between the industrial development situation of backward areas and the history of developed areas' industrial development to determine the development stage of backward areas' industries. Growth curve method is based on that the growth rate of product output or sales in the different stages of industry life cycle conforms to the characteristics of slow-fast-slow and the curve will show the law of "S" after tracing point. We can use the mathematical equations to fit time series of a certain industry and predict the product output or sales in later years to determine the peaks' time of the industry life cycle in turn. The most famous curves are Pearl Curve and Gompertz Curve in the growth curve method. The equation of Pearl Curve is shown:

$$Y_t = L / (1 + ae^{-bt}) \quad (1)$$

In the Eq. (1), y refers to the output or sales of some industry and a, b are indeterminate coefficients,

$0 < a < 1, 0 < b < 1$ and t is the time variable and k refers to the saturation value forecasters give (Yizhi, 2006). Because the development time of the green food industry in China is shorter, it is difficult to describe and forecast the growth of the industry using growth curve method. The study sets up the quantitative analysis model in regard to the growth of industries' number and the stages' division of industry life cycle, which replaces continuous data using discrete data approximately. The form of model is as follows:

$$y = x(t) \quad (2)$$

The enterprise number of changing speed is described by the finite difference approximation instead of derivative, means as below:

$$y' = x'(t) \approx \Delta x(t) = x(t) - x(t-1) \quad (3)$$

$$y'' = x''(t) \approx \Delta^2 x(t) = x(t) - 2x(t-1) + x(t-2) \quad (4)$$

To green food industry, $x(t)$ represents the number of certified industries that attain the usage of green food mark in the t^{th} year; $x(t-1)$ is on behalf of the number of certified industries in the $(t-1)^{\text{th}}$ year; and $x'(t) > 0, x'(t) < 0$ refers to that the number of certified industries in the t^{th} year increase progressively in a monotone acceleration; $x'(t) > 0, x'(t) < 0$ represents that the number of certified industries in the t^{th} year increase progressively in a monotone deceleration; $x'(t) < 0, x'(t) > 0$ refers to that the number of certified industries in the t^{th} year decrease progressively in a monotone acceleration, $x'(t) < 0, x'(t) < 0$ represents the number of certified industries in the t^{th} year decrease progressively in a monotone deceleration; $x'(t) = 0$ represents that the t^{th} year is the peak of the various stages of the industry life cycle; $x'(t) = 0$ is that the t^{th} year is the critical point of each stage of the industry life cycle.

CONCLUSION

Gourmet tourism is still in the initial state of development, which has a lot of room to grow. But

because of the restriction of many factors, the development of food tourism has many problems, such as imperfect development, the low product popularity, etc. Aiming at these problems, we should give full play to the resource advantages of foods, continuously develop various and distinctive products to increase the awareness of the tourism products.

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