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Practical Teaching Design of Ecotourism Course under the Construction of Park Cities: A Case Study of Qinglong Lake Ecological Wetland Park

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Abstract The construction of park cities makes it possible for the popularization of ecotourism, and lays resource conditions and product foundation for the practical teaching of ecotourism course. In this paper, natural ecological resources and ecological leisure and recreation in Qinglong Lake Ecological Wetland Park were analyzed, and a series of practical teaching projects can be designed based on ecological cognition education, ecological responsibility, ecological experience, ecological environmental protection publicity and ecological tourism scenic spot management, as well as the teaching requirements of ecotourism course.
Keywords Park city, Ecotourism, Curriculum practice teaching
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The International Union for Conservation of Nature (IUCN) first proposed the term ecotourism, and the International Ecotourism Association defined it as tourism activities that have the dual responsibility of protecting the natural environment and maintaining the lives of local people in 1993. As a result, the research on ecotourism and teaching of ecotourism course in China are deepening. For instance, based on environmental education, some scholars have studied teaching models through the integration and penetration of ecotourism course and environmental education[1]. Some scholars have proposed the teaching ideas of ecotourism course based on forest environment[2]. In recent years, papers on the ideological and political construction of ecotourism course and curriculum ideological and political teaching reform based on the practice of ecological civilization have also been published[3]. As a demonstration city of park city construction that implements the new development concept, Chengdu has achieved remarkable results after several years of construction. The park form is deeply integrated with urban space, and the new urban and rural form of a community of human and natural partners has basically taken shape. The value realization mechanism of ecological products has initially been established. The results of park city construction provide rich teaching resources for the construction and practical teaching of ecotourism course, so it is meaningful to study the practical teaching of ecotourism course under park cities and realize the transformation of educational value of park city construction.

1 Concept and initial results of park city construction

1.1 Construction concept

It is necessary to comprehensively implement the new development concept, integrate the concept that lucid waters and lush mountains are invaluable assets into the whole process of urban development, highlight the value of ecological products, promote the complementarity of ecological civilization and economic and social development, promote the interweaving of urban style and park form, deepen the green ecological background, shape the beautiful form of park cities, create a livable and beautiful life, improve the well-being of park cities, create a good environment suitable for business, stimulate the economic vitality of park cities, improve the modern governance system, enhance the efficiency of park city management, achieve the combination of high-quality development, high-quality life, and efficient management, and create a park city with harmonious integration of mountains, rivers, people and cities. In the construction of park cities with green as the new form, the construction of the ecological background of green mountains, green roads and blue networks, the improvement of the environmental quality, the innovation and transformation of the ecological value of green waters and mountains, and the construction of green and low-carbon production and life style have been implemented. The above construction ideas and measures have laid a high-quality foundation for the practical teaching of ecotourism course.

1.2 Initial achievements in ecological environment construction

Over the past five years, Chengdu City has thoroughly implemented Xi Jinping's idea of ecological civilization, led by the construction of a park city demonstration zone that practices the new development concept, and explored a new practice and new path for the harmonious integration of mountains, rivers, people and cities. Relying on the Longmen Mountains, Longquan Mountain, Minjiang River and Tuojiang River as the general pattern of ecological security, the action of taking Longquanshan Urban Forest Park as the green heart, Giant Panda National Park as the green lung, Tianfu Green Road as the green vein, ecological parks around the city as the green ring, and Jinjiang Park as the green axis and the demonstration project construction of "one hundred parks" were carried out. More than 1,300 ecological parks of various kinds have been built, among which the ecological parks with 133 km^2 ecological belts around the city includes 20 km^2 ecological water system and 24 km^2 urban forest. 1,005 forest plates in western Sichuan have been protect and restored. 10 national ecological value transformation demonstration zones have been built, and 380 ecological value transformation scene brands have been built. A total of 5,188 hm^2 of greenways at all levels have been built. Forest coverage reaches 40.3%, and the area of newly added urban green space is 1,845 hm^2. Green coverage in built-up areas increases to 44.3%. The number of days with good air quality increases from 132 to 299, and $PM_{2.5}$ concentration decreases by 58%, while the rate of good

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water bodies increases from 71.1% to 100%. An ecological security pattern covering the whole area, integrating urban and rural areas, connecting communities, and a park city form with excellent ecological background have been initially formed. These national parks, mountain forests, urban forests, municipal and wetland parks, river ecological corridors, greenways and ecological belts around the city provide guarantees for the high-quality implementation of the practical teaching project of ecotourism course.

2 Development of ecotourism under the construction of park cities

2.1 Promoting the localization of ecotourism

In today's whole-area ecological civilization construction, due to the shortage of authentic natural ecological resources and the growing demand for ecotourism, ecotourism should no longer be limited to the original natural ecosystem such as the original forest, and it is very necessary to include relatively natural ecological resources into the category of ecotourism resources, which can promote the localization of ecotourism, which is considered by western scholars as a minority, into the popular ecotourism in China[4], so that the educational value and ecological experience value of ecotourism can be realized among the public, so as to meet the public's demand for learning from nature and promote the construction of ecological civilization.

2.2 Forming various types of ecotourism teaching resources and products

The construction of park cities focuses on ecological thinking as the logical basis and people's vital interests as the center to build a harmonious and unified urban structure of people, city, environment and industry, and follows the fundamental principles of respecting nature, conforming to nature and protecting nature in all spatial production activities, thus forming various types of ecotourism resources and related ecological leisure products.

The ecological tourism resources formed in the construction of park cities include mountain forest ecosystem resources, river corridor ecological system resources, green corridor ecosystem resources, lake ecosystem resources, farmland wetland ecosystem resources and garden green space ecosystem resources, thereby forming forest landscape, river landscape, greenway landscape, lake landscape, agricultural landscape and garden green space landscape.

With the formed resources, landscape and facilities as the carrier, and in line with the construction idea of harmony and unity among people, city, environment and industry, ecological experience, ecological education and ecological cognitive tourism products based on various ecosystem types have also been formed during the construction of park cities, including forest ecotourism products such as ecological experience of forest environment, ecological education of forest ecological function, and ecological cognition of forest biodiversity protection, and wetland ecological tourism products such as wetland ecological education, wetland biodiversity cognition and wetland bird watching. Based on different facilities, the developed ecological leisure tourism products include camping, picnics, concerts, and family gatherings, and fitness tourism products include rafting, cycling, jogging, walking, hiking, roller skating, race-walking, skateboarding, etc.

3 Discussion on the practical teaching construction of ecotourism course in Qinglong Lake Ecological Wetland Park

3.1 General situation of Qinglong Lake Ecological Wetland Park

Qinglong Lake Wetland Park covers a total area of 667 hm^2, including 427 hm^2 of ecological green space and 267 hm^2 of water storage area. The first phase covers an area of 314 hm^2, building the ecological wetland landscape mainly around more than 100 hm^2 of water surface. The second phase covers an area of 405 hm^2, and the area of waters is 110 hm^2. The park takes green ecology as the keynote, lakes and forests as the main scene, and has tourism, leisure and entertainment, sports and fitness, business meetings and other functions. The main natural ecosystems in the park include urban forests, freshwater lakes, ponds, rainwater wetlands, bamboo forest plates, tree lawns and landscape agriculture. Qinglong Lake is a high-quality habitat for birds. More than 200 species of wild birds have been recorded, of which there are more than 30 species of rare, vulnerable and endangered birds, especially including 3 blue-headed ducks. The number of the population is less than 500 in the world. Besides, there are as many as 3,600 colorful leaf trees and 5,000 cherry trees. In the park, there are leisure squares, walking paths, sports venues, intelligent facilities and soil-insect-plant science research bases.

3.2 Practice teaching design of ecotourism course in Qinglong Lake

After localization, the concept of ecotourism can be roughly defined in three ways: first, it is defined as a tourism mode or tourism product according to the market; second, it is defined as the behavior norms and environmental values of tourists and local residents according to the code of conduct; third, it is defined as a tourism development mode according to the development mode of the destination, which combines tourism development with community development and environmental protection. Based on the definition of these three aspects, the natural ecosystem resources of Qinglong Lake Wetland Park under the construction of park cities, and the development of ecological leisure and recreation for citizens and the management of ecotourism in the region, the practical teaching of ecotourism course can be designed from the following aspects.

3.2.1 Practical teaching design based on ecological cognition and ecological education. Ecological cognition mainly refers to people's understanding of the components, structure, function and mutual relations of the natural environment, then producing the knowledge of ecological environmental protection. Ecological education is the process of integrating ecological thoughts, concepts and principles into education to achieve sustainable development and create an ecological civilized society. The educational methods include classroom education, field experience, typical demonstration and public participation. According to the current situation of ecosystem type of Qinglong Lake Wetland Ecological Park under the construction of Chengdu as a park city, the explanation of ecotourism resource content in ecotourism course, the practical teaching design of ecotourism course based on ecological cognition and education can be carried out from the aspects of ecological factor cognition, species population cognition and ecosystem cognition (Table 1).

3.2.2 Practical teaching design based on ecological responsibility and environmental values. Ecological responsibility is the environmental responsibility of natural persons, namely reducing their negative externalities to the lowest level in economic activities with a responsible attitude. The concept of ecotourism is defined as responsible tourism behavior or environmental

values. In view of the development of outdoor activities such as ecological leisure and recreation in Qinglong Lake, as well as the definition of ecotourists in the teaching of ecotourism course, practical teaching projects can be designed based on the investigation of tourists' environmental attitude and observation of tourists' behavior characteristics (Table 2).

3.2.3 Practical teaching design based on ecological experience. Ecological experience is to watch, travel, and explore in the ecological environment, so as to enjoy the fresh, relaxed, comfortable harmonious atmosphere of nature and man, understand nature, improve health, cultivate sentiment, accept environmental education and enjoy nature. Based on the development of ecotourism products and other teaching contents of ecotourism course, as well as the situation of ecotourism products in Qinglong Lake Wetland Ecological Park, the practical teaching design of Ecotourism course based on sports, walking viewing and picnic camping can be carried out (Table 3).

3.2.4 Practical teaching design based on ecological environment protection publicity. Through the development of ecotourism, tourists can carry out the publicity of ecological environment protection imperceptibly. In ecotourism areas, the publicity of ecological environment protection can also be carried out in the form of popular science education, popular science activities and volunteer activities. Combined with the practical teaching of ecotourism course, the practical teaching design of the course can be carried out in the aspects of writing and preaching ecological tour guides, project planning of ecological civilization propaganda activities and volunteer activities (Table 4).

3.2.5 Practical teaching design based on ecotourism management. To develop ecotourism and ensure the sustainable development of economic, social and ecological benefits of ecotourism destinations, it is necessary to strengthen the management of ecotourism areas, not only maintaining the sustainability of tourism resources utilization, but also being conducive to community development. In combination with the sustainable development characteristics defined by ecotourism course and the requirements for community access and development, practical teaching design can be carried out in Qinglong Lake Ecological Wetland Park based on environmental capacity, community interests, ecosystem protection and restoration and management system (Table 5).

4 Conclusions

Ecotourism course in colleges and universities is a professional course of specialities tourism management, forestry and ecology. In today's modernization of harmonious coexistence between man and nature, ecotourism course will be a public course that reflects the ecological and environmental literacy of ecological civilization construction.

Re-clarifying the status and role of the course, carrying out the construction of the theoretical and practical teaching design of ecotourism course in colleges and universities based on the construction of ecological civilization and the construction of Chengdu's park city that implements the new development concept, and combining the course construction with the construction of industrial production and the ecological leisure and recreation activities of citizens to discuss the teaching reform and practice of the course will realize the value of curriculum setting and teaching to a greater extent, and more effectively combine with production to guide industry practice, so as to achieve a win-win situation between man and nature under the development model of ecotourism.

Table 1 Practical teaching design of ecotourism course based on ecological cognition and education

Practical teaching project	Practical teaching purpose	Main practice content	Development point	Development form
Ecological factor cognition and educational practice	Understanding the types and significance of ecological factors and the impact of tourism activities on ecological factors to pay attention to the changes of ecological factors in the process of leisure and recreation	Mainly carrying out the cognition of ecological factors such as light, temperature, water, soil and biology	Most locations in the park	Teachers demonstrate and students practice in groups
Species and population cognition and educational practice	Understand the species and biodiversity of Qinglong Lake, and the concept and characteristics of population to implement protection during travel	Understanding the local plants and their population characteristics and observing birds in the park	The secondary forest ecosystem and ecological ecotone of lake island in the park	Teachers choose explanation and demonstration, and students practice in groups
Ecosystem cognition and educational practice	Understanding the types of global ecosystems in Qinglong Lake and the structure, components and functions of different types of ecosystems, and knowing the health and stability requirements of ecosystems to guide the development of ecotourism	Understanding the types of aquatic ecosystem, humid ecosystem, and secondary forest ecosystem in the park	Lakes, ponds, lakes and forests within the park	Teachers choose explanation and demonstration, and students practice in groups

Table 2 Ecological tourism practice teaching design based on ecological responsibility

Practical teaching project	Practical teaching purpose	Main practice content	Development point	Development form
Investigation and analysis of tourists' attitude to the environment in Qinglong Lake	Through the development of the project, students can carry out questionnaire factor screening and questionnaire design of relevant environmental attitudes on the basis of consulting data, and carry out questionnaire investigation and analysis to draw conclusions, so as to exercise and improve themselves	Through the implementation of the project, understanding tourists' attitude towards natural biological environment and abiotic environmental factors, tourists' awareness of ecological civilization and sustainable development, and putting forward suggestions through data collection and analysis	The whole area of the park	Students work in small groups according to the requirements of the practical teaching project
Investigation and analysis of tourists' characteristics of environmentally friendly behavior in Qinglong Lake	Through the development of the project, students can set up observation tables of relevant environment-friendly behaviors on the basis of consulting data, and carry out their own investigation and judgment to draw analysis conclusions, so as to exercise themselves and improve themselves	Through the implementation of the project, understanding tourists' garbage disposal behavior, green space trampling behavior, loud noise behavior, picking branches and flowers and fruits behavior, polluting water body behavior, harming wild animals, riding too fast and other non-low-carbon behaviors in Qinglong Lake, and putting forward suggestions through data collection and analysis	The whole area of the park	Students work in small groups according to the requirements of the practical teaching project

Table 3 Ecotourism practice teaching design based on ecological experience

Practical teaching project	Practical teaching purpose	Main practice content	Development point	Development form
Analysis of sports ecological experience activities in Qinglong Lake	Through the practical investigation of the project, understanding the transformation of ecological value of ecological experience activities carried out in an excellent ecological environment and people's physical and mental pleasure and happiness, and further analyzing the improvement of environmental ecological values and ecological responsibility after ecological experience	Mainly investigating and analyzing the development of ecological fitness experience in Qinglong Lake, such as half marathon, community long-distance running, tourist jogging, community cycling parade, roller skating and other sports, the effectiveness, and tourists' harvest and education situation through ecological experience	The first-level healthy greenway system in the whole area of the park	According to the requirements of the practical teaching project, students conduct on-site investigation and institutional investigation in small groups
Analysis of walking and viewing ecological experience activities in Qinglong Lake	Through the practical investigation of the project, understanding the transformation of ecological value of ecological experience activities carried out in an excellent ecological environment and people's physical and mental pleasure and happiness, and further analyzing the improvement of environmental ecological values and ecological responsibility after ecological experience	Mainly investigating and analyzing the situation of tourists who come to Qinglong Lake lakeside greenway and forest walk for leisure, appreciate the ecological water landscape, forest landscape, woody flower landscape, grass and flower landscape, and lawn landscape, and their physical and mental perception and harvest and education situation through ecological experience	Multi-level greenways and scenic spots in the whole area of the park	Students work in small groups according to the requirements of the practical teaching project
Analysis of picnics and camping ecological experience activities in Qinglong Lake	Through the practical investigation of the project, understanding the transformation of ecological value of ecological experience activities carried out in an excellent ecological environment and people's physical and mental pleasure and happiness, and further analyzing the improvement of environmental ecological values and ecological responsibility after ecological experience	Mainly investigating and analyzing the situation of tourists' picnics and camping around the lake, ecological water landscape, forest landscape, woody flower landscape, grass and flower landscape, and tree lawn landscape, their physical and mental perception and harvest and education situation through ecological experience	Multi-level greenways and scenic spots in the whole area of the park	Students work in small groups according to the requirements of the practical teaching project

Table 4 Ecotourism practice teaching design based on ecological environment protection publicity

Practical teaching project	Practical teaching purpose	Main practice content	Development point	Development form
Writing and preaching of ecotourism tour words in Qinglong Lake	Through the implementation of the project, students will develop their grasp of ecotourism resources, deepen their understanding of ecotourism products, know the significance of ecological education for ecotourism activities, and exercise their ability of text writing and oral expression	Through investigation, writing out the natural ecological resources of Qinglong Lake such as water body, forest, wetland, garden green space and flowers, different types of ecotourism products and the educational value of ecotourism in Qinglong Lake are written to form a text and explain to the class	Carrying out a survey in the whole area of the park, writing after class, and explaining in class	Students conduct a survey, text writing and explanation in small groups according to the requirements of the practical teaching project
Planning of ecological civilization education propaganda project in Qinglong Lake	Training students to write planning cases based on ecological education public welfare activities	Based on the status quo of environment and resources in Qinglong Lake, an ecological civilization and ecological education propaganda activity planning for tourists in Qinglong Lake is carried out	One or more ecotourism resource sites in the park	The whole class works together in groups to write a large-scale event planning plan
Environmental protection and ecotourism volunteer activities in Qinglong Lake	According to the teaching content of the course, students are trained to participate in the public welfare persuasion activities of environmental protection and ecotourism volunteers	Students participate in health environment protection, animal and plant protection and ecological civilization advice activities in Qinglong Lake	Environmental protection and tourist persuasion of multi-level greenways and scenic spots in the whole area of the park	Students work in small groups according to the requirements of the practical teaching project

Table 5 Ecotourism practice teaching design based on ecotourism management

Practical teaching project	Practical teaching purpose	Main practice content	Development point	Development form
Investigation and analysis of environmental carrying capacity of Qinglong Lake Wetland Park	Knowing the carrying capacity of ecosystem and the environmental capacity of the ecotourism area, so as to strengthen the environmental capacity management	Investigating and analyzing the environmental capacity of Qinglong Lake Ecological Wetland Park based on water ecosystem, forest ecosystem, tree lawn and greenway system	The whole area of the park	Students conduct a survey, analysis and report writing in small groups according to the requirements of the practical teaching project
Ecosystem protection and restoration of Qinglong Lake Wetland Park	Needing to protect all kinds of natural ecosystems and restore degraded ecosystems under the development of ecotourism	In Qinglong Lake Ecological Wetland Park, the health survey of the main ecosystem types is carried out, and the protection and restoration plan of the damaged ecosystem is proposed	The whole area of the park	Students conduct a survey, analysis and report writing in small groups according to the requirements of the practical teaching project
Investigation and analysis of community interest in the ecotourism area of Qinglong Lake	The development of ecotourism is closely related to community development and benefit, and the development of ecotourism and community development promote each other	Mainly investigating the development of ecotourism and community, and analyzing the mutually promoting development relationship	The whole area of the park and nearby communities	Students conduct a survey, analysis and report writing in small groups according to the requirements of the practical teaching project
Management system design and quality analysis of practitioners in the ecotourism area of Qinglong Lake	The management of the ecotourism area is different from that of general tourist attractions, which needs special system design and relatively professional practitioners	Special system design based on ecosystem management, ecological behavior code and ecological environmental protection awareness and professional management personnel with knowledge of ecology, environmental protection, forestry, etc.	The whole area of the park	Students conduct a survey, analysis and report writing in small groups according to the requirements of the practical teaching project

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(To be continued in P84)

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