




Influence of the Integration of Digital Art Elements in Ecological Environment on Tourist Acceptance

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Abstract. Eco-tourism emphasizes the protection of natural landscape and the sustainable development of relevant industries, and the integration of Digital Art elements in ecological environment is an attempt to establish a healthy, harmonious and balanced development relationship between eco-arts and eco-tourism. The integration of Digital Art elements completes eco-tourism area construction through the rational combination of ecological environment's natural performances, so that the scenic spot's climate, soil, animal and plant characteristics, economic foundation and cultural accumulation can use ecological principles and technologies to simulate natural ecosystem, thereby promoting the coordinated development of tourism and ecology. The active participation of tourists is the starting point and key factor for them to accept the eco-tourism area; when they accept the scenic spot, they need to go through a deep understanding of its cultural connotation and associate their cultural cultivation with its ecological value, in order to realize the acceptance process of the scenic spot is not only a simple reproduction and restoration of its reality, but also a profound understanding of its connotation and internalization. Therefore, on the basis of summarizing and analyzing previous research works, this paper takes Meihua Mountain Eco-tourism Area in Fujian Province, Southeastern China as study object, and uses carefully designed questionnaire to investigate the influence of the integration of Digital Art elements in ecological environment on tourist acceptance. This study expounds the current situation and research significance of the integration of ecological Digital Art elements in eco-tourism area, elaborates the development background, current situation and future challenges of the influence of the Digital Art elements in ecological environment on tourist acceptance, introduces the research objects, questionnaire schemes, analytical indicators and statistical strategies of tourist acceptance survey, analyzes the mutual relationship between ecological Digital Art elements and audience psychology, dissects the inner connection between ecological Digital Art elements and information transmission, proposes the integration mode of Digital Art elements of ecological environment in eco-tourism area, explores the intermediate adjustment path of tourist acceptance, conducts the

management mechanism analysis of tourist acceptance, and finally discusses the integration of Digital Art elements in ecological environment on tourist acceptance. The results show that the tourist acceptances of the Meihua Mountain Eco-tourism Area under the integration of non, mild and severe Digital Art elements in ecological environment is 27.18%, 54.86% and 79.82%, respectively; this positive correlation indicates their mutual integration can not only achieve a balanced development relationship between eco-Digital Art and eco-tourism, but also effectively improve the tourist acceptance, understanding and internalization of eco-tourism. The results of this study provide a reference for further researches on integration of Digital Art elements in ecological environment on tourist acceptance of eco-tourism.

Keywords: Eco-tourism Area; Ecological Environment; Digital Art Elements; Tourist Acceptance

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1 INTRODUCTION

Eco-tourism is a tourism activity with dual responsibility to protect the natural environment and maintain the life of the local people, and its connotation emphasizes the protection of the natural landscape and the sustainable development of tourism [18]. The active participation of tourists is the starting point of tourist acceptance of scenic spots, but also a key factor; tourists need to go through a deep understanding of cultural connotations when accepting scenic spots, link their cultural cultivation with the value of scenic spots, and constantly revise their aesthetic literacy, and constantly break the original perception, in order to achieve the acceptance process of the scenic spot tourists not only a simple reproduction and restoration of the reality of scenic spots, but also a profound understanding of the connotation of scenic spots and the results of internalization. For the consideration of ecological environment and time elements, applying mold Digital Art elements to tourist acceptance can not only shorten the construction cycle of eco-tourism area, but also reflect the ecological nature of eco-tourism area [8]. The form of eco-tourism area integrated into the elements of fine art is mainly assembled and stitched, and the safety of its structure has yet to be studied by relevant personnel. It uses the ecological environment view and ecological values to study the culture, art and acceptance of tourists, and strives to resonance and interaction between tourists and the object of acceptance and acceptance, opposes the absolute view of tourist center acceptance, and advocates the unity of ecological ethics and aesthetic reflection [4]. The landscape environment design of eco-tourism area is not a single individual in essence, especially in the area with rich historical art elements, but also closely connected with the local environment and art elements. At present, most tourist areas landscape design is limited to this particular area, does not consider the whole ecological environment of the art elements to extend [13].

The integration of art elements in ecological environment mainly refers to the living state of all living things and a healthy and harmonious balanced development relationship between them and the environment. The combination of ecology and art elements, the use of art elements of the method of ecological interpretation and application of ecological concepts into landscape design, that is, ecological art elements [11]. The content of art elements in ecological environment is like a kind of close to nature or imitate the performance of nature, through the local natural performance of the reasonable combination of the completion of eco-tourism area construction, so that the region's animals and plants symbiosis [14]. According to the climate, soil and plant characteristics, construction status, economic foundation and cultural accumulation of eco-tourism areas, it is of great practical significance to simulate natural ecosystems by using ecological principles and techniques, to carry out the integration of art elements in ecological environment, and to promote the coordination of eco-tourism areas with nature [15]. To integrate the elements of ecological

environment art into the eco-tourism area, this model should follow the principle of art design and participation, use the vision of modern art to understand the environment art, create beautiful, artistic works, in line with the needs of today's social development. In analyzing the integration of art elements in ecological environment, tourists are faced with two tasks, one is how to effectively integrate into the material elements related to ecological environment art, and the other is how to effectively integrate into the spiritual elements related to ecological environment art. This study looked at the influence of art elements in ecological environment on tourist acceptance by means of questionnaires and taking Meihua Mountain Eco-tourism Area in Fujian Province, Southeastern China as research object [17].

Based on summarizing and analyzing previous research works, this paper takes Meihua Mountain Eco-tourism Area as study object to investigate the influence of the integration of art elements in ecological environment on tourist acceptance. This study expounds the current situation and research significance of the integration of ecological art elements in eco-tourism area, elaborates the development background, current situation and future challenges of the influence of the art elements in ecological environment on tourist acceptance, introduces the research objects, questionnaire schemes, analytical indicators and statistical strategies of tourist acceptance survey, analyzes the mutual relationship between ecological art elements and audience psychology, dissects the inner connection between ecological art elements and information transmission, proposes the integration mode of art elements of ecological environment in eco-tourism area, explores the intermediate adjustment path of tourist acceptance, conducts the management mechanism analysis of tourist acceptance, and finally discusses the integration of art elements in ecological environment on tourist acceptance. The detailed chapters are arranged as follows: Section 2 introduces the research objects, questionnaire schemes, analytical indicators and statistical strategies of tourist acceptance survey, Section 3 proposes the integration mode of art elements of ecological environment in eco-tourism area, Section 4 discusses the integration of art elements in ecological environment on tourist acceptance, and Section 5 is conclusion.

2 METHODS AND PRINCIPLES

2.1 Research Objects and Questionnaire Schemes

Meihua Mountain Eco-tourism Area is located at the borders of Shanghang, Liancheng and Longyan County (City) in Fujian Province, Southeastern China, most of which are located in Liancheng County. It consists of four core theme scenic spots, namely China Tiger Garden (national 4A-level scenic spot of wild breeding base of south china tiger), Yew Ecological Garden (national forest park), Gutian Conference Site (national red tourism classic scenic spot) and Wulong Village Farmhouse (national demonstration site of leisure agriculture and rural tourism), with a total area of 225.7 km². Among them, the China Tiger Garden started the work of creating a national 4A-level tourist attraction in 2009, and successively invested 230 million yuan in the construction of special tourist roads, tourist reception centers, and landscape pavilions. Meihua Mountain is one of the main birthplaces of the upper reaches of the Tingjiang, Minjiang and Jiulongjiang water systems, and has always been known as the "Mother Mountain of Bamin". The forest coverage rate of the Meihua Mountain Eco-tourism Area reaches 89% and its unique geographical location and complex landform features have nurtured very rich animal and plant resources, including many rare, endangered and endemic species. The climate of this reserve has the characteristics of transition from central subtropical to south subtropical, with pleasant seasons and evergreen trees. The Meihua Mountain Eco-tourism Area is known as "Magic Treasure Mountain", "Refuge of Rare Animals", "Gene Bank of Biological Species", and "Green Jade in the Tropic of Cancer" and so on [16]. Figure 1 shows the framework of studying the influence of the integration of art elements in ecological environment on tourist acceptance.

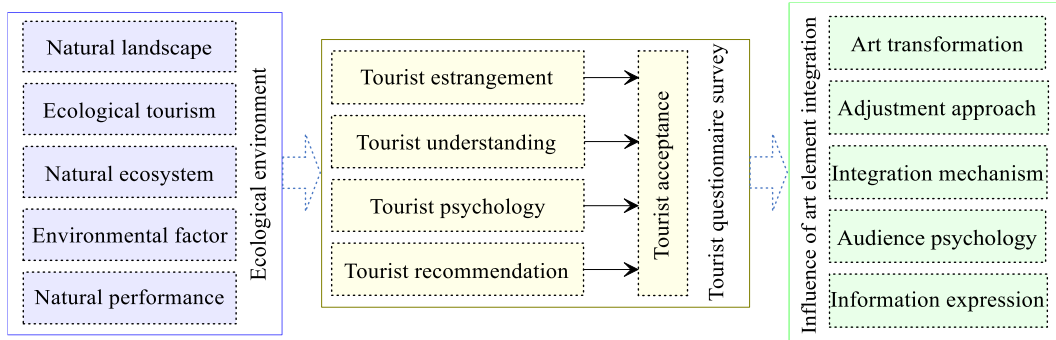


Figure 1: Framework of studying the influence of the integration of art elements in ecological environment on tourist acceptance.

In this study, tourists to the Meihua Mountain Eco-tourism Area in Fujian Province were surveyed by questionnaire with randomly sampled tourists from survey sites and allowing tourists to fill out self-filled questionnaires. After preliminary investigation, it is found that the number of tourists on the usual days in the Meihua Mountain Eco-tourism Area is small; therefore the long holiday of National Day was chosen to conduct this survey, which was sampled from October 1 to October 7, 2019 for 7 days. A total of 700 questionnaires were distributed during the survey period, 612 questionnaires were recovered, 57 were scraps, 555 valid samples were valid, and the overall efficiency of the questionnaire was 79.29%. This study uses eco-tourism behavior questions as the basis for distinguishing tourists' different levels of acceptance, in the preliminary description statistics, the highest value is the desire to revisit if they find a favorite natural tourism area, and the tourists want to experience as many eco-tourism strongholds as possible as possible to rank the final evaluation. In terms of tourist motivation, the subjects were asked to choose the two most important motivations for the tour as the basis for the follow-up partition. Data analysis is processed using SPSS19.0 software and the analysis of demographic and excursion characteristics are done using frequency analysis. For the audience's analysis of ecological display needs, cross-column analysis, single-factor variance analysis and other statistical methods.

2.2 Analytical Indicators and Statistical Strategies

The use of fuzzy comprehensive evaluation method can partially solve the subjective judgment of tourists in the questionnaire survey, and the evaluation of the index system by this method can play its advantages: fuzzy comprehensive evaluation uses fuzzy hierarchy to concentrate the evaluation system into the fuzzy structure framework. The structure can be graded according to the needs of the study and new influence factors can be continuously supplemented. This method measures the variables in the eco-tourism resource evaluation system by grouping the process of aggregation, and transforms the fuzzy subset into a specific value to represent the position of each layer of index in the overall evaluation, which can accurately and intuitively show the relative importance of the index in the evaluation system. In the process of index selection, this study adopted the opinions and suggestions of experts and scholars including tourism, ecology, geography and history, but still has certain personal tendency and subjective will in the final index selection, which can be learned by the verification of fuzzy evaluation method [9]. Therefore, this system and weight should be constantly improved in future research. Wetland eco-tourism area play an important role in protecting biodiversity, regulating climate and water resources, and are also fragile ecosystems that

are vulnerable to human interference. The paper chooses Meihua Mountain Eco-tourism Area in Fujian as an example, which is in line with the original intention of the paper.

The eco-tourism behavior scale operated by this institute has both the characteristics of hard eco-tourism behavior and soft eco-tourism behavior, which will be the characteristics of soft eco-tourism behavior to be reversed, using the method of adding up the scores, the scores represent the intensity of its extreme eco-tourism behavior, and take advantage of this intensity gap to grade tourist acceptance. The acceptance of the tourists' various eco-tourism management strategies, according to the management guidelines to which they belong to the total average, and the integration pointer recognition score of eco-tourism management, for follow-up analysis and discussion [5]. From the average score of business management strategy consolidation pointer recognition, it is found that tourists have the highest recognition of the plan to improve their habitat and protect ecological monitoring system management with environmental resources, and the lowest recognition of user fees and donations in the management of tourist management (Figure 2). The tourist acceptance of eco-tourism is based on the ecological concept, relying on the resource base and potential advantages of eco-tourism, which is unique to the ecological environment, and the deep-seated value mining and recombination of eco-tourism resources, thus forming the tourist acceptance of eco-tourism. The image of tourist acceptance of eco-tourism is based on the uniqueness of eco-tourism tourist acceptance, and the use of eco-tourism products as the medium makes tourists attractive to tourism products.

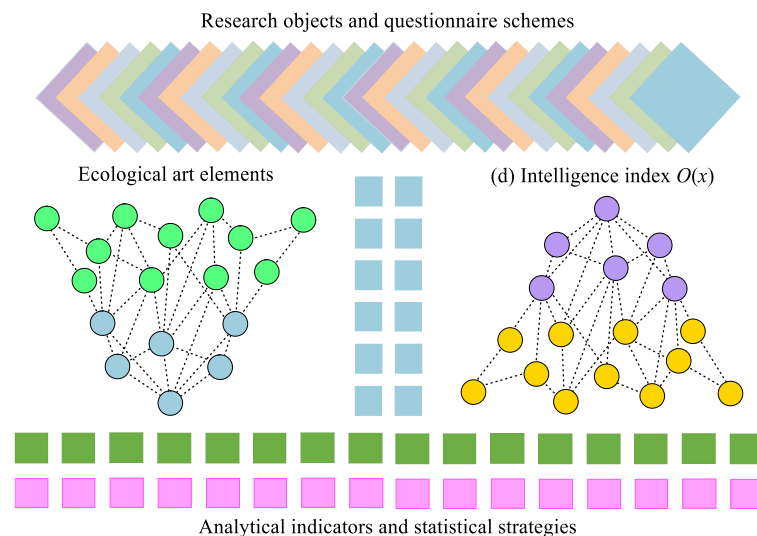


Figure 2: The research objects, questionnaire schemes, analytical indicators and statistical strategies of tourist acceptance survey.

3 INTEGRATION MODE OF ART ELEMENTS OF ECOLOGICAL ENVIRONMENT IN ECO-TOURISM AREA

3.1 Ecological Art Elements and Audience Psychology

The higher state of art elements in ecological environment is to meet the tourism needs of tourists in eco-tourism area and give full play to the efficiency of the utilization of environmental resources. The biggest difficulty in the integration process is how to deal with waste correctly, because only by

ensuring the development of resources and recycling of waste can eco-tourism areas be balanced. Many modern facilities fully demonstrate the rational development of resources and the recycling of waste. The ecological integration of environmental art is to focus on the use of ecological concepts as a guide in the process of integration, to promote the balance of ecological environment, protect natural species, and achieve sustainable development of resources. In the process of the integration of art elements in ecological environment, this mode should pay attention to groping from the method, so as to achieve the goal of better protecting the ecological environment and promoting the protection and circular development of eco-tourism area (Table 1). From all places of the building integration or scenic environment integration can be seen that ecological concepts have been deeply rooted in people's hearts, such as eco-tourism villages, the original ecological forest park more and more, recycling water resources more and more recognized and put into practice. The integration of art elements in ecological environment in order to meet the needs of tourists at the same time make full and rational use of the space environment, not only to ensure the rational use of energy resources, but also to ensure the recycling of energy resources to reduce consumption, in the tourist's acceptance at the same time to achieve the purpose of environmental protection [12].

<i>Acceptance indicator</i>	<i>Maximum value</i>	<i>Minimum value</i>	<i>Average value</i>	<i>Standard deviation</i>	<i>Variance</i>
<i>Tourist role</i>	1	10	6.234	0.932	0.937
<i>Tourist interest</i>	0	9	7.147	1.092	0.899
<i>Tourist version</i>	2	10	8.362	0.973	0.910
<i>Tourist empathy</i>	0	10	6.983	0.945	1.028
<i>Tourist feedback</i>	0	8	7.048	0.917	0.996
<i>Tourist openness</i>	1	10	5.119	1.103	0.912
<i>Tourist reflection</i>	0	9	6.251	1.003	1.002
<i>Tourist estrangement</i>	1	10	7.427	1.114	1.019
<i>Tourist understanding</i>	0	8	5.998	0.947	0.937
<i>Tourist recommendation</i>	0	10	7.192	0.997	0.993

Table 1: Statistical results of tourist acceptance of ecological landscapes in Meihua Mountain Eco-tourism Area.

In order to integrate the elements of ecological environment art into the eco-tourism area, this mode should follow the principle of art design and participation, use the vision of modern art to understand the environment art, create beautiful, artistic works, in line with the needs of today's social development. With the improvement of material living standard, tourists generally pursue art, which has a high appreciation value, play a role in relaxing. If this mode focus on environmental protection and neglect the art, the effect of the works will be greatly reduced, so reasonable control is necessary to coordinate various elements. The staff of eco-tourism area put forward higher requirements, not only to have quasi-literacy, but also to observe the real life, so that the works have vitality. Nature has unique laws and has a certain ability to recover and maintain itself (Figure 3). Before carrying out eco-tourism area, it is very important to understand the laws of nature development and ensure the self-regulation and restoration of ecosystems [7]. The destruction of natural ecology will be punished by nature, such as scenic spots in order to obtain economic income from the large number of trees felled, in heavy rains and weather will trigger landslides, mudslides and other natural disasters, the safety of tourists pose a threat. When carrying out environmental design by hand, this mode should help nature to enhance its adjustment ability, always be in a normal state, respect the laws of nature's development, realize the harmony between man and nature, and continuously improve the ecological nature of eco-tourism area.

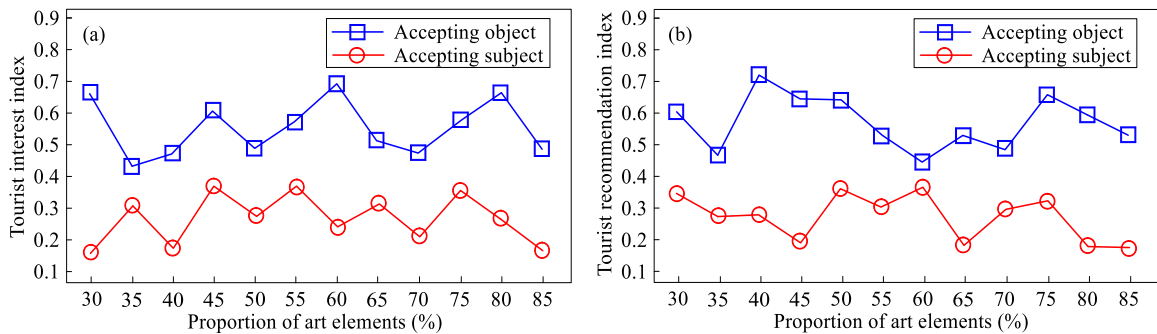


Figure 3: Tourist interest (a) and recommendation (b) indexes of accepting objects and subjects with different proportions of art elements.

In analyzing the integration of art elements in ecological environment, tourists are faced with two side-by-side tasks, one is how to effectively integrate into the ecological environment art related material elements, and the other is how to effectively integrate into the ecological environment art related to the spiritual elements. The concept of material elements is easier to understand and feasible to implement, such as more investment in funds, the construction of related museums or art galleries, increase the policy support for the original ecological beauty-related manpower and so on. The integration of spiritual elements is much more complex, because the cultural environment that affects the survival of the elements of ecological environment art is mainly referred to as the spiritual level [6]. The art elements of ecological environment art contain the content is the common spiritual and material heritage of all mankind, the whole society has the obligation and responsibility to integrate them and the living environment on which they depend, perhaps tourists do not have the ability to make the traditional cultural heritage resurrected as organic art elements in ecological environment. But modern tourists have the ability to integrate into the existing endangered or close to the endangered original ecological beauty heritage. The minimum standard should also put an end to carrying the integration of the name of the destruction of the real commercial development phenomenon. The elements of ecological environment art emphasize the art phenomenon which can maintain self-sufficient development state and sustainable future under the interference of non-human factors in the living space of a particular culture.

3.2 Ecological Art Elements and Information Communication

Aesthetic experience can free people from the inertia of daily life, free them from prejudice and dilemma, feel the new changes in the world, create a sense of freshness to the new world, let oneself escape the constraints of the usual environment, change a new perspective for themselves, try all the possibilities they have not experienced, and form a judgment on the future. Tourist empathy is the process of emotional exchange between tourists and art elements in ecological environment, tourist resurrection is the tourists in the process of actively exploring the significance of scenic spots, de-concrete is the way tourists interpret the art elements in ecological environment in their own way [20]. This mode is the attraction to stimulate the curiosity of tourists, thus bringing tourists bystanders to the role of life experience. Vision transformation is the tourists to the scenic spot repeated aesthetic, and each time can see the scenic spot from a different perspective, find the different value of scenic spot, two-way reconstruction is the value of the scenic spot discovery, scenic spot remodeling process. Repeated integration is the intuitive experience exchange of tourists to scenic spots is the improvement of tourists' horizons, meaning construction is the continuous interaction between tourists and scenic spots, dynamic acceptance process. Table 2 shows the statistical results of tourist acceptance of art elements in Meihua Mountain Eco-tourism Area.

<i>Art element</i>	<i>Maximum value</i>	<i>Minimum value</i>	<i>Average value</i>	<i>Standard deviation</i>	<i>Variance</i>
<i>Art fusion</i>	1	8	6.738	0.893	1.033
<i>Art design</i>	1	8	6.183	0.998	0.948
<i>Art shaping</i>	3	10	7.048	1.111	0.943
<i>Art remains</i>	3	10	7.335	1.093	0.964
<i>Art distance</i>	0	8	6.948	0.994	1.001
<i>Art realization</i>	0	9	6.839	0.947	0.953
<i>Art association</i>	2	10	6.863	1.109	0.902
<i>Art recognition</i>	0	10	7.028	0.978	0.955
<i>Art reconstruction</i>	0	9	6.738	0.953	0.975
<i>Art transformation</i>	0	9	7.284	0.996	1.112

Table 2: Statistical results of tourist acceptance of art elements in Meihua Mountain Eco-tourism Area.

In eco-tourism, the elements of ecological art and the local population are connected by tourism activities, forming a symbiotic relationship. Ecotourism is regarded as a means of protecting natural areas, from the conduct of eco-tourism activities, tax generation, access to tourist acceptance and local residents, and thus to achieve the protection of biodiversity and natural resources and the development of economic or basic public facilities and other dual purposes to achieve sustainable development (Figure 4). Due to extreme differences in tourist acceptance levels, tourists may expect to learn about special ecology or wildlife, be interested in the experience of local Aboriginal culture, and participate in ecotourism for very different or mixed purposes [21]. Therefore, to explore the acceptance of different eco-tourism tourists, this mode can be carried out through the analysis of tourists' motivations. From this, this mode can understand the characteristics of different eco-tourism tourists, but also can effectively provide managers and relevant authorities of protected areas as an effective basis for implementation. The sustainable development of eco-tourism must help improve the quality of ecological environment through the implementation of perfect and proper management. According to the motivation and purpose of this study, it mainly discusses the recognition of eco-tourism strategy between eco-tourism operators and visiting tourists, and compares the differences.

For the consideration of ecological environment and time elements, applying mold art elements to tourist acceptance can not only shorten the construction cycle of eco-tourism area, but also reflect the ecological nature of eco-tourism area. From the design point of view of the entire composition of the product system elements, the so-called modularity and the law are to form different functions of the module, and other modules in a new product system. This design can effectively simplify the design, shorten the construction cycle of eco-tourism areas, and meet the increasingly diverse needs of tourists. Modular designs are mostly splicing or assembly in tourist acceptance. Stitched design is similar to the way of stacking wood, which can highlight the diversity of the functions of eco-tourism areas and make eco-tourism areas interesting. Incorporating the elements of model art and natural form into the eco-tourism area can change the original view of the eco-tourism area to a certain extent, and apply the natural form to the eco-tourism area, which can make the eco-tourism area form become diverse. Based on the consideration of incorporating the elements of art, designers can shorten the construction cycle of eco-tourism area to a great extent, highlighting the theme of ecological harmony. The form of eco-tourism area integrated into the elements of fine art is mainly assembled and stitched, and the safety of its structure has yet to be studied by relevant personnel [22].

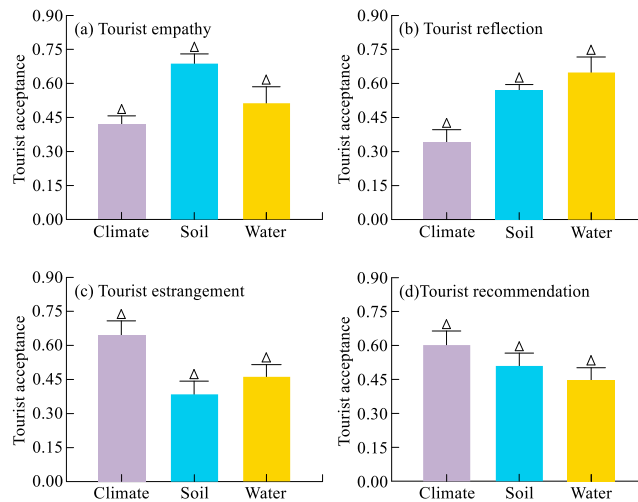


Figure 4: Tourist acceptances of climate, soil and water in ecological environment with regard to tourist empathy (a), reflection (b) estrangement (c) and recommendation (d).

4 INFLUENCE OF DIGITAL ART ELEMENTS OF ECOLOGICAL ENVIRONMENT ON TOURIST ACCEPTANCE

4.1 Intermediate Adjustment Path for Tourist Acceptance

Constructive Digital Art elements in ecological environment try to eliminate the separation of value and fact, ethics and practical needs in the modern environment through a change of thinking mode, which is committed to eliminating the opposition between tourists and the environment and rebuilding the relationship between tourists and eco-tourism areas, tourists and tourists. The best way to rebuild these relationships is to establish an ecological environment. Tourist acceptance is thoroughly ecological because it provides philosophical and ideological roots for the enduring insights advocated by the eco-movement (Table 3). The elements of ecological environment Digital Art try to establish a new ontology and a new way of thinking, which, together with ecotourism, is called the ecological environment Digital Art element. Under the influence of Digital Art elements in ecological environment, environmental aesthetics, ethical aesthetics and ecological aesthetics came into being. These new aesthetic flows party to the crisis of modern aesthetics to carry out a kind of academic introspection and tourist literature reconstruction, and it attaches importance to the integration of tourists and the environment, symbiosis, emphasizing the ecological acceptance [1]. The aesthetic existence of tourists and eco-tourism areas, environmental harmony will pay attention to the overall cultural environment of tourists. The ecological environment and ecological values are to study the cultural, artistic and acceptance of tourists, and to strive to tourists and acceptance objects, acceptance of the resonance and interaction, against absolute tourists, which advocates the unity of ecological ethics and aesthetic reflection.

Travel type	Under 18 years old	18-45 years old	46-60 year old	Over 60 years old	Total
Single travel	78.37%	57.39%	78.44%	80.02%	78.38%
Parent-child travel	88.29%	69.48%	77.49%	81.38%	83.44%

<i>Family travel</i>	84.34%	73.04%	79.04%	83.98%	81.34%
<i>Companion travel</i>	69.20%	82.49%	84.28%	71.12%	78.85%
<i>Friend travel</i>	76.39%	73.32%	66.83%	79.03%	75.61%
<i>Group travel</i>	85.37%	51.94%	57.18%	76.77%	75.77%
<i>Others</i>	84.28%	64.32%	84.28%	80.10%	85.36%

Table 3: Statistical results of tourist acceptance of Meihua Mountain Eco-tourism Area with Digital Art elements of ecological environment.

The purpose of the integration of Digital Art elements in ecological environment is to complete the effective construction of tourist acceptance, and according to the actual situation of the local area, to achieve the ultimate goal of ecological imitation of the ecological landscape, in order to achieve the reduction of pollution, water sources and the construction of a comfortable living environment, so that the quality of life of the residents of eco-tourism areas has been improved. In the integration of Digital Art elements in ecological environment, this mode should use horticulture, architecture and other disciplines knowledge, and design planning areas of the various factors to fully understand, adhere to the principle of local conditions, according to the time, and strive to reduce the influence on the environment, in addition to the traditional excellent landscape culture to absorb, and reflect the cultural trend of the times, so that the ecological function of the space landscape, aesthetic function and practical functions in harmony. For the ecological community, there is no waste, and the ecological environment itself is an infinite cycle of chains, with rich and diverse nutrition levels and food chain levels. Ecological environment has its own dynamic performance and self-organizing ability, so in the process of designing ecological landscape, this mode must actively face the basic characteristics of self-generation and formation. No matter how perfect the artificial design and the science are, the complexity and richness of the ecological environment system can not be reflected in one-tenth [2].

The integration of Digital Art elements in ecological environment mainly refers to the living state of all living things and a beautiful, healthy and harmonious balanced development relationship between them and the environment. The ecological and artistic elements are combined, and the concept of ecology is interpreted and applied to the landscape design by the method of the Digital Art elements, i.e. the ecological Digital Art elements. As a design concept, in landscape design, the model should take tourist acceptance as an important pursuit goal, fully integrate the concept of ecological environmental protection and design techniques, and minimize environmental interference, so that people and nature can develop harmoniously [23]. In order to give tourists a better visual enjoyment and tour experience, tourists through ecological design, the use of wooden observation deck in the original tree location to set aside the viewing range, retain the existing large trees, so that the design and development of the destruction to a minimum. The stone beach is designed to combine the original stone with the paved gravel stone to make the area more natural. The rear slope is vertical, forming a partition and retaining wall of the area, which keeps the stones in their original position and reduce the size of the stones in due course to suit the tourist's tour route. The most distinctive feature of the observation deck design is the design of the observation steps and tree and rattan ladders.

4.2 Management Mechanism Analysis Of Tourist Acceptance

Ecological aesthetics is constructed in the cross-cutting range of ecology and aesthetics, and ecological research is based on tourist acceptance, aesthetics is based on social culture, both foundations are in dynamic change, so it is also time to reshape the harmonious relationship between human and tourist acceptance. From the way tourists destroy tourist acceptance, the main performance of tourist society to the original ecological tourist acceptance of the destruction, but

the status of human-nature relations determines the extent of the damage to tourist acceptance. The accepting subject indexes of climate and soil and animal and plant characteristics with different proportions of Digital Art elements are shown in Figure 5. Taking eco-tourism area as an example, tourist's limited production capacity, scarce scientific and technological tools, can only damage the original ecological things in the limited tourist acceptance space, such as the destruction of part of the forest, grassland as arable land. Although the destructive capacity is limited, this does not mean that the relationship between man and nature is harmonious. They only shows that nature's counter-attack ability exceeds the tourist's offensive ability, tourists in the natural restoration process did not play an active role [10]. In the eco-tourism area, the strength of tourist civilization is maximized, tourist acceptance has become the dot of tourist society, such as urban gardens, traffic greening, park landscape, although people do their best to protect these tourist acceptance elements, but the relationship between human and tourist acceptance is also disharmonious, but because of too much artificial intervention, tourist acceptance of the various species in the self-organizing capacity to play a small role.

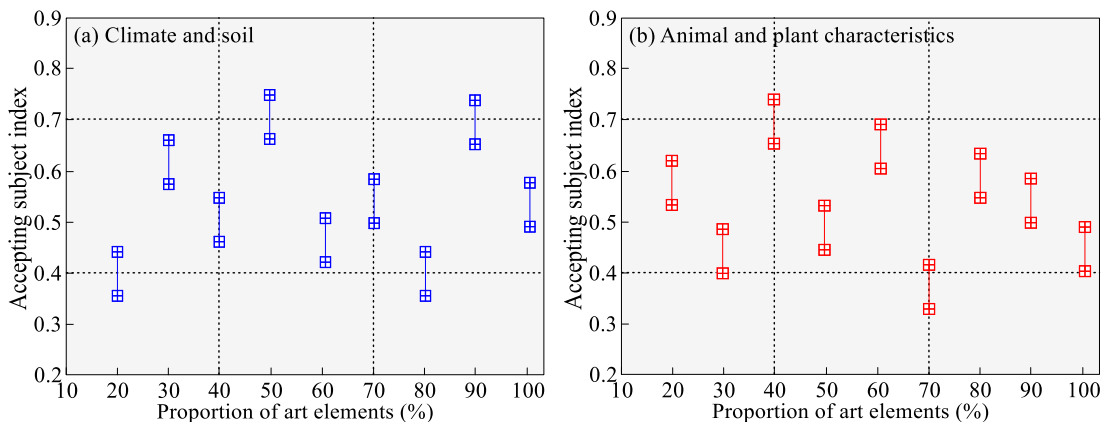


Figure 5: Accepting subject indexes of climate and soil (a) and animal and plant characteristics (b) with different proportions of Digital Art elements.

Each Digital Art elements in ecological environment integration method has its advantages, but there are no absolute advantages and disadvantages. According to the geographical conditions, economic basis, the needs of eco-tourism area, the designer wants to achieve the effect of comprehensive consideration of which viewing method to choose or the combination of which kinds of viewing methods (Figure 6). Tourists have a certain degree of acceptance of various viewing methods in eco-tourism areas, which also meet the ecological design requirements of different eco-tourism areas suitable for different viewing methods. The disadvantage of crowded waiting caused by the compression of tourist activity spaces shared by many eco-designs is not the main reason for preventing the public from accepting ecological displays [3]. From the audience's different acceptance of the hidden design of hidden tourists and the simulation scene display of increasing the shelter, the psychological guidance of the overall environment created by the design to the audience is an important factor affecting their acceptance, therefore, the integration of Digital Art elements in ecological environment should pay more attention to the psychological feelings brought to tourists by the integrated environment. Appropriate background display mode, good display environment design, is conducive to baking display, easy to interpret information, clear visual display space, environment, symbols can also promote the effect of display, and such ecological display design can play a better educational effect.

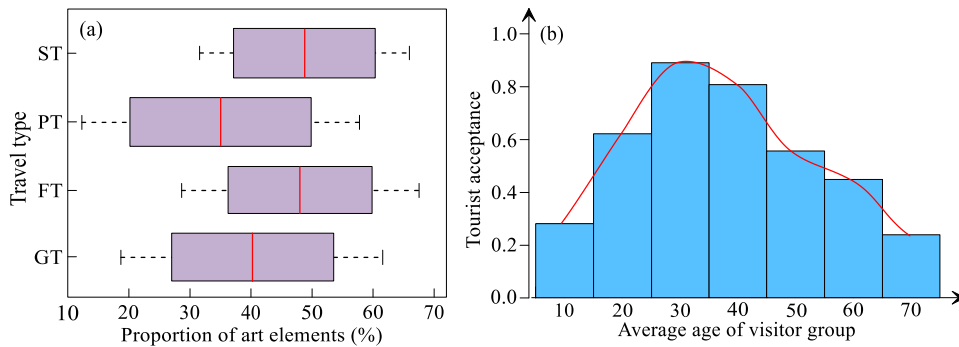


Figure 6: Relationships between travel types and proportions of Digital Art elements and tourist acceptances and average ages of visitor group; Note: ST-Single travel; FP-Parent-child travel; FT-Friend travel; GT-Group travel.

The landscape environment design of eco-tourism area is not a single individual in essence, especially in the area with rich historical Digital Art elements, but also closely connected with the local environment and Digital Art elements. At present, most tourist areas landscape design is limited to this particular area, does not consider the whole Digital Art elements in ecological environment to extend. Therefore, the tourist area landscape neglects the combination with the local Digital Art elements, but also leads to the tourists' acceptance of scenic spots are not high. The integration of Digital Art elements in ecological environment is the division of land functions within the scenic spot, and gives special functions to each area divided, preventing the function from being the same, so that each piece of land in the scenic spot has its own unique value. Most tourist areas of the Digital Art elements in ecological environment are more in favor of the form of reasonable, ignoring the perspective of tourist experience. The actual use is not high [19]. Complex design is also a manifestation of over-design, the different views of many people, as well as the influence of various information cases, resulting in the final design is chaotic, or designers in order to highlight the complexity of the tourist area, added many unnecessary elements, resulting in the overall design of clutter, not only lead to poor tourist experience, but also lost the significance of landscape design.

5 CONCLUSIONS

This paper takes Meihua Mountain Eco-tourism Area in Fujian Province, Southeastern China as study object, and uses carefully designed questionnaire to investigate the influence of the integration of Digital Art elements in ecological environment on tourist acceptance. This study analyzes the mutual relationship between ecological Digital Art elements and audience psychology, dissects the inner connection between ecological Digital Art elements and information transmission, proposes the integration mode of Digital Art elements of ecological environment in eco-tourism area, explores the intermediate adjustment path of tourist acceptance, conducts the management mechanism analysis of tourist acceptance, and finally discusses the integration of Digital Art elements in ecological environment on tourist acceptance. Tourists have a certain degree of acceptance of various viewing methods in eco-tourism an area, which also meets the ecological design requirements of different eco-tourism areas suitable for different viewing methods. Therefore, to explore the acceptance of different eco-tourism tourists, this mode can be carried out through the analysis of tourists' motivations. From this, this mode can understand the characteristics of different eco-tourism

tourists, but also can effectively provide managers and relevant authorities of protected areas as an effective basis for implementation.

From the way tourists destroy tourist acceptance, the main performance of tourist society to the original ecological tourist acceptance of the destruction, but the status of human-nature relations determines the extent of the damage to tourist acceptance. For the consideration of ecological environment and time elements, applying mold Digital Art elements to tourist acceptance can not only shorten the construction cycle of eco-tourism area, but also reflect the ecological nature of eco-tourism area. The higher state of Digital Art elements in ecological environment is to meet the needs of tourists and give full play to the efficiency of the utilization of environmental resources. The biggest difficulty in the integration process is how to deal with waste correctly, because only by ensuring the development of resources and recycling of waste can eco-tourism areas be balanced. Many modern facilities fully demonstrate the rational development of resources and the recycling of waste.

This paper The results show that the tourist acceptances of the Meihua Mountain Eco-tourism Area in Fujian Province under the integration of non-, mild and severe Digital Art elements in ecological environment is 27.18%, 54.86% and 79.82%, respectively; this positive correlation indicates Their mutual integration can not only achieve a balanced development relationship between eco-art and eco-tourism, but also effectively improve the tourist acceptance, understanding and internalization of eco-tourism. The results of this study provide a reference for further researches on integration of art elements in ecological environment on tourist acceptance of eco-tourism.

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