

Suitability Analysis of Desert Tourism Development in Northern China

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Abstract: The desert tourism resources in northern China are very rich, which can be divided into three categories, Sanya category and five basic types. Desert tourism resources have a variety of tourism functions, including tourism suitability. In this paper, the four types of development of desert tourism resources in northern China are fully analyzed, the existing problems are found, and a highly feasible tourism development plan is formulated to help improve the infrastructure of desert tourism areas in northern China. And then create a highly recognizable tourism brand to promote the vigorous development of desert tourism in northern China.

1. Introduction

Our country has a vast territory and the desert in the north is also extremely wide. Starting from the Tarim Basin in the west and reaching the Songnen Plain in the east, a desert belt with a length of 4500km has been formed. The desert belt is distributed intermittently in an arc. The northern desert belt includes Inner Mongolia, Shaanxi, Gansu, Ningxia and Xinjiang. Desert area has unique human landscape, natural landscape is also very different from other areas. The landscape types in desert areas tend to be curious and adventurous, which can satisfy people's psychology of traveling in the new era. In recent years, people advocate returning to nature. Desert tourism resources have a great attraction to thousands of tourists, and further promote the prosperity and development of a large number of desert tourist attractions.

2. Types and Divisions of Deserts in Northern China

According to the classification standard of tourism resources issued by the state, it can be found that desert tourism resources in northern China are divided into three natural categories, three subcategories and five basic categories. The northern desert tourist area is a vast area, which can be roughly divided into the following eight areas:

(1) Desert in Tarim Basin

Tarim Basin is mainly a mountainous natural landscape with Gobi desert. The core of Tarim Basin is Taklimakan Desert, which has a large number of mobile sand dunes, and the height of sand dunes is very high and also very strong. Sand dunes are generally more than 50 meters. Complex sand dune forms and various sand dunes have gradually entered people's vision and become the "sand landscape museum" in people's eyes. It's hard to find a more magnificent and vast desert than Taklimakan Desert only from the aesthetic point of view, which has brought a very strong visual impact on people. On both sides of the desert river, there are *Populus euphratica* forest and red willow shrub, which is a beautiful oasis formed naturally in people's eyes. At present, *Populus euphratica* ecotourism area and desert highway scenic area have been developed in Tali desert, attracting a large number of tourists.

(2) Jungar Basin Desert

The constituent elements of Zhungeer Basin are mainly Gurbantunggut Desert and small deserts nearby. There are many fixed linear sand dunes in the desert of Zhungeer Basin. There are abundant species in the sand dunes, and the growth of local plants is also very good. There are two famous desert landscapes in Jungar basin, Manas Lake and the general Gobi of ramayiurho. The unique landform forms a spectacular landscape and develops into a beautiful scenic spot.

(3) Desert in eastern Xinjiang

The natural landscape of the desert in the eastern region of Xinjiang includes Gobi desert, wind erosion land, sand dunes and saline soil plain. These special landforms form a striking natural landscape. There are feather sand dunes and pyramid sand dunes in the Kumtag desert of this area. These two kinds of sand dunes are very famous and become the scenic spot that many tourists yearn for.

(4) Qaidam Basin Desert

The sand dunes in the desert of Qaidam Basin are scattered, with a large number of wind erosion areas. Wind erosion land and wind erosion land are connected with each other, and gradually grow into wind erosion long hills and wind erosion bad lands. The forms of long hills and bad lands are various, which are of great value to the development of tourism resources.

(5) Desert in Hexi Corridor

In the Hexi Corridor Area, there are abundant desert resources near the oases along the middle and lower reaches of each inland river. The Mingsha Mountain in this area has a unique shape and is formed by accumulation of a large amount of fine sand. It has long been included in the World Natural Heritage List.

(6) Alashan Desert

The deserts in Alxa region are mainly Badain Jilin Desert, Tengri Desert and Ulan Buh Desert, with a large number of mobile desert landscapes. The region is full of arid deserts and vegetation is extremely sparse. Badain Jaran Desert is the second large-scale mobile desert in China. There are compound dune chains and pyramid hills in Badain desert. The height of dune is much higher than that of other desert areas.

(7) Sandy Land in Ordos Region

The Fifth Sand Land in Ordos is mainly composed of Mu Us Sand Land and Hedong Sand Region in Ningxia, which contains many quicksand dune landscapes. The desert belt in this area is wide and long, often giving people the shock of “long river falling Japanese yen”. The famous Yingkenxiangsha Bay and the national ecological construction demonstration area Engebe have formed a magnificent desert landscape, which is a fascinating leisure resort.

(8) Sandy Land in Western Northeast and Eastern Inner Mongolia

The core constituent elements here are Horqin sand land and Hulunbeier sand land, which have the advantage of fixed sand dunes and the coverage rate of temperate steppe is as high as over 30%. The sandy land in this area is rich in a variety of ecological landscapes, which is very suitable for the development of ecotourism. So far, it has successfully developed a number of desert tourism vacation areas, such as Bridgetown and Blonk.

3. Suitability Analysis of Desert Tourism Resources in Northern China

(1) Functions of desert tourism resources

In order to satisfy the exploration psychology of contemporary tourists to the greatest extent, when developing tourism resources, we can actively move closer to the development of desert tourism resources. Regarding the development of desert tourism resources in northern China, in addition to deserts and grasslands, folk customs should be fully integrated. These three factors are in sharp contrast with the geographical environment of other regions in our country, which can attract more tourists' attention to a certain extent. The function of desert tourism resources means that tourists can enjoy the rough desert landscape, feel the most original artistic conception, and stimulate the sense of desolation in their hearts. At the same time, it can also hold some strange activities in the desert, so that tourists can feel the stimulation of field sports.

(2) Suitability of desert landscape

In desert areas, the main tourist resources are sandstorms. Generally speaking, the number of mobile deserts is larger than that of fixed deserts, and it can better satisfy people's mind's desire for spectacular deserts. The amount of vegetation coverage and the level of sand dunes will affect the formation of natural desert landscape in a certain sense. Looking at the mobility of deserts in the north of China, it can be found that Taklimakan Desert and Kumtag Desert are more suitable for tourism development. There are a large number of sand dunes in Badain Jaran Desert, which is

more suitable for developing some adventure travel projects.

4. Problems Existing in Exploitation of Desert Tourism Resources in Northern China

(1) Pay too much attention to resource orientation and the overall planning is not in place

The development of desert tourism resources in northern China has always been at the primary stage of resource-oriented development. Different provinces, autonomous regions and different urban areas have their own governing principles and methods. For a long time, there has been no strict planning and no unified development direction. Too authoritative development guidance is not conducive to building the tourism image of northern desert areas.

(2) No product features are provided for remote tourists

Looking at the present situation of tourism resources development in desert areas in northern China, we can find that many desert areas have relatively adequate services for local tourists. However, the long-term tourism development in desert areas has not been fully analyzed, which means that no unique regional characteristics have been fundamentally formed. For some long-distance tourists, they have not customized unique tourism services and products, so that they can also find alternative tourism services and products in other regions in the northern desert region, which seriously weaken the enthusiasm of tourists for the region over time, and also promote the development of competition between the same industry.

(3) Over exploitation seriously affects the quality of ecological environment

The environment in desert areas in northern China is relatively fragile as a whole. In addition, over-exploitation of tourism resources has resulted in serious overloading of local environmental capacity and a straight decline in environmental quality. For example, in Dunhuang's Mingsha Mountain area, due to the excessive number of tourists received each year, the quicksand in the local mountain has dropped sharply, not only causing the water level to drop day by day, but also the desert has gradually expanded outward. In addition, there are some desert areas in order to be able to develop other desert areas do not have the landscape, serious damage to the natural landscape, leading to the local lake shrinking.

5. Countermeasures for Exploitation of Desert Tourism Resources in Northern China

(1) Highlight the cultural characteristics of desert tourism areas

For the development of tourism, culture is the soul of local development. In the classic planning of desert tourism resources, we must firmly grasp the regional culture, focus on bringing the local cultural characteristics into people's eyes, and strive to create cultural feelings that other regions have not. As a tourism resource development department, we must carefully explore the cultural characteristics behind each desert tourism area, follow the development of history and culture, and actively develop unique and unrepeatable tourist attractions.

(2) Do a good job in publicity and promotion

After the development of desert tourism resources, one of the most crucial tasks is to publicize the place so that more and more people can understand the place and realize the charm of desert tourism. Living in the Internet age, relevant departments and propagandists must learn to make good use of the power of the Internet. Create a publicity model of "desert tourism in internet plus" to narrow the distance between desert tourism areas and tourism e-commerce providers and make them communicate more closely so as to fully open the prelude of marketing in desert areas. To spread tourism information among different tourists and tourists, relevant departments can create an interactive platform for tourists, and establish a corresponding credit evaluation, in order to enhance the transparency of tourism services in northern desert tourism areas. In addition, we should actively innovate various tourism products, improve the added value of each tourism product, so as to create more profit income for the tourism industry in the desert area.

(3) In depth study of the desert tourism market in the North

The development of northern desert tourism resources needs to adhere to the market-oriented and scientific and reasonable choice of tourism projects. The market share of desert tourism is

inextricably linked with the desert tourism economy. Therefore, it is necessary to fully investigate the northern desert tourism market and accurately predict the current situation of desert tourism. After in-depth analysis, it is necessary to find out different types of tourism groups and develop tourism products for different groups of tourists in order to better meet the tourists' curiosity and experience the demand of perfect one-time service. Only by fundamentally improving tourists' satisfaction can they be attracted to revisit their old places, thus virtually increasing the repeat tourism rate of desert scenic spots. In addition, it is also necessary to explore the behavior of different groups of tourists accurately, to know which kind of scenic spot the existing tourists like to consume, as well as the intensity of consumption and activity, so as to directly attack the psychology of tourists and provide tourism services and products according to the needs of tourists. Finally, of course, it is also necessary to investigate and analyze the number of tourists in the northern desert tourism area, which should not only reflect the number of tourists, but also further pursue the tourism direction of these tourists, so as to ensure that the dynamic trend of the desert tourism market can be found in time.

(4) Optimizing desert tourism management system

The management of tourism resources in the northern desert region is not a simple task, which involves not only the core management and the management of key tourism elements, but also the peripheral management. The so-called core management actually refers to the attraction of the desert tourism area to tourists. Different desert scenic spots will have their own unique features. Only by carrying forward this core feature can people come to appreciate it more. In promoting the management of tourism elements, we should not only make a comprehensive plan for talent training, but also carefully plan the fund-raising plan. Increasing the training of high-quality tourism talents can provide higher quality tourism services for local tourism and retain the tourists' heart and satisfaction. The fund management of desert tourism area can provide fund guarantee for the further development of the scenic spots in the future and lay a firm foundation for the sustainable development of the scenic spots. It is worth noting that peripheral management covers a wide range of areas, including the design of travel images, the organization of tourism culture, the supervision of environmental quality in scenic spots, the management of staff in scenic spots, and how to scientifically handle the relationship with tourists.

(5) Improve key facilities and innovate brands

At present, the desert tourism resources in northern China have not been fully developed, which is restricted by traffic conditions. In order to better develop and utilize the desert tourism resources in the northern region, we must do a good job in the local transportation facilities. Create one desert highway after another, and devote to bringing long-distance tourists to desert tourism projects. In addition, attention should also be paid to the creation of tourism brands in desert areas. To formulate the unique brand strategy of desert scenic spot and combine the strength of the government to create a unique tourism brand. In the development of tourism brands, we should pay more attention to other regions' tourism brands, and constantly improve the service and management capabilities of our own brands under the competition of many tourism brands.

(6) Scientific design experience project

Undeniably, desert tourism is the incentive for most tourists to choose desert tourism. Tourism resources development departments can make great efforts in the direction of tourism, innovate facilities such as viewing platforms, and mobilize tourists' desert enthusiasm. We can properly carry out activities such as hiking, sand surfing and sand car racing. We can feel the exotic desert customs when we travel. In the future, we are willing to devote more time and energy to the desert travel. The interesting desert experience project can stimulate the consumption desire of the tourists and increase the economic benefits of the northern desert tourism area.

6. Conclusion

To sum up, when developing tourism resources in desert areas in northern China, it is necessary to formulate overall development strategies. Reasonable distinction between various desert landscapes, careful choice of desert tourism functions, speed up cooperation between regions, and

strive to create a regional theme of the desert tourism brand. The development of desert tourism resources in northern China is a very difficult work, which will face many problems. Different solutions should be made for different problems in order to improve the quality of desert tourism and help the long-term development of desert tourism.

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