



POLITECNICO
DI MILANO

Study on the Planning of Scenic Spots under the Reconstruction of Huitengxile Grassland Tourism

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Abstract

As a widely recognized green industry, sunrise industry and sustainable development industry, tourism is closely related to economic development and social progress, which has become an indispensable and important factor to accelerate the development in a place. The Chayouzhong Banner, Wulanchabu City, Inner Mongolia, where the site of Huitengxile Prairie is to be studied in this paper, the place is an economically underdeveloped region, but it has advantaged tourism resources, so its potentiality is very enormous.

Although tourism has become the dominant industry and pillar industry of Chayouzhong Banner, the scale and level of development are not high, which is closely related to some bottlenecks existing in the developing process of tourism.

Based on the development of a resort project in Huanghuagou scenic spot of Huitengxile Prairie as the starting point, this paper analyzes and discusses the general circumstance from the macro point of view. Firstly, this paper analyzes the present situation of tourism in Huitengxile Prairie through the research method of positioning the present situation of the prairie, which includes natural ecological resources, environment, human history and the current situation of development. Its specific technique is to reexamine the framework of Huitengxile Prairie in these three levels, so as to find out its advantages of tourism resources, and then to position the development goal. After positioning the prairie, the difficulties existing in the current development process are analyzed, in addition, corresponding countermeasures are put forward, then, the new planning concepts and ideas are formed, finally, reconstructing the prairie by the way of integrating resources under the premises of ecological and cultural protection.

On the basis of the above research plan, this paper makes a comprehensive analysis on the present situation of development in the Huanghuagou scenic spot---the core scenic spot of the Huitengxile Prairie, combining the existing scenic spots, then, determining the spatial layout and tourism function structures according to the new positioning as well as idea, what's more, determining the core products and key projects, next, adapting to the change of traffic pattern in Huitengxile and putting forward the reasonable traffic plan and tourist routes design. At the same time, continuing the

theories that are analyzed and drawn from the previous four chapters, taking the tourism resort that is prepared to develop in the scenic spot as an opportunity, carrying out the design of resort on the basis of ecology and cultural heritage concepts and taking the goal of improving the tourism industry, which is taken as the part of design and research of this paper.

Key words: Huitengxile pasture land; Tourism; Ecology; Culture

Catalogue

Chapter 1	Introduction	1
1.1	Research background	1
1.1.1	development of modern tourism industry	2
1.1.2	Contemporary tourism development trend	2
1.1.3	The position of project planning in regional tourism	4
1.1.4	Tourism location advantage of project planning	10
1.1.5	The development of tourism in ethnic areas	14
1.1.6	New policies and opportunities for Inner Mongolia tourism	14
1.1.7	Grassland tourism overview	15
1.1.8	Comparison of Inner Mongolia grassland tourism development pattern	16
1.2	Object of study	19
1.2.1	Tourism resources analysis of Chahar Right Middle Banner county	19
1.2.2	The improvement of grassland cultural tourism industry based on ecology	21
1.2.3	Research on core scenic spot planning	21
1.3	Research Scope	21
1.3.1	Research focus and research direction	21
1.3.2	Problems with the current situation of local development	22
1.4	Research Significance	24
1.5	Research methods and framework	25
1.5.1	Concrete studying methods	25
1.5.2	Paper structure	27
1.5.3	Frame of the paper	30
Chapter 2	The dominant position of tourism resources in Huitengxile grassland	31
2.1	The introduction of this chapter	31
2.2	Grassland tourism market analysis	31
2.2.1	Tourist reception	31

2.2.2 Analysis of tourist sources and tourist types	33
2.3 Grassland environment analysis based on tourism ecological benefits	34
2.3.1 Natural climatic conditions of the Huitengxil grassland	34
2.3.2 The local government's concept of ecological planning.....	42
2.4 Grassland culture as the driving force of tourism.....	42
2.4.1 Study on the tourism culture of Huitengxile	42
2.4.2 The history of Chahar Right Middle Banner country	43
2.4.3 The national culture of Chahar Right Middle Banner country.....	44
2.4.4 The population and ethnicity of Chahar Right Middle Banner country	45
2.4.5 Study on the form of primitive settlements in Mongolia.....	45
2.5 Research on improving the grassland competition in the tourism industry	46
2.5.1 The current sporting events at Huitengxile	46
2.5.2 Customize characteristics track	48
2.5.3 Analysis of the first grassland challenge competition.....	51
2.5.4 Analysis of the second grassland challenge.....	52
2.5.5 The growing trend of social influence.....	53
 Chapter 3 The plight of grassland tourism planning	57
3.1 Ecological problems in grassland tourism development	57
3.1.1 Grassland natural ecological tourism resources.....	57
3.1.2 Analysis of the current situation of tourist spots	57
3.1.3 Degeneration and atrophy of the Huitengxile grasslands	61
3.1.4 Current situation of land use and location.....	62
3.1.5 Tourism facilities (including folk customs village) status quo	63
3.2 Problems of cultural resources in tourism development	64
3.2.1 Cultural resource analysis	64
3.2.2 Difficulties in the development of national cultural and creative tourism	66
3.2.3 A culture of underdevelopment in tourism development.....	67
3.2.4 Tourism development lacks the culture of industry extension.....	68

3.3 Inadequate promotion of the grassland tourism industry	68
Chapter 4 Grassland tourism space reconstruction.....	70
4.1 SWOT analysis and development strategy for tourism	70
4.2 Grassland ecological resources protection planning	72
4.2.1 Principles of ecological tourism protection	73
4.2.2 Conservation of natural resources.....	74
4.2.3 Anti-planning design method based on ecological protection	77
4.2.4 Tourism resources evaluation of scenic spots.....	79
4.2.5 Ecological protection pattern.....	79
4.3 Human environment protection plan of Huitengxile grassland	83
4.3.1 Protection of historical and cultural relics	83
4.3.2 Protection and inheritance of local culture	85
4.4 Tourism resources integration planning	89
4.4.1 Original resort integration ideas	89
4.4.2 Sort out and integration for the resort	90
4.4.3 Reserving and upgrading for the resort	92
4.4.4 Relocation and consolidation for the resort.....	93
4.5 Optimize the competition model to promote the tourism industry	99
Chapter 5 Resort design under the reconstruction of Prairie	101
5.1 Introduction of this chapter	101
5.2 Analysis of the present situation of Huanghuagou scenic spot.....	102
5.2.1 Relationship between the resort and Huanghuagou	102
5.2.2 Analysis of the present situation of tourism facilities in Huanghuagou	103
5.2.3 Positioning and thinking of Huanghuagou tourism development.....	104
5.2.4 Base analysis and spatial layout	105
5.2.5 Zoning planning and project planning.....	108
5.3 Conceptual planning and design of the resort	114
5.3.1 Ecology of site selection in resort development under the prairie reconstruction.....	114
5.3.2 Spatial organization under the core of nature and culture	120

Catalogue

5.3.3 Construction of RV camp under the concept of nomadic ecology	140
5.3.4 The impact caused by of prairie events on the function of resort .	142
Chapter 6 Summary	144
6.1 Main research results	145
6.2 Points to be studied in the future	146
Reference	147
Acknowledgements	150
Declaration	151
Resume,academic papers and research results published during the school period	152

Chapter 1 Introduction

1.1 Research background

1.1.1 Development of modern tourism industry

The Second World War spurred the global economy, and the tourism industry has sprung up in this context, and now has an important position in today's social and economic activities. As a tertiary industry in China, its tourism status has increased dramatically. (Figure1.1, 1.2), The main reasons are:

1. People have more disposable income that can be used for travel.
2. Shorter working hours, more employees can enjoy paid holidays and annual leave, extending the length of leisure time available for travel.
3. A higher level of education and a greater understanding of the rest of the world have made more people have a desire to travel.
4. Rapid, diversified economic development makes business travel more frequent.
5. Rapid development of transportation, including aviation and highway networks.
6. People have more disposable income that can be used for travel.

The significance of tourism to the social economy is becoming more and more important. Many countries' tourism is included in the development plan of their national economy. The private sector has become a leader in tourism development through investment in tourism development projects. The Huitengxile grassland analyzed and studied in this paper is developed by a private enterprise in Inner Mongolia.

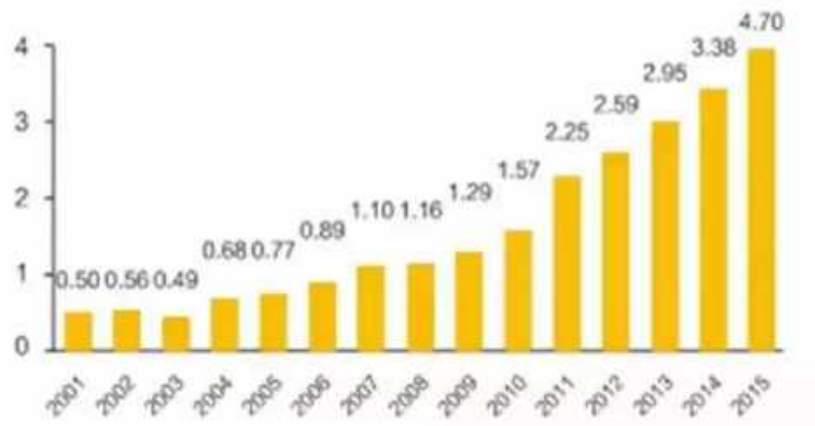


Figure 1.1 Increase in the number of tourists in China in recent years (graphic source network)

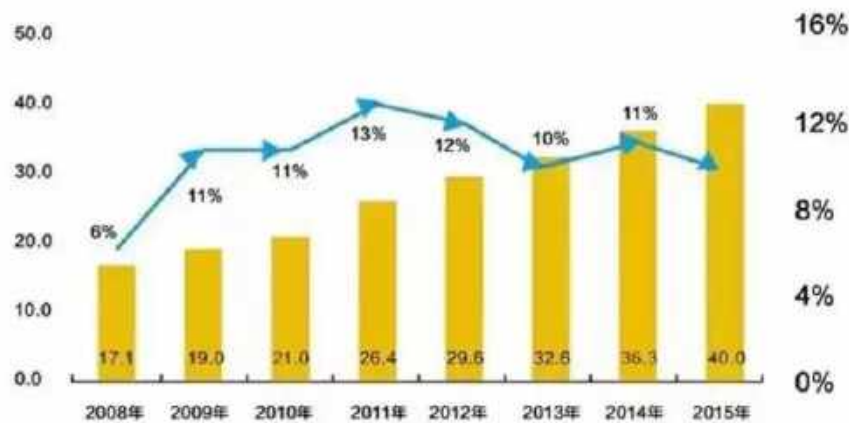


Figure 1.2 Total revenue of China's tourism industry in recent years (unit: trillion yuan) (Graphic source network)

1.1.2 Contemporary tourism development trend

Tourism planning and development needs to consider many trends, and monitor these trends over time, and if the situation changes, the necessary adjustments to the planning are needed. Some trends were already evident in the late 1980s, and these trends influenced tourism planning in the 1990s. People have always maintained the motivation to travel is still a basic trend nowadays. At the same time, with the improvement of the income level of contemporary people, tourism activities have become an important part of many family budgets.

Today's social life is diversified, and the diversification formed by the tourism market is an inevitable trend, and it is also an important trend in the development of tourism. More and more tourists want to participate in recreational and sporting activities, understand and integrate into local culture, seek new destinations, and develop special interests through travel. A common phenomenon in today's tourism industry is the emergence of special interest tourism, which involves almost all kinds of topics that people can imagine, such as nature, culture, occupation and hobbies. In addition, people are paying more and more attention to certain areas, seeking alternative and soft eco-tourism, such as rural tourism and nature tourism, and adventure tourism is becoming more and more popular.^① (Figure. 1.3, 1.4) Understanding the emerging types of special tourism markets will help to better integrate markets and products.



Figure 1.3 Rural Ecotourism
(Graphic source network)



Figure 1.4 Natural Ecology Adventure Tour
(Graphic source network)

Planning for tourism development has become a consensus, although these plans cannot always be effective. In the tourism planning process, more and more governments hope to control development through policy development to ensure the maximum benefits from tourism while avoiding serious environmental or social problems. Based on decades of experience, the current

^① (America) Edward Inskip write, Zhang Lingyun translate, Tourism Planning- A comprehensive and sustainable development method [M].2004.

plan places more emphasis on environmental and social issues and hopes for sustainable development. There are many motives for developing tourism. One of the main purposes is to create foreign exchange income, obtain economic benefits, create employment, bring government benefits, inject vitality into the entire economy, and stimulate incomes of other sectors, such as agriculture, fisheries, forestry and manufacturing. Can help pay for infrastructure costs and better meet the needs of local economic development.^① Tourism is also conducive to the protection of environmental and cultural sites. If it is not because of the development of tourism, some resources may no longer exist. For the society, tourism is to understand other cultures for tourists and local residents, to better cherish local cultural heritage, and to transcend differences in ideas and politics, to weaken prejudice among nations, and to achieve cross-cultural exchanges.

1.1.3 The position of project planning in regional tourism

The project area to be designed in this paper is located in the Huanghuagou scenic spot in the Chahar Right-wing middle county, Inner Mongolia (Figure 1.5, 1.6). The grassland of Huanghuagou scenic area is one of the three existing alpine meadow flower grasslands in the world, with an area of nearly 660 square kilometers, and has natural resource advantages. Chahar Right-wing Middle county, Ulanqab, Inner Mongolia, where huiteng xile grassland is locate. It is an economically underdeveloped region, but it has unique tourism resources and has great potential to explore. The city of Ulanqab, Inner Mongolia, is located in the underdeveloped area of the economy, but it has a unique tourist resource and a great potential for mining. Accelerating the development of tourism industry is an important way to narrow the gap with developed regions and promote the leaping development of county economy.

^① (America) Edward Inskip write, Zhang Lingyun translate, Tourism Planning- A comprehensive and sustainable development method [M].2004.

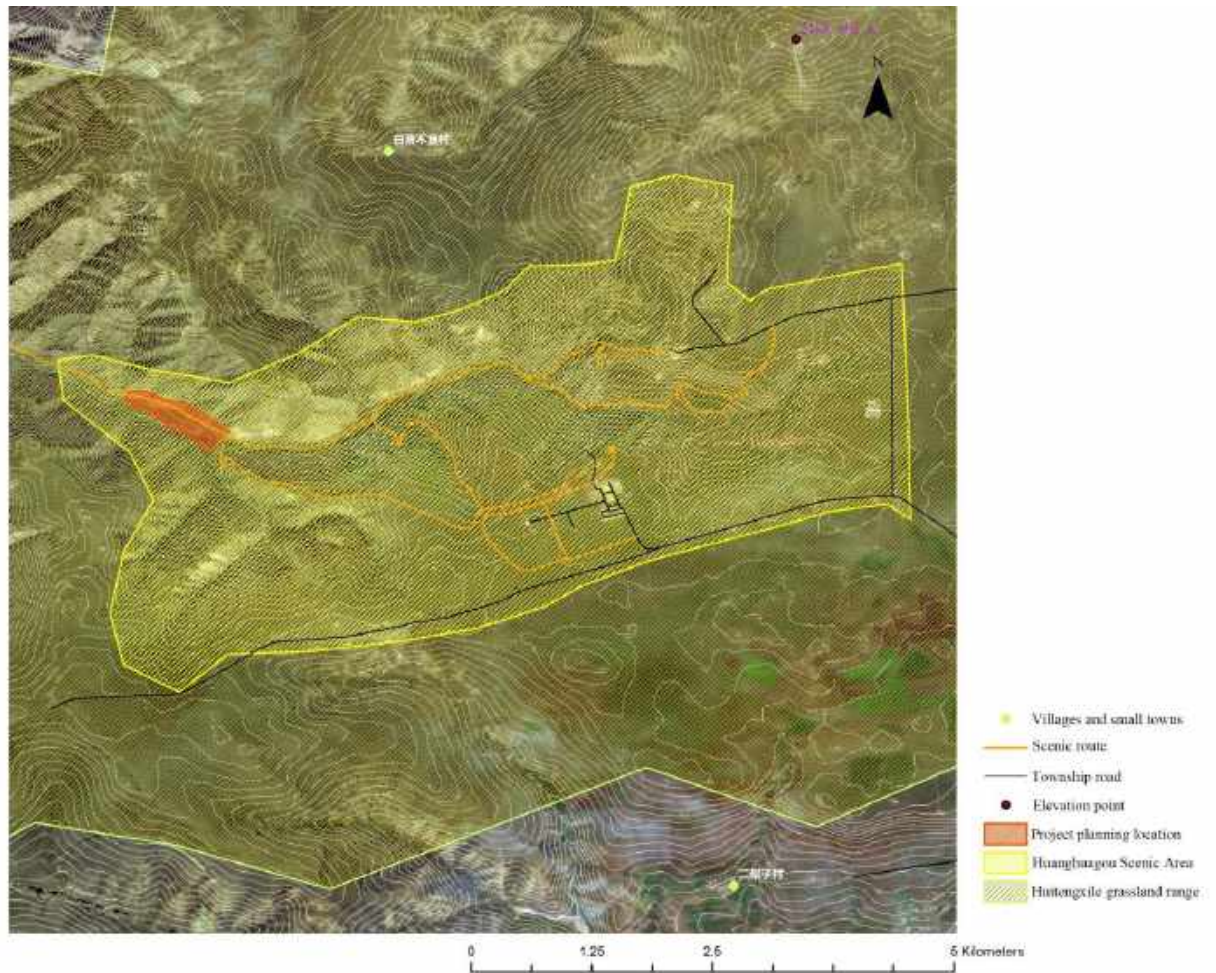


Figure 1.5 Relationship between the resort development site and the Huanghuagouscenic spot (Self drawing by author)

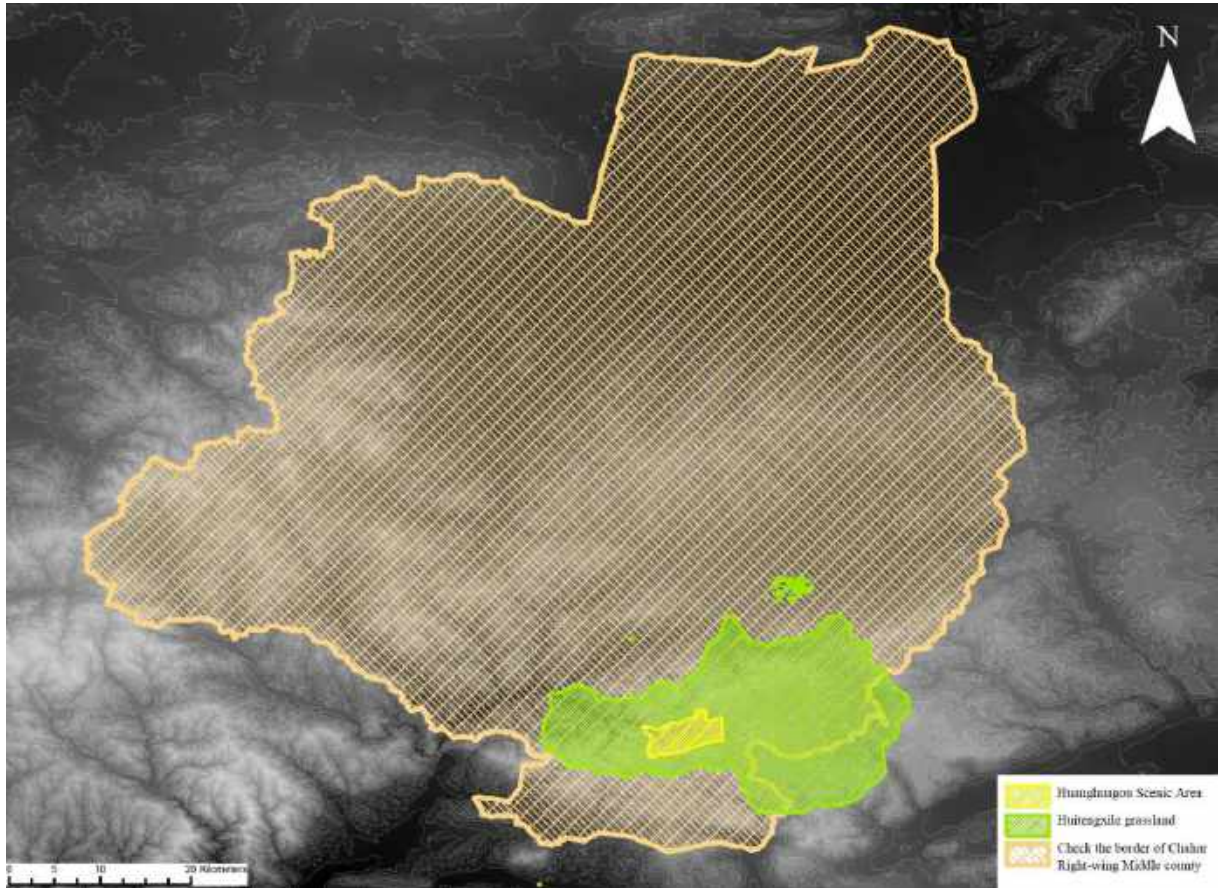


Figure 1.6 Relationship between Huanghuagou Scenic Area and Huitengxile Grassland and Chahar Right Middle Banner county(Self drawing by author)

1. Beijing-Tianjin-Mongolian cooperation level

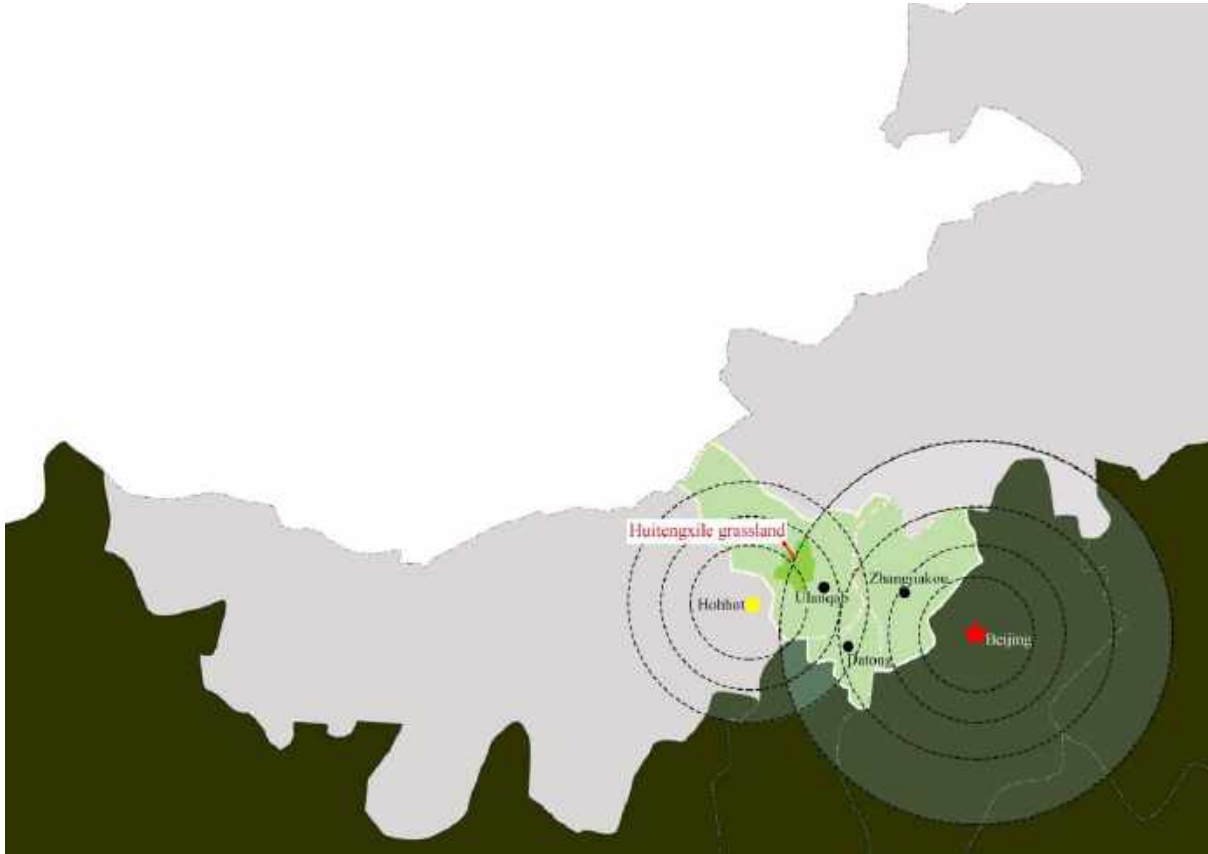


Figure 1.7 Grassland macro map (Self drawing by author)

The city of Ulanqab, where the Huitengxile grassland is located, is working with Datong and Zhangjiakou to create the Golden Triangle of the Beijing-Tianjin-Mongolian Great Wall. Through the cooperation of the three cities, a group effect will be formed to amplify the overall advantages and enhance the comprehensive strength and competitiveness of the region. (Figure 1.7)

Based on its good resource endowment, Huitengxile can create a back garden that serves the grassland ecological sightseeing and leisure resorts of Beijing, Tianjin and Hebei. At the same time, it is also an important tourist node and transportation hub connecting Hohhot, Baotou and Erdos.

2. Autonomous region level



Figure 1.8 Impact of Huitengxile Grassland on Central Inner Mongolia(Self drawing by author)

Inner Mongolia tourism uses grassland, desert and ethnic style as market perception concepts, and extends many market-recognized products around this concept.

Huitengxile is located in the central tourist circle with Hohhot as the core. At present, there are two major 5A-level scenic spots in Xiangsha Bay and the tomb of Genghis Khan in the west of the tourist circle. As a representative of the desert and ethnic style in Inner Mongolia tourism and leading the development of western tourism However, the development of tourism in the east is obviously weaker, and there is no strong product and leading scenic spot, and the overall situation is that the West is strong and the East is weak. Therefore, if the central tourism circle of Inner Mongolia wants to fly in two wings, it must strengthen the development of tourism in the east, and the most favorable conditions for becoming the leader of the eastern tourist wing are the Huitengxile grassland

and the Liangcheng Daihai Lake. In particular, the Huitengxile grassland is the best high-quality grassland away from Hohhot. It is the gateway to Mongolia ,Tianjin and Beijing. It has obvious advantages in location and transportation. It should play a greater role and assume the responsibility of the eastern tourism wing leader, thus realizing the tourism circle in central Inner Mongolia. The two wings are flying together. (Figure 1.8)

3. Ulanqab city level

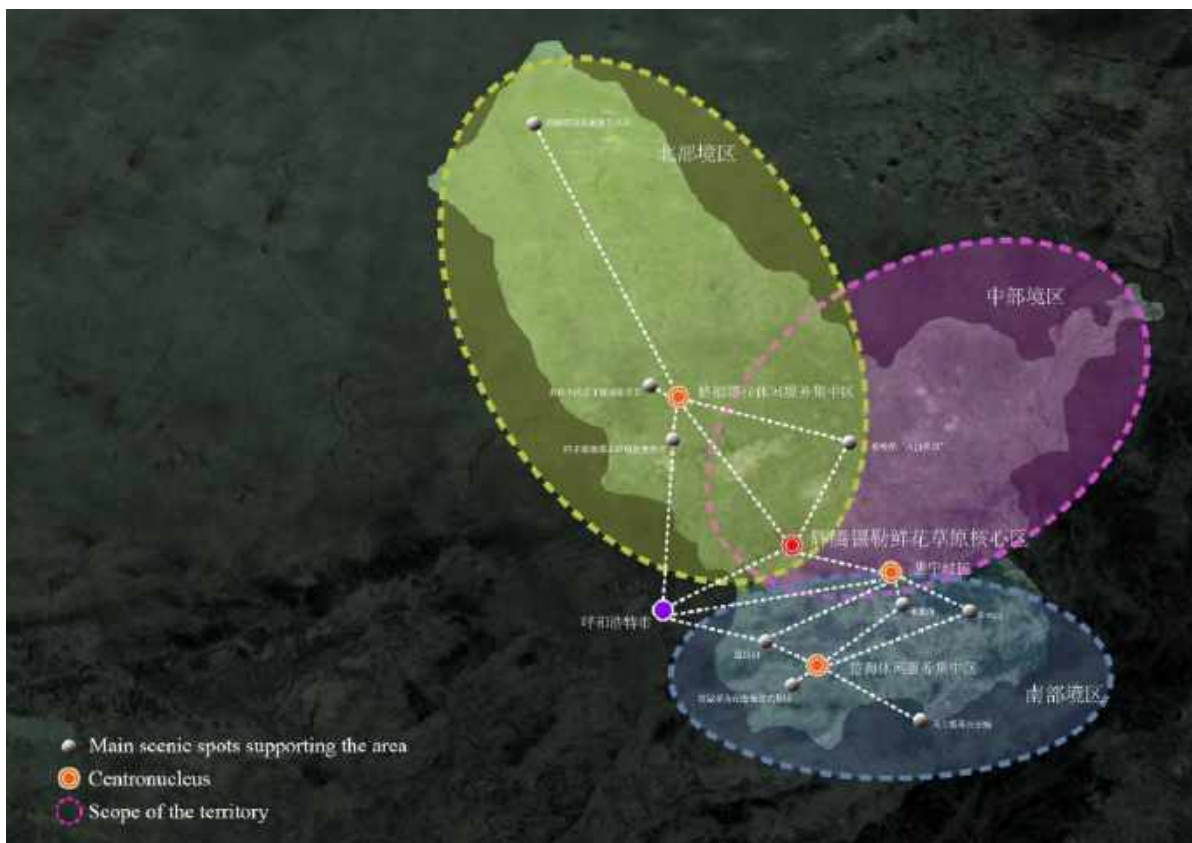


Figure 1.9 Main tourism resources in Ulanqab (Self drawing by author)

Ulanqab City proposed the tourism development pattern of "one nuclear, two wings and three major regions". The Huitengxile grassland is one of the core areas of the northern grassland tourism area, and it is also the north, middle and south scenic area accepts the radiation of several major urban agglomerations in Hohhot, Jining City and Datong,Zhangjiakou,Tianjin and Beijing. The tourism development of Huitengxile in the future will become the

main support for grassland tourism in Ulanqab. (Figure 1.9)

1.1.4 Tourism location advantage of project planning

The project is located 10 kilometers south of Kobul Town, Chahar Right Middle Banner county . It is the closest grassland to the urban area of Ulanqab. It is also the highest quality grassland in Hohhot in the central tourism circle of Inner Mongolia. It is located in the three-hour economic circle of Beijing. At the same time, the project is located in the combination of the two major tourism circles of Beijing-Tianjin-Hebei and Hubao-e. Its superior location conditions lay a solid foundation for tourism development. (Figure 1.10-1.13)



Figure 1.10 Location relationship between the Huitengxile grassland and the surrounding major cities (Self drawing by author)



Figure 1.11 Location of the Huitengxile Grassland in Ulanqab City (Self drawing by author)

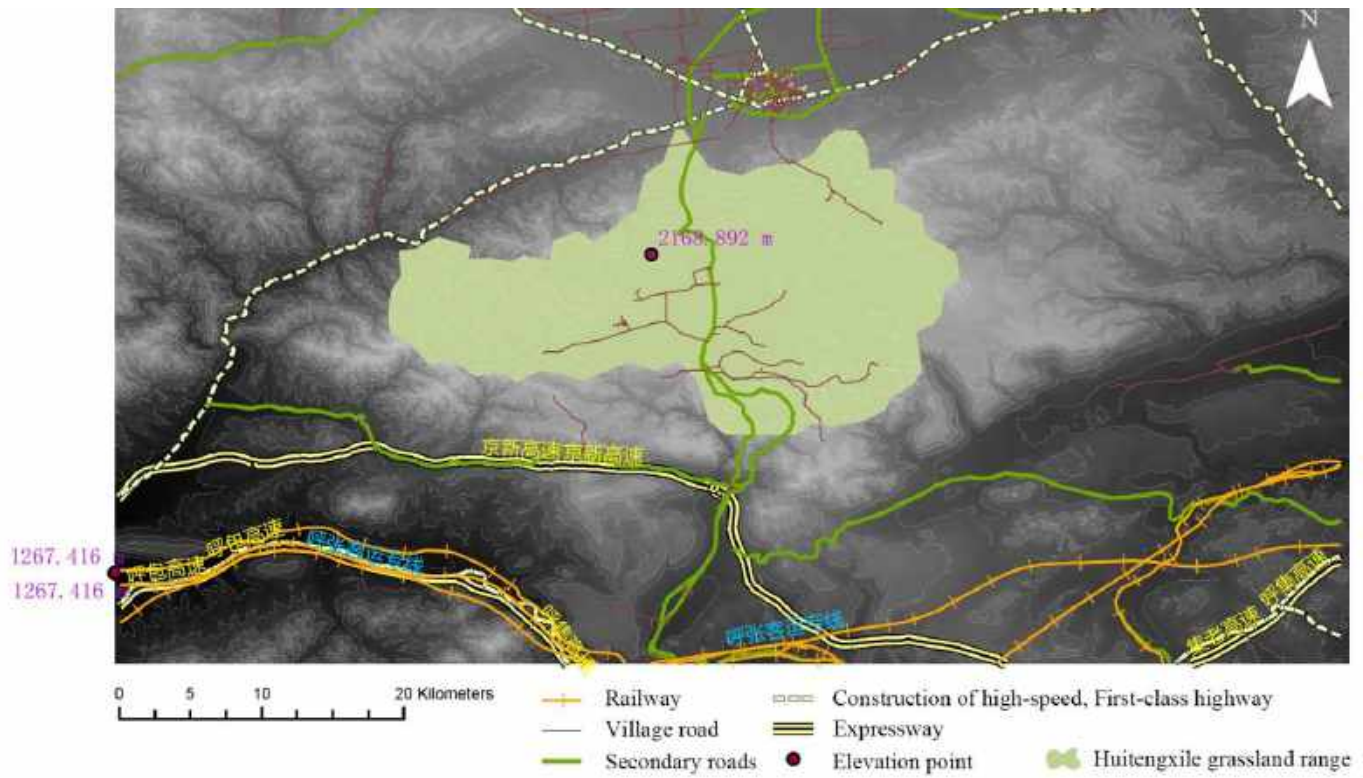


Figure 1.12 Huitengxile grassland transportation network and location map (Self drawing by author)



Figure 1.13 Analysis of the main traffic of the Huitengxile grassland (Self drawing by author)

Air: The project site is surrounded by Hohhot Baita International Airport and Ulanqab Airport. Baita International Airport is 114 kilometers away from the scenic spot and the journey takes 2 hours; Ulanqab City Airport is 80 kilometers away from the scenic spot and the journey takes 1.5 hours.

Highway: Beijing-Xinjiang Expressway passenger and cargo diversion (G7 to Chahar Right Middle Banner county connecting line runs through the grassland from north to south), Baiyong Expressway. **Railway:** Beijing-Hohhot high-speed railway has stations in Wulanchabu and Zhuozhi County. Ulanqab Station is 91 kilometers away from the scenic spot and the journey takes 1.5 hours. Zhuozhi Station is 45 kilometers away from the scenic spot and the journey takes 1 hour.

1.1.5 The development of tourism in ethnic areas

The economic development of ethnic areas is related to the grand goal of building a well-off society in an all-round way. At this stage, the economy of ethnic minority areas has developed greatly. In particular, the tourism industry developed using local natural and humanistic tourism resources has already achieved considerable scale and high popularity, and most of them have become local pillar industries. This has played a good role in promoting the transformation of regional economic development and achieving sustainable development.

However, we have also noticed that while the tourism industry in ethnic minority areas has been greatly developed, it also faces a series of challenges, such as insufficient innovation, serious homogeneity, malicious competition among tourism enterprises, and increasing pressure on environmental resources. Therefore, in the new development period, exploring new ways and new strategies for the sustainable development of tourism in ethnic minority areas is an urgent problem we need to solve.

1.1.6 New policies and opportunities for Inner Mongolia tourism

The *Twelfth Five-Year Development Plan for Tourism in Inner Mongolia Autonomous Region* proposes to build Inner Mongolia into a national-level cultural experience and ecological leisure tourism destination featuring grassland culture, and provides new growth space for the tourism development of various county (city) regions in Inner Mongolia Autonomous Region tourism .

In March 2013, the Inner Mongolia Autonomous Region put forward the “8337” development idea, and clearly proposed that “Inner Mongolia should be built into a tourism, sightseeing and leisure base that reflects the grassland culture and unique northern Xinjiang characteristics”.^①

In 2013, Ulanqab City, the city where the project research site Huitengxile Grassland is located, proposed to build “three bases” and build “three centers” in the next five years to achieve “three doublings”. Among them, one of the “three centers” is the “regional grassland culture tourism resort center”.

^① Ma Hui, Analysis of the current situation of small and medium-sized tourist spots in the grassland and the joint development model- Taking the Huitengxile grassland in Inner Mongolia as an example [J], Inner Mongolia Science and Technology and Economy.2016(1):10-12.

1.1.7 Grassland tourism overview

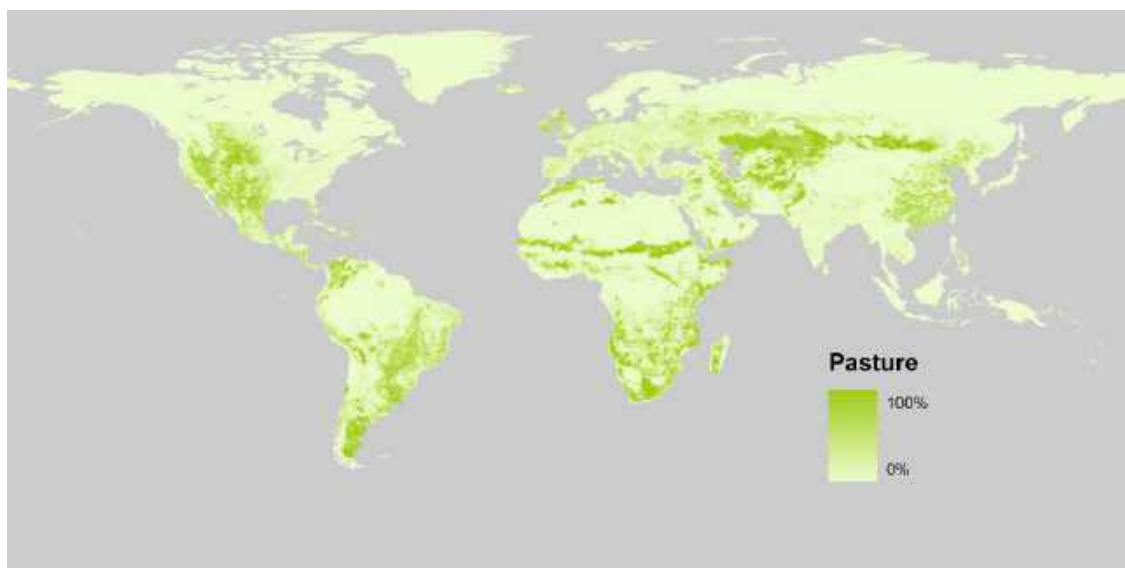


Figure 1.14 World Grassland Distribution Map (Graphic source network)

The global grassland area accounts for 20% of the land area, and grassland tourism is an important part of the global tourism industry. China has nearly 400 million hm² of natural grassland, which has always been an important foundation for grassland animal husbandry production. With the development of social economy, grassland has become a leisure and tourism place that people pay more and more attention with its unique resource culture.^① (Figure 1.14)

China is the third largest grassland country in the world (40%). Grass resources are very rich. Grassland tourism is an important tourism industry in China, but it is in its infancy. (Figure 1.15)

^① [14] Mao Peisheng, Shao Xinqing, Yang Fuyu, Huangying, Analysis on the Status Quo and Problems of Grassland Ecotourism Development in China [J]. Journal of Southwest University for Nationalities. 2016(3):127-130

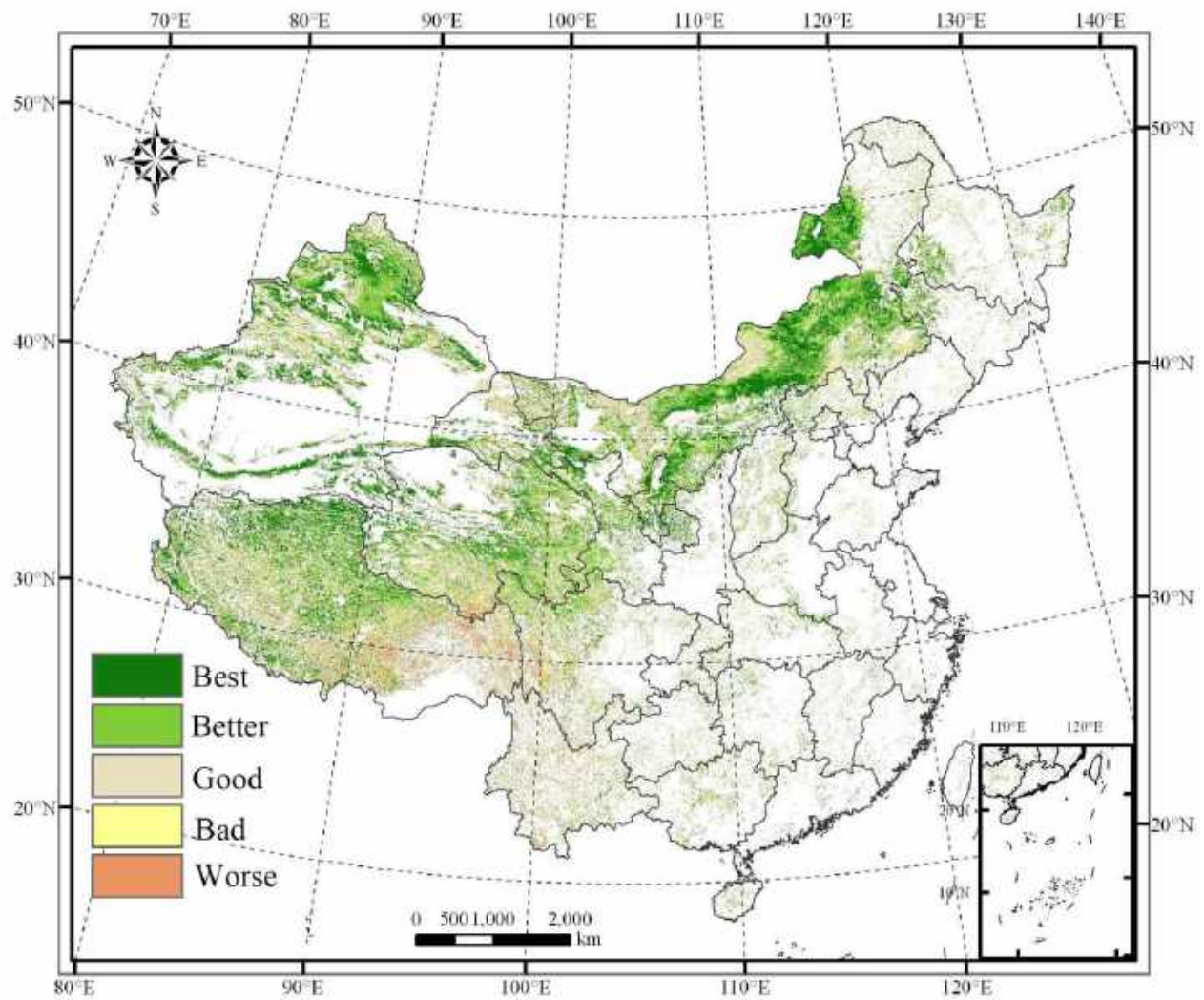


Figure 1.15 Distribution of grassland protection status in China (Self drawing by author)

1.1.8 Comparison of Inner Mongolia grassland tourism development pattern

Inner Mongolia Autonomous Region is famous for its grassland ethnic customs tourism products, from the east to the west respectively by Hulunbuir grassland, Xilin Gol grassland, Horqin grassland, Huitengxile alpine meadow grassland and Erdos grassland. (Figure 1.16)

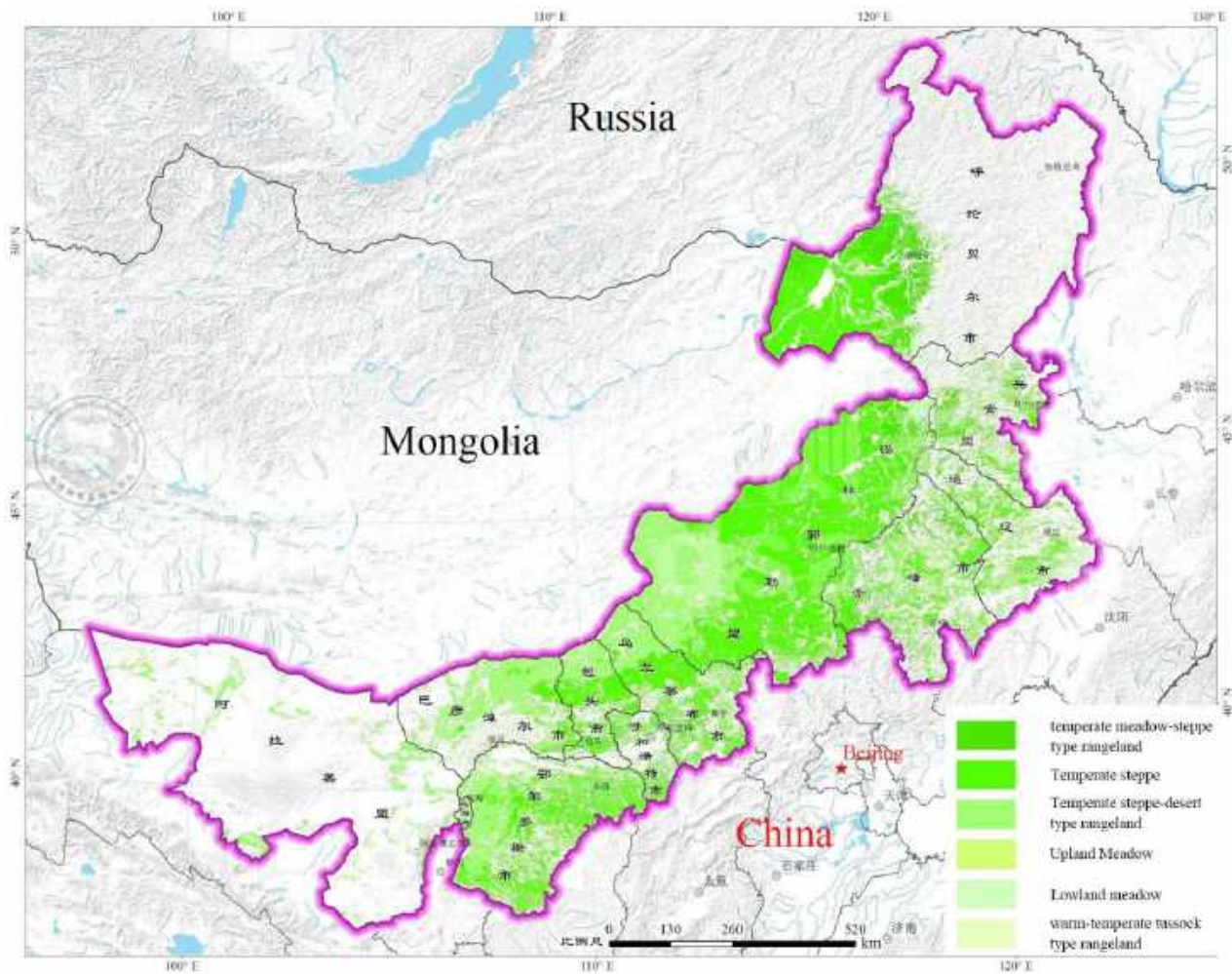


Figure 1.16 Distribution map of Inner Mongolia grassland (Self drawing by author)

Among them, Hulunbeier and Xilin Gol grassland have difficulties in infrastructure and reception service facilities due to poor location conditions. Although the quality of grassland landscape is better, the development progress is slower. The grasslands of Ordos are mixed with the desert, and the ecological and environmental conditions are relatively harsh. Desert tourism has more development prospects than grassland tourism. The result of the objective reality is that the Ulanqab grassland has become the core of grassland tourism in Inner Mongolia Autonomous Region, and the Huitengxile grassland is particularly prominent as an alpine meadow grassland. (Table 1.1)

Name	Location	Current resource conditions	Brand awareness	Development patterns
Nalat grasslands	Located in the eastern part of Xinyuan County, Xinjiang Uygur Autonomous Region	Alpine meadow grassland, as well as prairie mound tomb, mysterious and colorful Yili rock paintings and rough and interesting grassland stone people and other cultural resources	One of the most beautiful grasslands in China, the theme of the combination of grassland horse culture and Kazakh culture; image orientation: Green Island in the depths of the Tianshan Mountains - Nalati	Relying on historical relics as the line, the theme drama "Tianshan Pastoral", the Ma Culture Industry Comprehensive Base, and the Akhal-teke horses museum will be created.
Fengning grassland	Fengning Manchu Autonomous County, Hebei Province	The natural grassland closest to Beijing, nomadic culture, Mongolian national culture is readily available	Known as “the first grassland in Beijing”, it is the first choice for tourism, leisure, summer vacation and vacation in Beijing suburb.	Create a suburban leisure resort with the theme of “Summer” around the big city
Hulunbuir grassland	Hailar, Hulunbeier City, Inner Mongolia Autonomous Region	One of the three major grasslands in the world, the Hulunbuir Prairie is vast and unspoiled, with no pollution, abundant animal and plant species, and sufficient water resources.	The National Key Tourism Development Zone identified by the National Tourism Administration is one of the 20 scenic spots in the country and a national key grassland tourism development zone.	To build a comprehensive tourist area based on the grassland ecological resources and the Mongolian nomadic folklore experience
Ordos grassland	Ordos grassland is located in Hangjinqi, Erdos City	A large number of yurts are distributed in the grasslands, and the Mongolian national folk	In the area where grassland tourism was developed earlier in China, the Genghis Khan Mausoleum,	Make full use of regional monopoly tourism resources as an attraction, development, sightseeing,

		culture is embodied in special local architecture.	Xiangshawan, Engebei, and Shizhen Park tourist areas have become the main tourist attractions in Ordos. 物	experience, vacation, adventure, scientific research, and search for multi-project tourism products
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Table 1.1 Comparative Analysis of Domestic Grassland Tourism Resources Development
(Self drawing by author)

1.2 Object of study

The Chahar Right-wing Middle county, where the Huitengxile grassland is to be studied, is a minority county and agricultural county with beautiful ecological environment. The tourism industry has gradually become its leading industry. Focusing on the reform of tourism supply side, through the leisure and holiday development of tourism, the tourism industry transformation and upgrading of Chahar Right-wing Middle county will be promoted. It will also promote the comprehensive transformation and upgrading of Chahar Right-wing Middle county's industry, and then promote supply-side structural reform.

The tourism development drive of Huitengxile is the core area of Chahar Right-wing Middle county's tourism development. Targeting the creation of national 5A-level tourist areas, national-level scenic spots, national geological parks, national wetland parks, etc. Create functions such as grassland sightseeing, cultural experience, summer vacation, recreation, outdoor sports, etc.

1.2.1 Tourism resources analysis of Chahar Right-wing Middle county

The main types of strong tourism resources in Chahar Right-wing Middle county are: Grassland and forests represent natural ecological resources, cultural tourism resources, agricultural and rural tourism resources, industrial and industrial and mining heritage tourism resources.

Inner Mongolia Chahar Right-wing Middle county has a variety of cultures, such as history and culture, regional culture, celebrity culture and folk customs.

It has the best alpine meadow grassland in the world, the Huitengxile grassland; The Kulun Sumu grassland with good original folk customs and good customs; Has the largest wind farm in Asia; There are numerous cultural relics and historic sites, such as the key cultural relics protected by the state, and the ancient city ruins of Guangyilong Town and the Huitengxile North Wei Yuan ruins, which were listed as key protection units by Inner Mongolia Autonomous Region. (Table 1.2)

Series		Subclass number	Primitive type number
A Geo-landscape		2	3
B Water scenery		3	3
C Biological landscape		2	2
D Sky and climate landscape		1	2
E Historic site		2	7
F Construction and facilities		5	9
G Tourist goods		1	4
H Human activities		3	8
Aggregate	8	18	38
National standard	8	31	155
Proportion	100%	58.1%	24.5%

Table 1.2 Analysis of the composition of tourism resources in Chahar Right-wing Middle county^①

^① Chahar Right-wing Middle county Tourism Industry Development Master Plan(2014—2030)

1.2.2 The improvement of grassland cultural tourism industry based on ecology

The research of Huitengxile tourism planning should be based on the full protection of the ecosystem, natural resources and cultural resources of the tourist area, and truly reflect the original natural ecological environment, historical culture and national folk customs of the tourist area.

On the basis of ecological protection, in an appropriate manner and speed, at the right time and space development of tourism and various social undertakings, to ensure tourist area as the core, improve surrounding the sustainable development of social economy. The local government and development company are aiming to build the Huitengxile Grassland Tourist Area into a “world alpine meadow-type tourist destination, China's top alpine meadow-type tourist destination, China's northern leisure back garden, and Ulanqab tourism development growth poles.”

1.2.3 Research on core scenic spot planning

Select the development status of Huanghuagou scenic spot, the core scenic spot of Huitengxile grassland, and analyze the existing scenic spots. According to the new positioning and ideas, we will determine the spatial layout and tourism function structure, determine the core products and key projects, and adapt to the changes in the transportation pattern of Huitengxile, and propose reasonable transportation planning and route design. At the same time, the space integration concept derived from the analysis of the first four chapters was continued, and a tourist resort was planned and designed in Huanghuagou scenic spot as part of the design of the thesis.

1.3 Research scope

1.3.1 Research focus and research direction

The research is divided into three parts: the grassland natural ecotourism resource protection development research, the grassland culture inheritance tourism development model, and the driving force of the grassland tourism

strategy. In order to seek a suitable development direction and new model for contemporary grassland tourism on the basis of sufficient theory.

In this study, taking the Huitengxile grassland in the Mongolian Autonomous Region of China as an example, the natural ecological environment, culture and business strategy under the current tourism development status of the scenic spot are comprehensively analyzed. Under the premise of protecting the natural ecological resources of the grassland scenic spots, fully tap the local special culture and advantages, and at the same time ensure that the tourism industry plays an important role in the development of the local economy, and can even become a pillar industry. In this way, the planning method for the Huitengxile grassland tourism and the sustainable development of the local area is proposed, which also provides reference for the next decision of the local government and the scenic spot development company.

1.3.2 Problems with the current situation of local development

At present, only the Huitengxile grassland developed as a tourist scenic spot, its products are still mainly based on grassland sightseeing, living yurts, eating Mongolian meals and other sightseeing and shallow national experiences, lacking deep-seated participation projects. Resources such as history and culture, military culture, and national culture are not well explored, development is on the surface, and extended culture is not revealed. Therefore, tourism as a whole has high-quality resources and no products, lacking in-depth excavation; there are no fine products, and products lack deep development. Not only the good resource base has not formed a tourism leader and boutique, but also the problem of large resources and small development. At present, the degree of development of tourism resources and the degree of marketization of tourism products are relatively low. Most of the tourism resources are still in a state of spontaneous development or untapped, and they are mostly extensive tourism products.^① All are products developed by private individuals, with low

^①Kang Chen, Analysis of the Relationship between the Income of Huixingxile Farmers and Herdsmen and Tourism in Ulanqab City, Inner Mongolia [J], China Business Update.2011(6).

development costs and low product quality. Most of the developed tourism resources are mainly based on mass tourism. The scenic spots are in a state of low level of disorderly development and extension, and the products are single. The lack of high-level tourism products is difficult to attract tourists to stay for a long time, and the task of quality transformation is arduous. As the Huanghuagou scenic spot of Huitengxile, the following problems exist:

The functional division is not clear enough: The Huanghuagou scenic area is mainly centered on Ogedei and Huanghuagou. The functions of the two are relatively consistent and do not form a good division of labor. The Huanghuagou service center is relatively limited in space, and is currently the core entrance of the scenic spot, attracting a large number of passengers. The space of Ogedei is relatively wide, and facilities such as dining and holiday facilities are set up. However, due to the current sightseeing area, the large number of facilities are idle.

The line settings are not reasonable enough: The main traffic congestion in Huanghuagou scenic area is unknown. There are external parking lots in Ogedei and Huanghuagou, and Huanghuagou is currently used as the main entrance. Due to the limited space of Huanghuagou, traffic congestion has occurred, and the space of the Ogedei platform has not been well utilized.

The product form is relatively simple: At present, the scenic spot is mainly for sightseeing, and the main tour is mainly Huanghuagou scenic spot. The tour and recreation methods are single, and the visit time is shorter. At the same time, there are many surrounding attractions, and visitors can only make a short stay in Huanghuagou.

Cultural mining is not deep enough: There are many cultural resources in the scenic area. The northern nomads represented by Xianbei, Qidan and Mongolian have left their footprints in the Huitengxile grassland and are an important place for summer sightseeing. In the tourism project, historical and cultural elements are less reflected.

Development and protection of contradictions: Due to the drought and lack of rain in recent years, the Huitengxile grassland has caused the lake to dry up.

The grassland is gradually degraded due to lack of water, and even signs of desertification have appeared; Wind power generation windmills also have some impact on the grassland ecological environment; In some areas, there is a situation of over-exploitation of tourism, and environmental protection is an urgent task.

Limited time and space capacity: The space capacity is small, due to the limited space available for construction, and the development of the peripheral sightseeing area is limited to the Huanghuagou area. Therefore, the tour line is not long, and the tourist stay time is short, resulting in limited time capacity.

The peak season is obvious: The seasonality of the scenic spot is strong, the peak season is obvious, and the winter tourism package is insufficient. In the future, we can develop the wrong season tourism and make up the four seasons tourism products.

1.4 Research Significance

In recent years, the Huitengxile grassland has increased the number of tourists and income of Chahar Right-wing Middle county in Ulanqab, Inner Mongolia, year by year, especially the rapid growth of tourism revenue. The development of tourism in the whole county has shown a trend of slow growth and significant growth. The status of the tourism industry in the overall economic and social development of the whole county has been continuously highlighted, and the industrial structure of the Chahar right-wing Middle county has been greatly optimized. Based on the research perspective of dynamic development, this paper proposes the development direction, mode and tourism product design of Huitengxile grassland ecological literary brigade.

Its planning mainly reflects the government-led strategy, market-oriented behavior orientation and industrial development priorities. The master plan reflects forward-looking, operability and sustainability.

Guided by market demand, with a cool climate and a good ecological environment, the Chahar culture is the core. It should penetrate the "prairie" articles for the domestic market, to do deep "culture", to do fine "projects", to be

a long "industry" chain. The Chahar Right-wing Middle county will be built into a well-known Chinese alpine meadow grassland holiday destination integrating ecological grassland, cultural grassland, science and grassland and creative grassland. Create a Chinese grassland summer capital featuring summer recreation and cultural experience, and a Beijing-Tianjin-Hebei leisure self-driving destination.

Huitengxile Tourism Development is the driving force for tourism development in Chahar Right-wing Middle county, Ulanqab City, Targeting the creation of national 5A-level tourist areas, national-level scenic spots, national geological parks, national wetland parks, etc. It will create functions such as grassland sightseeing, cultural experience, summer vacation, recreation and recreation, and outdoor sports. It will drive the powerful nuclear development of the Chahar Right-wing Middle county tourism.

1.5 Research methods and framework

1.5.1 Concrete studying methods

The research method of this thesis is based on the landscape planning research under the big model of tourism planning, involving cross-disciplinary fields in many fields, and the selected project planning plots are more specific. The system of surrounding humanities, natural ecological environment and transportation location are also complex, so they are highly targeted throughout the research process. Under the premise of combining their own professions, there are many studies on the local government and developers from macro to micro.

The specific methods used in this study are as follows:

1. Literature research: Due to the environmental particularity of the research project, the literature is mainly based on Chinese literature, but it also investigates relevant data in Europe and South America. Types are divided into books, journals, tourism development planning tasks and online resources.

2. Field research: In the course of the research, I went to the Huitengxi grassland and the Kebul town for field visits, and continued to conduct in-depth

research in the project for one month. During the period, the author visited almost all the administrative villages, folk villages and tourist reception points on the Huitengxile grassland, and conducted in-depth investigations on the status quo and management methods. The core scenic spot, Huanghuagou scenic spot, was investigated in various ways in various ways. In addition to the project site, the author conducted several field visits to the Gegen Tara grassland in Siziwang county and the Volcano Grassland Park in Chahar Right-wing After county in Ulanqab City.

3. Interview: I visited the Huitengxile scenic area several times to interview the general staff, deputy general manager, tour guide, scenic spot management personnel and other relevant staff of the core scenic spot of Huitengxile Grassland. While investigating the current situation of folk villages and tourist reception points, we also visited the general managers of several large-scale tourist reception points to understand the relationship between grassland tourism and operators. I also went to the Kebul Town of Chahar Right-wing Middle county for interviews with local tourism bureaus, planning bureaus, forestry bureaus and other relevant staff to understand the government's macro direction of local tourism.

4. In-depth internship: In order to have more opportunities to access more comprehensive and in-depth information about the project, the author used his spare time to join the Asia Pacific Business School Prairie Challenge event organization initiated by Renmin University Business School. As one of the event planners, I participated in the event culture creation and module building, and also provided reference for the selection and formulation of the second competition course. Its organization has successfully held two sessions of the Prairie Challenge in the Huanghuagou scenic area of Huitengxile grassland.

5. GIS Geographic Information System Analysis Method: Based on the reliability and accuracy of the research data, the author uses the GIS geographic information data processing method to derive more accurate data for the download, processing, calculation and analysis of satellite images.

6. Statistical analysis: Statistics and analysis of the data collected during

the field research process, combined with relevant theories to form a chart.

7. Comparative study: The tourism modes of grassland tourist attractions in different regions have similarities and huge differences. Through the study of grassland tourism in different regions of China, we can more clearly understand the uniqueness of tourism development in Huitengxile grassland, and then seek a more suitable tourism planning.

8. Design research: Taking the newly-developed resort project planning as an opportunity in the Huanghuagou scenic spot, which is the core scenic spot of Huitengxile Grassland, and after a large amount of data collection, site base investigation, in-depth understanding with local government and scenic development companies, then through the design of actual projects test the research results of this paper.

1.5.2 Paper structure

This thesis consists of six chapters.

Chapter 1: introduction. This paper introduces the research background, object, scope and significance method, and summarizes the development trend of domestic and foreign tourism and the development status of grassland tourism. This thesis research is based on some master plan of the project planning site, which is highly targeted, so it directly cuts into the current situation analysis of the project planning site. Through the simple analysis and evaluation of the advantages and disadvantages of the basic tourism profile of the project planning site, it finds the hidden dangers in the future development and clarifies the significance and value of the research.

Chapter 2: Analysis and positioning of Huitengxile grassland tourism resources. The in-depth analysis of the scenic environment and the large grassland environment in which the newly developed resort project is located, and the evaluation and positioning of the tourism resources advantage of the county and city to which it belongs. The specific content is to first summarize the current situation of the tourism market of the Huitengxile grassland under the jurisdiction of Chahar Right-wing Middle county, and then elaborate on the natural ecological environment, the advantages of human resources and the

direction of industrial upgrading based on tourism status. The research on improving the development of tourism is also based on the development of new resort projects, and analyzes its relationship with Huanghuagou, the core scenic spot of Huitengxile Grassland. Then, through the in-depth exploration of the Asia-Pacific Business School Challenge, which has been successfully held for two consecutive years in the Huanghuagou scenic area and has a significant impact on the Huitengxile grassland tourism brand.

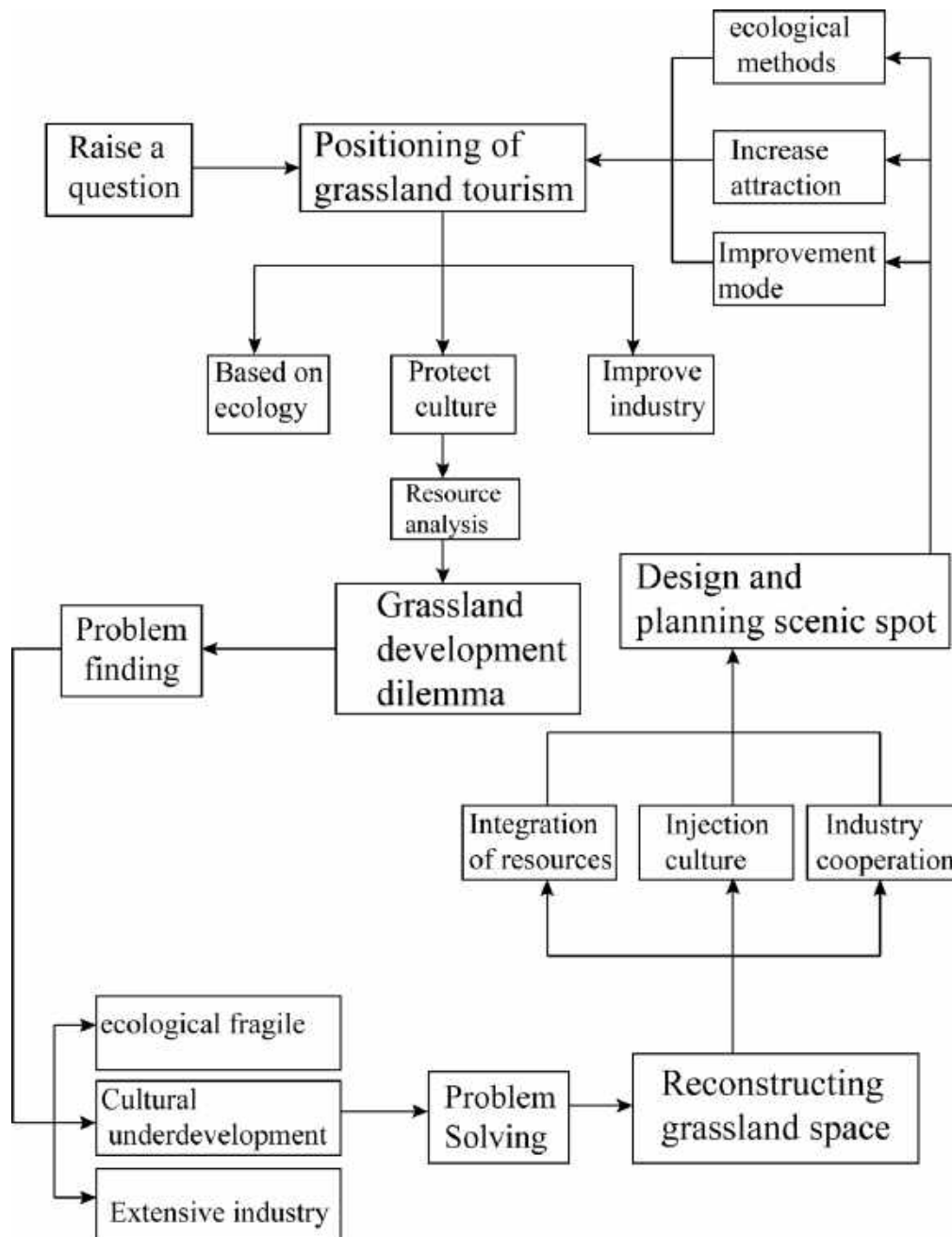
Chapter 3: the predicament in grassland tourism planning. Based on the second chapter, the comprehensive analysis and orientation of the ecological, cultural and tourism industry development status of the Huitengxile Grassland and Chahar Right-wing Middle county of the newly developed resort project site. In the face of such advantageous tourism resources, but there is no integration and optimization of resources. Furthermore, it analyzes various problems caused by the extensive development of the three aspects of natural ecology, humanities, and tourism industry. Finally, it points out the inadequacy of the grassland challenge itself and the inconvenience caused by the problems in the planning of the entire grassland and Huanghuagou scenic spot.

Chapter 4: the reconstruction of grassland tourism space. Based on the discussion of the first two chapters, the basic elements of the tourism of Huitengxile Grassland and Chahar Right-wing Middle county are summarized to generate development strategies. This strategy is used to reconstruct the tourism planning scheme of Huitengxile grassland, and it is also the planning scheme of the newly developed resort. The specific method is to integrate the superior resources that have advantages but lack of in-depth exploration on the premise of protecting the ecological and cultural resources. The project planning of the new resort in this part of the design is one of the key planning and development projects under the macro-control of integration, transformation and optimization of all tourist spots on the grassland. Its newly developed resort is located in the Huanghuagou core scenic spot. At the same time, based on the shortcomings of the previous grassland challenge, the corresponding optimization strategy was proposed for the next event.

Chapter 5: based on the previous chapter to resort project planning problem of the location of the environment, as well as the solution, finally to specific fulfil the resort's function division and design.

Chapter 6: Summarizes the research results of the thesis and proposes the future research direction.

1.5.3 Frame of the paper



Chapter 2 The dominant position of tourism resources in Huitengxile grassland

2.1 The introduction of this chapter

Based on the analysis of the current tourism market in Huitengxile grassland, this chapter analyzes the two most important ecological and cultural resources of the grassland. Fully protect the natural resources, cultural resources and ecosystems of Huanghuagou Scenic Area. The true and complete embodiment of Huitengxile's original natural ecological landscape, historical culture, and simple grassland customs, As well as scientific research and landscape aesthetic value as development orientation. At the same time, it analyzes the current cultural industry that plays an active role in promoting tourism in the Huitengxile grassland, and is one of the positioning targets for the tourism industry to improve its development direction.

2.2 Grassland tourism market analysis

2.2.1 Tourist reception

In 2007, the Huizhongxile Tourist Area of Chahar Right-wing Middle county was approved by the Inner Mongolia Autonomous Region People's Government as an autonomous region-level scenic spot. Its rich and unique humanistic tourism resources and natural ecological tourism resources are the main factors to increase the amount of tourists. From 2012 to 2017, Chahar Right-wing Middle county received a total of 580,000, 876,000, 948,000, 1.125 million, 1.18 million and 1.590 million visitors. The number of tourists has increased year by year. Through comparison, it has been found that Chahar Right-wing Middle county has achieved spurt development in receiving tourists in the past 6 years. The tourism business of Chahar Right-wing Middle county has shown a sustained and good development trend. From the geographical ranking of the scenic spots in Chahar Right-wing Middle county, it is divided

into country , region and domestic. Among them, Mongolia, Russia, Hong Kong, etc. are ranked top in the country and region. From the domestic perspective, there are Inner Mongolia, Beijing, Tianjin, Hebei, Shanxi, Shaanxi, Henan and so on.

The amount of tourism income is a very intuitive reflection of the development of a tourist town. As a tourist town, Chahar Right-wing Middle county is not at the forefront of Inner Mongolia in terms of tourism revenue. However, after the “Tourist backbone” strategy was proposed by the Chahar Right-wing Middle county, tourism revenue maintained a rapid development momentum. Tourism plays an increasingly important role in the economic and industrial structure of Chahar Right-wing Middle county.^① Check the total income of tourism from Chahar Right-wing Middle county of 2012 to 2016(Figure 2.1, 2.2) They are 140 million, 180 million, 293.8 million, 302 million and 336 million yuan respectively. It is obvious that the tourism income of Chahar Right-wing Middle county has been rapidly developed, and the tourism economic income has continued to rise.

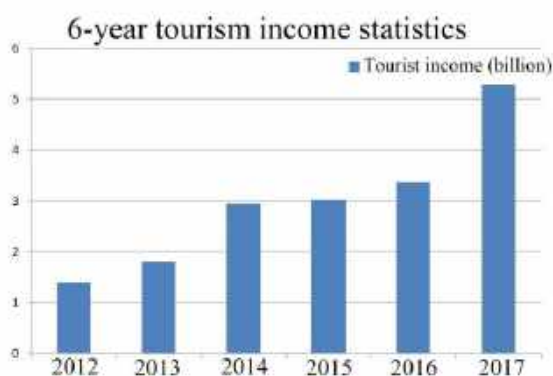


Figure 2.1 Chahar Right-wing Middle county 6 Year Income Statistics(Self drawing by author)

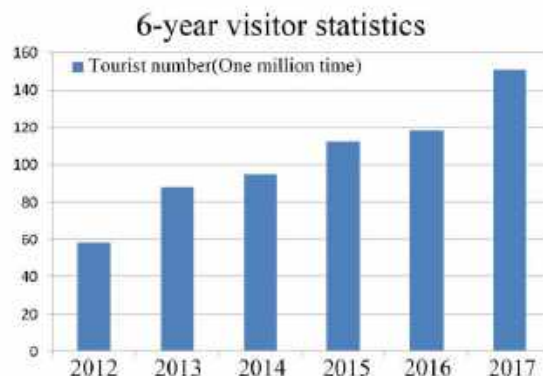


Figure 2.2 Check the statistics of the 6-year population of Chahar Right-wing Middle county(Self drawing by author)

^①Chahar Right-wing Middle county Tourism Industry Development Master Plan(2014—2030)

2.2.2 Analysis of tourist sources and tourist types

The current tourism market can be roughly divided into three categories: grassland tourism, forest tourism, and ethnic customs tourism. Due to the lack of professional tourism market investigation in Chahar Right-wing Middle county, the characteristics of the tourism market in Chahar Right-wing Middle county are analyzed based on the characteristics of the source of Ulanqab city.(Figure 2.3)

Its geographical structure is as follows:

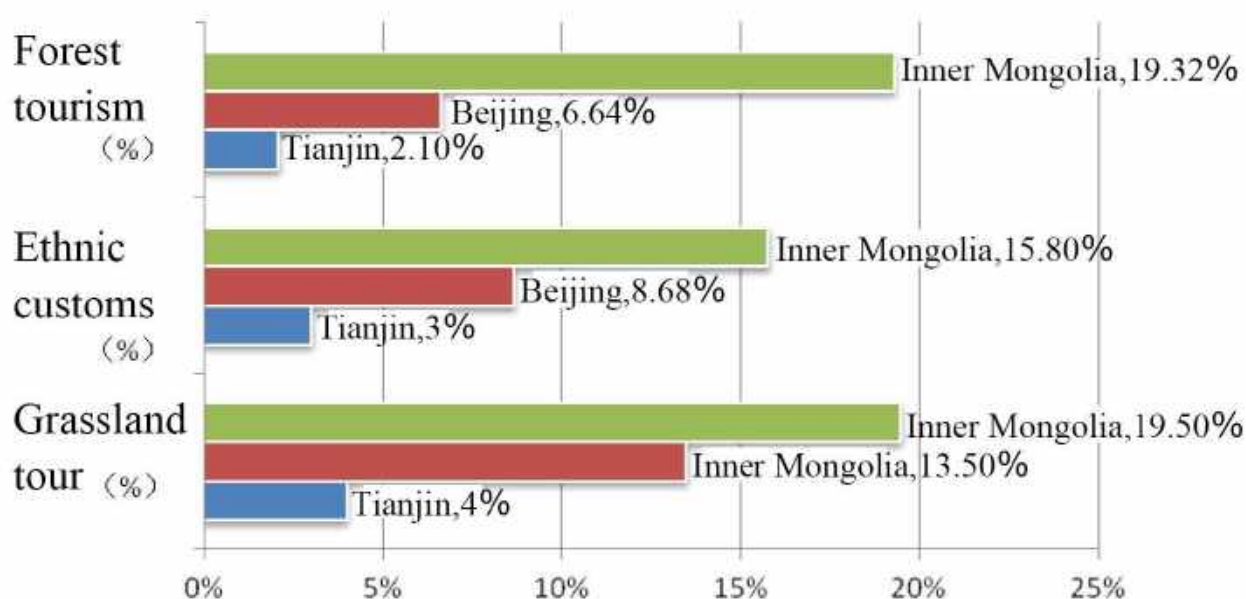


Figure 2.3 Current status of tourist Source Market (Self drawing by author)

1. Prairie tourism

Tourists with prairie tourism as the main destination, 19.5% in Inner Mongolia Autonomous Region. The Beijing-Tianjin region accounted for 17.5%, of which Beijing was 13.5%. From the age of tourists, the age group is 25-44 years old, followed by the 45-64 age group. In the way of travel, family and friends are accompanied by tourism, followed by enterprises and institutions. The stay time is mostly 1-2 days.(Figure 2.4)

2. Folklore tourism

The Folklore tourist source market are distributed as follows: Inner Mongolia accounted for 15.8%, Beijing and Tianjin accounted for 11.7%, of which Beijing was 8.68%; The age structure is mainly concentrated in the middle and old ages. The occupations are mainly teachers and students, civil servants, private owners and managers of enterprises and institutions. The travel style is mainly accompanied by

family and friends, and the stay time of tourists is concentrated in 1-2 nights. In terms of accommodation, ordinary hotels and business hotels are the main forms of tourists' choice.

3. Forest tourism

The Forest tourist source market are distributed as follows: Inner Mongolia accounted for 19.23%, Beijing and Tianjin accounted for 8.74%, of which Beijing was 6.64%. In terms of age structure, tourists aged 25-44 are the mainstay of forest tourism. The organization of tourism organizations is most for enterprises and institutions. Most of the stay time is a day trip.

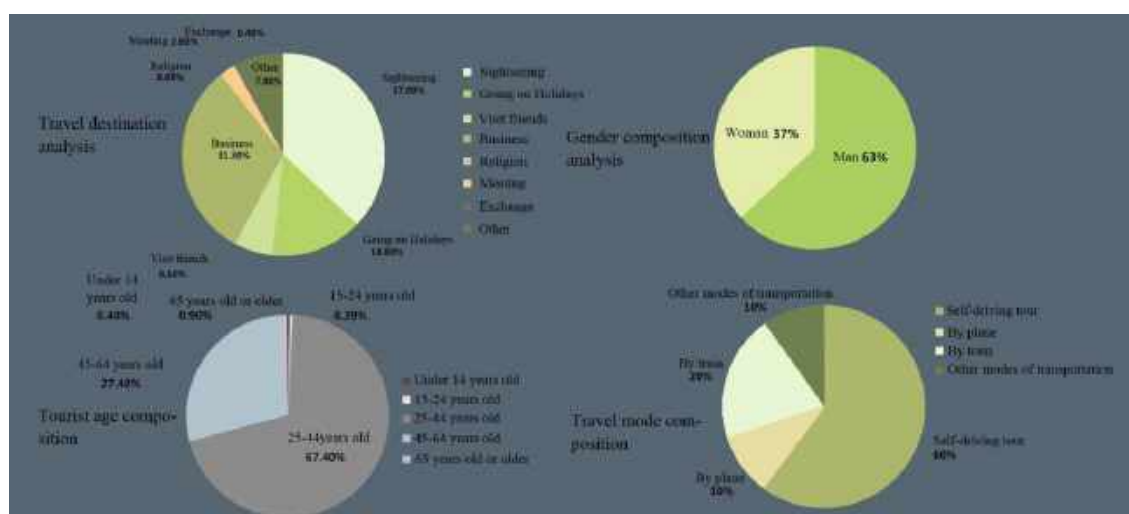


Figure 2.4 Analysis of Tourist Source Characteristics in Tourism Market (Self drawing by author)

2.3 Grassland environment analysis based on tourism ecological benefits

The essence of grassland ecotourism is ecotourism products for grassland ecosystems. Inner Mongolia is rich in ecological resources, but the ecosystem is relatively fragile and is the ecological barrier in northern China. Suitable for the development of eco-tourism projects in a protective manner, in line with the trend of the times.

2.3.1 Natural climatic conditions of the Huitengxil grassland

The Huitengxile grassland, Mongolian is a "cold mountain ridge", located in the northern foot of the Yin Mountains. The average elevation is more than 2,100 meters,

the east-west length is more than 60 kilometers, the north-south width is more than 40 kilometers, and the total area is 600 square kilometers. It belongs to the best preserved alpine meadow grassland in the same latitude region of the world. There are more than 300 species of wild animals and plants, including 18 species of rare plants in the world. The grassland is miraculously distributed with plateau lakes formed by volcanic eruptions in ancient times, and is known as the “Ninety-nine Spring”. The environment and climate here are unique, and there are such phenomena as the “June Snow, Dog Days” and so on. It is a rare summer resort.^①(Figure 2.5,2.6)

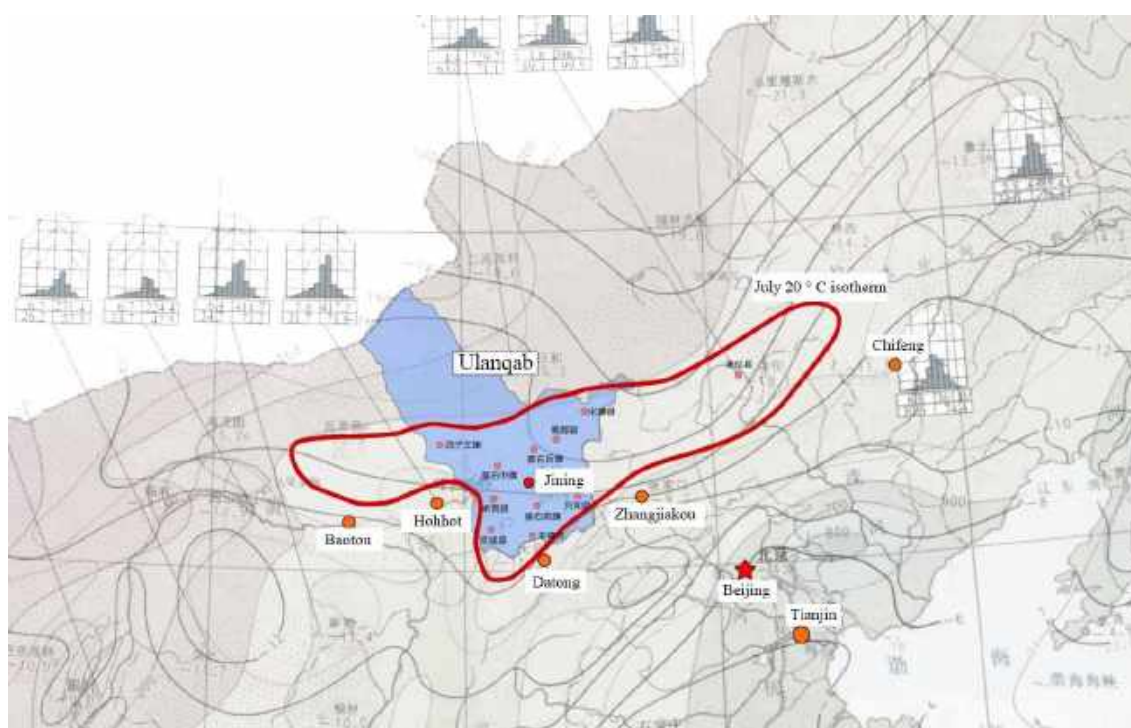


Figure2.5 Relationship between the summer climate zone of Ulanqab nationality and the city area (Self drawing by author)

^①Hai Chunxing, Zhou Ruiping, Man Duhu, Hao Runhai, Li Xiaojia, Li Yuwei, Jiang Hongtao, Cheng Congcong, Xie Yunhu., Study on the Environmental Characteristics and Resources Development and Utilization of Huitengxile in Inner Mongolia [J], Journal of Inner Mongolia Normal University.2014(1)

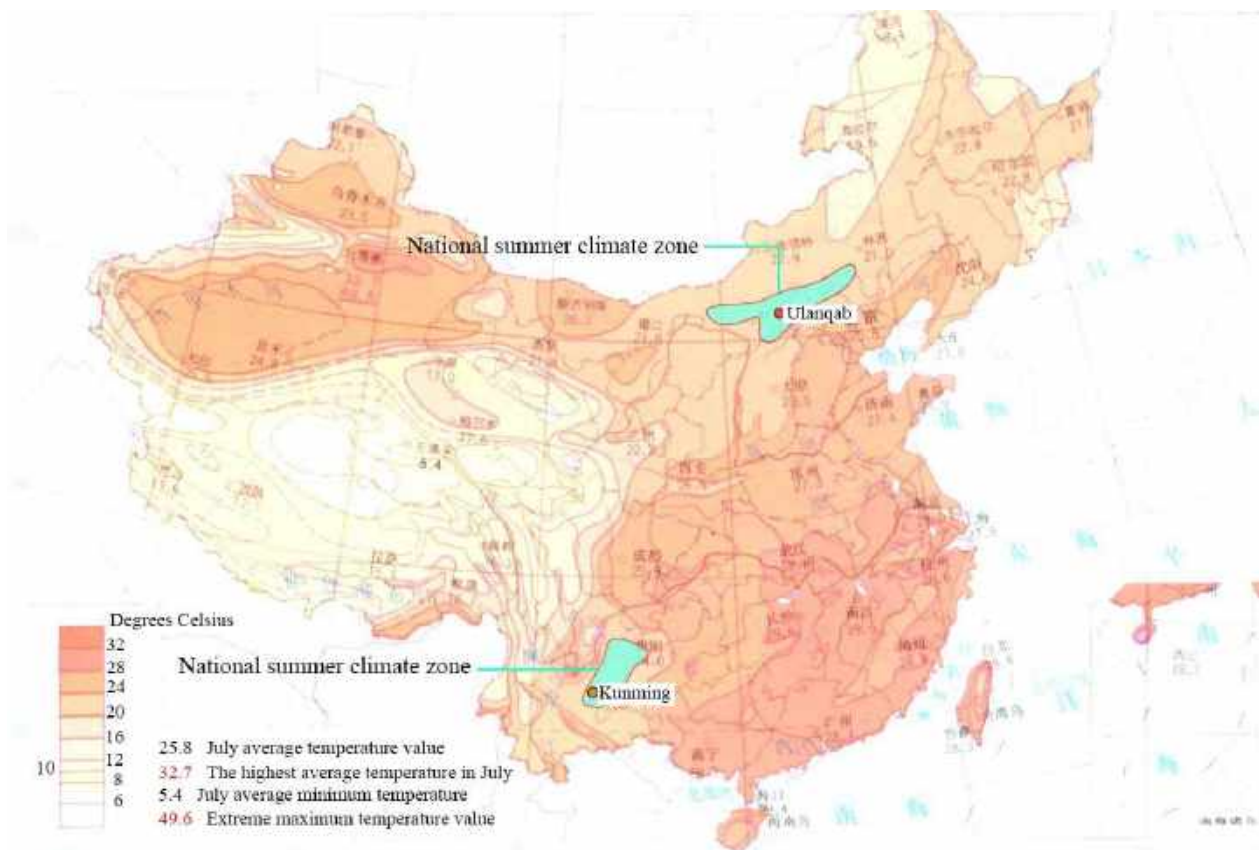


Figure 2.6 Two national summer climate zones in China(Ulanqab and Yungui junction)
(Self drawing by author)

1.Geological landform

The territory of the county is in the eastern part of the western part of the Inner Mongolia Axis. The Archaeological, Proterozoic, Paleozoic, and Mesozoic strata are distributed throughout the county. The distribution of magmatic rocks in the county is extremely common and complete. Due to the influence of multiple orogenic movements, the crustal structure in the territory is extremely developed, which not only destroys the continuous distribution of the strata, but also controls the sedimentary range and environment of the Late Mesozoic to Cenozoic strata. The territory is flat and the average elevation is about 1,700 meters. The total terrain is west high and low east, mountains and rivers, rivers and rivers interspersed, and two dams traverse the middle, dividing the whole county into front and rear big beaches. The territory is low hilly terrain, and the central part constitutes a square in the area, forming a low hilly area, a basalt lava topography area, a mountain basin area, low mountains, hills, plains, basins,

multiple landforms interlaced, and the east and the middle are beaches and rivers. In the hilly area, the south is gray ridge beam, the west is Daqingshan mountain, the north is beach land, hills and plains, each accounting for 42.3%, and the mountain accounted for 15.4%.(Figure 2.7, 2.8, 2.9, 2.10, 2.11, 2.12)

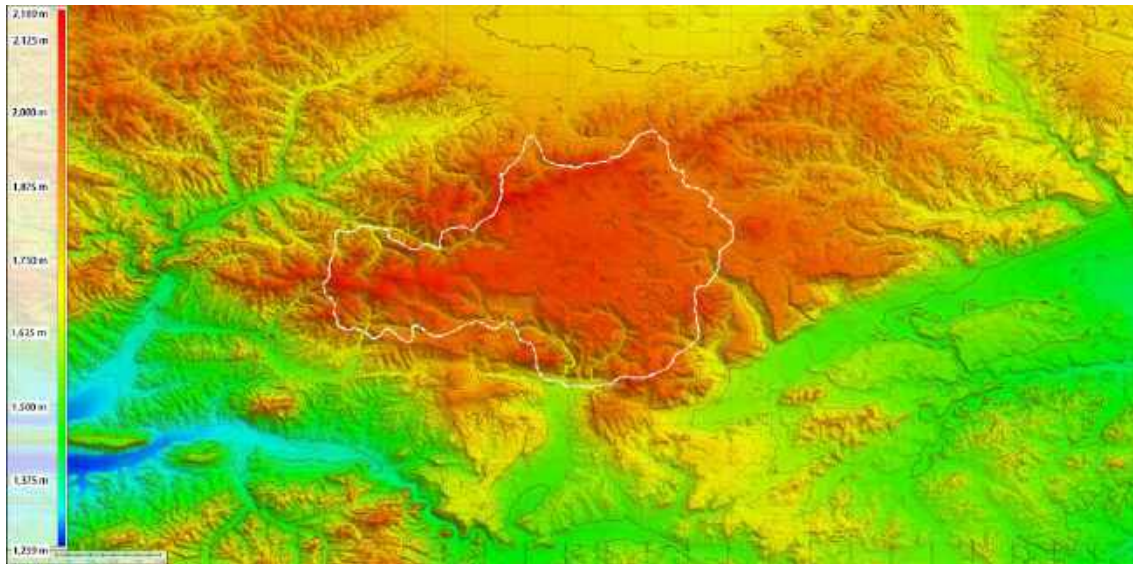


Figure 2.7 Huitengxile grassland elevation analysis(Self drawing by author)

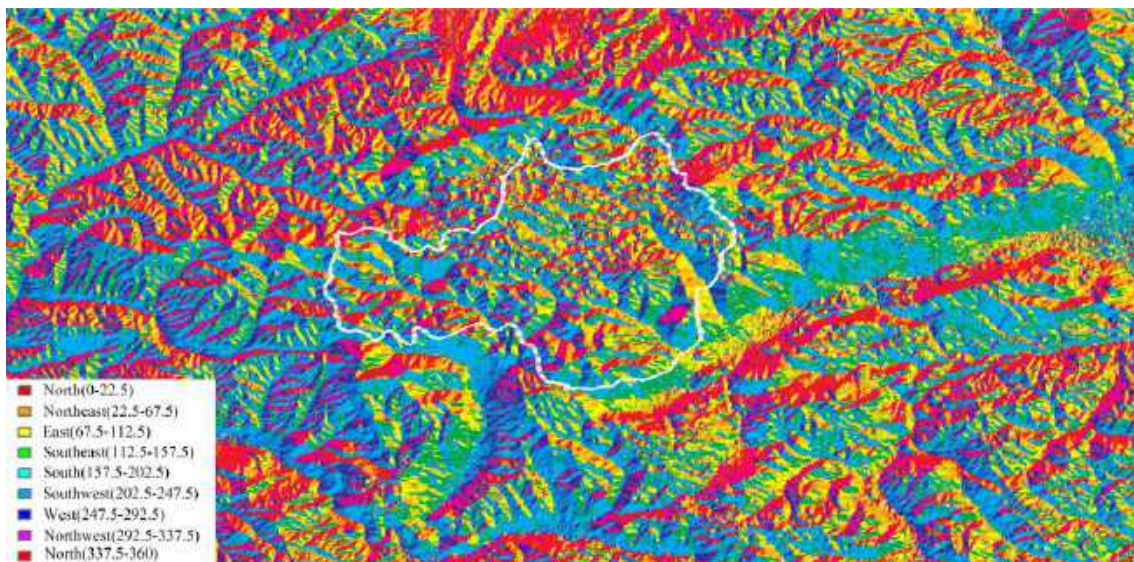


Figure 2.8 Huitengxile grassland slope analysis(Self drawing by author)



Figure 2.9 Glacier ruins (photo by the author)



Figure 2.10 Granite peak near Daxigou brain pack (photo by the author)



Figure 2.11 Ice edge peak near Eryang Buzi (photo by the author)



Figure 2.12 Huanghuagou Geopark (photo by the author)

2.Climatic characteristics

The Huitengxile grassland belongs to the monsoon climate of medium latitudes, and its distinctive features are dry and snow-free in the winter and long and cold; The summer is short and cool, the temperature difference is large, the sunshine is sufficient, and the temperature difference between day and night is large. Due to the influence of terrain, three climatic zones are formed: the Post Datan warm and arid semi-arid climate zone, the Former Datan warm and semi-arid climate zone, and the southern mountainous region with warm and semi-arid humid climate zone.^① Divide season by

^① Hai Chunxing, Zhou Ruiping, Man Duhu, Hao Runhai, Li Xiaojia, Li Yuwei, Jiang Hongtao, Cheng Congcong, Xie Yunhu., Study on the Environmental Characteristics and Resources Development and Utilization of Huitengxile in Inner Mongolia [J], Journal of Inner Mongolia Normal University.2014(1)

natural weather, inside the territory except Post Datan area has a few days summer outside, other area does not have summer. The annual average temperature in the territory is 1.3 °C, including 0.9 °C in the southwest mountainous area, 1.2 °C in the Former Datan area, and 3.8 °C in the Post Datan area. The annual average temperature difference is 10 °C-14 °C. The frost-free period is 90-110 days, the frost time is long, the annual sunshine hours are 3087 hours, the annual evaporation is 1955.7 mm, the average precipitation is less than 300 mm, the annual average absolute humidity is 500 Pa, and the annual average relative humidity is 59%.

3. Hydrologic condition

The whole territory consists of two major river systems and three major river basins. There are 13 major rivers. The outflow system is the Yellow River Basin. The inland water system is composed of the Wenggong Noor Basin and the Huangqi Sea Basin. Hydrogeology is mainly characterized by Quaternary alluvial sand, glutenite pore water and Tertiary Pliocene sandstone, glutenite pore water, and confined water.^① There are many lakes in the territory, especially the small lakes in the Huitengxile grassland area, which is known as the “Ninety-nine spring”.(Figure 2.13), The larger one has 25. Most of the groundwater in the territory is recharged by precipitation infiltration. The groundwater level is up to 0.5 meters and the lowest is 150 meters. The water quality is good and suitable for drinking and irrigation. The total water resources of the whole county is 133.4428 million cubic meters per year, and the groundwater recoverable amount is 66,243,500 cubic meters, accounting for 75.8% of the groundwater resources.

^①Hai Chunxing, Zhou Ruiping, Man Duhu, Hao Runhai, Li Xiaojia, Li Yuwei, Jiang Hongtao, Cheng Congcong, Xie Yunhu., Study on the Environmental Characteristics and Resources Development and Utilization of Huitengxile in Inner Mongolia [J], Journal of Inner Mongolia Normal University.2014(1)



Figure 2.13 "Ninety-nine Springs" on the Huitengxile Grassland(source from the network)



Figure2.14 Huitengxile Wind Power Plant(photo by the author)

4.Wind energy resources

The county wind energy resources are rich and high quality, the annual average wind speed is 5 meters per second, the wind is strong, the wind quality is good and the number of windy days is long, and the duration is long. The whole county is southwesterly and the northwest wind is the most. Although the wind is the enemy of agricultural and livestock production, it is an inexhaustible source of energy. The annual wind speed of wind energy reached 345 days, the ideal wind energy days were 141 days, and the wind power installed capacity reached 1.35 million kilowatts.(Figure 2.14)

5.Biological resources

The vegetation in the county belongs to the semi-arid grassland type, including forest shrub grassland vegetation, semi-arid grassland vegetation, mountain meadow grassland vegetation, river beach meadow and salt-bearing vegetation. There are many wild plants in the territory, including a variety of meadows, such as spirea, leymus, beetle, sedge, stevia, wild chrysanthemum, psyllium, purslane, etc., white birch, aspen, spruce such as natural trees, arborvitae, tiger scorpion, mountain cherry, apricot, hawthorn and other shrubs and small trees. Among them, there are more than 340 kinds of grasses, belonging to 57 families and 135 genera, and there are 45 wild herbs such as yellow flower, ephedra, Codonopsis, licorice, Bupleurum and Xanthium. There are three main types of wild animals in the territory, including all kinds of animals, including deer, leopard, wolf, fox, mouse, hare, etc., birds such as stone chicken, half-winged, skylark, red-billed mountain geese, bees, butterflies, grasshoppers and other insects. (Figure 2.15)



Buckwheat on a mountain meadow



Large-flowered clematis



Wild poppy on a mountain meadow



Edelweiss in alpine meadow



Pulsatilla chinensis on meadow steppe



Pedicularis on the alpine grassland



Hi-cold Yin Lumei



A alpine meadow on the knotweed

Figure 2.15 Plant resources on the Huitengxile steppe(photo by the author)

2.3.2 The local government's concept of ecological planning

According to the *Tourism Law*, *Prairie Law*, *Regulations on the Management of Scenic Spots* and *Planning of the District Control Plan for Flags*, the built-up part is removed. Most of the grassland areas are prohibited construction areas and restricted construction areas. According to the prohibition of construction areas and restricted construction areas, corresponding development control measures and ecological management measures are proposed. Based on the needs of grassland ecological protection, large-scale facilities are gradually guided out of the grassland core areas and centralized layout. Guide the tourists “Prairie Tourism + Coble Town” through reasonable price levers, and walk out of the scientific ecological development road.

2.4 Grassland culture as the driving force of tourism

Wang Zhigang, a famous Chinese strategic consulting expert, once said: "In the next decade, if you miss the *literacy industry*, you will miss an era." The characteristic town, leisure agriculture and animal husbandry, and cultural tourism industry can be said to be the best investment direction in the country in the next 30 years. In the late 1970s and early 1980s, cultural tourism began to be seen as part of a series of existing tourism experiences, and cultural tourism has changed dramatically since then. In the late 1970s, cultural tourism was considered a special product category as tourism marketers and tourism researchers realized that some people were traveling specifically to gain a deeper understanding of the culture or heritage of a destination.

2.4.1 Study on the tourism culture of Huitengxile

Although the Huitengxile grassland is in a special agro-pastoral zone, the flag is still the area where the Mongolian is the main name. Inner Mongolia is the birthplace of ancient African humans. Today, the majority of Chinese, Japanese, Koreans and Koreans belong to the Mongolian race. In recent years, Inner Mongolia Huitengxile Grassland has become the center of the northern grassland where people enjoy summer vacations by virtue of its natural tourism

ecological resources. However, the lack of cultural excavation in the field of tourism, how to inherit the local history and use the rare cultural resources to create a characteristic ecological scenic spot is one of the main directions for the future development of Huitengxile tourism.

2.4.2 The history of Chahar Right Middle Banner country

The Chahar Right-wing Middle county has a long history and has been humanized for 5,000 years. During the Spring and Autumn Period and the Warring States Period, the northern part of the county was the Huns, and the south was under the Zhao Guoyun Middle County. During the Qin and Han Dynasties, it was divide and conquer by Yanmen County, Dingxiang County and Yunzhong County. In the Wei and Jin Dynasties, it was occupy by Xianbei Tuo. Northern Wei Dynasty was attached to Liangcheng County. The Tang Dynasty was the northeastern boundary of the Yunzhizhong. The Liao and Jin Dynasties was the northeast of Fumin County in Fengzhou. Because of the system of Liao Dynasty, the Jin Dynasty was the border of Xijing Road. In the eastern part of the Yuan Dynasty, it was set up in Ning Road, in the central part of Dening Road, and in the west, it was in Datong Road, Fengzhou. After Ming Xuande, here is the territory of Datong, the territory of Chahan. In the 14th year of Emperor Kangxi of Qing Dynasty (1675), the Chahar Mongolian tribe was stationed in the pastoral, and the right wing was set with a Right Blue Banner and Bordered Red Banner. In the 29th year of Guangxu Emperor Guangxu (1903), the Taolin Hall was built in the two flags. In the first year of the Republic of China (1912), the hall was changed to a county. In October 1948, Taolin was liberated and the county people's government was established. In March 1954, the original Xiang Blue Xiang Red joint Banner, the northern part of Zhuozi County and Taolin County merged to form the Chahar right wing middle flag.^① In 1954, Chahar Right-wing Middle county was attached to the Pingdiquan Administrative Region of Inner Mongolia Autonomous Region. After March 1958, it was subordinated to Ulanqab Alliance of Inner Mongolia

^①Chahar Right-wing Middle county Tourism Industry Development Master Plan(2014—2030)

Autonomous Region. In 2004, it was renamed Ulanqab City.

Full picture of the Qin Dynasty



Figure 2.16 Special agro-pastoral zone(Self drawing by author)

2.4.3 The national culture of Chahar Right Middle Banner country

The historical and cultural heritage of Chahar Right-wing Middle county is long and profound, and the Mongolian culture and farming culture are brilliantly blended. Historic sites - Wokutai Point, Zhao Great Wall, Qin dynasty Great Wall, Jinjiahao and a number of Beacon. In addition, the Han Dynasty's Woyang City and the Northern Wei dynasty Tuobagui Summer Palace are famous for their history. They are the hotspots of the Chahar people and one of the important birthplaces of Chahar culture. Culture has been deeply rooted in the production and life of the people of all ethnic groups in Chahar Right-wing Middle county. At the same time, the special geographical location and historical culture have created a strong local national characteristics. There are 11 ethnic groups including Han, Mongolian, Hui, Zhuang, Tibetan, Korean,

Ewenki and Buyi, which form a unique national cultural customs. In particular, the Chahar Right-wing Middle county has the unique cultural characteristics of the Mongolian dynasty, and has created rich folk culture in production and life, which is obviously different from other Mongolian regions. (Figure 2.16)

2.4.4 The population and ethnicity of Chahar Right Middle Banner country

The Chahar Right Middle Banner country is dominated by the Mongolian people. The Han nationality is the majority, Mongolian, Han, Hui, Manchu, and Chao. There are 13 ethnic groups in the farming and animal husbandry that are inhabited by 13 ethnic groups such as Xian, Miao, Tibetan, Zhuang and Yi. By the end of 2014, the total population of the Chahar Right-wing Middle county, where the Huitengxile grassland is located, was 225,000. The agricultural population is 168,000. Among them, there are 6,456 ethnic minorities, accounting for 2.9% of the total population. Among the minority population, there are 4654 Mongolians of the main ethnic group, accounting for 72% of the minority population.

2.4.5 Study on the form of primitive settlements in Mongolia

In the tourism planning process of grassland scenic spots, if the ecological grassland tourism with local cultural attraction should be carried out on the premise of ecological protection, the overall planning of the grassland and the construction of scenic spots can't be separated from the analysis and research on the original grassland settlements. For the specific content of the Mongolian original settlement space organization and how to plan the project in the resort, and combine with the farming civilization to form a unique form of contemporary planning and architecture, these will be carried out in the fifth chapter of this article - design chapter detailed discussion.

kuriyan, Aile, Nutuke, Haote, Hengte, etc. are all names in Mongolian history and settlements. The Mongolian group was originally developed as a large settlement and was organized for military purposes called kuriyan. It disappeared in the 13th century. However, there are still small kuriyan that exist in the private sector.

“kuriyan” was the first word to appear in the Mongolian literature to

describe settlements, which prevailed in the 11th and 12th centuries. The Chinese translation means "circle", "ring" and "battalion". When a large number of tabernacles form a ring in the wilderness camp, it is called "kuriyan"; "In ancient times, when a tribe was stationed in a certain place, it was surrounded by a circle. The tribal leader was in the center of a circle like the national leadership. This is called Gu Lie Yan." In modern times, when the enemy forces approached, the Mongols also arranged in this form, so that enemies and aliens could not rush in.^①

2.5 Research on improving the grassland competition in the tourism industry

2.5.1 The current sporting events at Huitengxile

There are many kinds of tourism resources, and sports events are a kind of tourism resources with special and important status in modern society. Organizing high-level and distinctive sports events can bring greater economic and social effects to a region in today's society.

The Olympic Games can be said to be the most influential sports event in the world. The marathon originated from the Olympic Games. Now, as the soul of the Olympic Games, if there are some grassland cross-country races such as various types of marathons in the Chahar Right-wing Middle county of Ulanqab City, Inner Mongolia, it is possible to expand the popularity of the area and enhance the tourism image.

Chahar Right-wing Middle county is a county of agriculture and animal husbandry with the Mongolian as the main body and the Han nationality as the majority. Nadam Fair is a Mongolian traditional festival. It is a unique national color sports program and entertainment and sports projects based on horse riding and national competition. Horse racing, wrestling, and archery are called "Men's Three Arts" and are the main projects of Nadam. Chahar Right-wing Middle county has a certain foundation for the development of national sports tourism. However, the integration of national sports and tourism has not been

^①Schrader's Collection (Vol. 1 of Volume 2) [M], Commercial Press, 1983. (P112)

enough before. Sports resources can not be used to the fullest, and there is no such sports event as the Nadam meeting.

“Prairie Summer City” Ulanqab is a summer resort named after the Chinese Meteorological Society, and there are many tourists every year. Beautiful grassland scenery and unique grassland culture have become an important choice for many tourists on summer vacations. The unique natural conditions of the Huitengxile grassland not only attract tourists, but also attract many sports events and sports enthusiasts. Today, the sports culture industry is booming, and the unique landscape of Huitengxile has gradually attracted the attention of sports culture investors and outdoor enthusiasts. A series of industry-specific outdoor events, represented by the China Mountain Marathon and the Asia-Pacific Business School Grasslands Trall Challenge, have been chosen here.

The 2nd Asia-Pacific Business School Grasslands Trall Challenge has been successfully held, with the global business school elite as the target and the Mongolian culture as the core element of the event, successfully creating the IP of the business off-road top event. The second event was held in Beijing, Beijing Youth Daily, People's Daily Online, Xinhua Net, China Youth Net, Sina, Tencent, Phoenix, CCTV5, Beijing TV, LeTV Sports and more than 200 mainstream media. News report. The number of people spread reached 5 million, attracting nearly 30 national and Inner Mongolia enterprises and institutions to support and assist, and incited more than 8 million yuan in the event economy. Before and after the event, directly and indirectly attracted 500,000 tourists from the Huanghuagou scenic spot in Huitengxile Grassland.(Figure 2.17)



Figure 2.17 The 2nd Asia-Pacific Business School Grasslands Trall Challenge (photo by the author)

2.5.2 Customize characteristics track

In order to allow participants to experience different grassland scenery and appreciate the Mongolian culture, the Grassland Challenge Organizing Committee has set up differentiated tracks for different groups. The "Sky Garden" track is aimed at the MBA/EMBA group of the participating colleges of the global business school, taking into account the strategy of the well-known entrepreneurs group, and accomplishing the challenge of high-intensity competition with the goal of timing competition. The "glacier landscape" track is open to the MBA/EMBA crowd, with a view of July's flower meadows in Ogedei Khan Camp. The "Flowers Prairie" track is aimed at the MBA/EMBA parent-child group and enjoys the hiking route of Limpid water, straw manure and good horse.

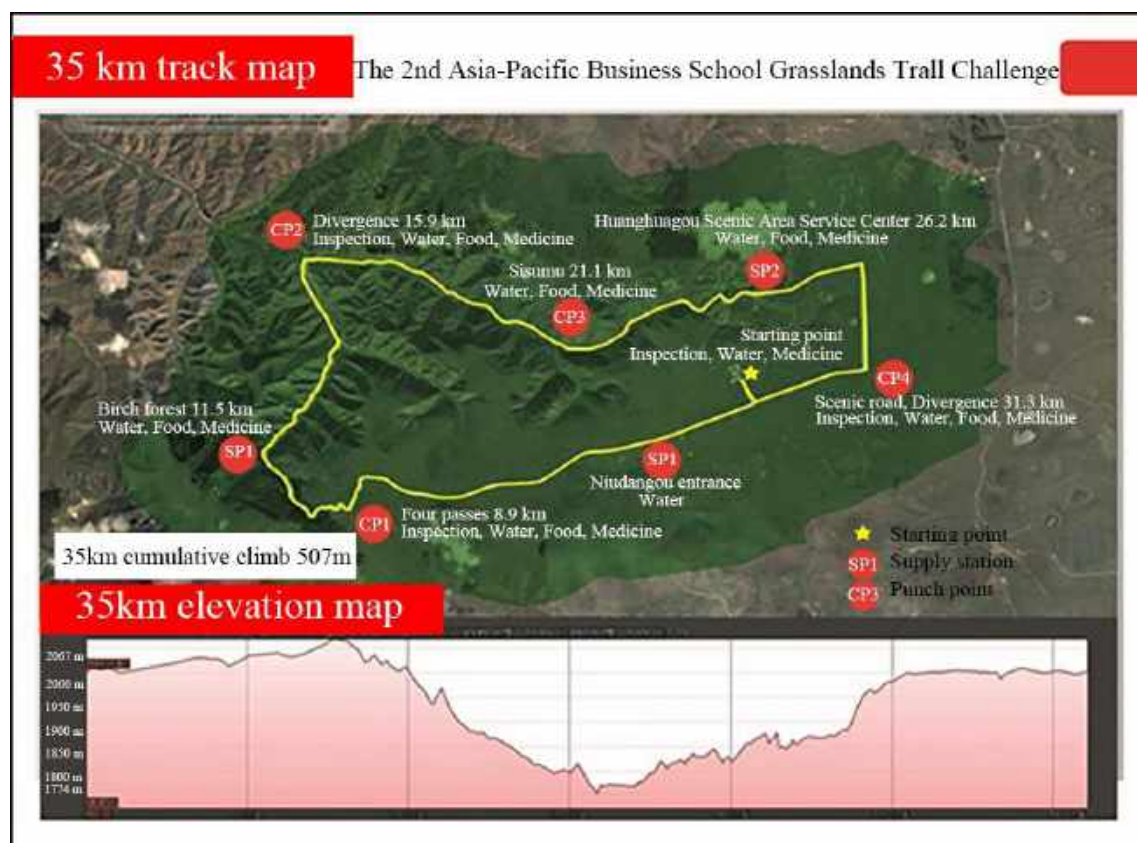


Figure 2.18 35 km track: "Ground Garden" 35 km off-road (Self drawing by author)

One of the best protected alpine flower meadows in the world, completes the 35km cross-country challenge. The track is personally assigned by the State Sports General

Chapter 2 The dominant position of tourism resources in Huitengxile grassland Administration. You can enjoy the most beautiful and unique blue sky and white clouds, flowers and grasslands, and birch forest along the way...(Figure 2.18)



Figure 2.19 15 km track: "glacier landscape" 15 km off-road (Self drawing by author)



Figure 2.20 Geopark as part of the track (photo by the author)

The 15km cross-country challenge was completed in the Huanghuagou site of the ancient glaciers. This is one of the locations of China's rock climbing competitions. The unique prehistoric landforms, long gorges and springs of the currents make this place like a paradise, allowing you to experience different off-road activities in a beautiful environment.(Figure 2.19,2.20)



Figure 2.21 Parent-child match (photo by the author)

5 km track map

The 2nd Asia-Pacific Business School Grasslands Trall Challenge



Figure 2.22 Parent-child running track: "Flower Prairie" 5 km running (Self drawing by author)

In the core area of the scenic spot, complete a 5km happy run. The terrain here is gentle, the grass is flourishing, the flowers are in full bloom, and there are more beautiful scenery such as yurts, windmills, racetracks, and grassland trains, so that parents and children can complete a parent-child exchange in beautiful nature.(Figure 2.21,2.22)

2.5.3 analysis of the first grassland challenge competition

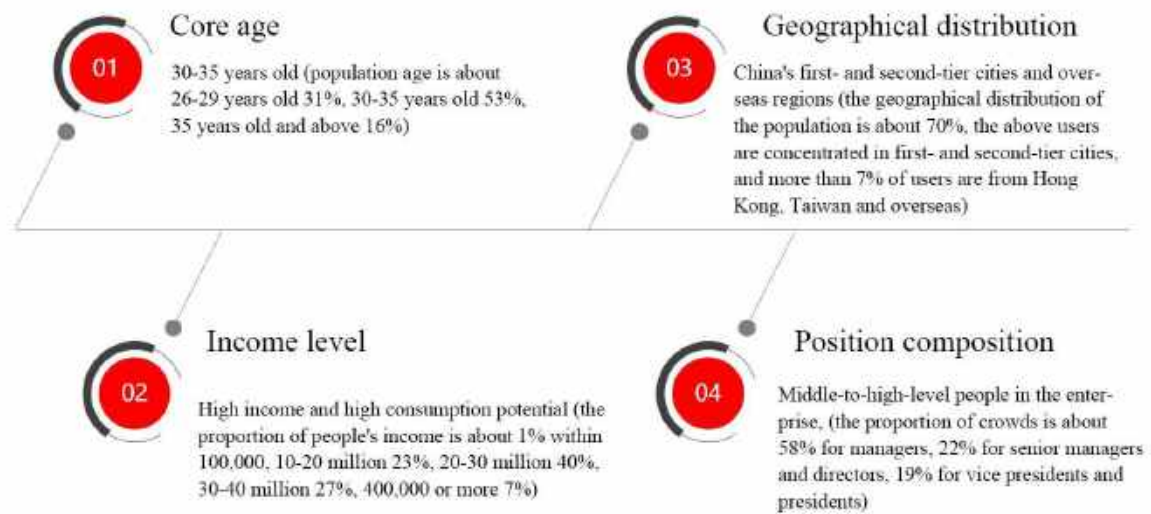


Figure 2.23 Participant analysis (Self drawing by author)

The first event was jointly sponsored by Peking University, Tsinghua University, Renmin University of China, Beijing Normal University, and Beijing University of Technology. The event strictly adopts an invitation system and invites 30 business schools in the mainland, 1 in Hong Kong, 2 in Taiwan, 2 in Singapore, and 1 business school in India. The event received strong support and enthusiastic participation from Beijing MBA Alliance, Cheung Kong Graduate School of Business, China Europe Business School and other well-known business schools at home and abroad.(Figure 2.23)

In July 2016, the first Grassland Challenge kicked off in the hinterland of Huitengxile Grassland. More than 1,000 elite students from 35 first-class business schools including Peking University, Tsinghua University, Renmin University of China, Beijing Normal University and Beijing Technology and Business University Team participation. This is a major event for the global Chinese business school community,

and it is also the first grand event in the history of marathon with large-scale business elites as the main participants. It has deepened the exploration of the combination of marathon and business, and created a new model of marathon competition and business elite performance, which has played a positive role in guiding the development of marathon in the future.

In addition, the event also played a positive role in boosting the brand image of the Ulanqab Municipal Government in the Inner Mongolia Autonomous Region. And the data has also been visually reflected - two weeks before and after the event, Baidu search engine search for Ulanqab, Huitengxile grassland and other keywords search heat has formed a stage peak. (Figure 2.24,2.25)



Figure 2.24 Schematic diagram of the changes in the Huitengxile search index before and after the first business school grassland challenge (Source: Baidu Index)

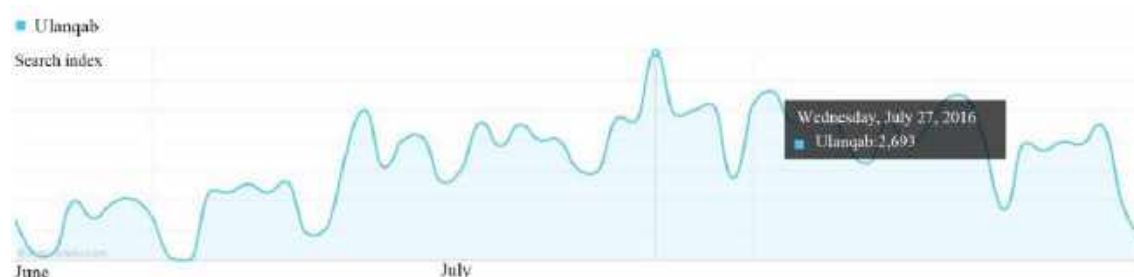


Figure 2.25 Schematic diagram of the changes in the Huitengxile search index before and after the first business school grassland challenge (Source: Baidu Index)

2.5.4 Analysis of the second grassland challenge

As one of the celebrations of the 70th anniversary of the establishment of Inner Mongolia Autonomous Region, the 2nd event attracted nearly 600 MBA elite students

from more than 30 top business schools including Tsinghua University, Peking University, People's University, Beijing Normal University and Shanghai Jiaotong University. It is a major event for the MBA group of the Global Chinese Business School.(Figure 2.26)



Figure 2.26 Main participating institutions (Self drawing by author)

The Prairie Challenge is dedicated to creating a platform for business school exchanges and ideas. Through the development of competitive and experiential cultural events in the grasslands, you can feel the charm of the grassland and stimulate the potential of the elites of business schools. Experience and practice the concept of ideals, practice, and responsibility, and realize the sublimation from pursuing self-breakthrough to practicing social values. At the same time, it will also create a regional innovation and entrepreneurship highland for Ulanqab City, Inner Mongolia Autonomous Region, promote the transformation and upgrading of the economic structure to the tertiary industry, introduce talents, stimulate capital, investment and investment.

2.5.5 The growing trend of social influence

There is a very unique relationship between the sports industry and the tourism industry. They can not only promote each other, but also play a huge role in promoting the construction and dissemination of urban brands. This is also an important reason and significance of the success of the Prairie Challenge. Modern sports, which began with the rapid development of urbanization brought about by the industrial revolution, are highly related to the process of urbanization and promote each other. This is the experience of many countries. From the regional central city to the national central city, to the development of international influential cities, sports events are an important means to enhance

the city's influence. The detailed analysis of the Huitengxile grassland in Chahar Right-wing Middle county, Ulanqab City is as follows:

First, compared with the general tourism industry, sports events can better and more comprehensively utilize and develop the tourism resources of Huitengxile grassland and other tourism resources in Ulanqab, and realize the new development of the tourism industry. As the closest city to the capital Beijing, it is located at the junction of the three economic circles of Beijing-Tianjin-Hebei and Hohhot-Baotou-Yinchuang-Yulin. It is a hub city that enters the three economic circles of Northeast China, North China and Northwest China and the Asia-Europe Economic Belt. Ulanqab has more than 5,000 years of civilization history of farming civilization, nomadic civilization and Great Wall culture. The Prairie Challenge itself has a very high degree of matching with the tourism resources of Ulanqab City and Chahar Right-wing Middle county. The Huanghuagou Scenic Spot in Huitengxile Grassland is a representative tourism resource in Ulanqab City. With the support of leaders at all levels and the various circles of the city, the Prairie Challenge is held here continuously and successfully for two times. It further confirms the great significance of holding such a competition in our city. The natural scenery, historical monuments, revolutionary sites, construction achievements, and ethnic customs of Ulanqab, where the Huitengxile are located, not only attract many tourists, but also become an important reason why the Prairie Challenge attracts many business elites. After the precise analysis and high matching of the event operation team, it became an important highlight of the event, attracting many lovers who love sports and grassland culture. .

Second, the holding of sports events can make the Huitengxile grassland scenic spot and the tourism facilities of Ulanqab more fully developed and utilized. Ulanqab City has always attached great importance to the construction and improvement of tourist facilities. Over the years, great achievements have been made in tourism transportation facilities, tourist accommodation facilities, tourist catering facilities, and tourist amusement facilities. Sports events such as the Prairie Challenge are different from the Olympic Games and have great

tourism experience and cultural and entertainment elements. The existing tourist facilities in the Chahar Right-wing Middle county and the Ulanqab City, where the Huitengxile Grassland is located, can be well integrated, resulting in even greater economic benefits.

Third, the holding of sports events can greatly improve the level of tourism services in Ulanqab. Sports events, based on the professionalism of sports themselves, must be developed and operated by a professional team. At the same time, sports events have the characteristics of complex processes and numerous details. The smooth development of all aspects of the sports events held in the scenic spots is inseparable from the tremendous support and close cooperation of the tourism industry. This is not only an important prerequisite and successful experience of the Prairie Challenge, but also helps to further enhance the tourism capacity of the city. Not only that, as the top business school sports event, the Prairie Challenge serves the business elite. This group is rich and strong, loves challenges and brings together many commercial resources. Through sports events, contact with many tourism resources to further understand the people of Huitengxile's grassland. This will provide long-lasting capital and intellectual support for the development of Chahar Right-wing Middle county and Ulanqab.

Fourth, in the development of the tourism industry, brand building has a huge role. Different from traditional propaganda methods, the content forms, audience composition, and communication channels of sports events coincide with the brand building of the tourism industry. The previous Prairie Challenges have attached great importance to communication and brand building. The Huitengxile Grassland in Ulanqab City is the venue for the event and is an important part of the event. Therefore, as an important part of its communication, it has received a lot of attention at different stages of the competition, and its influence has been deepened and expanded.

At present, the event has become a major event for the Chinese business school community in the world, and it is also the grand event of the largest business elite in the history of marathon., It not only created a perfect combination of marathon events and business fields, but also formed a new model of sports competitions, such as marathon

competitions, business elite performance, city brand exposure, and local economic benefits. This has played a positive role in the future marathon and event-based urban development theory.

Chapter 3 The plight of grassland tourism planning

3.1 Ecological problems in grassland tourism development

3.1.1 Grassland natural ecological tourism resources

The grassland landscape is the pillar type of natural tourism resources in Chahar Right-wing Middle county, Inner Mongolia. The whole flag has 2140 square kilometers of natural grassland and 600 square kilometers of artificial grassland. It has two grassland ecological types: alpine meadow and desert grassland. The best quality is the Huitengxile grassland, with a total area of 660 square kilometers and an average elevation of 2,000 meters. As the best and most complete alpine flower meadow in the world, it has an 80% vegetation coverage and is also a scenic spot in Inner Mongolia Autonomous Region. Huitengxile has a seasonally changing flower grassland and glacial relics – Huanghuagou.

From the perspective of forest tourism resources landscape and its taste, the deciduous broad-leaved forest landscape dominated by white birch forest and *Populus euphratica* forest in Inner Mongolia Autonomous Region has a prominent position in the country. Chahar Right-wing Middle county is dominated by the birch forest landscape, mainly distributed in the Huitengxile grassland and Ulanhaye countryside. The combination of forest and grassland landscape, as well as the collection of folk customs, greatly enriched the type of tourism products of Chahar Right-wing Middle county, and also formed the uniqueness of Chahar Right-wing Middle county grassland tourism.

3.1.2 Analysis of the current situation of tourist spots

Relying on the vast grassland scenery, peculiar gully landforms, long history and culture, spectacular wind power landscape, rich ethnic customs and vast rural scenery, Chahar Right-wing Middle county has initially formed a product system based on ecological sightseeing and folklore experience. Tourist products include grassland sightseeing, pastoral sightseeing, etc. Folklore

experiences mainly include horse riding, Mongolian food, yurt accommodation, and campfire party. There are also small-scale rural tourism products, such as farmhouses and pastoralists. In general, the Chahar Right-wing Middle county tourism product system has basically taken shape. However, the product is single, the development grade is not high, the scale is small, and it is in the extensive quantitative stage. The scenic spot (point) is in an extended state of expansion, and the task of quality transformation is arduous.

Based on the innate resource advantages and the strong support of the government, a large number of small and medium-sized tourist spots have been established on the grasslands.(Figure3.1,3.2) However, due to the late start of ecotourism in China, especially for the nomadic areas in the north, the understanding of it is in its infancy. In the process of letting people enjoy nature, nature's development of tourism resources is due to the lack of consideration of the impact of tourism activities on the environment, leading to the destruction of natural resources. Ulanqab City is dominated by the Mongolian people, and the Han nationality is the majority of the frontier ethnic minority areas. It has caused damage to the ecology of the Huitengxile grassland and has its deep cultural roots. It is mainly manifested in the fact that farming and nomadic people hold distinct economic value realization methods. The richness of grassland vegetation growth is an essential part of the economic life of nomadic people. The pasture is the most important natural resource for herders. The Han people who mainly rely on farming production do not have the concept of "grassland". Therefore, in this Huitengxile grassland where the Han nationality people are mostly, most people think that the grassland that has not been developed is a wasteland that is not fully utilized, and the more watery the place, the more it should be developed on a large scale. At the same time, the lack of local government and developer management experience has led to frequent chaos in the grassland tourism market. During the development process, the tourist spots have various problems and problems, which has seriously affected the sustainable development of the tourism industry in the whole grassland and the Chahar Right-wing Middle county area.



Figure 3.1 Large-scale construction of tourist spots—"Yurt" (photo by the author)



Figure 3.2 Well-established tourist spots(photo by the author)



Figure 3.3 Wind power construction destroyed the grassland (photo by others)



Figure 3.4 Over-developed folk village (photo by others)

The tourism facilities are decentralized and developed, and the layout is unreasonable. In particular, the folk reception points are generally large in scale, disordered in layout and management, seriously affecting the scenic landscape and tourism order, jeopardizing the overall tourism brand and urgently needing to be managed.(Figure 3.3,3.4)

Chapter 3 The plight of grassland tourism planning

Name		Scale						
Huanghuagou Ecological Park		1 castle hotel, 24 reception bags, 1 cableway						
Ogedei Khan Camp		1 reception building, 198 reception packages, 1 cableway						
Green Capital Mongolia Camp		20 reception bags, one-piece reception hall						
Qingsong Resort		8 offices, 4 dormitories, 4 cabins, 11 reception packs						
Anda Resort		2 offices, 8 kitchen dormitories, reception desk 66						
White Birch Forest Resort		12 offices, 25 reception packs						
Ulanqab City Government Reception Center		1 performance hall, 13 accommodation packages, 8 dining packages						
Ulanqab City Foreign Affairs Reception Center		Office connected bag with 6 tops and reception bag with 120 tops						
Prairie Pearl Resort		4 offices, 8 dormitories, 156 reception packages						
Wind Power Reception Center		A three-storey hotel with a reception package of 38						
Tianjiao Chariot Resort		One second floor hotel, 110 reception packs						
Name	Total houses	The number of permanent households	Total population	Permanent residents	Reception bag	Own business households	Number of leased households	Number of households sold
Huanghua Mongolian Camp	23	15	67	52	211	8	6	
Sarina Folk Village	43	43	143	143	354	14	8	7
Bayinhot	64	63	145	143	354	10	27	
Jia	9	9	19		112	8		1

Jiahaizi								
	139	130	374	338	1031	40	41	8

There are 11 tourist reception points in the society. There are more than 1,400 reception packages, and there are several cabins. The reception capacity is 6,000 people per day.

4 folk reception villages: Sarina Folk Village, Huanghua Mongolian Camp, Bayinhaote and Jiajiahaizi, the reception package is more than 1031, the reception capacity is 3,000 people per day, mainly in horse riding, catering and accommodation, with an average annual income of about 40,000 yuan.

3.1.3 Degeneration and atrophy of the Huitengxile grasslands

Before human intervention, the area of native grassland accounted for 40% to 45% of the Earth's land area. Due to human farming and grazing activities, the area is shrinking. Since the end of the 19th century, it has stabilized between 22% and 25%. The modern world has a grassland area of 3.4 billion hectares (FAO, 1991), accounting for about 24% of the total land area of the Earth.^①

China's grassland area has retreated 100 kilometers from west to east, 200 kilometers from north to south.

The Huitengxile grassland is a typical alpine meadow grassland. The regional natural ecological carrying capacity is low and the environment is fragile. For a long time, nomadic people have used pastures in the form of nomadic transitions. In recent years, the use of grasslands has been reduced by “return grazing land to grassland”. Under the production form of tourism development, large-scale tourists enter, making the fragile ecological environment of the region be strongly interfered by the opportunities of external intervention, facing the problem of declining ecological environment quality.

^① Chen Yao, China's animal husbandry carbon emission measurement and the path of increasing foreign exchange emission reduction [M], Northeast Forestry University PhD thesis.2017

The Huitengxile grassland is dominated by pasture and woodland, and is seriously damaged by wind power construction grassland. There are currently 4,700 people in 23 natural villages (8 administrative villages). It is mainly based on farming and tourism reception, which is challenging for the future management of the scenic spot. (Figure 3.5, Table 3.1)

Figure 3.5 Current situation of land use in scenic spots (Self drawing by author)

Land name	Area (square kilometers)	Proportion(%)
Agricultural land	9.72	4.26
Village construction land	2.28	1
Forestry land	29.57	12.96
Ninety-nine Spring Wetland	3.17	1.39
Tourist landscape	0.92	0.41
Nature and culture heritage reserve	39.06	17.13
Independent industrial and mining area	0.03	0.02
Road land	4.53	1.99
Animal husbandry land	138.72	60.84
Total land	228	100

Table 3.1 Land use status list (Self drawing by author)

3.1.5 Tourism facilities (including folk customs village) status quo

The development of scenic spots is mainly concentrated in Huanghuagou scenic area and Ninety-nine Spring. There are currently 14 social tourism reception points, 4 folk reception villages (Sarina Folk Village, Huanghua Mongolian camp, Bayinhot, Jiajiahaizi), and total accommodation reception. The amount is about 8,000 beds. (Figure 3.6)

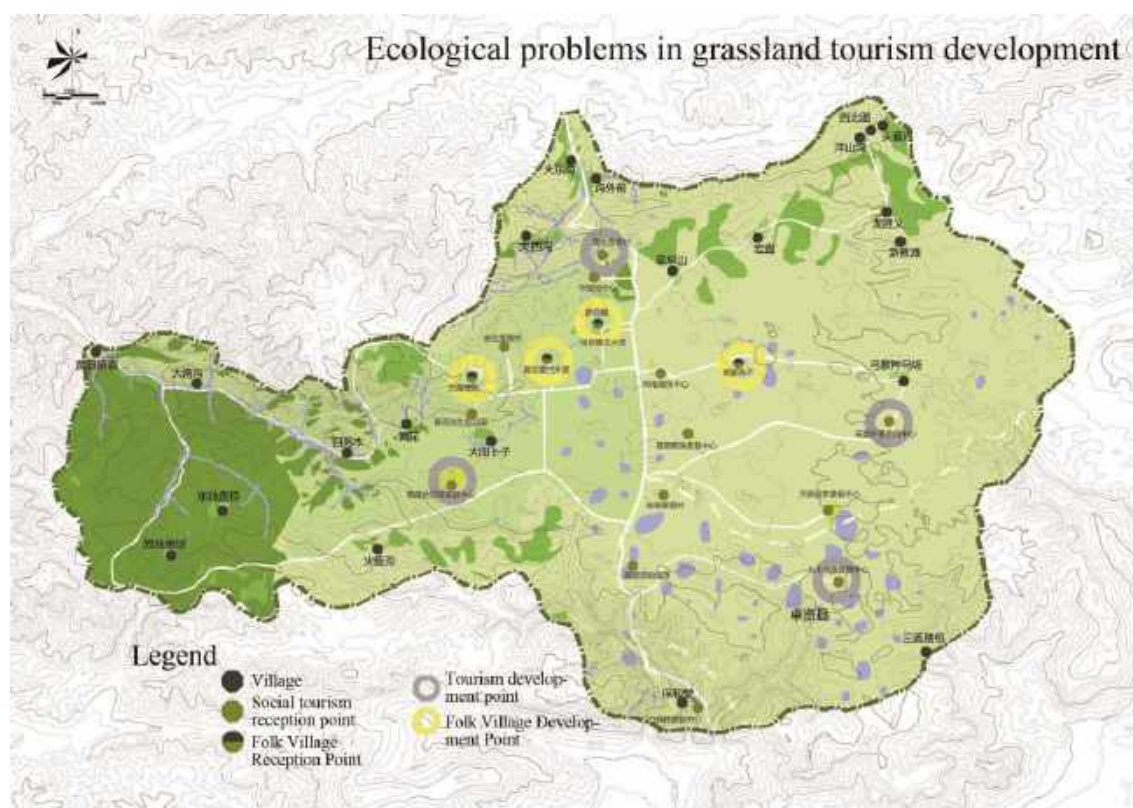


Figure 3.6 Current situation of tourist facilities in scenic spots(Self drawing by author)

3.2 Problems of cultural resources in tourism development

3.2.1 Cultural resource analysis

1. Special Chahar cultural resources

National culture is the most important part of the cultural tourism resources of Inner Mongolia Autonomous Region. The essence of Inner Mongolian national culture is grassland animal husbandry culture, and Mongolian culture is a typical representative of grassland animal husbandry culture. Due to the differences in regional characteristics and the influence of subtle influences, Mongolian folk culture also manifests as diverse and regional differences, forming regional cultures such as Erdos folk custom, Horqin

folk custom and Chahar folk custom.^①

From the perspective of cultural attributes, the Chahar Right-wing Middle county belonging to the Huitengxile grassland belongs to the Chahar folk culture under the Mongolian culture. Chahar culture is a distinctive and dynamic regional culture formed by the hard development, inheritance and continuous creation of Chahar. It inherits the palace culture of Yuan dynasty completely, and collects the outstanding heritage of Mongolian and yuan culture such as ethnic customs, ethnic customs, national etiquette, national wedding, national music, national song and dance, sports competition, national costume, food culture, folk art, religious culture, historical relics, historical celebrities and so on. Therefore, as the "straight root" of the total root system of grassland culture, the orientation of Chahar culture should be: it is a fusion of nomadic culture and farming culture, and it is also the carrier of palace culture, and it is also the essence of grassland culture.

The Chahar Right-wing Middle county was formed in March 1954 from the original inlaid blue inlaid red joint flag and the original Taolin County.^② It is a farm and animal husbandry county with Mongolian as the main body, Han nationality as the majority, and Mongolian, Han, Hui and Manchu. Therefore, its Chahar culture is the most charming and vital part of Chahar Right-wing Middle county tourism culture resources. Its traditional production lifestyles such as Mongolian and horse riding, festivals and folk performances are the focus of the development of the Chahar Right-wing Middle county. In the future, the focus of the development of the In the future, the focus of the development of the Chahar right-wing Chinese flag should be based on the celebrities such as Ogedei and the excavation of Chahar's court culture. should be based on the celebrities such as Ogedei and the excavation of Chahar's court culture. should be based on the celebrities such as Ogedei and the excavation of Chahar's court culture.

^① Mengyuan World Grassland Culture Industrial Park Construction Projec- Feasibility study report.2016.10

^②[21] Hai Chunxing, Zhou Ruiping, Man Duhu, Hao Runhai, Li Xiaojia, Li Yuwei, Jiang Hongtao, Cheng Congcong, Xie Yunhu., Study on the Environmental Characteristics and Resources Development and Utilization of Huitengxile in Inner Mongolia [J], Journal of Inner Mongolia Normal University.2014(1)

2. Military cultural resources

There are a large number of military relics in the right-wing flag of Chahar, such as the Great Wall sites of various dynasties: Zhao Dynasty Great Wall Ruins, Qin Dynasty Great Wall Ruins, Northern Wei Dynasty Great Wall Ruins, Liao Dynasty Great Wall Ruins - Jinjiahao Ruins, Shubian Sites such as the Han Dynasty Woyang City Ruins, Dayangbuzi Border Fortress, Tucheng Border Fortress and so on. There are also many beacon towers, Great Wall bunkers and parliamentary stations left in the wars of the past. According to the historical ruins of these military relics, the historical long scroll of the Chahar Right-wing Middle county can be seen. The Chahar Right-wing Middle county has historically belonged to the border. The Huitengxile is a borderline against foreign invasion and has an important military status. In addition, the military sites such as the Ogedei Point sets and the Datan Township Anti-Japanese Bases will be added to make the military color of Chahar Right-wing Middle county more intense. In the future, military-themed products will be developed.

3. Human resources

The historical records of the emperors of the Northern Wei Dynasty, Liao Dynasty, Jin Dynasty and Yuan Dynasty eras were used in the northern cold regions of the North. The climate, which is not suitable for the heat of the mainland, is often soothing or gathering in the summer and autumn seasons. Ninety-nine Spring has become a famous Yinshan Mountain in history.^① At present, there is a ruins of the Northern Wei Ninety-nine Spring Garden.。

3.2.2 Difficulties in the development of national cultural and creative tourism

The cultural and creative industry is an industry with a relatively fast development situation at home and abroad. The development of tourism industry driven by cultural creativity will be the future development trend of tourism and a new perspective for adjusting the economic structure. The integration of creative elements of national culture will inject new vitality into the development of tourism in ethnic areas. The national cultural tourism creative industry has become the latest way out for the development of tourism in ethnic

^① Li Yiyu, The ruins of Ninety-nine imperial garden in northern wei dynasty [J], Inner

areas with its emphasis on creativity, national wisdom and low consumption and low pollution. Under this background, the development of the national cultural tourism creative industry was discussed in the special farming and animal husbandry environment in the Huitengxile grassland area of Chahar Right-wing Middle county, Ulanqab City, Inner Mongolia.

With the rise of creative industries, the role of creativity in economic development is becoming increasingly important. For tourism based on tourism resources and related resources and aimed at satisfying people's spiritual pleasure, the status of creativity is more prominent. The tourism creative industry, which is a combination of the creative industry and the tourism industry, has attracted more and more attention. Especially in the minority areas of China, through the use of colorful national culture as a source of creativity, the promotion of minority cultural tourism creative industries has received extraordinary attention. Related research is gradually being carried out in various fields. However, the study of the national cultural tourism creative industry first needs to clarify the relevant concepts and complete the support of the basic theory.

The types of cultural resources of Chahar Right-wing Middle county are colorful and diverse, exuding the infinite charm of Chahar culture. It constitutes a unique tourism cultural resource system, with folk customs, military culture, ancient architecture, religion and food and beverage. At present, it has been developed into a cultural tourism product with a Ogedei Resort Center. The proposed project includes the Ogedei Point and the Wei Dynasty Royal Court Site. However, most of the above cultural tourism products are also low-quality resource-based primary products, which are not in good agreement with the Chahar tourism culture resources of the more distinctive Huitengxile grassland.

3.2.3 A culture of underdevelopment in tourism development

Have quality tourism resources, no quality tourism products- Lack of in-depth development.

The historical culture, regional culture, celebrity culture, folk customs and other cultural cultures of Chahar Right-wing Middle county have the best alpine meadow grassland in the world, the Huitengxile grassland; Khure grassland with good original folk customs and good customs; It has the largest wind farm in Asia; With numerous cultural relics and historic sites, the Khure Jinjiehao ruins of the Huitengxile Grassland

are listed as state-level key cultural relics protection units, the ancient city ruins of Guangyilong Town, a key cultural relics protection unit of the autonomous region, and the Huitengxile North Wei Dynasty Royal Court ruins. However, only the Huitengxile grassland, which is currently developed as a tourist attraction, is still dominated by sightseeing and shallow ethnic experiences such as grassland sightseeing, yurts, and Mongolian meals, and lacks deep-seated participation projects. Resources such as history and culture, military culture, and national culture are not well explored, development is on the surface, and extended culture is not revealed. Therefore, tourism as a whole has high-quality resources and no products, lacking in-depth excavation; there are no fine products, and products lack deep development.

3.2.4 Tourism development lacks the culture of industry extension

Multicultural foundation, no multicultural products- Lack of industrial extension.

The right middle flag has a distinct regional culture - Chahar culture, a long history, and numerous relic sites. There are 296 immovable cultural relics in the flag area, and 69 key cultural relics protection units, including one at the national level (the site of the Khure jinjiehao) and two at the autonomous region (the ancient city ruins of Guangyilong Town and the Huitengxile North Wei Dynasty Royal Court Site). There are 15 city-levels and 51 county-levels. There are more than 1,000 pieces of cultural relics in the culture museum of county, including 3 pieces of 3 items. Rich historical heritage, lack of extension of cultural industry, how to deeply integrate cultural resources to guide the development of tourism culture, build unique cultural products, and extend cultural industries, which is the key to creating the core competitiveness of Chahar Right-wing Middle county.

3.3 Inadequate promotion of the grassland tourism industry

Although the two-stage Prairie Challenge has enhanced the tourism image and increased brand efficiency for the Huitengxile Grassland, the model is relatively simple and has a short duration. It does not really bring cultural innovation and economic driving force to the local government and people. The reason is that the local culture is not deep enough to explore the local government and the needs of the people. Although the contestants are the elites

of the business schools in the Asia-Pacific region, they have not fully exerted their own value. To build a brand and promote local economic benefits only in the form, the two-day Prairie Challenge only allows the elite members of the business school to appreciate the grassland scenery on a shallow level, for the local natural ecological environment, local cultural characteristics and scenic spots. Little is known about the problems in the development status quo.

The local government once commented after the second event that the Huitengxile grassland is a rare opportunity to gather the elites of business schools in the Asia-Pacific region. The emergence of professional talents in business schools is the Huitengxile grassland, the Chahar Right-wing Middle county, and even It is Ulanqab City that has the opportunity to provide a rare opportunity to travel. However, due to the lack of experience in the early planning process and the incomplete understanding of the Huitengxile grassland, there were loopholes during the event. At the same time, the imperfections and mode of construction in the scenic area are also caused by the organization of the event without conditions for long-term residence in the grassland.

Chapter 4 Grassland tourism space reconstruction

4.1 Tourism SWOT analysis and development strategy

Based on the previous three chapters on the development of Huitengxile grassland and the development trend of Chahar Right-wing Middle county, tourism resources, and problems in planning, the advantages, weakness, opportunities and threat of Huitengxile grassland and Chahar Right-wing Middle county tourism are carried out. Organize and summarize, and draw a chart to indicate the development strategy of future tourism planning. (Table 4.1)

	Strength	Weakness
Internal factors	1.Resource combination advantage(Grassland + Mongolian style + Forest + Pastoral) 2.Location advantage(Near the big cities such as Hohhot, Baotou, Erdos, Beijing, Tianjin and Hebei Province. 3.Market potential advantage (Ecological tour, summer vacation, self-driving, outdoor, health and wellness)	1.Lack of tourism leads and boutique. Sufficient resources but insufficient development. The scenic spot is at a low level of disorderly development and extensional expansion. The scenic spot is at a low level of disorderly development and extensional expansion. 2.Investment in tourist facilities, marketing, etc. is seriously inadequate.
External factors	4.Policy support, leadership attention 5.transportation advantage(High-speed rail, high speed, airport)	3.Tourism management institutions are not perfect, management talents are lacking, and tourism development has not formed a synergy. 4、The peak season is obvious, the effective operating season is too short, and the utilization of

		infrastructure and service facilities is low.
Opportunity	SO: Use your strengths and your opportunities	WO : Use opportunities to overcome weaknesses
1. Inner Mongolia tourism policy support opportunities 2.Hohhot, Baotou, and Erdos, metropolitan tourism cooperation opportunities. 3.Ulanqab city tourism development drives opportunities. 4.Transportation environment improvement opportunities brought by Baiyong Expressway, Sancheng Airport and high-speed rail 5.Cooperation and exchange support opportunities 6.Grassland tourism market opportunity	★Give full play to the core ecological attraction of grassland, Mongolian culture, sunflower, birch forest, etc. ★Accelerate the integration of the Yinshan Mountains culture, leisure and holiday tourism, and form an ecological cultural tourism support ★Play the grassland culture and the characteristic pastoral leisure card	★With the help of policy, perfect supporting, creating characteristic towns, optimizing spatial layout, promoting high-quality projects and forming an industrial chain ★ Mobilize capital, scale development, and actively integrate regional linkages ★Create famous grassland brands, guide market forces, operate innovation, and activate event activities
Threat	ST: Take advantage of the advantages and meet the challenge	WT : Reduce weaknesses and meet challenges
1. The grassland, the Chahar culture and the rural convergence	★ Highlight the ecological environment and the characteristics of	★Optimize functional structure to avoid single product and enhance competitiveness

tourism products are highly competitive. 2.The Beijing-Tianjin-Hebei market has a higher demand for tourism experience. 3.The pressure on grassland ecological environment management and protection is great.	multiculturalism. ★ Fully differentiated from surrounding tourist areas. ★ Shaping the core brand of grassland ecological culture in the Chahar Right-wing Middle county. ★ From a single product to a product system ★ Build a marketing system	★ Carefully design, package construction projects, adjust the business and enrich the project level.
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Table 4.1 SWOT Analysis and Development Strategy Matrix of Tourism Development of Chahar Right-wing Middle county (Self drawing by author)

4.2 Grassland ecological resources protection planning

1. "Play the grassland, live in the town" - the integrated development model of city, scenery and brigade.(Figure 4.1)

2. Price leverage (Ecological protection fee)

3. Solve the problems of grassland protection and development, and ease the function of tourism services in scenic spots to achieve a proper separation of scenic land and commercial land.

4. Make full use of the three core natural landscape resources such as Huanghuagou, ninety-nine spring and the original birch forest, and historical and cultural resources such as the Imperial Garden Site and the Qin and Han dynasty Great Wall. On the basis of the monotonous grassland sightseeing tour, we will expand into a variety of sightseeing experience tours such as Shengquan Wetland, Mountain Wilderness, Cultural Sources, and Folklore Experience. Plan winter tourism products on the basis of excellent summer tourism to achieve all-season tourism.

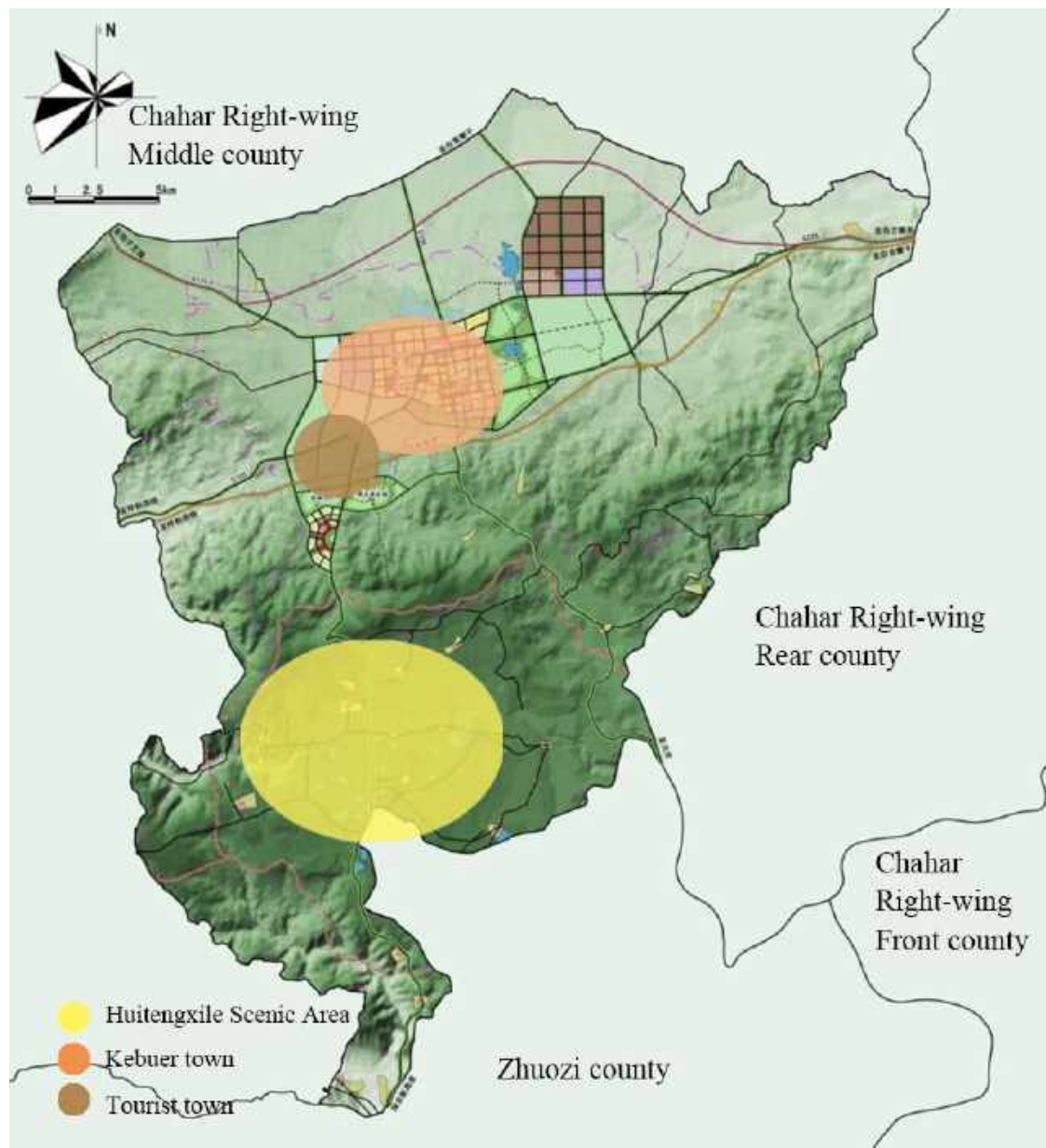


Figure 4.1 Integrated development model of city, scenery and tourism (Self drawing by author)

4.2.1 Principles of ecological tourism protection

1. Comprehensive ecological protection principle

Protecting the natural and human resources within the entire county of Chahar Right-wing Middle county as a whole. Orderly development under the premise of protection. Just stressing that development will lead to over-exploitation or improper development of tourism resources. On the

contrary, merely focusing on protection will constrain people's rational development and utilization of tourism resources. Therefore, we should seek environmental protection in development and pursue high-quality tourism development under the premise of environmental protection. At the same time, tourism environmental protection must combine prevention of environmental pollution with the existing environment of governance, and comprehensive protection to prevent problems before they occur.

2. Diversity ecological protection principle

According to the characteristics of grasslands, forests, waters, monuments, ancient villages and religious buildings in the central Chahar Right-wing Middle county, according to the different nature, types and different protection requirements of resources, the ecological environment and tourism resources in the region are classified. Implement targeted, forward-looking protection measures and tools, and focus on operability.

4.2.2 Conservation of natural resources

1. Grass resource protection

At present, Chahar Right-wing Middle county has a grassland landscape. Based on the vulnerability of the Huitengxile grassland ecosystem, it is sensitive to human disturbance. Therefore, in the tourism planning and investment construction of the Huitengxile grassland, it is necessary to avoid the deterioration of the grassland ecological environment, and the protection of the tourism resources of the Huitengxile grassland scenic spot must be strengthened.

(I) In order to improve the quality of grassland and restore the natural grassland landscape, the grassland and areas which are seriously and adversely affected by the disturbance of the phaeton siler are actively implemented the grassland construction project by reducing tourism activities and ecological restoration of grassland.

(II) Pay attention to the work of returning farmland to grassland, restore the grassland ecosystem, and accumulate soil moisture data. Maintain ecological balance by maintaining the coordination of grassland and cultivated land systems.

(III) Protect grassland wildlife. Strictly hunting and killing grassland wild animals, relatively concentrated tourist areas should avoid sensitive areas of wild animal breeding.

(IV) Perform reasonable functional partitioning. Make reasonable arrangements for the main traffic roads to avoid the disorderly activities of tourists and horses on the grasslands.

(V) Implement a system of "wheeling" and "rotation" in the grasslands in the scenic area. Arrange the number of grassland tourist areas and take turns to receive tourists in the order of numbers. During the recuperation period, grazing prohibition is implemented, and the period of recuperation can be flexibly controlled according to the growth condition of the grassland. The cycle of development and utilization is generally limited to one tourist season.

(VI) Strengthen publicity and education for tourists. The ecological knowledge of visitors can be popularized through the Visitor Service Center to enhance their awareness of ecological protection. It is forbidden to carry out activities such as wanton trampling in the grassland area that may cause damage to grassland resources.

2. Protection of water resources

(I) It is strictly forbidden for local residents and tourists to throw garbage and other items into the rivers, springs, lakes and other water bodies in the Chahar Right-wing Middle county. All waste should be taken to a designated location for disposal.

(II) A sewage treatment station shall be set up at the tourist reception service facility base in the tourist area. Sewage and manure are strictly treated and discharged after reaching the standard.

(III) Construction of eco-friendly anti-leakage public toilets. It is strictly forbidden to discharge sewage freely to avoid polluting water sources.

(IV) It is strictly forbidden to build heavily polluting tourist facilities and supporting facilities in places close to the water resources in the tourist area.^①

^① Hu Jizhen, Study on the Sustainable Development of Ecotourism in Typical Minority Villages

3.Forest resource protection

The original birch forest resources of the Huitengxile grassland are the basic elements for the development of forest tourism in Huanghuagou, the core scenic spot. The protection of birch forest is of great significance for the sustainable development of forest tourism.

(I) Deforestation is prohibited. Forest parks, concentrated forests, forest land with tourism value, and other forest land that needs protection, except for tending thinning, are strictly prohibited from cutting and destroying. Any behavior that destroys the growth of natural trees is strictly prohibited in the scenic area. When constructing roads and buildings, scientific planning is required to minimize damage to the forest.

(II) Strengthen the organization and leadership of forest fire prevention to ensure forest safety and increase forest coverage. Establish and improve the fire prevention responsibility system and improve fire prevention awareness. Set up a fire-fighting team with a combination of full-time and part-time jobs, and have full-time firefighters in important tourist areas. The staff and tour guides of each tourist area are responsible for the fire protection forest.

(III)Focus on capacity control. Forest tourism development should be carried out within the capacity range carried by the ecological environment. It is not allowed to exceed the limit value, and the environmental recovery capacity must be guaranteed.^①

(IV)The classification and classification protection of forest landscape resources shall be carried out, and corresponding protection measures shall be formulated. On the basis of respecting the laws of nature, accelerate and strengthen the construction of forests and grasses, control soil erosion, and realize the greening and beautification of tourist areas.

(V) Increase publicity efforts. In particular, it will strengthen the missionary work for tourists and set up forest protection publicity and fire warning signs at important nodes.

4.Protection of geological and geomorphological resources

Geological and geomorphic resources are tourism resources with unique scientific and ornamental value formed through long-term complex evolution process. They are

in Yunnan- Take the Weng Ding Wa village of Cang Yuan for example [J]2012-03-22

^①Tourism resource protection planning-Internet document resources(<http://wenku.baidu.c>)- 2016-12-28

non-renewable natural resources, such as Huanghuagou Geopark. Therefore, it is necessary to establish the concept of protecting geological and geomorphological resources and maintain the ecological environment system of the entire region.^①

(I) When developing tourism for these resources, both protection and development are important. It is necessary to prohibit the introduction of large-scale tourism projects that destroy the resource ontology and the environment. It is forbidden to construct man-made scenic spots and building structures that are not related to the protection of resources and are incompatible with geological and geomorphological landscapes. The path of the tour should try to minimize the damage according to its original natural path.

(II) Take strict measures to control the number of tourists and prevent the number of tourists from exceeding the capacity of the environment. Minimize and weaken the impact of human activities on resources and reduce damage to non-renewable resources.

(III) Guide and manage visitors through publicity and education. At the same time, it ensures the safety of tourists. Improve the ecological quality of tourists, consciously protect the natural landscape, and be a civilized tourist.^②

4.2.3 Anti-planning design method based on ecological protection

According to the *Prairie Law*, *Tourism Law*, *Regulations on the Management of Scenic Spots*, *Overview of the Tourism Development of Ulanqab*, etc., according to law, based on the protection. Construct a grassland protection pattern and prioritize the planning of ecological space. Using the principle of “subtraction”, we will gradually guide the integration of large-scale service facilities and villages to withdraw from the grassland core area. (Figure 4.2)

^①Xi Yueting, Wei Qunfeng. Study on multiple modes of protection and development of geological tourism resources- Taking the Yellow River Snake Landscape in Shaanxi as an Example [J], Journal of Northwest University (Natural science edition) 2006.08.25

^②An Junqing, Yu Li, Ecological Security Problems and Countermeasures of Tourism Resources Development in Yunnan Province [J], Yunnan Environmental Science. 2006.09.25

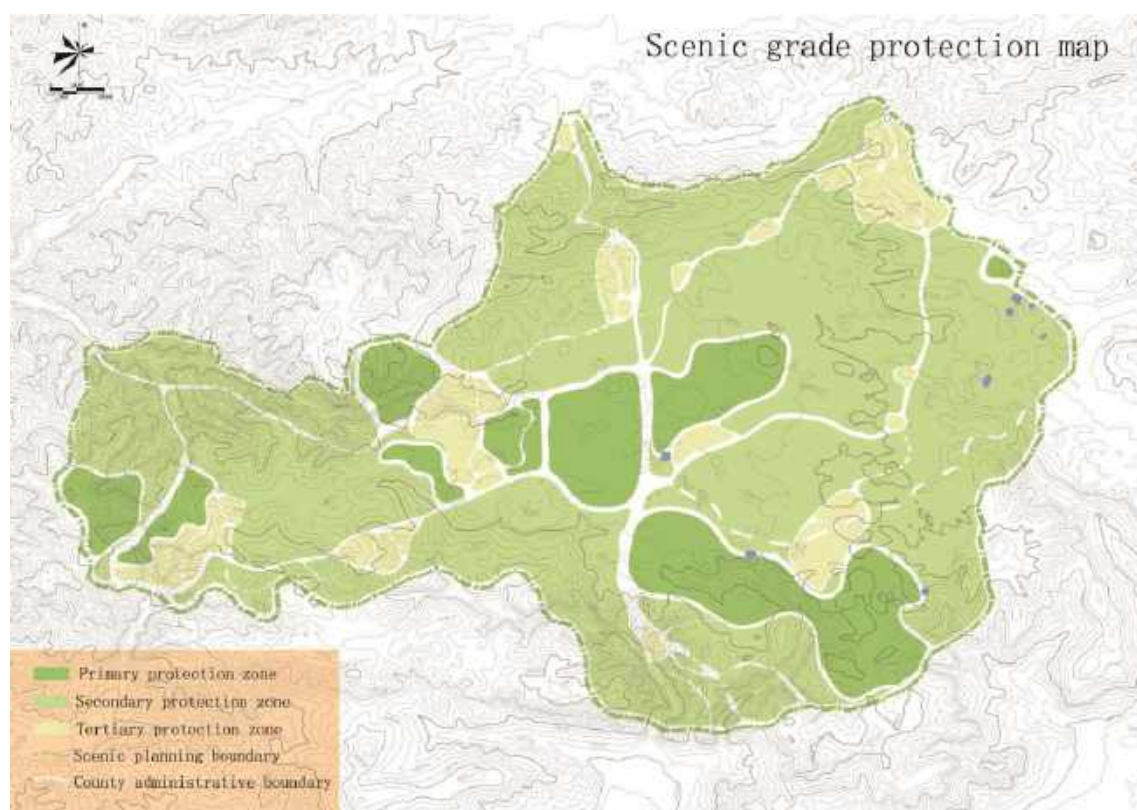


Figure 4.2 Scenic grade protection map (Self drawing by author)

4.2.4 Tourism resources evaluation of scenic spots

Premium source: Alpine flower grassland

First level source: Huanghuagou Canyon, Ninety-nine spring Wetland;

Second level source: Original birch forest, Northern Wei dynasty royal parks site, Qin and Han dynasty Great Wall site (Beacon Tower, side of fort)

Third level source: wind farm、 point sets、 armory、 Ogedei resort center、 Prairie Pearl resort center、 Ulanqab's foreign affairs base

Arrive at a conclusion: The natural landscape resources are of high grade, the density of landscape units is small, and the distribution is uneven. Less exploration of human landscape resources.(Figure 4.3)

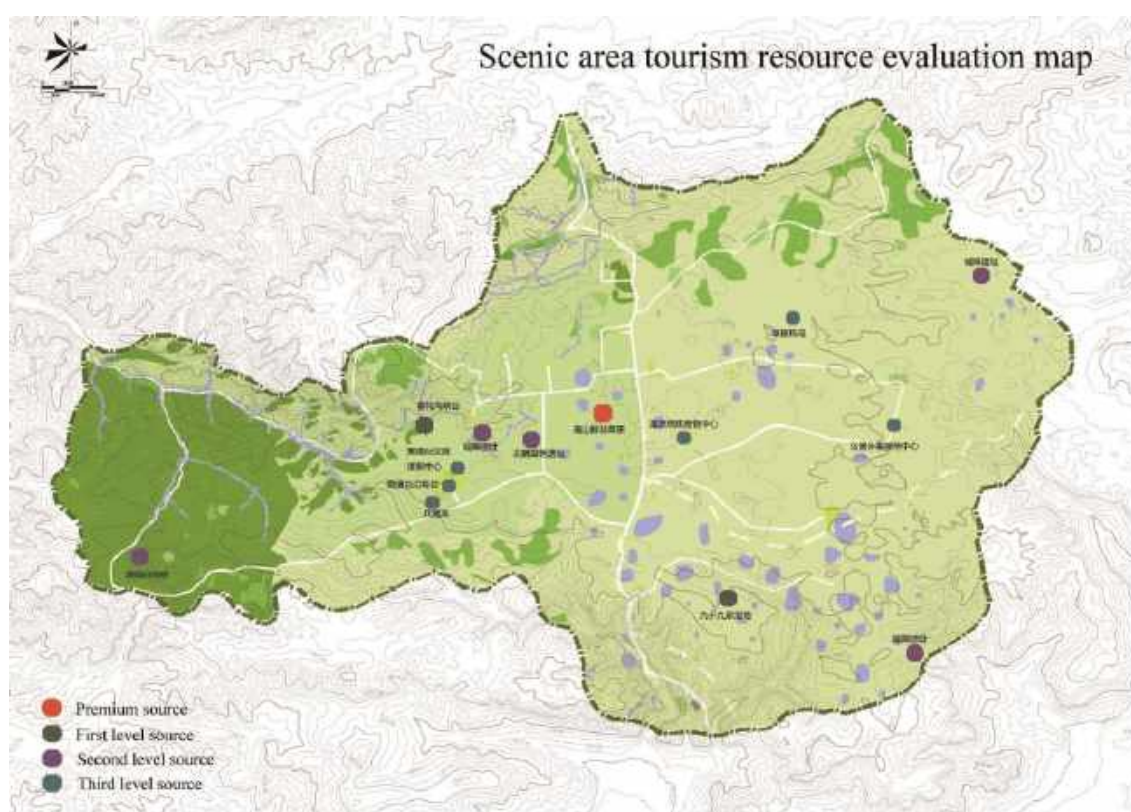


Figure 4.3 Scenic area tourism resource evaluation map(Self drawing by author)

4.2.5 Ecological protection pattern

1.Landscape protection classification (Figure 4.4)

Ecological protection zone: Scientific research and preservation of biological

populations and their environment—tourists are forbidden to enter and no construction is allowed.

Natural landscape protection, historical preservation area: The special natural landscapes and landscapes which are restricted development strictly. Protected artifacts and surrounding areas of valuable historical sites.

—Control visitors(Walking tour), No arrangement for unrelated facilities, mobile traffic and other facilities are strictly prohibited.

Scenic area:

Concentrated area of landscape structure unit and scenic tour target.

—Moderate resource utilization and tour arrangements. Grading restricts the preparation of motor vehicles and tourist facilities and residents' activities.

Development control area:

——Orderly arranged tourist facilities and bases. Production management facilities, control of scale and content.

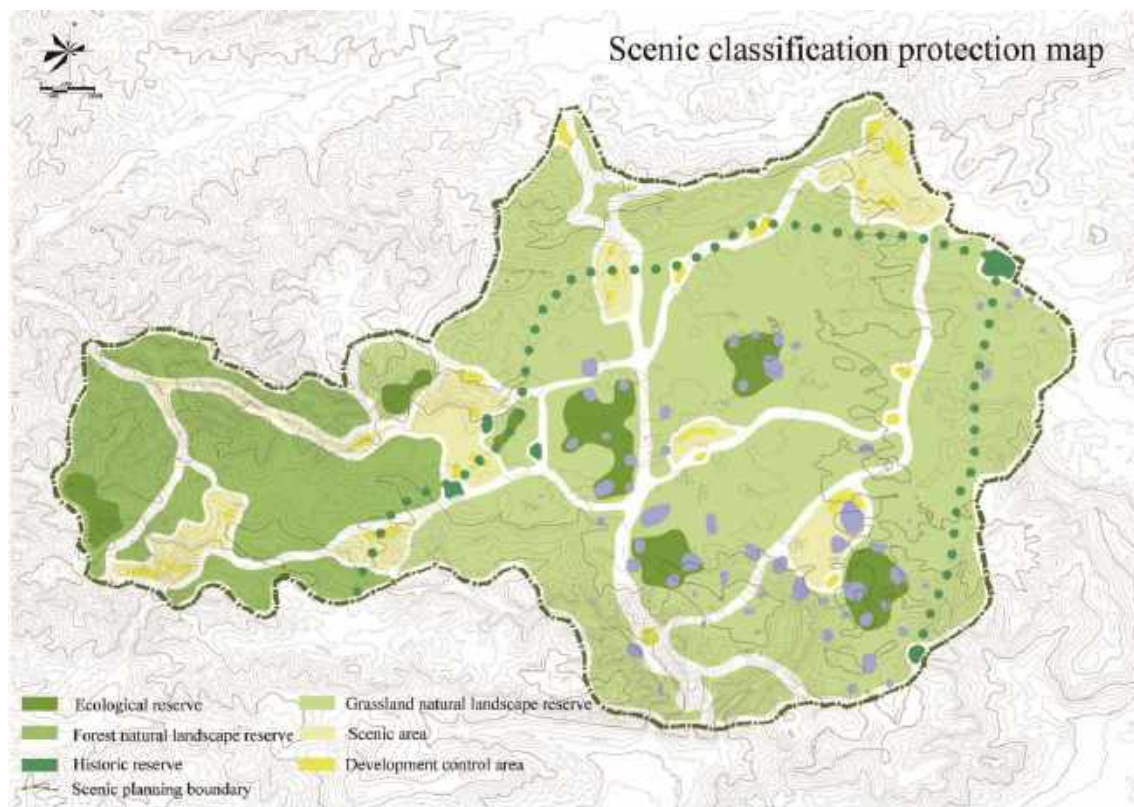


Figure 4.4 Scenic classification protection map(Self drawing by author)

2. Landscape protection rating(Figure 4.5)

Primary protection zone: 41 square km

Strictly build facilities that are not related to the scenery. No accommodations can be arranged and no motorized traffic is allowed.

Secondary protection zone: 158 square km

A small number of accommodation beds can be arranged, and construction facilities that are not related to scenic sightseeing are strictly restricted. Limit the motor vehicle.

Tertiary protection zone: 2 square km

Reasonably control the scale of construction and coordinate with the landscape environment.

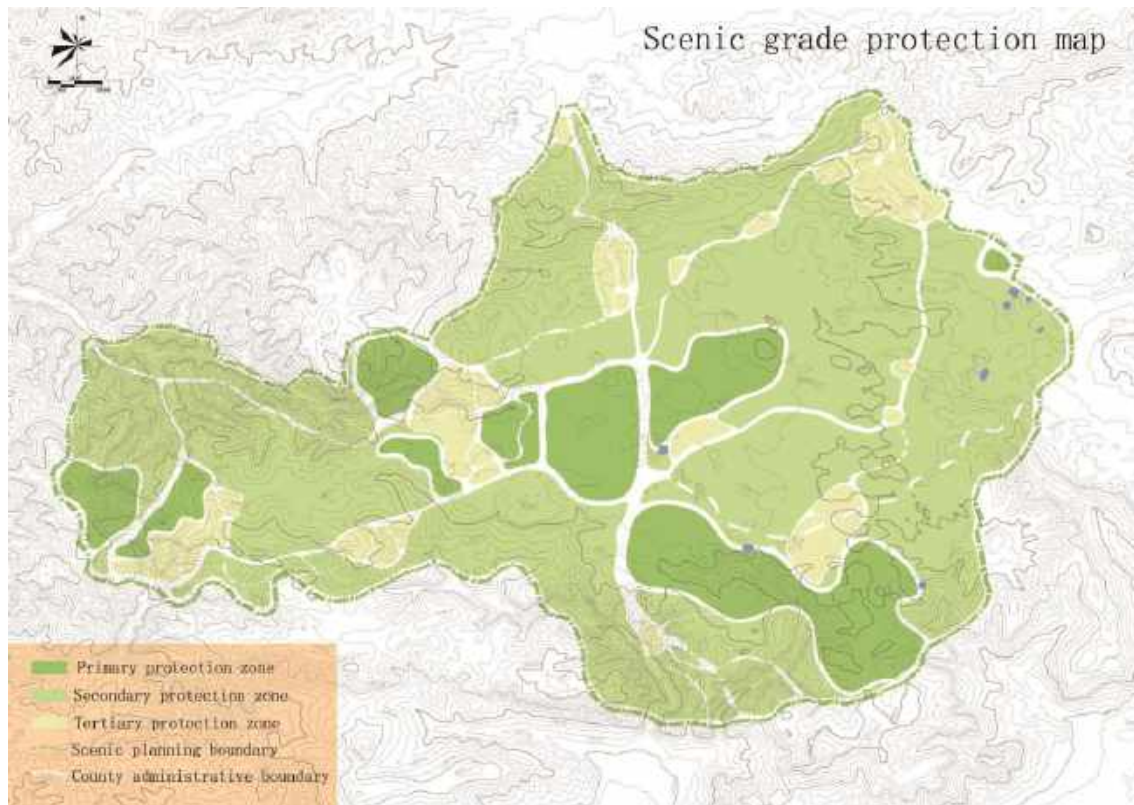


Figure 4.5 Scenic grade protection map (Self drawing by author)

3. Conservation zone(Figure 4.5)

The three-level scenic reserve is also an ecological conservation area divided by the government of Chahar Right-wing Middle county for the

conservation of grassland scenic spots. Divided into three levels according to their importance, as follows:

(I) Primary conservation zone. The ecology of this area is the most sensitive, requiring comprehensive protection and prohibiting tourism development to the maximum extent.

The main areas include: Primary protection zone for drinking water sources; The core area of the nature reserve and the buffer zone; Special grade and first-class conservation area of scenic spots; The scope of absolute protection zones for cultural relics protection units at all levels; Other ecologically sensitive areas with special requirements from relevant departments.

(II) Secondary conservation zone. This area is a key area for ecological protection and protection measures should be strengthened. The tourism development is subject to a greater degree of restriction, and the flow of people is controlled according to the suitability of the ecology.

The main areas include: Secondary protection zone for drinking water sources; Experimental area of nature reserve; General conservation area of a scenic spot; Key areas where forest parks need to be protected; Control zones for construction of cultural relics protection units at all levels; An area of special importance in the ecological landscape of various tourist areas.

(III) Tertiary conservation zone. This area is a general ecological conservation area, and attention should be paid to the ecological impact during the development of tourism. And also need to limit the development of some large engineering projects, the control of the total flow of people should also pay attention.

The main areas include: Quasi-protected area of drinking water source; The area outside the conservation area of the scenic area; General areas of forest parks that require attention to protection; Important ecological river water and a certain distance around it; Public green areas, important areas of ecological parks; The more important ecological landscape area of each tourist area.

4.3 Human environment protection plan of Huitengxile grassland

4.3.1 Protection of historical and cultural relics

The measures for the protection of historical and cultural relics of Chahar Right-wing Middle county can be summarized as “grading protection, highlighting key points and showing culture” to realize “cultural heritage highlights cultural connotation, culture enhances tourism taste” and “permanent preservation and sustainable use”.

The main protection objects include: Jin Jiehao, Emperor Daowu of Northern Wei Royal Court’ ruins, Ancient city of Yuan dynasty in Guangyilong, The epigraph flock of North Wei Dynasty in Qilang mountain, The epigraph flock of Mingshui spring, Litu temple site in the qing dynasty, The microlith ruins of Yifa spring.

For other cultural relic sites such as the Meilitu revolutionary site, the main protection measures are:

1.Strictly implement the laws and regulations on the protection of cultural relics and implement the protection of cultural relics and historic sites according to law. Adhere to the principles of “maintaining the original, respecting history” and “repairing the old as old”.(Figure 4.6) Maintain the original architectural form and structural features of cultural relics and historic sites, and maintain the original materials, crafts and historical features. It is not necessary to completely ruin the original appearance, that is, the so-called "repairing the old as new." (Figure 4.7) Protecting the remains of historical relics in Chahar Right-wing Middle county, prohibiting graffiti, and prohibiting the construction of modern and new buildings that are incompatible with their style and atmosphere around historical sites and original buildings.^① Buildings that are incompatible with the original architectural style in the scenic area shall be demolished or relocated within a time limit.

^① Gao Ang, Research on the Development of Local Culture and Tourism Industry in Heze [D],



Figure 4.6 Krumba Art Museum, Cologne, Germany(Author self-photo)



Figure 4.7 The Great Wall of Zhuizi mountain in the south of Xiaohekou Village, Yuzhong County, Liaoning Province(graphic source network)

2. Formulate long-term plans for the preservation of historical and cultural remains. Properly handle the relationship between tourism resource development and the protection of historic sites. Promote the protection of resources through tourism development, and also rationally drive development based on the premise of protection. In-depth exploration of the connotation of historical and cultural remains, using various channels to vigorously promote. It combines protection and utilization with development, and integrates natural scenery and cultural landscape. From the point and

the surface, connect the point into a surface, give full play to the historical and cultural heritage due value. Let visitors experience and understand their value and charm, and realize their appreciation, education and other functions.

3. Implement dynamic protection monitoring. Calculate and analyze the environmental carrying capacity of the scenic spot and formulate a reasonable environmental capacity. For the location of some important and precious historical sites, we must divide the scope of absolute protection. Tourism activities cannot enter the region, and high-priced means can be used to limit the size of tourists.^① In the process of its development, a dynamic protection monitoring system was established to implement real-time monitoring and management.

4. Strengthen the education of community residents and tourists, and let them recognize the great value of historical sites and ancient buildings. Avoid the destruction of historical sites and ancient buildings by local residents and tourists, and encourage the spontaneous protection of community residents.

4.3.2 Protection and inheritance of local culture

The local folk customs, intangible cultural heritage, local literature and art, etc. in Chahar form the unique local culture of Chahar Right-wing Middle county. Protect, inherit and carry forward through development and support. It is necessary to combine the development of local cultural resources with the protection of the outstanding culture of the nation, so that it has a fresh vitality.^② It is imperative to implement protection and inheritance.

1. Strengthen the propaganda of local cultural protection and raise awareness of the protection of the whole people.

By restoring the popularization of traditional culture and traditional core values, a strong cultural cohesion is formed. Open local courses in primary and secondary schools, increase extracurricular practice activities, and inherit historical contexts. Organize and collect folk dances, folk art, folktales and legends, etc., and carry out

^① Gao Ang, Research on the Development of Local Culture and Tourism Industry in Heze [D], Tianjin University of Science and Technology Master thesis.2010.12

^② Liu Xiaoguang, Research on the Development and Protection of Traditional Sports Tourism Resources of Inner Mongolia Minorities [D], Beijing Sports University Master thesis.2010.

extensive publicity through television, radio, internet, newspapers and audio production; It can be promoted through the establishment of the “Chahar Right-wing Middle county Local Cultural Virtual Museum” to provide a good living environment for the inheritance and development of local culture.

2. Pay attention to the protection of the inheritors.

As the inheritor of the intangible cultural heritage, the premise of protecting the intangible cultural heritage is to protect the inheritors. The governments at all levels of Chahar Right-wing Middle county in Ulanqab city should actively adopt various measures to collect and organize important traditional cultural materials. Establish centralized management of archives, and further cultivate new intangible cultural heritage learners, and continue the intangible cultural heritage of Chahar Right-wing Middle county.

3. Strengthen cooperation and cultivate local cultural protection talents.

It is necessary to establish a systematic training system for administrative personnel who manage local culture, especially intangible cultural heritage, and strengthen education and training for local administrative staff and professionals.

Regularly inspect the original ecological environment of the local culture of Chahar Right-wing Middle county, and the experts shall guide the protection methods. It also organizes the study of new trends, new trends and successful experiences and methods of international and domestic intangible cultural heritage protection, as well as relevant laws, regulations and policies in China.^①

4. Pay attention to the protection of local traditional culture and rationally develop and utilize local cultural resources.

The protection of local culture needs to be scientific and sustainable. Explore local traditional cultural connotations and promote the integration of excellent local culture into modern daily life. Combine local culture with tourism and develop tourism products for local culture. Further enrich the grassland tourism activities, expand its cultural connotation, enhance its differentiated competitiveness, and increase local labor and employment positions. In the process of tourism development, it is necessary to maintain the authenticity of local cultures such as folk crafts, folk customs, and festivals.

^① [35] Basang Jiba, The Status Quo of Intangible Cultural Heritage Protection and Its Countermeasures [J]. Commercial Times. 2009 (11)

At the same time, it is possible to establish a special museum experience system, build a venue for tourism culture interpretation, and inherit and carry forward the folk folk culture of Chahar Right-wing Middle county.

5. Enhance collaboration with universities and relevant scientific research institutions, such as universities in Inner Mongolia and even domestically-researched universities, as well as institutions such as the Inner Mongolia Academy of Social Sciences and the Chinese Academy of Sciences. Actively communicate and cooperate with other research institutions and scholars in and outside the region. They should make full use of their advantages and continue to integrate tourism resources with advantages. Further expand the research strength, provide a little support and theoretical basis for the local historical protection work of the Chahar Right-wing Middle county, where the Huitengxile grassland is located, and put the protection work on a healthy path.

6. Protect historical culture through cultural display

In order to maximize the protection of environmentally sensitive tourism resources, a combination of conservation and development can be adopted. For example, the Great Wall Site and Ogedei point sets will develop tourism and science education under the premise of protection. The tourists are not only involved in tourism and sightseeing, but also to learn the scientific knowledge of protection in the tourism, and study and pay equal attention. The value and role of the natural and human resources in the region have gradually become familiar to all ethnic groups and the masses. Let more people pay attention to resource protection, so that cultural resources can exert more economic and social benefits.(Figure 4.8)



Figure 4.8 Grassland "cultural ring" tour (Self drawing by author)

In the planning process of the Huitengxile grassland scenic spot, the regional culture and culture should be deeply interpreted by means of activating regional culture. The core of the development of grassland differentiation depends on the motility, fragility and simplicity of grassland animal husbandry culture, which determines that it is impossible to leave large-scale cultural remains and historical sites on the grasslands.^① The Huitengxile grassland is fortunate to preserve the ruins of the Imperial Court, the Jinjie Temple, the Point sets and numerous historical and cultural legends. By excavating and sorting out the emperor's summer culture, military culture, Festival OBO culture, and the Eight Banners culture of the Huitengxile steppe, according to "traditional culture, modern interpretation; traditional resources, modern products. The principle of close-range misplacement of product items and long-distance sharing. For example, "Imperial Court" uses the concept of "Imperial Palace" and "Summer" to

^① Innovation, charm, harmony, and sustainable Inner Mongolia prairie. Inner Mongolia Daily (Han).2012(6)

build the Imperial Court mobile yurt; The Jinjiahao site has built the ancient Great Wall Heritage Park as a display point for grassland culture; Around the "the Eight Banners culture" can be designed to jump out of the traditional routine of "riding, eating meat, watching songs and dances".

The national culture or regional culture of any region is inseparable from the natural environment and social environment it produces. The development of cultural products must rely on their natural and social environment, otherwise they will lose their carriers. If there are no cattle and horses in the grasslands and no herders, this is a pure natural landscape. With cattle and horses, with herders, with yurts, it is a human landscape, a cultural landscape, and the life of herders is a living culture. It is in this sense that we advocate more lifestyle and less cultural performances. Make more historical memories and less historical counterfeiting. Many tourist destinations in Europe are the living areas of the aborigines. It is these living areas of the aborigines that have made the eternal charm of their culture and the sustainable development of tourism.^① Therefore, the original herders in the tourist area do not recommend relocation, as a characteristic culture of living culture and grassland.

4.4 Tourism resources integration planning

4.4.1 Original resort integration ideas

Holiday village: Integrate resorts in the first-grade protected areas and surrounding areas, clean up and rectify in the west, reduce and upgrade in the east.

Village: Relocation of the first-grade protected area and surrounding villages. Ecological immigrants in the eastern mountain villages. Retain and renovate the current villages away from the three core scenic spots and develop a grassland farm experience tour.

Wind power facilities: Guided the gradual withdrawal of the primary protection zone and the surrounding wind power facilities.(Figure 4.9)

^①Innovation, charm, harmony, and sustainable Inner Mongolia prairie. Inner Mongolia Daily (Han).2012(6)

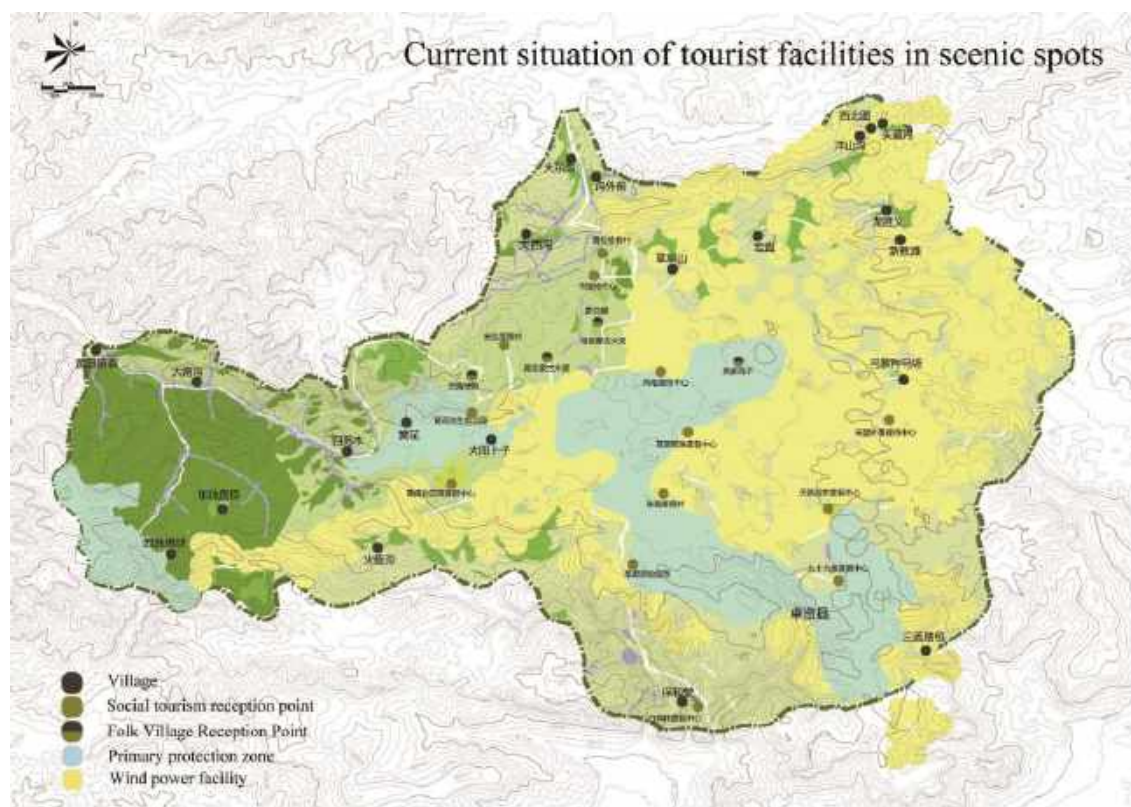


Figure 4.9 Current situation of tourist facilities in scenic spots(Self drawing by author)

4.4.2 Sort out and integration for the resort

The layout of the plan is unreasonable. It is located in the surrounding area of the core scenic spot and along the road, affecting the protection of the core scenic spot and the village landscape. After the cleanup, use the land for ecological restoration.(Figure 4.9,4.10,4.11,4.12)

Represented by the ethnic reception villages around Huanghuagou Scenic Spot, the construction level is poor, the scale is large, the layout is chaotic, and there is a visual impact on the core scenic spots. Lack of management seriously affects the tourism order of the scenic spot. Focus on clean-up, land use for ecological restoration, and integration of villagers with willingness to operate into a folk holiday alliance.(Bayinhaote, 3%).



Figure 4.10 Bayinhot Village, Anda Resort (Photo by the author)



Figure 4.11 Sarina Resort (Photo by the author)



Figure 4.12 Mongolian Grand Camp Resort (Photo by the author)

4.4.3 Reserving and upgrading for the resort

The construction foundation is good. It is necessary to reduce the number of reception packages, partially carry out ecological restoration, and focus on improving the remediation environment and optimizing supporting facilities. In combination with the pine forest, the Qingsong Holiday Center and the city reception center will be merged and transformed, and Tianjiao and Mingzhu will be reconstructed.(Figure 4.13, 4.14, 4.15, 4.16, 4.17)

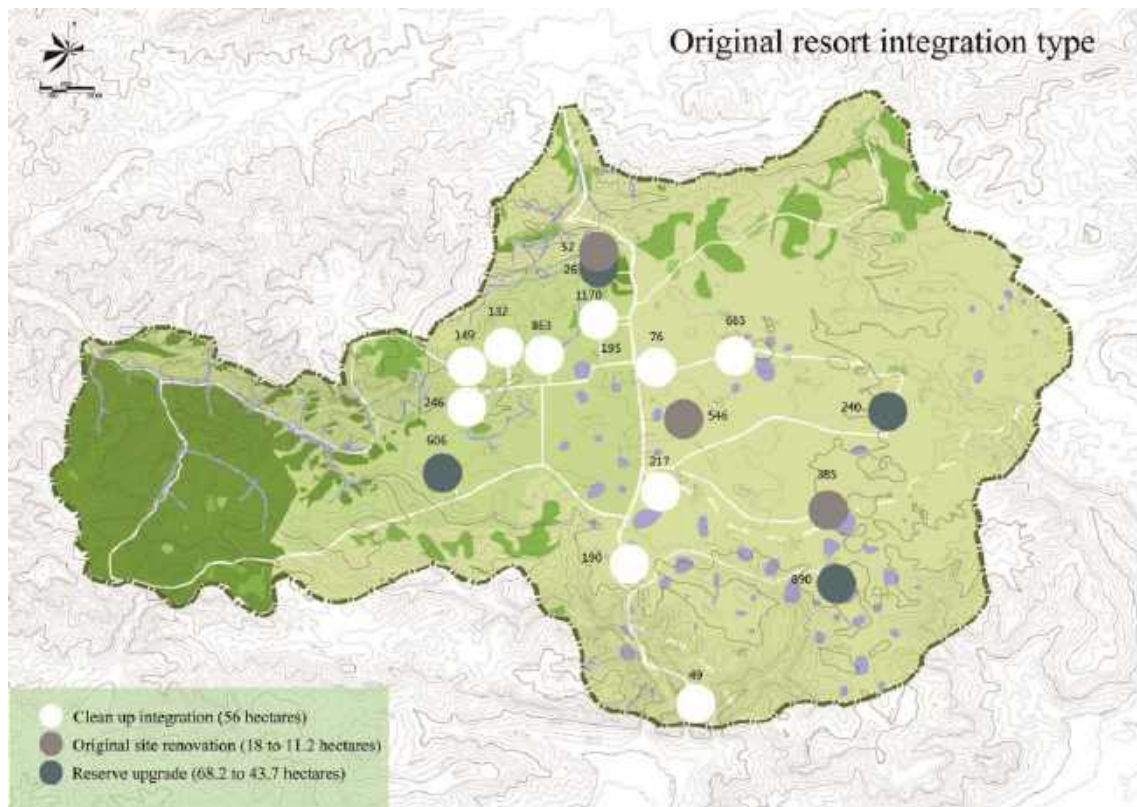


Figure 4.13 Original resort integration type (Self drawing by author)



Figure 4.14 Foreign Affairs Reception Center (Photo by the author)



Figure 4.15 Ulanqab City Reception Center (Photo by the author)



Figure 4.16 Ninety-nine Springs Resort Center (Photo by the author)



Figure 4.17 Ogedei Resort Center (Photo by the author)

4.4.4 Relocation and consolidation for the resort

Phase I relocation village(Central, 1,500 people):

1. Level 1 protected area range villages: Huanghua Village; Dayang Buzi and Sisumu moved to the tourist town.

2.The folk reception village involves the village: Eryang Buzi(Bayinhot),Sumawan(Sarina, Huanghua Mongolian Camp) will move to tourist town. A reserved facility land was reserved in Bayinhot, and villagers with willingness to operate were integrated into a folk holiday alliance.

3. The North Entrance Service Center project involves villages: Dadonggou, Daxigou and Ditch moved to the tourist town before.

Phase II Ecological Immigration Village (west, 700 people):Narisitai, and Da Nangou moved to the tourist town; Dong and West Dugui moved to Huopangou.

Retained and rehabilitated villages (north, 2,300 people): The functions of yangshangou village and stud farm have been expanded, and the functions have been changed from traditional agriculture to folk experience. (Figure 4.18, 4.19Table 4.2)

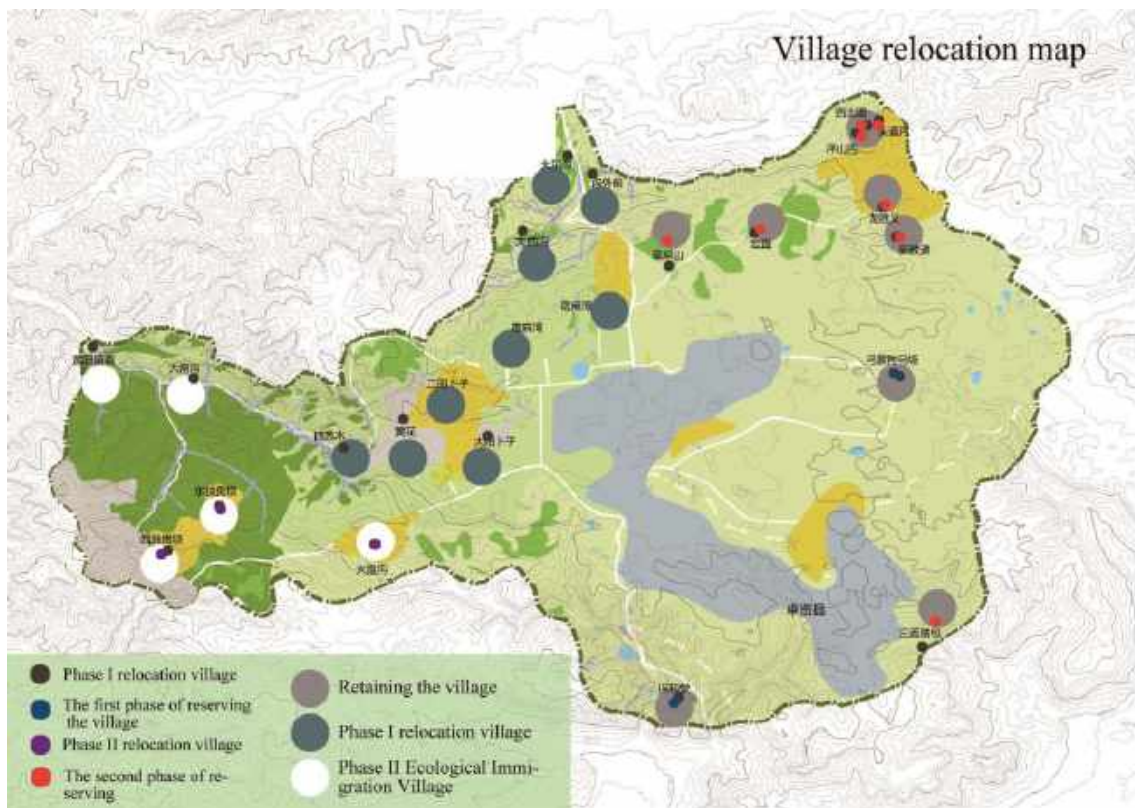


Figure 4.18 Village relocation map(Self drawing by author)

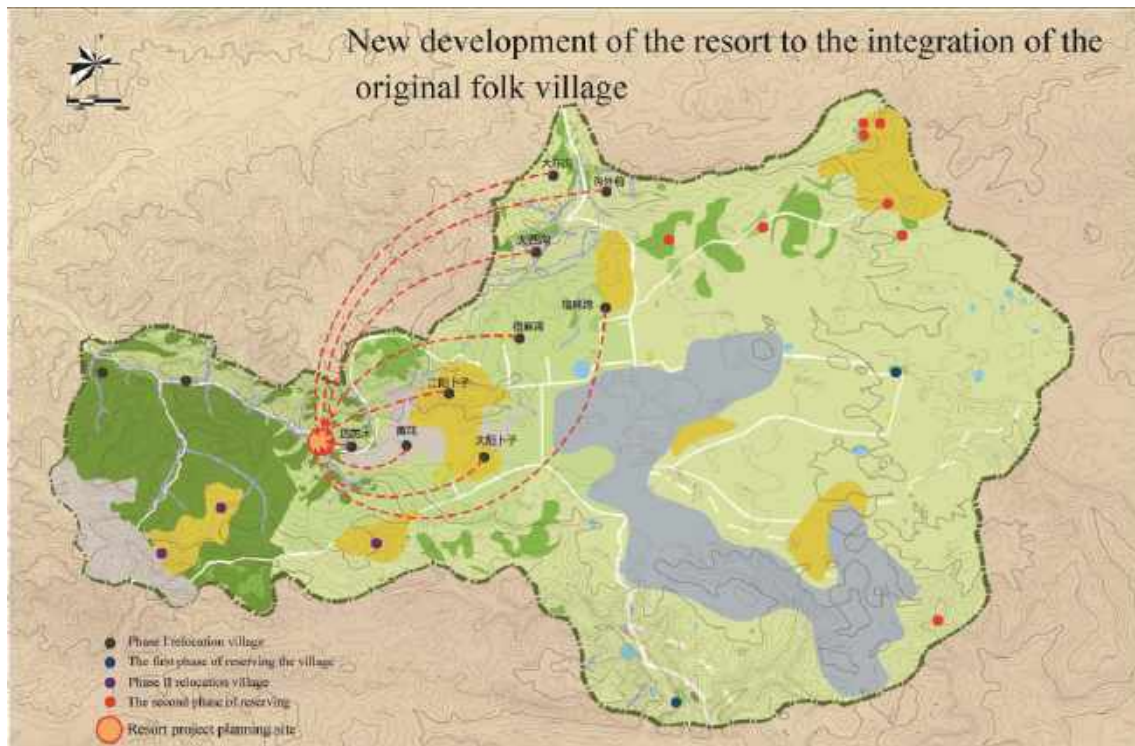


Figure 4.19 New development of the resort to the integration of the original folk village (Self drawing by author)

Administrative villages	Natural village	Timing	Manner	Number of people moving (persons)	Resident resettlement plan	Villager employment
Huanghua village	Bayinhot, Huanghua, Sisumu, Dayang Buzi	Phase I	removal	236	The villagers moved to the town of Hobor or the tourist town	The villagers are engaged in urban commercial services and other work, and the government solves the resettlement houses and social security.
	Sumawan (Huanghua Mongolian Camp, Sarina Folk Village)	Phase I	Integration	210	Integration into Ogodei area	Establish a folk custom alliance and formulate an alliance convention. Reception size and

						construction requirements: Create a good tourism and accommodation environment, carry out tourism reception and folk activities.
Dadonggou	Gouqianwai, Dadonggou West Team, Dadonggou East Team, Daxigou	Phase I	Integrated remediation	1060	The villagers concentrated on the Dadonggou Central Village near the gate in the scenic area.	Combined with the North Entrance Service Area, engaged in tourism services, scenic area maintenance management.
Yangshaogou	Caoduoshan, Hongpan	Phase I	Removal	1966	The villagers moved to	Engaged in urban commercial

					the town of Hobor or the tourist town	services, etc., the government solves resettlement houses, social security
	Longshengyi, Xinjiaotan, Toudaogou, Xibeitu	Phase II	Remediation		Original site remediation	Combine folk customs, carry out environmental remediation, and engage in tourism service industry
Zhuanjingzhao	Baohetang	Phase I	Remediation	198	Original site remediation	Combined with the South Entrance Service Area, it is engaged in tourism services and scenic area maintenance

						e managemen -t.
Stud farm	Ulanqab stud farm	Phase I	Remediatio n	344	Original site remediation	Carry out environmen -tal remediation and engage in the tourism service industry.
Dongdu guiba	Dongduguiba	Phase II	Integrated remediation	98	Original site remediation	Carry out environmen -tal remediation and engage in the tourism service industry.
	Xiduguiba	Phase II	removal	87	Moved to Dongdugui Central Village	Engaged in the tourism service industry
Erjiazi	Huopangou	Phase II	removal	199	Moved to the center of Narisitai Village	Combining the entrance of Narisitai, engaged in tourism services,

						scenic area maintenanc- e managemen -t
Narisitai		Phase I	Remediatio- n	284	Original site remediation	Combining the entrance of Narisitai, engaged in tourism services, scenic area maintenanc- e managemen -t

Table 4.2 Village relocation and resettlement list (Self drawing by author)

4.5 Optimize the competition model to promote the tourism industry

Based on the previous chapters on the Asia-Pacific Business School Grasslands Trall Challenge, several new strategies were proposed for the following 3rd Prairie Challenge:

1. The summit forum promotes local business upgrades;
2. Global business school elites gather to enhance regional global influence;
3. Join the music social multi-dimensional display of local culture;
4. The all-media platform has joined forces to create a regional image;

The Asia-Pacific Business School's 3rd Grassland Trall Challenge will be held in a forum with five-star hotels in the region to introduce international

high-end think tanks and authoritative media. From the multi-industry level of sports, culture, tourism, science and technology, taking the harmonious development of natural environment and regional industrial upgrading as the research direction, combined with the core advantages of Ulanqab area + sports + culture + tourism commercial upgrading ideas, a total discussion on Ulanqab's future development plans.

The forum for the third Prairie Challenge is divided into the main forum + sub-forum. Leaders from the national government, the leaders of the Inner Mongolia Autonomous Region, domestic and foreign MBA/EMBA representatives, alumni companies, sponsors and other leaders and other national leaders from the sports, culture, tourism, science and technology and other multi-industry level to carry out innovation, entrepreneurship for the core business exchanges, we will jointly promote the investment and future development of the Inner Mongolia Autonomous Region government, and further explore the upgrade space of the local commercial structure. Create a city image with a more unique location label. Establishing its own high-end discourse right in many Chinese urban agglomerations and commercial enterprises. At the same time, the business value of the business school marathon challenge brand is deeply explored, which complements the development plan of the Ulanqab Municipal Government.

Chapter 5 Resort Design Under the Reconstruction of Prairie

5.1 Introduction of this chapter

Based on the 28-hectare development site of the newly established resort project, this paper analyzes the environment of the development site from the macro perspective. Specifically, this paper discusses about the there main fields, which are ecology culture and industry promotion in tourism of the Huitengxile Prairie, the Chahar Right-wing Middle county and even the Ulanqab city on the basis of this newly developed resort site.

This chapter firstly starts from the median level, that is, analyzing the present situation of Huanghuagou scenic spot where the development site of the resort project, and then pointing out the status of developing this resort in the whole Huanghuagou scenic area on this basis. Next, explaining the location of this newly developed resort plays an important role in the tourism development of the whole Huitengxile Prairie, Chahar Right-wing Middle county and Ulanqab city. Finally, from the micro point of view, it explains how the design techniques of the whole resort, such as space organization form, architectural form, function distribution and so on in reflecting the three research fields of ecological protection, cultural heritage and industrial promotion. At the same time, it also fits the mode strategy in tourism planning of the whole Huitengxile Prairie and Chahar Right-wing Middle county.

5.2 Analysis of the present situation of Huanghuagou scenic spot

5.2.1 Relationship between the resort and Huanghuagou

This newly planned resort is located under the ditch of Huanghuagou scenic spot, which is the core scenic spot in Huitengxile Prairie (Figure 5.1, 5. 2). The previous chapters have made systematic discussion about the analysis of land blocks in this region from the macro level in a wide range of environments. At the same time, it caters to the integrated development model of city, scenery and tourism, which is proposed by the government under the concept of ecotourism planning ---- “traveling in the prairie, living in the small town”.

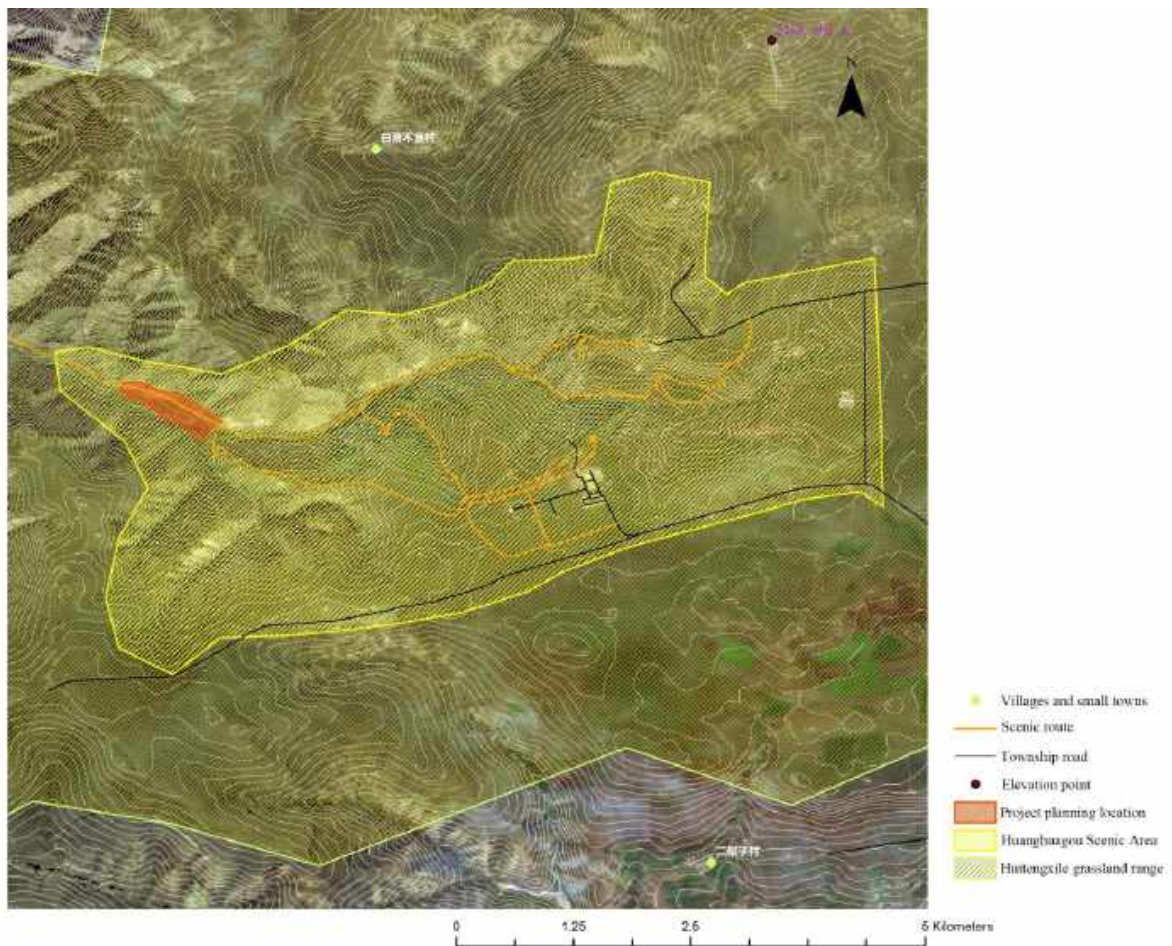


Figure 5.1 relationship between project planning site and Huanghuagou scenic spot
(Self drawing by author)

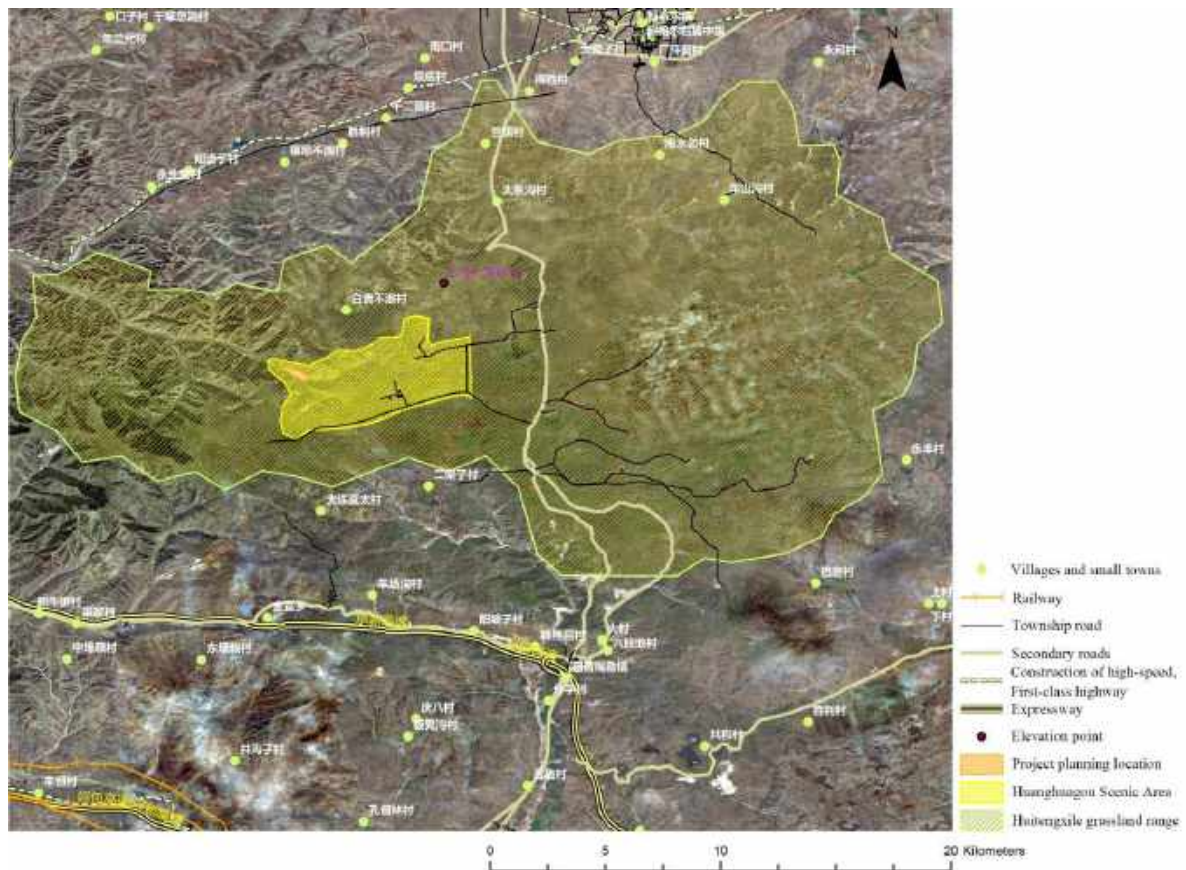


Figure 5.2 Huatengxile Prairie and core scenic spot ---- Huanghuagou (Self drawing by author)

5.2.2 Analysis of the present situation of tourism facilities in Huanghuagou

As the core scenic spot in Huatengxile Prairie, Huanghuagou scenic spot enjoys the most beautiful flowers and prairie as well as the and humanities cultural sites. In the future, the flower and prairie, birch forest, geological park and humanities cultural sites will be perfectly connected together through the rational design of products and tourist routes, so as to extend the tour time. At the same time, it also increases cultural leisure activities and improves the catering service facilities, so that making it the model and sample of prairie tourism in Inner Mongolia.

Huanghuagou scenic spot is the core area of Huitengxile Prairie and it is one of the scenic spots with relatively strong reception capacity.

The area of the fencing in reception area of Huanghuagou covers 7.8 hectares and the building area is 7400 square meters, of which the Castle Hotel

covers an area of 2300 square meters.

The Castle Hotel has the functions of dining and reception, there are 36 luxury rooms in all kinds. In addition, it has the first-class karaoke hall, western restaurant, romantic coffee house, large and medium-sized conference room, chess and card room as well as the cafeteria that can accommodate 500 people dining and many other supporting service facilities.

There are two tramways in Huanghuagou scenic spot, one starts from the nearby area of ticket barrier to the nearby area of Ovoo, the other one is from nearby area of Ovoo to the bottom of the Huanghuagou. Visitors can choose the tour route according to their own needs after entering the scenic area.

Ogedei Recreation Resort Center is a tour resort center with relatively large scale and perfect facilities in the Huitengxile Prairie, which provides catering, accommodation, entertainment and other reception services.

The area inside the fence covers an area of 14 hectares, with the building area of 40000 square meters;

There are 90 Mongolian yurts with the characteristic of ethnic customs, plus with 82 luxury yurts;

There are 18 luxury chariot Mongolian yurts with modern sanitary facilities; 1 suite super luxury Mongolian yurt with five conjoined suites; what's more, there are showroom for exhibiting Mongolian history, culture and customs, conference room for group meetings and the bath sauna center.

Before the transformation, the large-scale arena that can accommodate 800 people for multifunctional catering, performing hall, and combining the archery, wrestling, equestrianism performances as a whole;

Before the transformation, the reception capacity of Ogedei is 1000 people and it can take responsibility of catering of 2000 people (times) for relatively larger scale scenic spot.

5.2.3 Positioning and thinking of Huanghuagou tourism development

1. Overall positioning

Based on the overall positioning goal of the development in Huitengxile Prairie, combined with the conditions and the present development situation of

the Huanghuagou scenic spot, its planning and development should be based on the most beautiful scenery of the alpine meadow prairie and giving full play to the ecological beauty of the prairie itself. Protecting the delicate beauty of prairie, making it become the core area of the most beautiful flower and prairie scenic spot that combines prairie ecological sightseeing, cultural experience, leisure vacation, outdoor exploration as a whole.

Creating the core base of ecological sightseeing and leisure vacation in Huitengxile Prairie, integrating the first demonstration area that can drive the tourism development in Huitengxile Prairie.

2. Development goals

Fully protecting the natural resources, cultural resources and ecological system of Huanghuagou scenic spot, so as to truly and completely reflect the original natural ecological landscape, historical culture, simple prairie customs, scientific research and landscape aesthetic value of Huitengxile.

On the basis of the study on the ecological environment capacity of Huanghuagou scenic spot, the reasonable ecological environment carrying capacity is determined, so as to realize the sustainable development of Huanghuagou scenic spot by the appropriate mean and speed in the appropriate space and time.

5.2.4 Base analysis and spatial layout

1.Site analysis (Figure 5.3)

The area above the northern part of the project land block is Huanghuagou, at present, there are many high-quality natural landscapes, such as strange rocks, flowers, valley and so on, the Castle Hotel that with catering and reception capacity, ticket barrier, tramway, mountaineering plank road and other supporting service facilities; in addition, there are a large area of well-preserved flowers meadow in the southern and central areas, so that the Ogedei Resort Center is wrapped by them, which has become a relatively large reception center in the Huitengxile Prairie, it can accommodate 1000 people to stay and 2000 people to eat at the same time; the western area has the primitive birch forest, the vegetation is very dense, the landscape is magnificent.

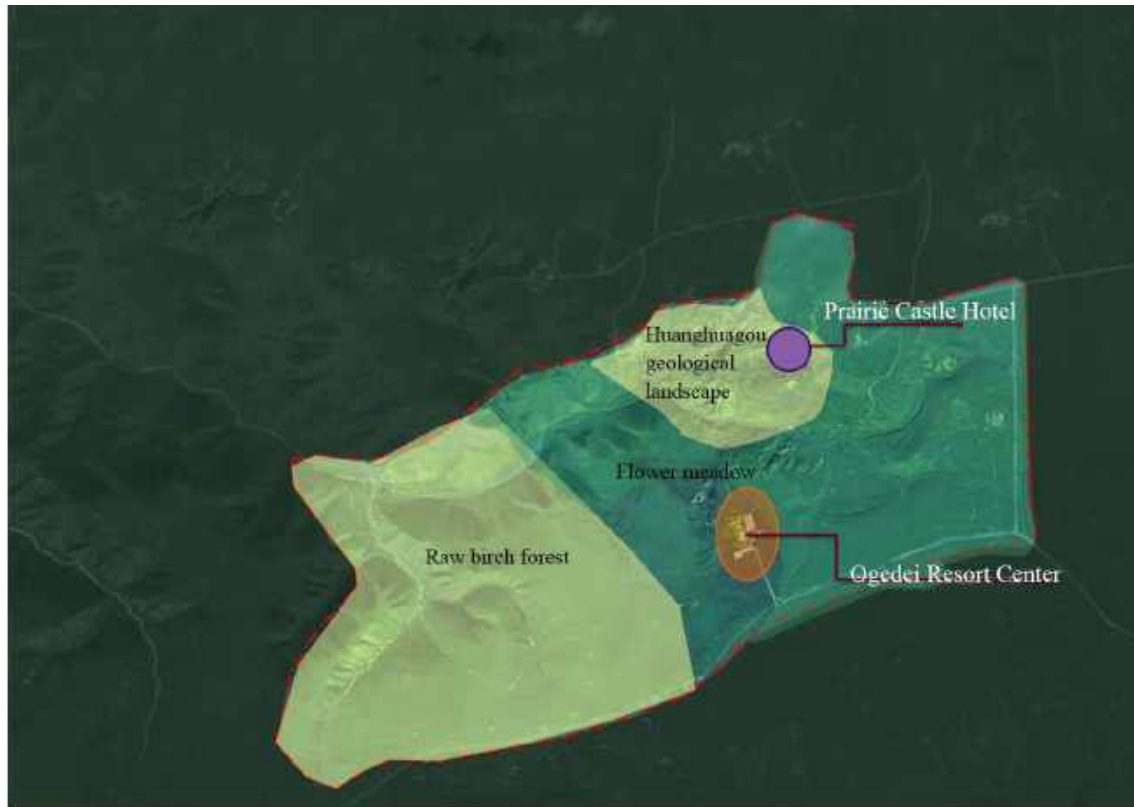
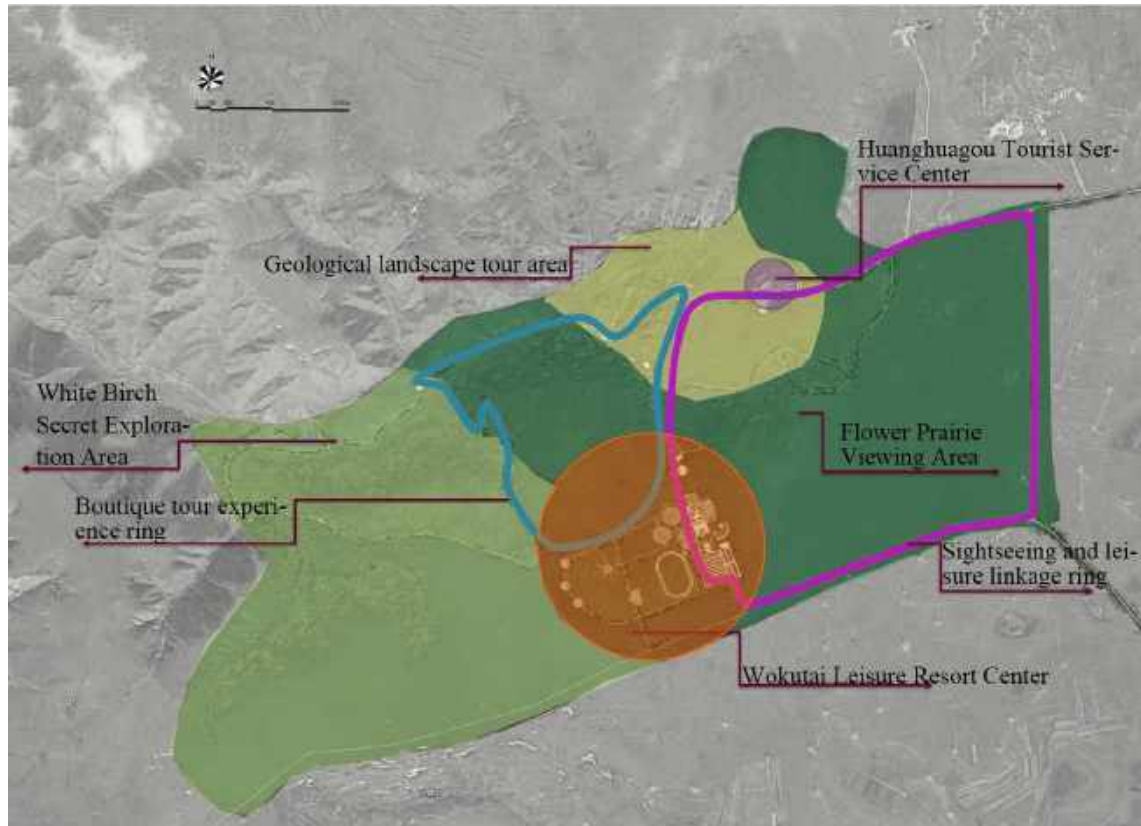


Figure 5.3 main zoning map of Huanghuagou scenic spot (Self drawing by author)

2. Spatial layout (figure 5.4)



5.4 Spatial layout of Huanghuagou scenic spot (Self drawing by author)

Through the analysis of the development conditions and the present situation, the overall spatial layout of two centers, three regions and two rings is finally formed.

The two centers are respectively the orange Ogedei Recreation Resort Center and the purple Huanghuagou Tourist Service Center; the three regions are geological landscape tourist area, birth dense landscape exploration area and flower prairie viewing area; the two rings are purple sightseeing and leisure link ring and blue excellent tourist route experience ring.

5.2.5 Zoning planning and project planning



Figure 5.5 main nodes in Huanghuagou scenic spot (Self drawing by author)

1. Ogedei Recreation Resort Center (Figure 5.6)

Functional positioning:

Tourism gathering and distributing, comprehensive reception, tourism accommodation, catering and shopping, leisure and entertainment

Development idea: this region is the comprehensive service and recreation resort center, which will be the first stop for tourists to reach the scenic spot. After arriving at the Ogedei Recreation Resort Center, tourists can check into the scenic spot at this place or going to the Huanghuagou Tourist Service Center by bus for checking into the scenic spot.



Figure 5.6 The existing and ongoing tourist facilities at the Ogedei Reception Center (Self drawing by author)

2. Huanghuagou Comprehensive Service Centre

Function positioning: selling tickets, gathering and distributing, catering, shopping

Development idea: this region is the tourist leisure gathering and distributing center of Huanghuagou scenic spot, which has the comprehensive service functions of tourist gathering and distributing, catering, leisure, shopping and selling tickets. There are ecological parking lot, tourist reception center (the Castle Hotel), ticket barrier and many other service places in this region.

Tourists are transported from the Ogedei Recreation Resort Center by bus, and then they check the tickets for entering into the scenic spot at here. (figure 5.7)



Figure 5.7 tourism facilities that already existing and under construction in the Ogedei Reception Centre (Self drawing by author)

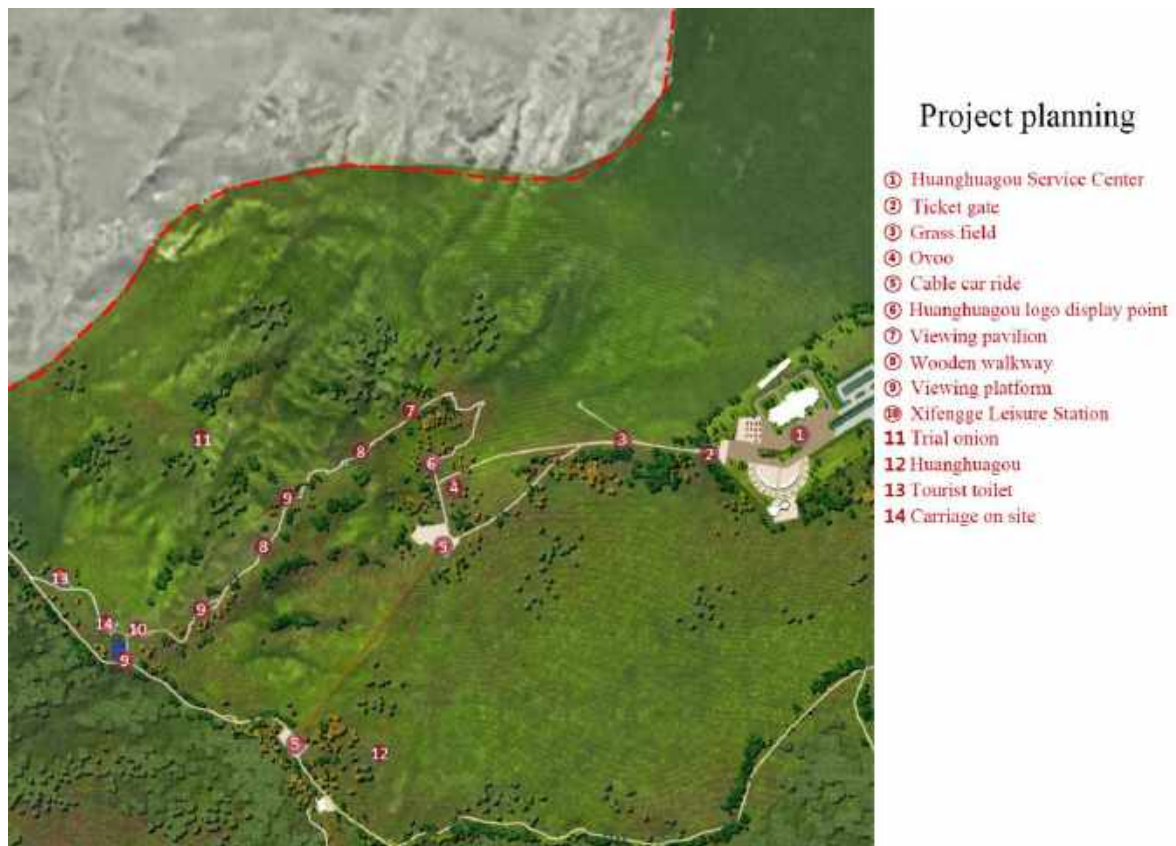


Figure 5.8 visiting nodes in geological park (Self drawing by author)

3. Visiting areas of geological landscape (Figure 5.8)

Development idea: this area is the geological landscape visiting area of Huanghuagou, whose types of volcanic landform are rich and well preserved, with the extremely high ornamental value.

On the basis of the existing wooden plank road and viewing platform in the scenic spot, the resource integration is carried out. It is suggested that the cable car tramway near the entrance of the ticket barrier (figure 5.9) should be dismantled, so as to rationally attract the tourists into the scenic spot for visiting.



Figure 5.9 tourist route of geological park (Self drawing by author)

4. Flower prairie viewing area (Figure 5.10)



Figure 5.10 main nodes in flower prairie scenic spot (Self drawing by author)

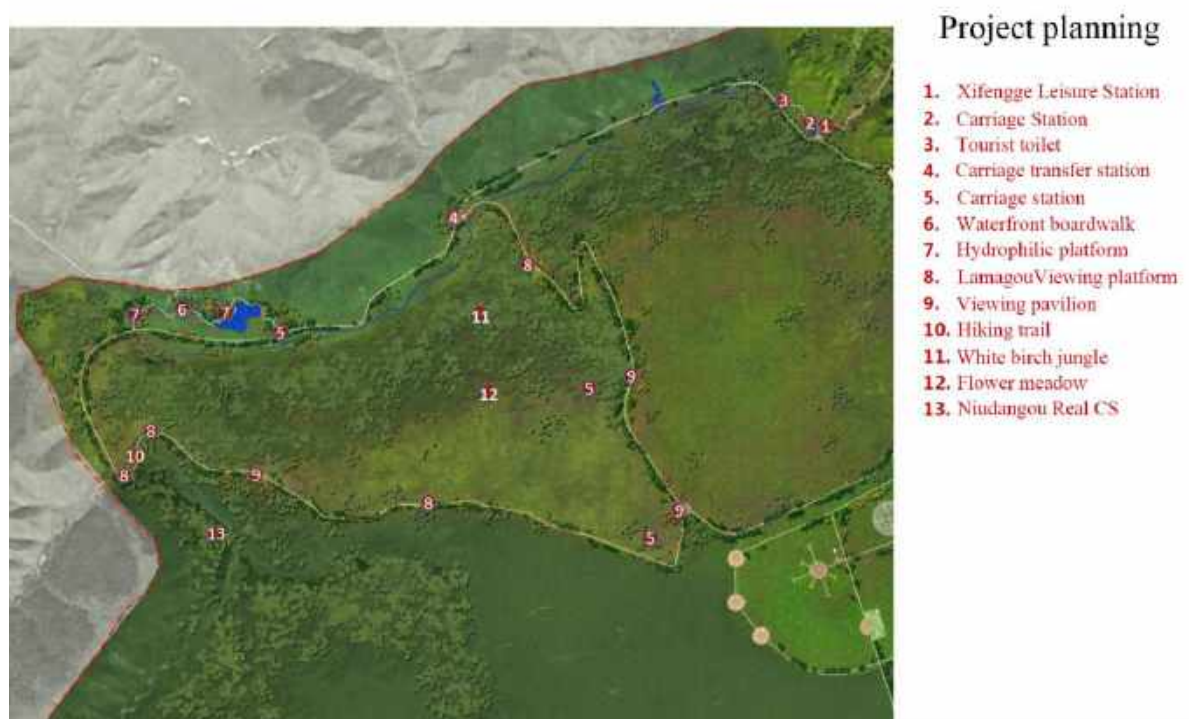


Figure 5.11 existing and developing scenic spots in birch forest (Self drawing by author)

5.3 Conceptual planning and design of the resort

On the basis of analyzing the present situation of Huanghuagou, the core scenic spot of Huitengxile, this paper sums up its existing tourism facilities, and then carrying out the function positioning for the newly established resort, next, combining with the reconstructing strategy of the touring spot resources of the whole Huitengxile Prairie. The functions and services of this resort are mainly aimed at the planning of reception, catering, accommodation, conference forum and RV camp.

5.3.1 Ecology of site selection in resort development under the prairie reconstruction

Based on the resources integration model of tourist spots in space reconstruction of Huitengxile Prairie, which is discussed in the previous chapter, the planning resources of this resort are the relocation and concentration of nearby Huanghua village, Danyangbuzi village and Sisumu village. Therefore, the personnel from these three folk villages will operate this new resort in the future.

1. Transportation advantage

This area is adjacent to Sisumu, the west side is directly connected to the upcoming Tong-Hu-Bai expressway, which is being built. In the future, the completion of this resort will greatly relieve the transportation pressure on the two entrances to the eastern side and the interior part of the Huanghuagou scenic spot (figure 5.19, 5.20), at the same time, it can greatly shorten the distance for the tourist sources in the western region of Hutengxile, such as the western part of Inner Mongolia with Hohhot as the center as well as other provinces, so as to provide more convenience in transportation for tourists in the southwest and northwest regions of the Huitengxile Prairie (figure 5.21).



Figure 5.19 congestion at the entrance of scenic spot (Photo by the author)



Figure 5.20 traffic jam between folk villages and scenic spot (Photo by the author)

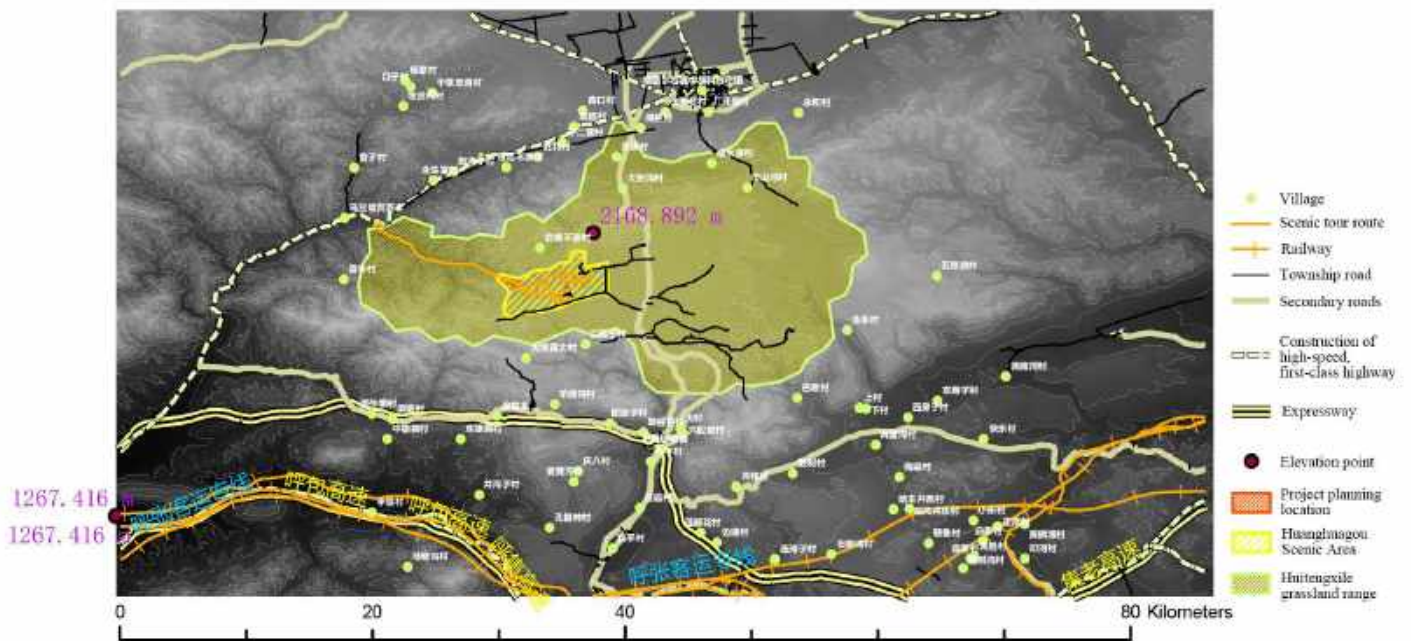


Figure 5.21 road network traffic at different levels in the scenic spot (Self drawing by author)

2. Analysis of terrain advantages

The present land use is mostly mountain, on the whole, the integrity of mountain is pretty good, with high vegetation coverage. The land use can be generally divided into mountains, furrow bottom and flat ground. The average slope of mountain is 25-35° and the slope of flat ground is relatively slow. What's more, the difference in slope direction is relatively small, mainly facing the south. (Figure 5.22-5.29)

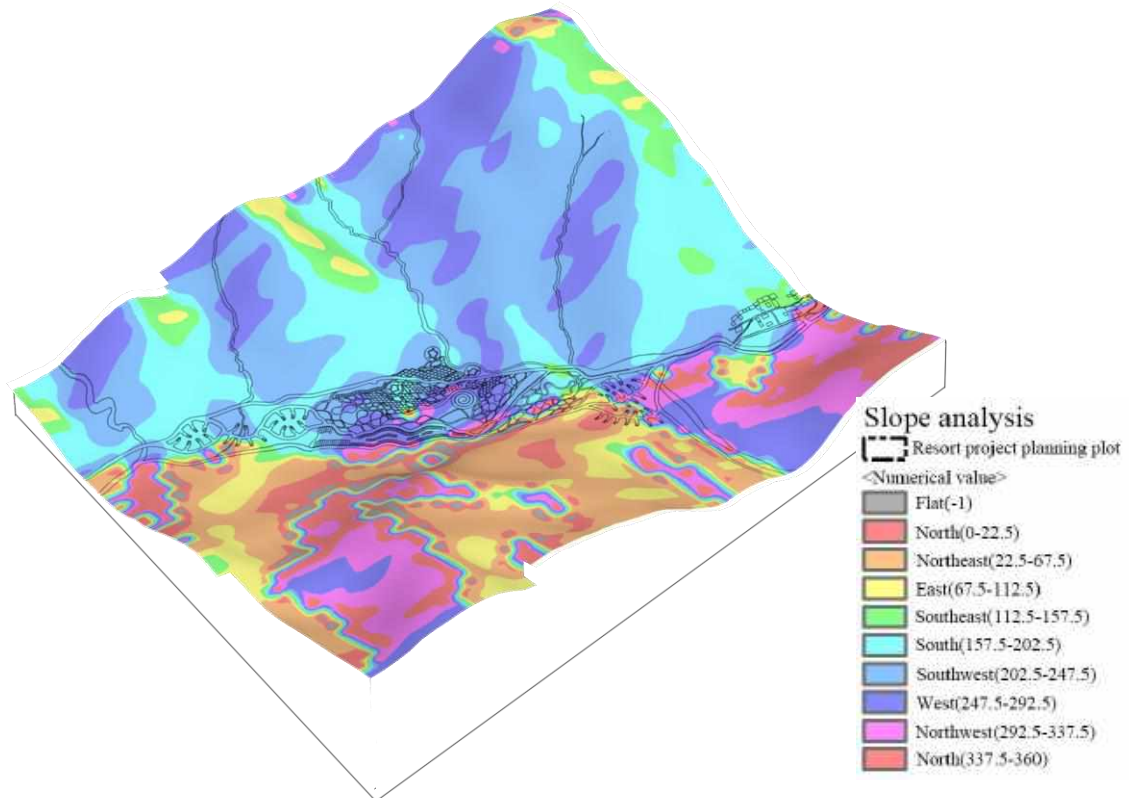


Figure 5.22 analysis on the slope direction of planning site of the resort project(Self drawing by author)

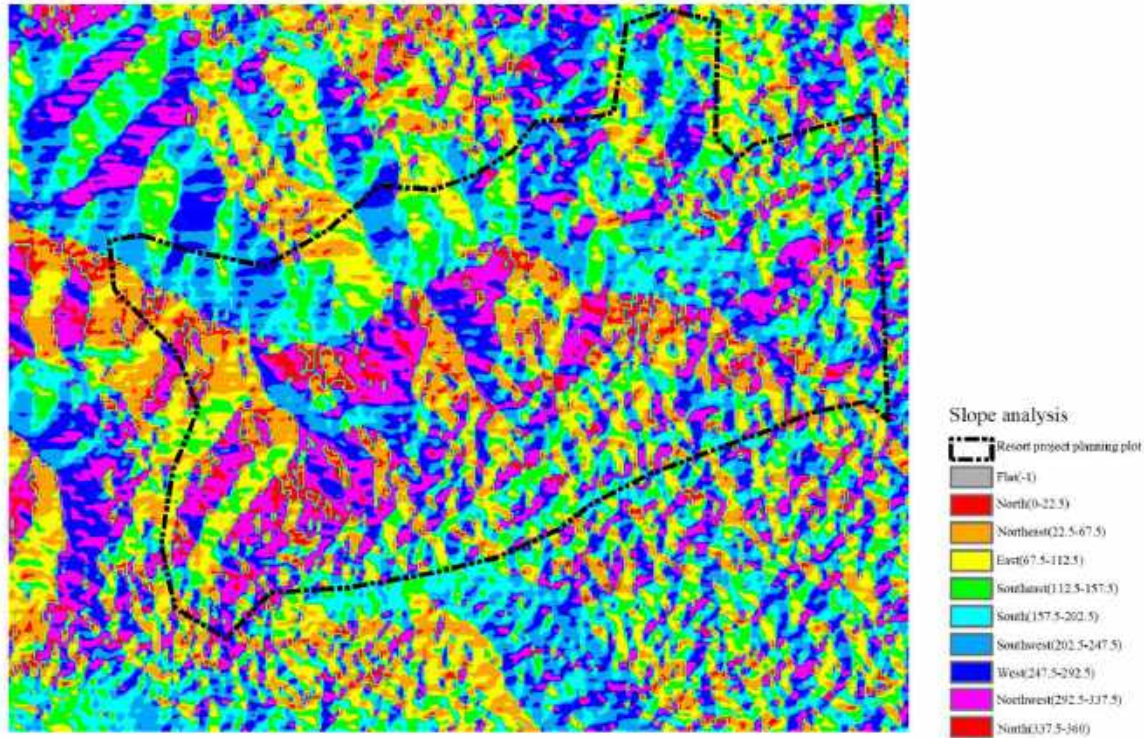


Figure 5.23 slope direction analysis of Huanghuagou scenic area (Self drawing by author)

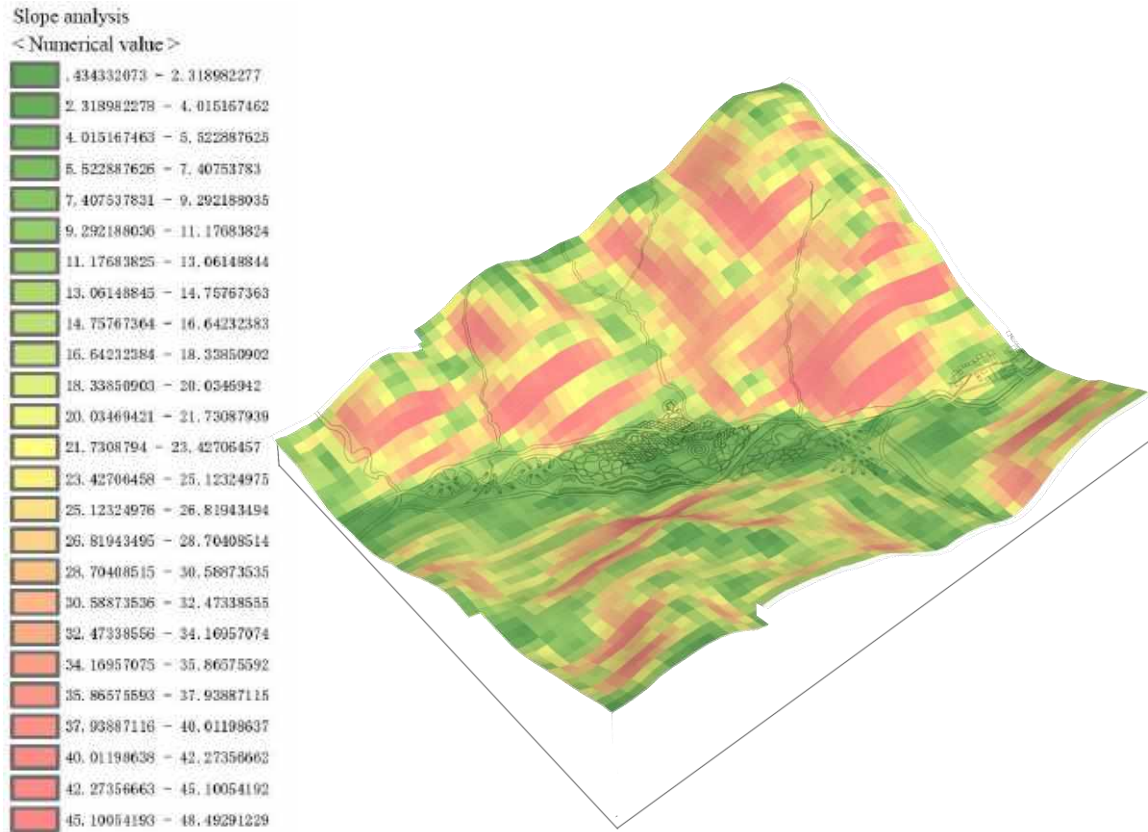


Figure 5.24 analysis on the slope gradient of planning site of the resort project (Self drawing by author)

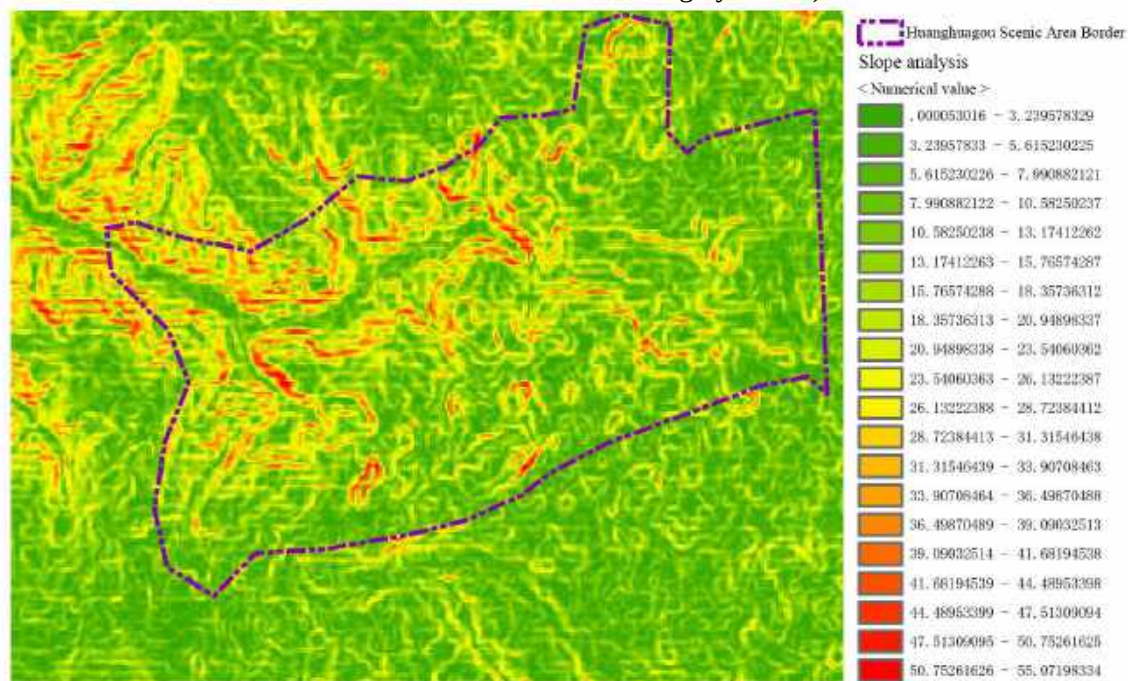


Figure 5.25 analysis on the slope gradient of Huanghuagou scenic spot (painted by the author)

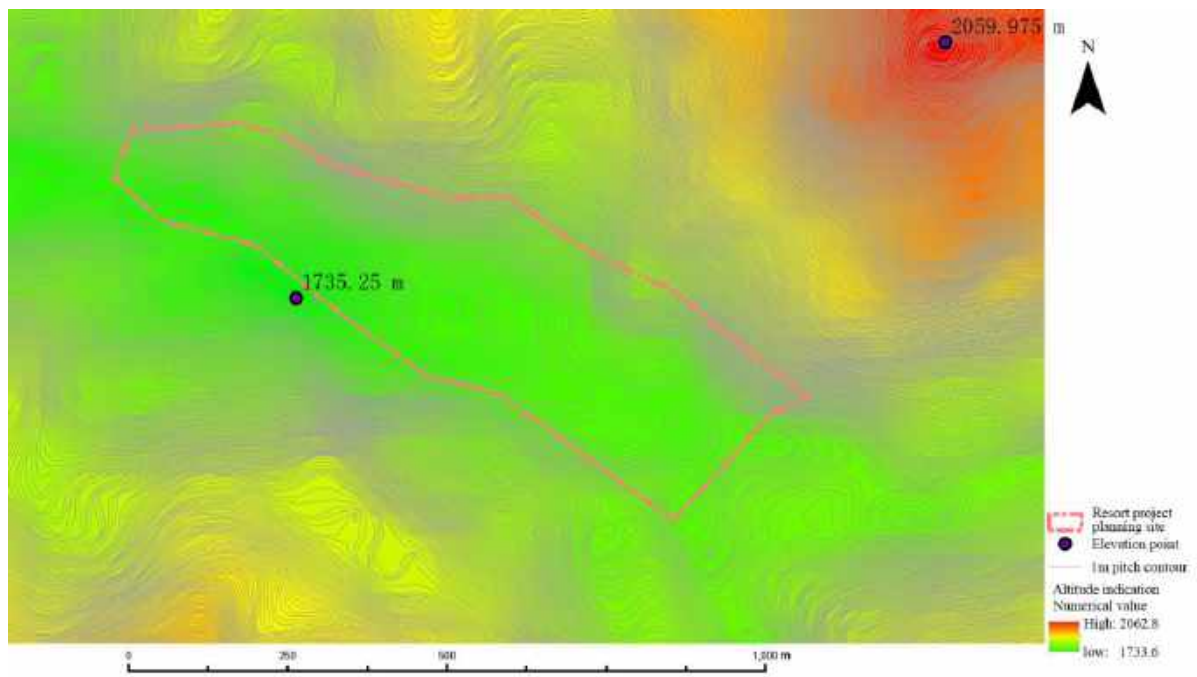


Figure 5.26 elevation analysis chart of plaresort project planning (Self drawing by author)

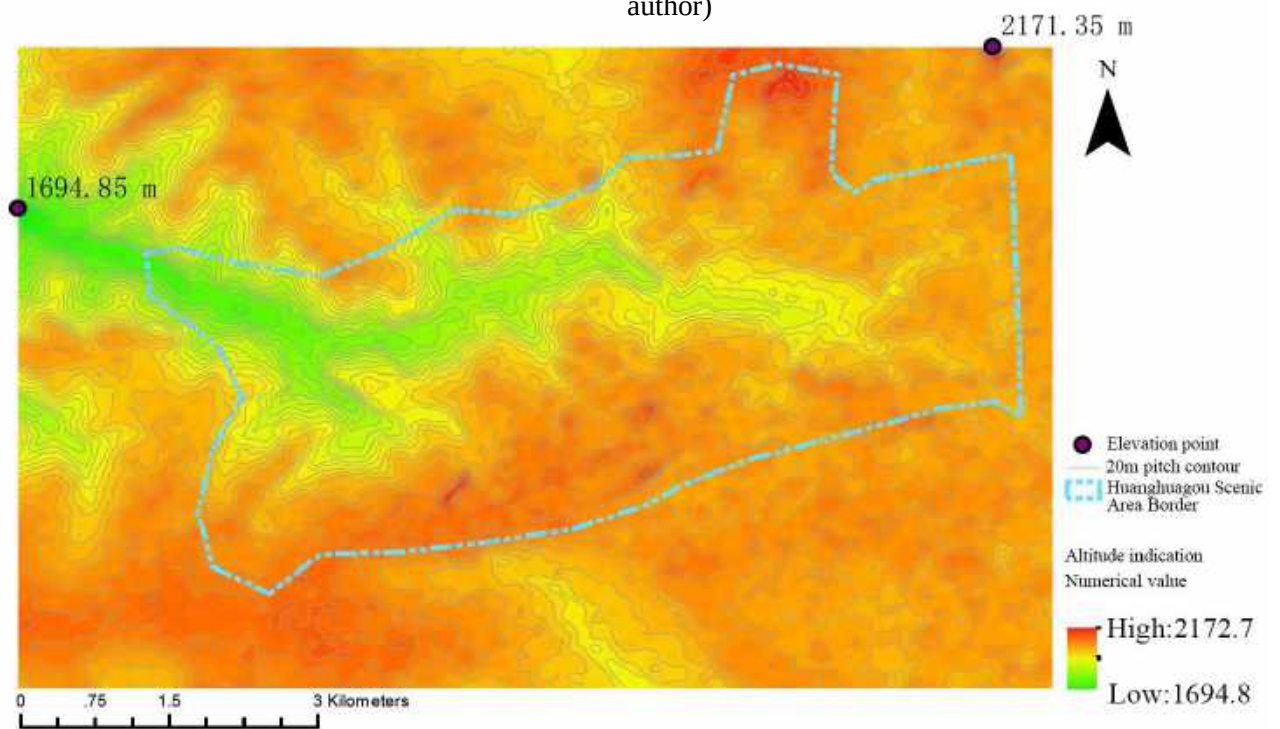


Figure 5.27 Height analysis map of Huanghuagou Scenic spot (Self drawing by author)

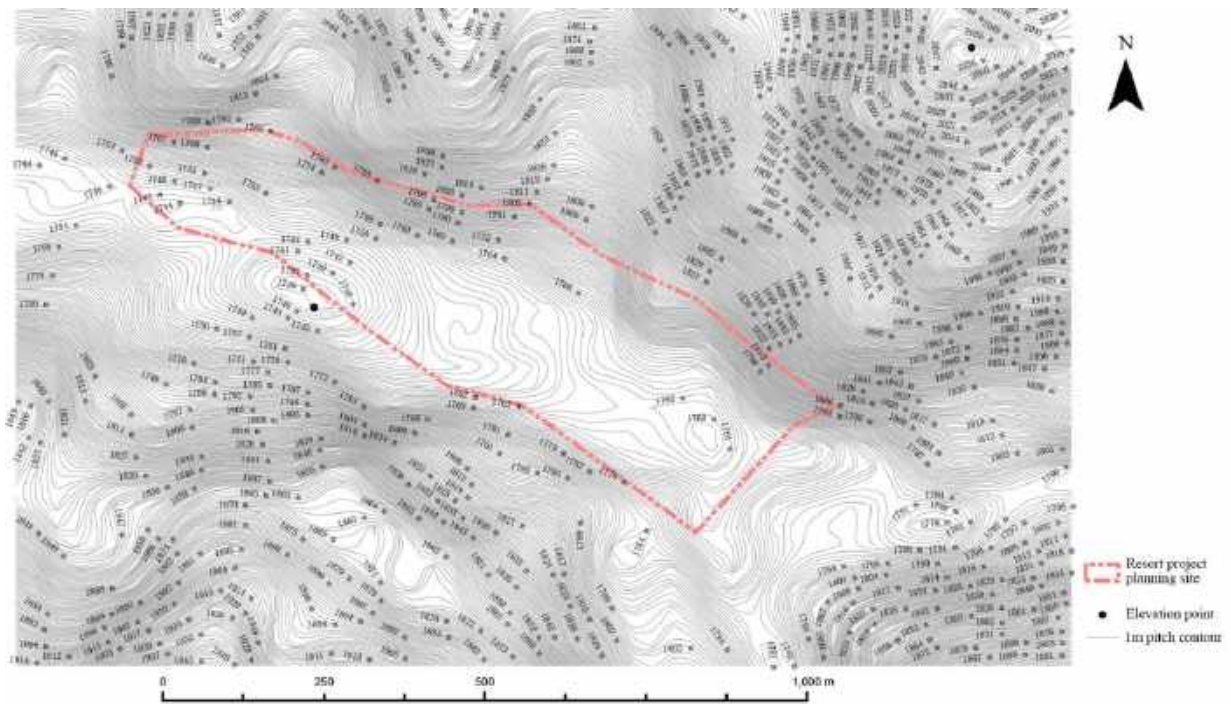


Figure 5.28 schematic diagram of the 1 m distance contour line in the project planning area of the resort (Self-painted by the author)

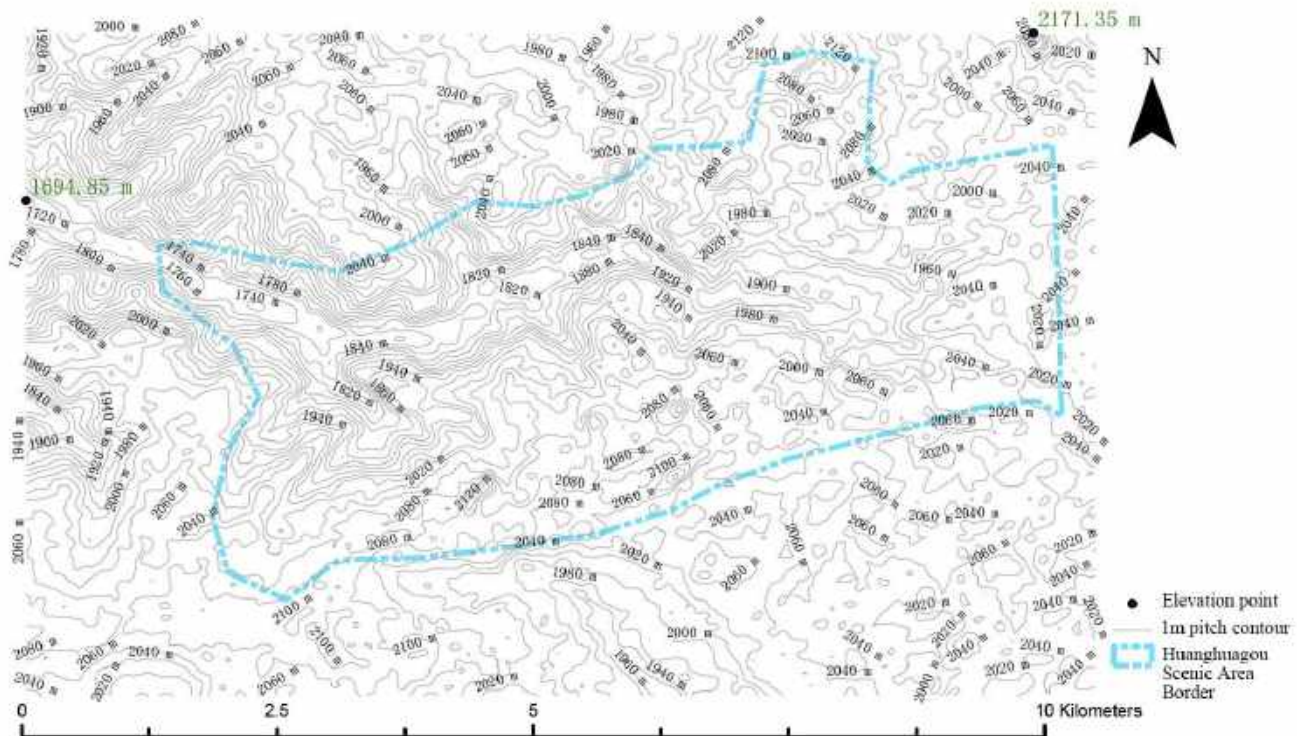


Figure 5.29 schematic diagram of contour line in Huanghuagou Scenic area (Self-painted by the author)

5.3.2 Spatial organization under the core of nature and culture

This resort project is planned as part of the overall planning of Huitengxile, and its design and planning techniques are also based on the three major parts discussed in this paper: ecology, culture, and industrial upgrading. The site selection of the project fully caters to the planning of grassland space reconstruction based on the assessment of ecological suitability and the protection of cultural heritage.

1. The functional Evolution of Mongolian primitive settlement on the plane of Resort

For the protection and inheritance of the culture discussed in this paper, the expression of the resort project is through the presentation of the space organization on the plane of the resort and the expression of the architectural form language. From a macro point of view, this land block is still in the middle flag of Chahar's right wing, with the Mongolian as the main body and the Han as the majority. On the basis of the analysis and study of the cultural resources in the second chapter, this paper excavates the Mongolian primitive settlement culture. And embodied in the settlement form and building language.

In the second chapter, when researching on the historical and cultural resources, a brief overview about the Mongolian primitive settlement culture has been made. Here, it is discussed in detail how the planning of this resort reflects Mongolian primitive settlement culture in terms of design techniques.

First of all, the paper analyzes the concrete spatial organization of kuriyan, which is the initial settlement form of Mongolia. Kuriyan is not only a settlement form, but also existing as an organization and its level is relatively rigorous. The center is the supreme leader, and then surrounding the center to form the subsidiaries from ring to ring is the most obvious characteristic of kuriyan as the organization. (Figure 5.30)

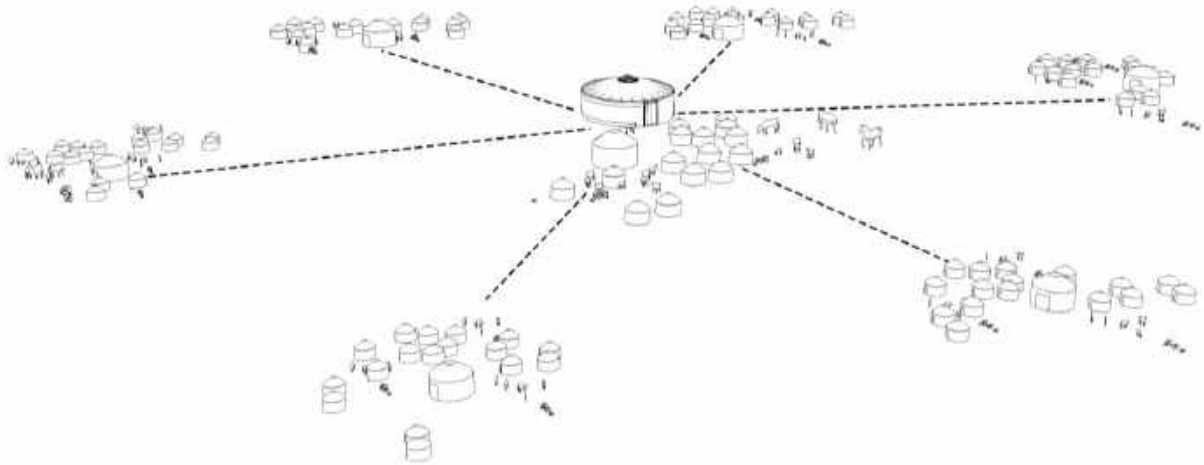


Figure 5.30 central divergence settlement form of kuriyan(Self drawing by author)

As a social organization, kuriyan has both the production attribute and the military attribute. The most characteristic kuriyan as production organization organizes its members according to the division of labor in animal husbandry, the settlement center will always be the leader's area, and the caravans will be arranged around the yurt, followed by the caravans and yurts of shepherds, cattle herders and herdsmen one by one from inner to outside. In this way, the nomadic unit is formed (figure 5.31). The appearance of a large nomadic unit began in the form of kuriyan.

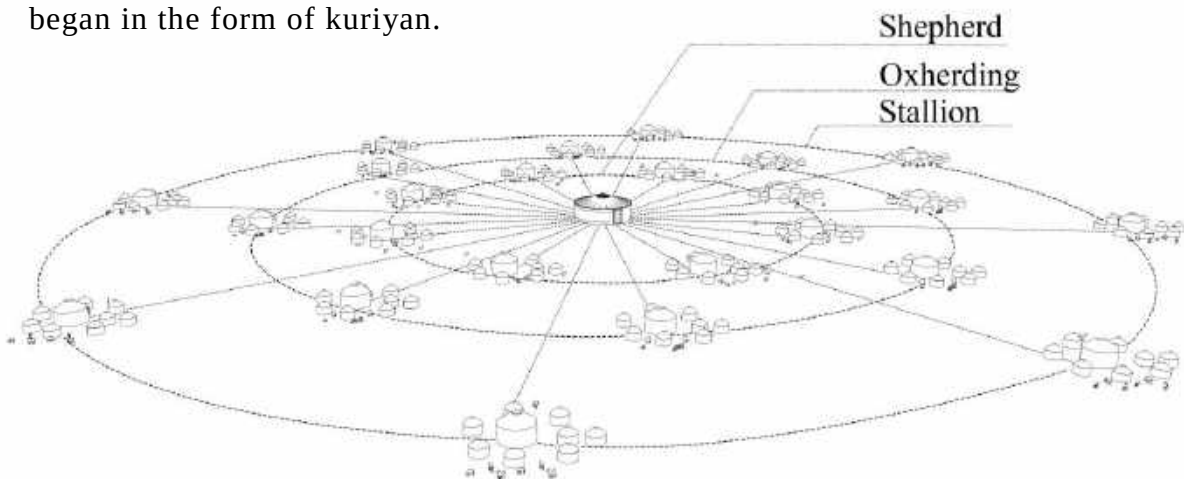


Figure 5.31 distribution relationship diagram of internal and external settlements of kuriyan(Self drawing by author)

Based on the fact that the whole planning site of the project shapes in strip, the most important residential area is placed in the center, on the basis of analysis on terrain, the slope gradient and the slope direction, the location of accommodation is distributed in the whole strip planning land block of the project, which is the best area selected by integrating various factors, it fits the master-centered settlement organization from of kuriyan.

The radioactive outward diffusion is followed by the reception function of with large space and the display space building as well as the dining and leisure function building both on the left and right sides, which is corresponding to the first circle that is the field of shepherds in the center and surrounded by settlement form of kuriyan. Sheep production activity is the basic guarantee of the food source for the nomadic people and it is also the main economic source of shepherds.

Because the planning land block of resort is a stretching strip, when it continues to expand to the periphery, it becomes a large building of cultural center that mainly serves for the conference forum, as well as a parking lot with distributes from south to north. The second circle that surrounds the center of kuriyan settlement is the cattle herders, in addition to giving a certain amount of food source, cattle are more important to be the "tools", that is essential to daily production and life, such as the transport function of herdsmen during their migration and cow dung is the main fuel for herdsmen to heating and cook. The parking lot provides convenience for self-driving tourists, the establishment of forum and conference functions in the cultural center is expected to organize various kinds of meetings to provide strategic guidance for the development of the Huitengxile Prairie, so as to “fuel” the tourism industry.

The wrangler are arranged at the outermost circle of kuriyan. Horse is the main transportation vehicle in the process of carrying out production activities, it is also the most advantageous combat tool in the primitive Mongolian tribal war. Two RV camps with large coverage area are set up at the outermost two ends of the planning region in this the resort, the relationship between the development of the contemporary RV and the nomadic people will be discussed in detail in the next section.

The spatial organization of the whole plane of the resort inherits and

extends the settlement form of kuriyan ---- the primitive settlement form of Mongolia. (Figure 5.32)

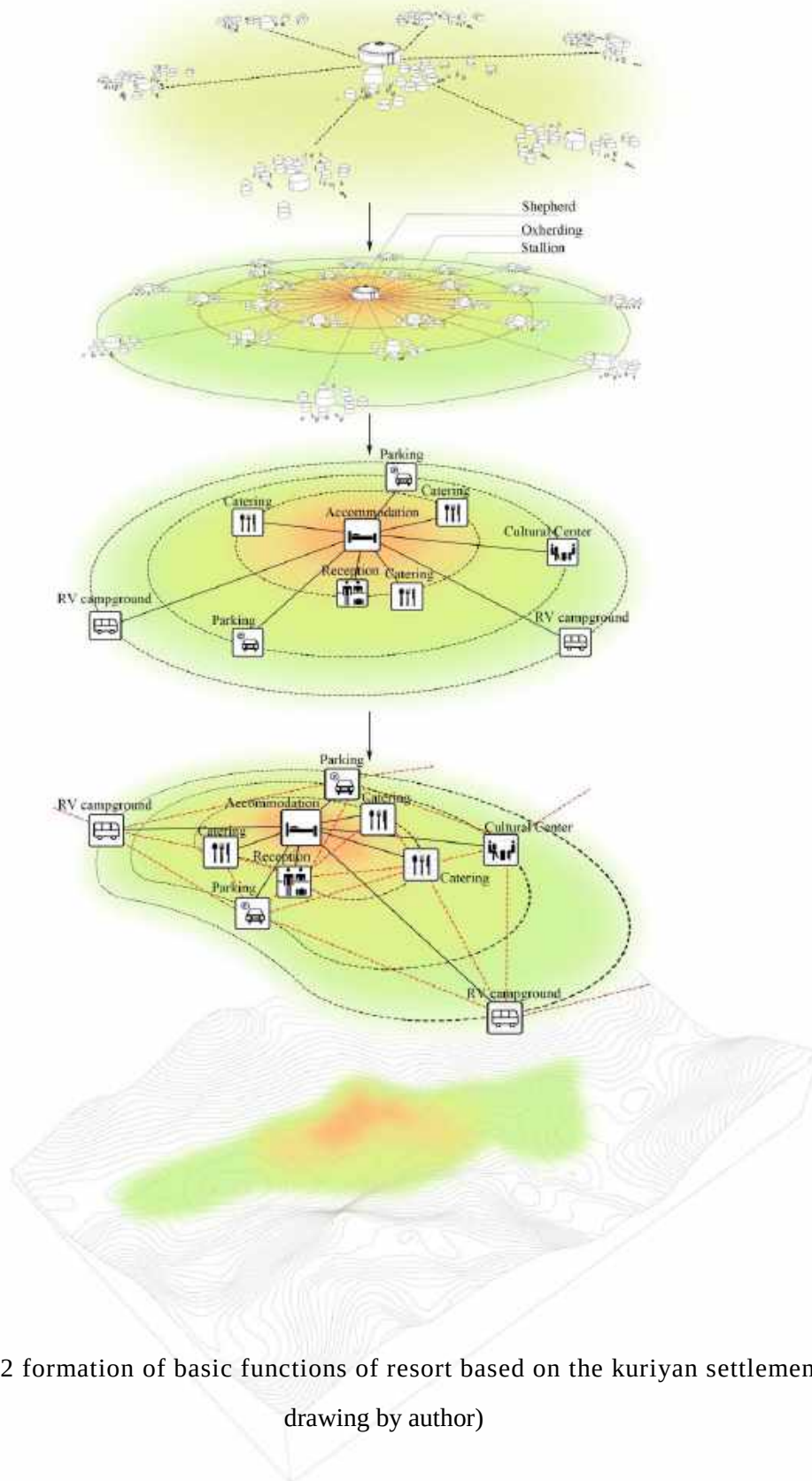


Figure 5.32 formation of basic functions of resort based on the kuriyan settlement (Self drawing by author)

If the resort is taken as a large family, yurt is undoubtedly the "owner" of the family, while sheep, cattle and horse are other "family members". The position relation attribute between the "owner" Mongolian yurt and the other "family members" has a great impact on the functional arrangement when making plan of the resort.

Livestock site is a necessary facility for herders, most of them are wooden fences, but also others are surrounded by using willow. Cattle stall and sheep stall are located in the southwest or south of the Mongolian yurt. Every family has a horse pile, "no matter rich or poor, the Inter Mongolian people must have several, several dozens of horse piles, which are made of rope and pole", the horse pile are located in the southwest or south of the Mongolian yurt.^①(Figure 5.33-5.36)

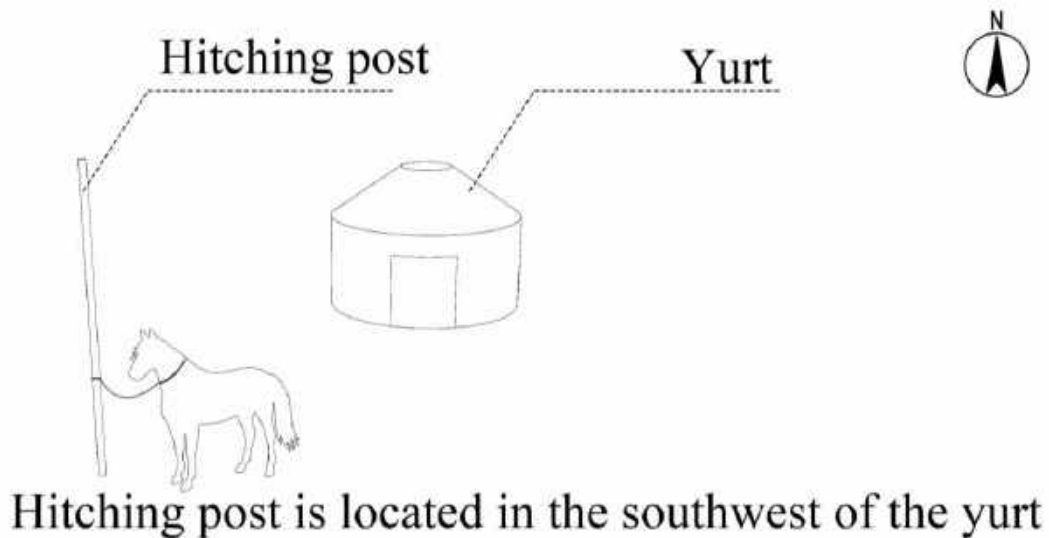


Figure 5.33 Position relationship between the owner's Mongolian yurt and the horse pile 1 (Self drawing by author)

^① [33] Yu Xuebin, A Study on the Forms of Mongolian Settlement [J] Inner Mongolia Social Sciences(Han version)2012(9)

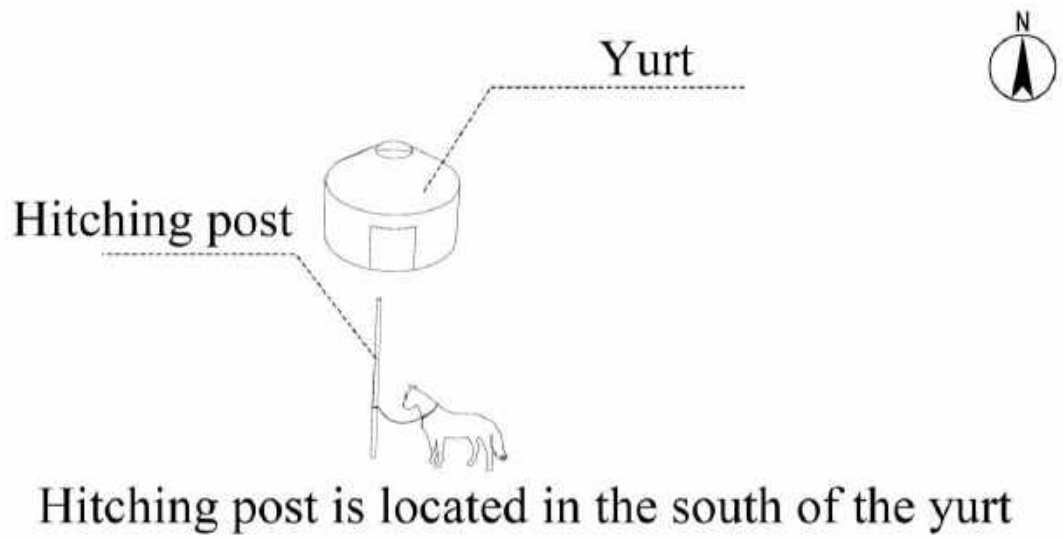


Figure 5.34 position relationship between the owner's Mongolian yurt and the horse
pile 2 (Self drawing by author)

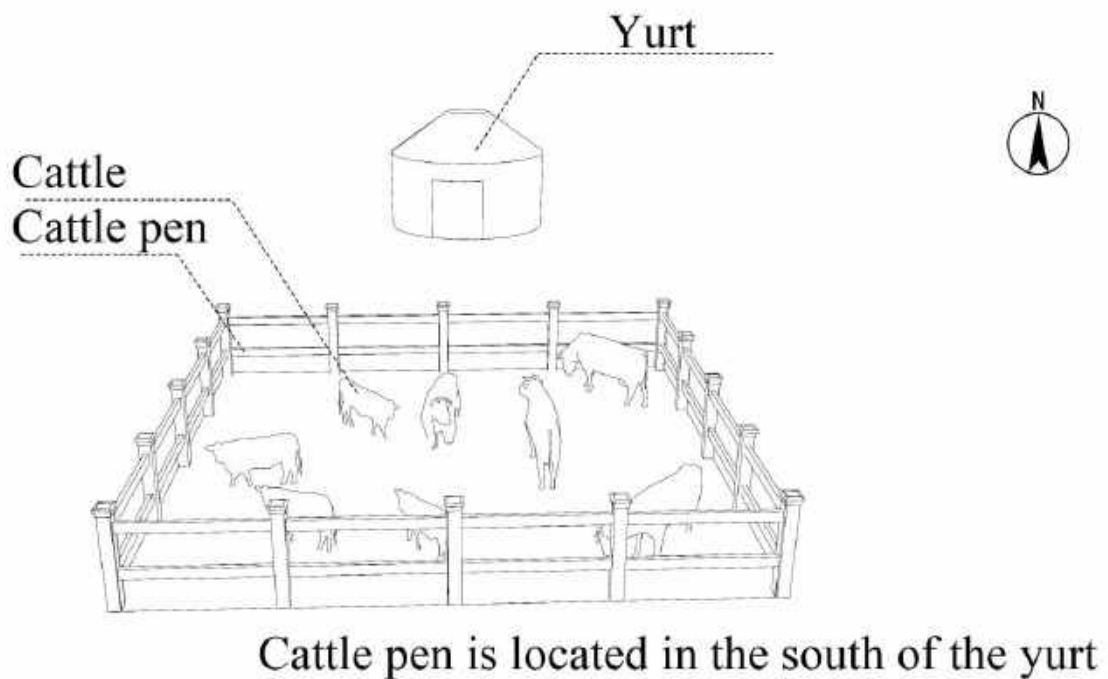


Figure 5.35 position relationship between the cattle stall and the owner's
Mongolian yurt (Self drawing by author)

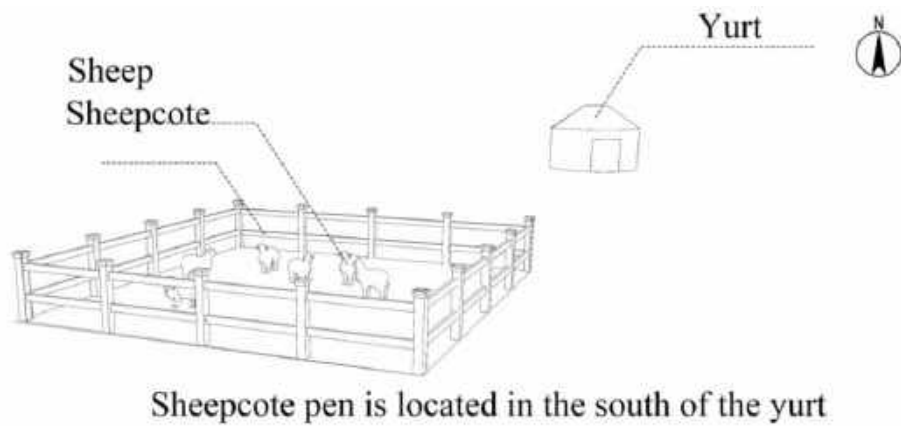


Figure 5.36 position relationship between the sheep stall and the owner's Mongolian yurt (Self drawing by author)

Horse as the main transportation vehicle of production and life of the primitive nomadic people, in the planning of this resort, the position relationship between the horse pile and the owner's Mongolian yurt is used to guide the planning of the space position relationship between the resort parking lot and the core accommodation area. (Figure 5.37)

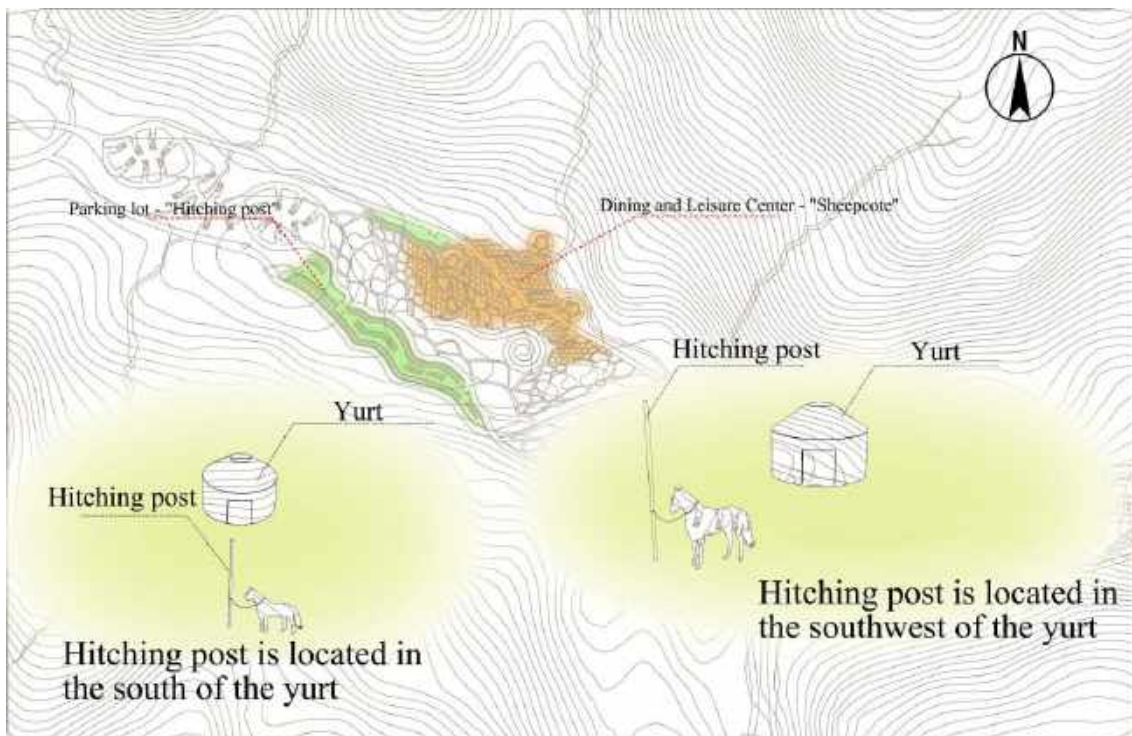


Figure 5.37 Positions of the accommodation area and the parking lot determined by the position relationship between the horse pile and the Mongolian yurt (Self drawing by author)

Cattle is taken as the essential labor in production of nomadic people since ancient times, the cattle stall is often placed in the south of the owner's Mongolian yurt in the traditional Mongolian settlement space organization. Based on this point, in the planning of the resort, the region with the maximum passenger flow and relatively important area----the reception center and the accommodation area, whose positions are obtained through extending and evolving the position relationship between Mongolian traditional cattle stall and the owner's Mongolian yurt. The reception center, that is the "cattle stall", which plays an important role in the resort is set in the south of the "owner's Mongolian yurt"----accommodation area. (Figure 5.38)

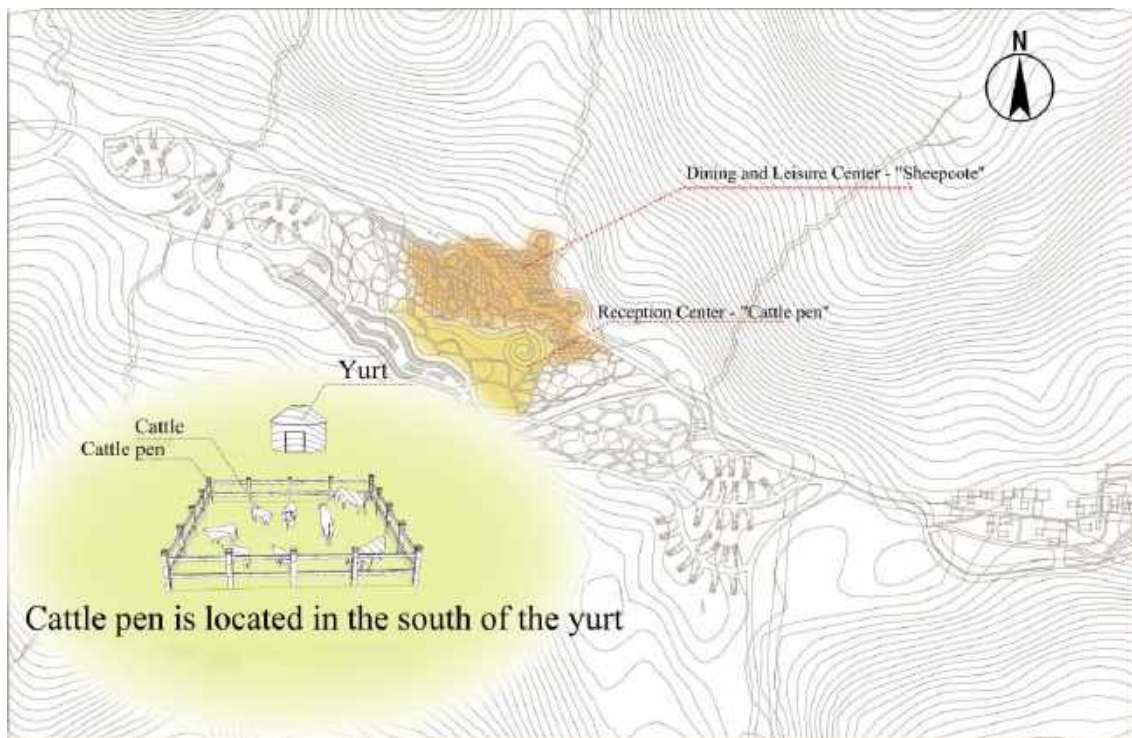


Figure 5.38 position relationship between cattle stall and Mongolian yurt determines the positions of accommodation area and reception center (Self drawing by author)

Sheep is the most basic material sources in daily life for herdsmen, which is the basic guarantee for the growth and survival of nomadic people for thousands of years. In the Mongolian traditional architectural space organization, sheep stall is often located in the southwest of the owner's Mongolian yurt. Based on this analysis and research, the function parallel conversion are made in catering leisure region and "sheep stall" that can maintain the sustainable operation, which are placed in the southwest direction of the accommodation area. (Figure 5.39)

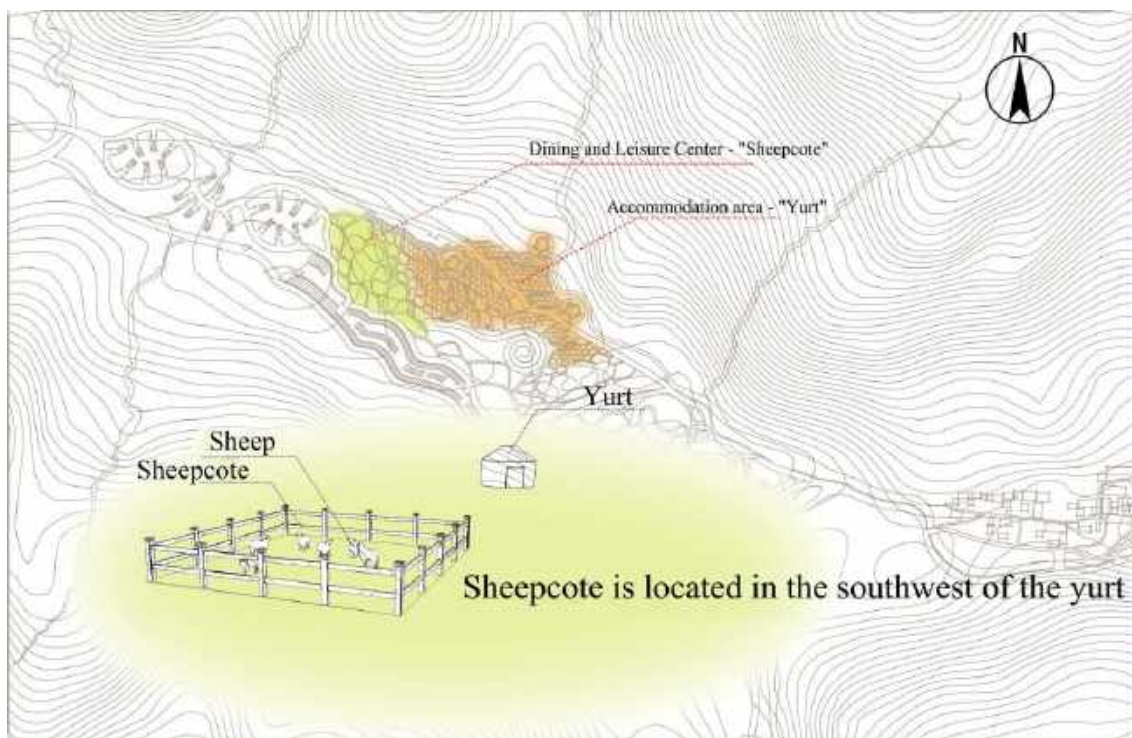


Figure 5.39 position relationship between cattle stall and Mongolian yurt determines the positions of accommodation area and catering leisure area (Self drawing by author)

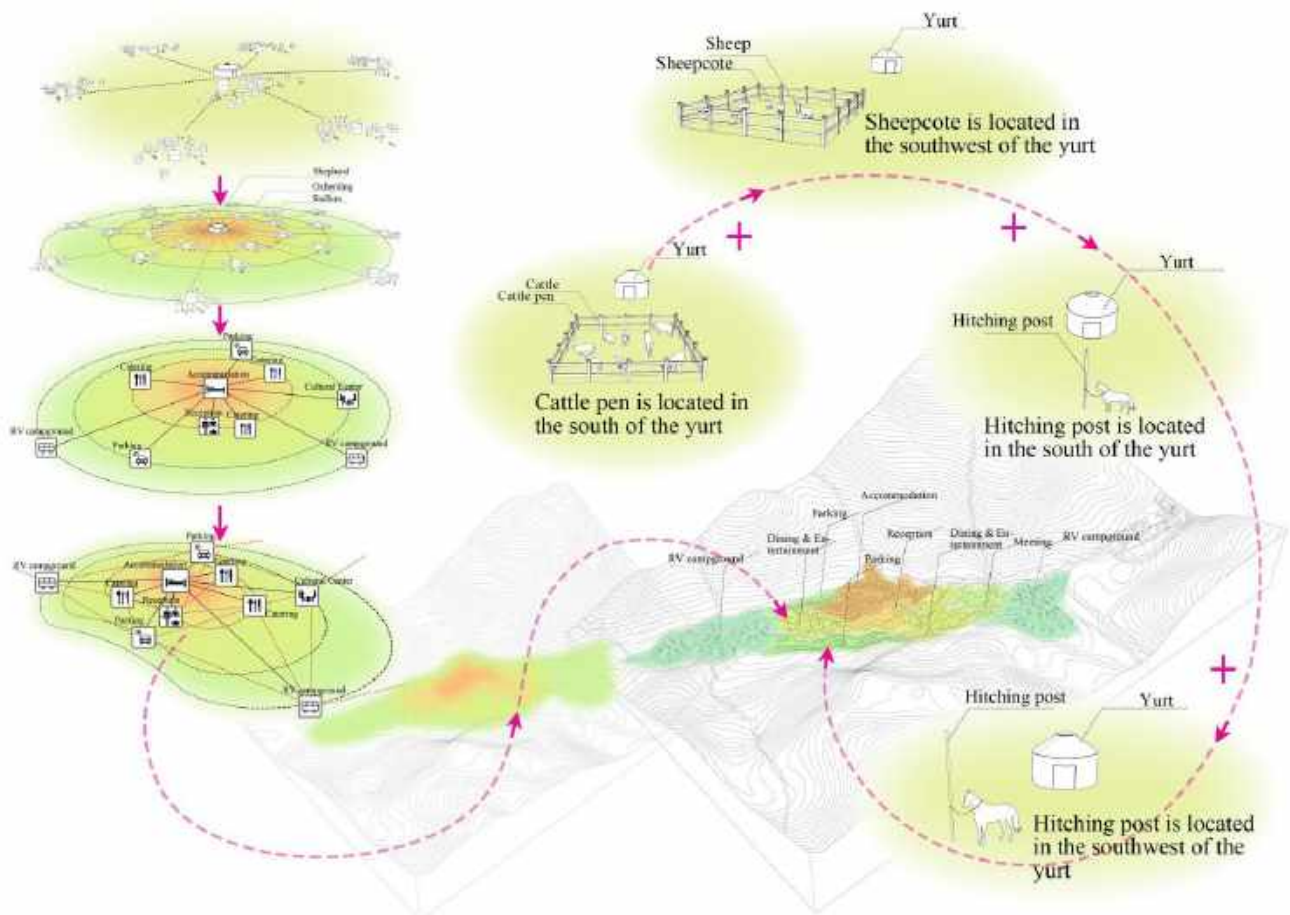


Figure 5.40 analysis chart of functional layout generation of the resort (Self drawing by author)

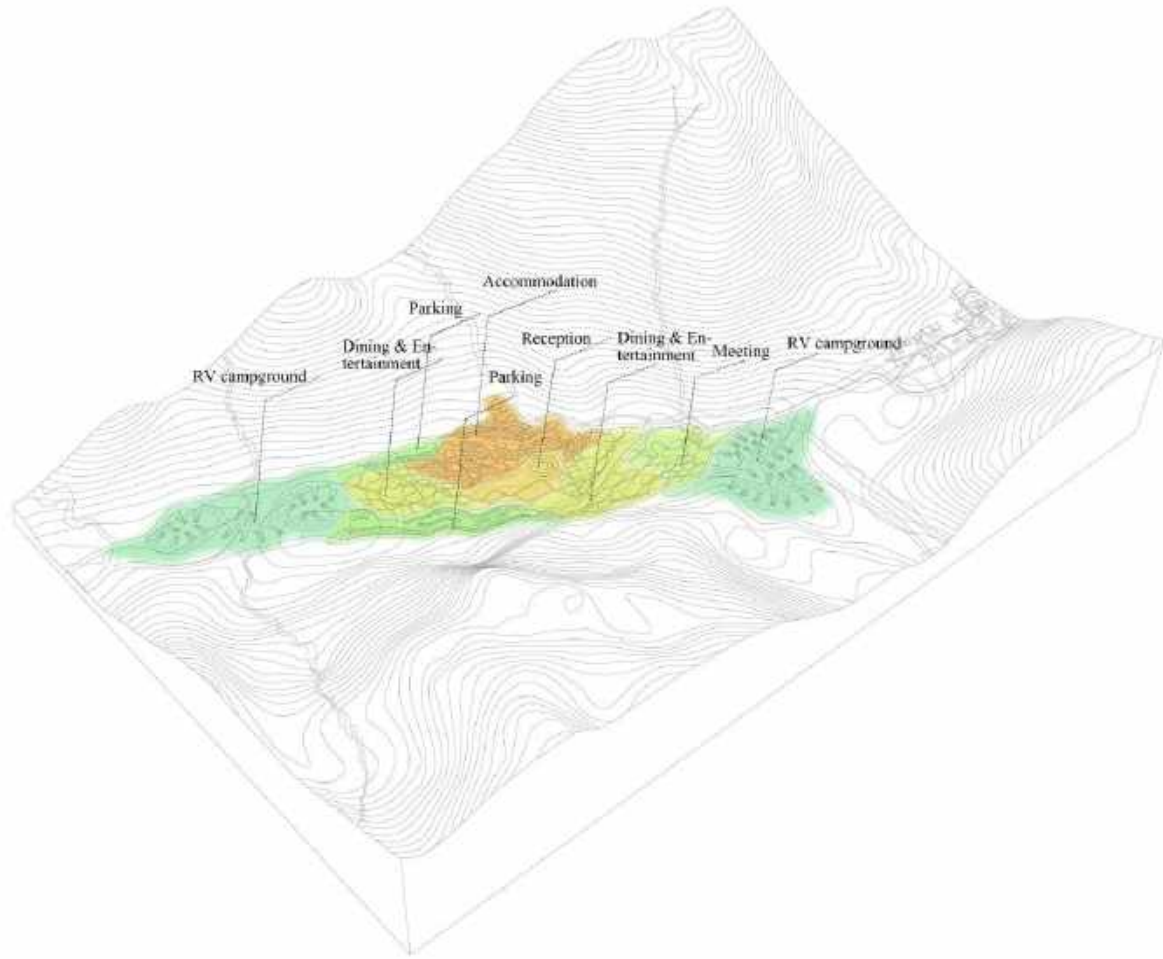


Figure 5.41 Functional layout of the resort (self-painted by the author)

In addition to the central divergence settlement form of kuriyan of Mongolian nomadic settlement, it is documented that there are four ways of combining yurts between the Mongolian yurt lived by elders and other Mongolian yurt.^①

The first one is always placing the elder's Mongolian yurt in the westernmost side, and then other Mongolian yurts that are appeared at the same time will be arranged in appear in “-” type, the eastern and western yurts with a distance of two or three meters, if there are more yurts, they will be divided into multiple lines, with the distance about three meters between the lines. In the

^①Lin Ming, Rebirth of Inner Mongolia [M], Shanghai: Pingming Publishing House, 1952. (P44)

Mongolian yurts settlement organization, which has more than two rows of yurts, the southwest position always be the place of honor, with the Mongolian called "huimuer". In order to show the respect of elders by the younger generation, the yurts of the elders are higher than others from the height of yurts. (Figure 5.42)

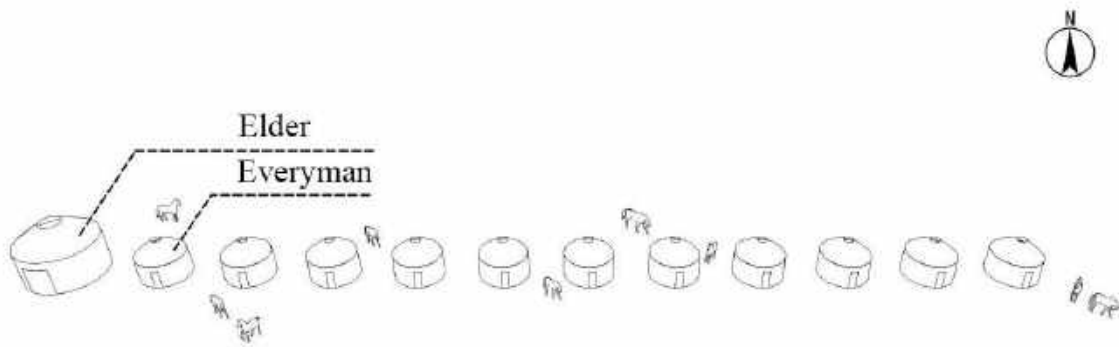


Figure 5.42 Settlement form arranged in “—” type (Self drawing by author)

The second form of organization is to place the yurts of the elders at both east and west ends of this settlement, "the Mongolian yurts on the west and east are the elders of this place and the rest of the yurts are arranged in the north". ^①(Figure 5.43)

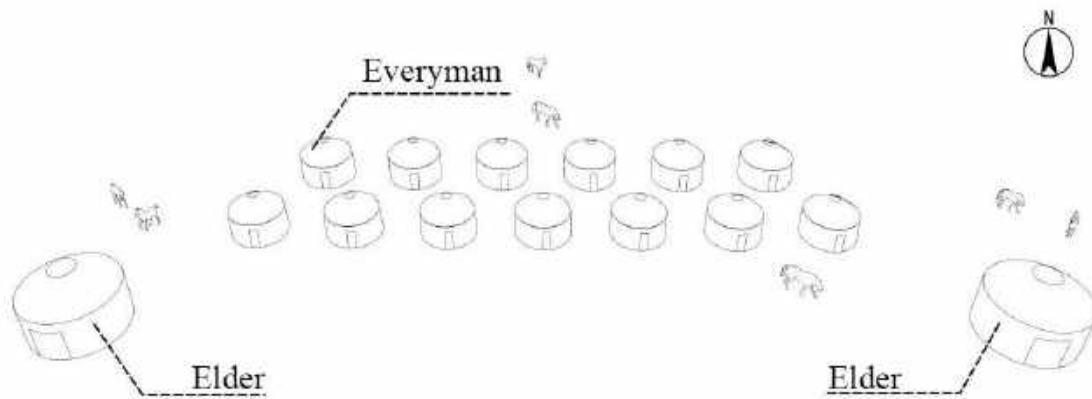


Figure 5.43 arrangement form of elders at the two ends of the settlement

^①Lin Ming, Rebirth of Inner Mongolia [M], Shanghai: Pingming Publishing House, 1952. (P44)

The third one is arranging the elder's yurt in the northwest. (Figure 5.44)

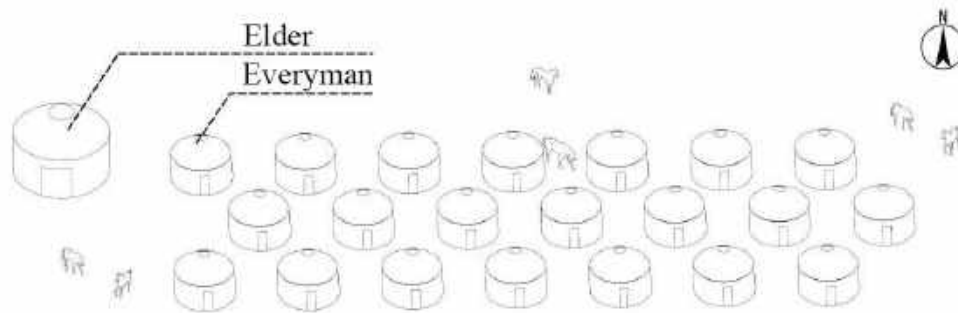


Figure 5.44 settlement form of taking the northwest as the direction of honor (Self drawing by author)

The fourth one is to arrange the of the elder in the north, while the other yurts are arranged in circles in the southwest and southeast. ^① This resort project also introduces the above-mentioned four types of settlement distribution in the plane functional organization. (Figure 5.45)

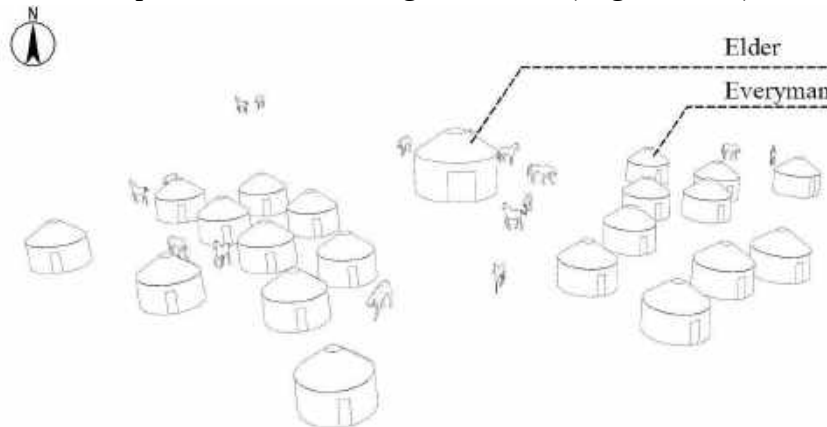


Figure 5.45 semi-surrounding the center settlement form (painted by the author)

The first one is the most common of the four arrangements. The custom of that taking the west as the direction of honor and elders living in the west are inherited in the Mongolian nationality since ancient times. It also can be retrieved in the ancient literature about that all of the Mongolian yurts in early times are arranged in this way, what's more, most of the modern Mongolian

① Guo Yuqiao, Guo Shi Mongolian Tong [M], Beijing: Writers Publishing House, 1999. (P284)

nationality also arranges yurts in order.^①

All of the buildings in resort with various functions are formed in accordance with the architectural form of yurts and derived from the settlement spatial organization form of Mongolian yurt. (Figure 5.46) The overall spatial organization of the resort is arranged according to the settlement arrangement form of taking the west direction as the honor, which is recorded for the most of times, so that the formation of a more dense building structure in the northwest is also becoming relatively important. In the wide range, local architectural spatial organization is also arranged in accordance with the arrangement of elder's and other people's Mongolian yurts.

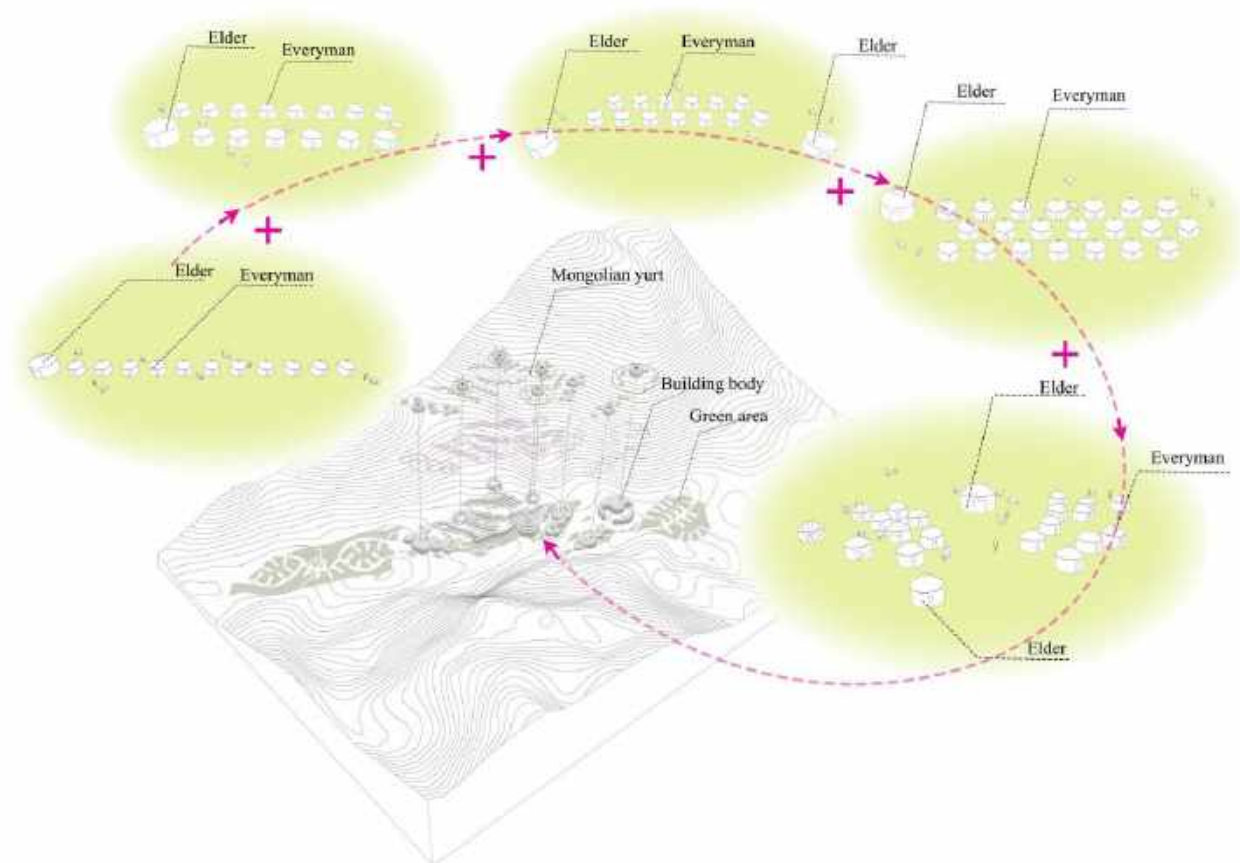


Figure 5.46 relationship between the formation of resort building and the architectural spatial organization of Mongolian yurts (Self drawing by author)

^①[Yu Xuebin, A Study on the Forms of Mongolian Settlement [J] Inner Mongolia Social Sciences(Han version)2012(9)]



Figure 5.47 Aerial view of the housing complex (Self drawing by author)

2. Searching for the embodiment of biological resources and nomadic settlements in the architectural form, landscape and road network planning.

Although the area of Huitengxile Prairie is not large, it is rich in wild plant resources. After conducted the investigation, it is found that there are 413 species of vascular plants, which belong to 63 families and 229 genus. Among which there are 7 species of ferns, 3 species of gymnosperms and 403 species of angiosperms. In addition, there are 6 species of protected plants in the autonomous region level and 4 species of protected plants in other types. What's more, there are abundant medicinal plants and ornamental plants.^①On the basis of continuously following the primitive settlement unit ---- Aile, (Figure 5.47)most of the planning concepts for overall architectural form, landscape and the road network planning come from the division and growth of plant cells in local biological resources. (Figure 5.48)

^① Ma Baolian,Yan Hong, Zhu Zongyuan, Wang Lixin, Liang Cunzhu, Inner Mongolia

Huitengxile Nature Reserve Plant Resources [J]. Inner Mongolia Environmental Protection.2006(18)

Aile is the smallest unit existed when kuriyan was taken as a military organization, it is also the basic social unit of the Mongolian nationality. In daily life, nomadic activities are carried out on the basis of a single Aile. There are a number of Aile under one kuriyan, if they need to fight, all of the Aile would attack together.

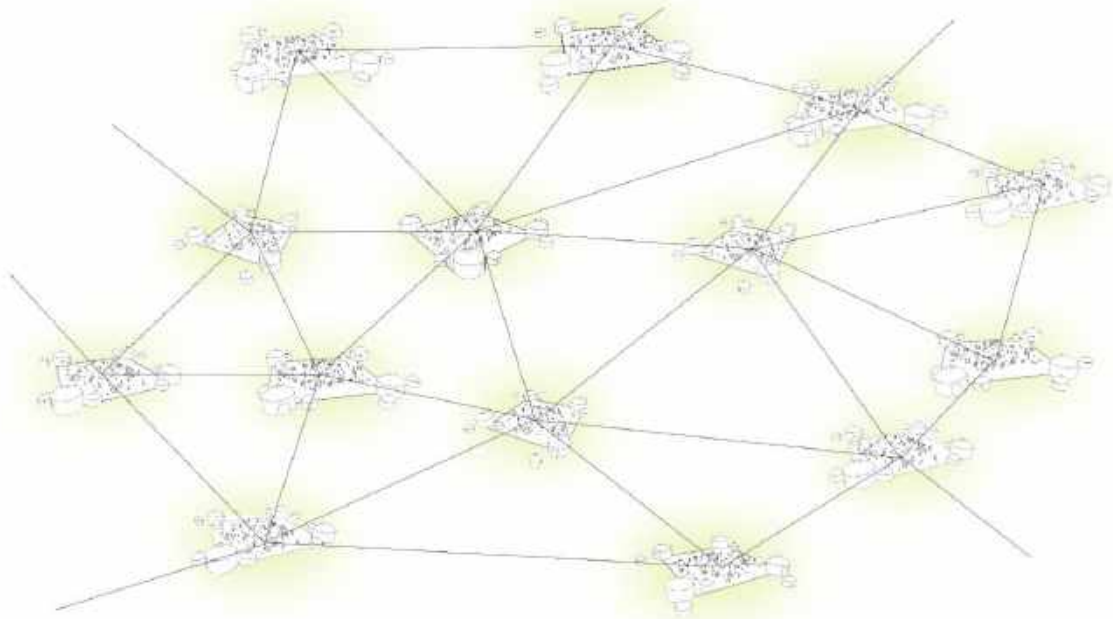


Figure 5.47 the smallest social unit of Mongolian nationality - Aile (painted by the author)

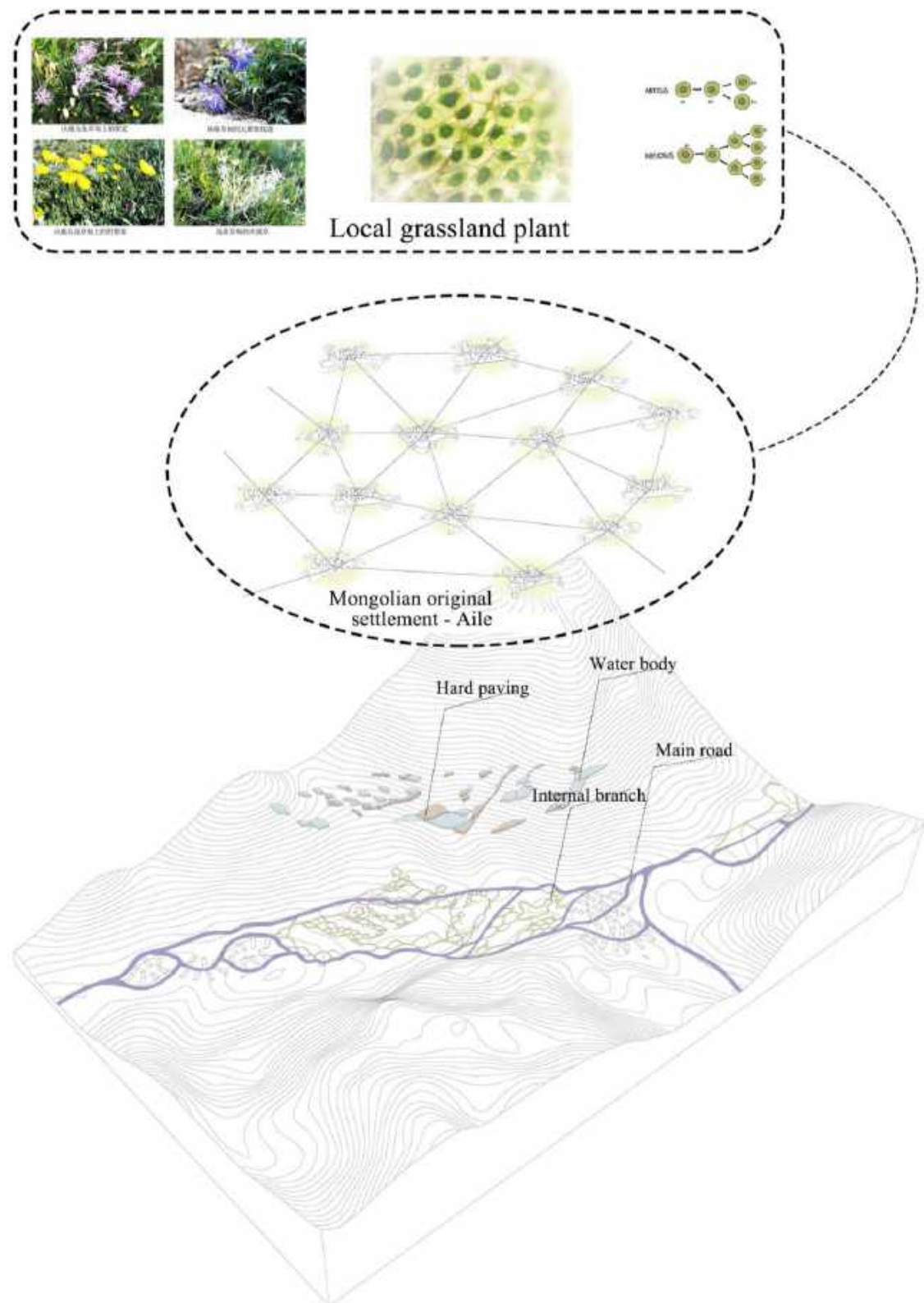


Figure 5.48 generating relation between plant cells, Aile primitive settlement and road network, formation of water form (Self drawing by author)

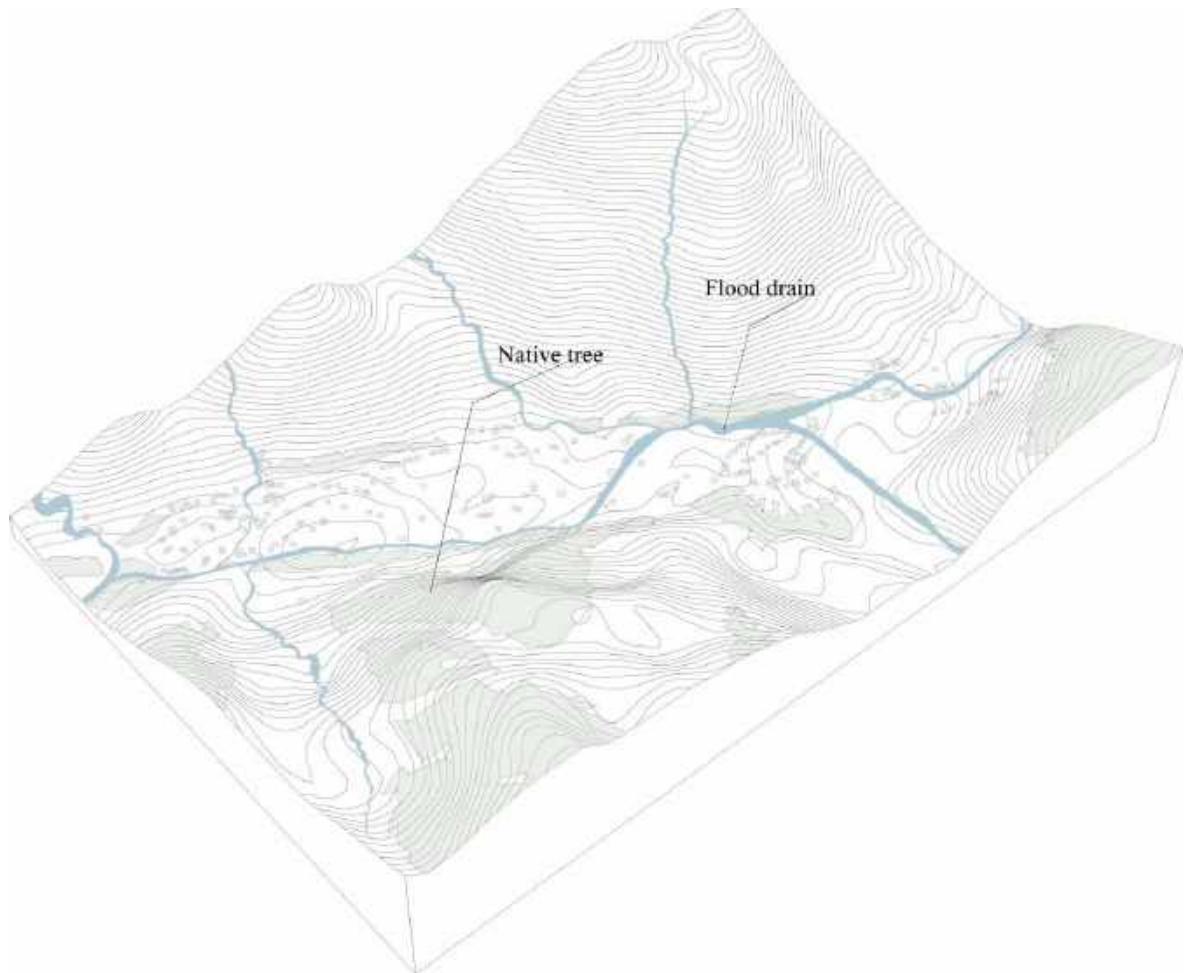


Figure 5.49 distribution map of flood discharge trench and green plants (Self drawing by author)

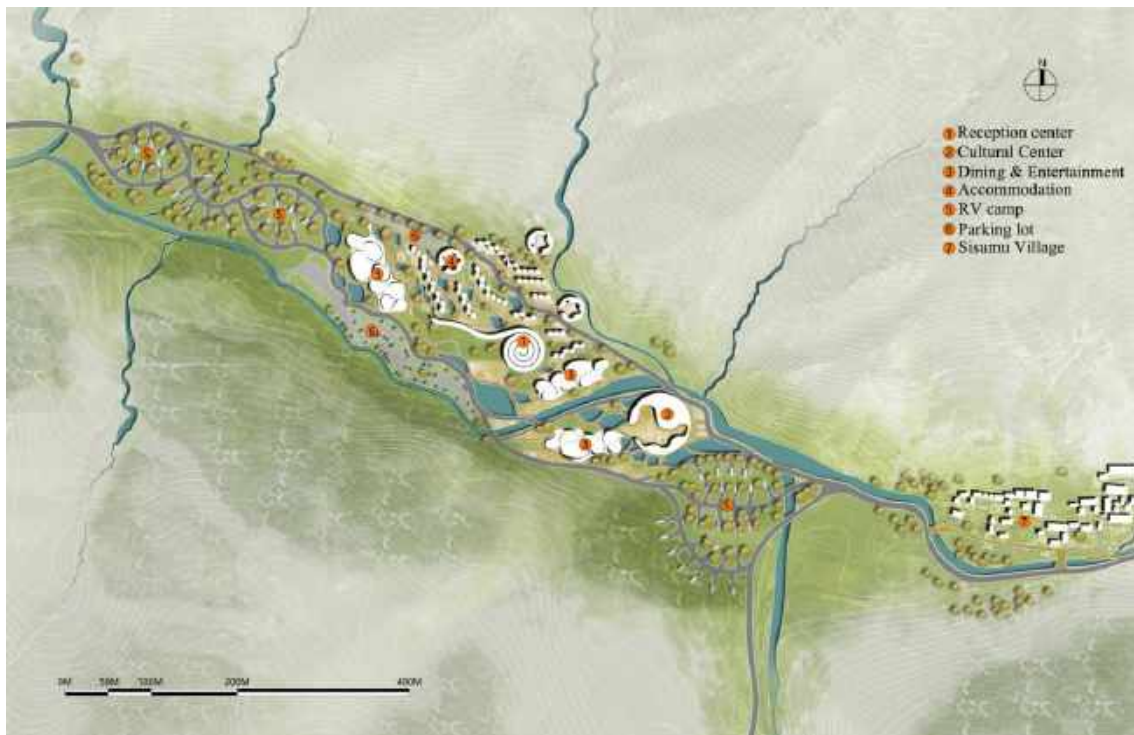


Figure 5.50 general layout (Self drawing by author)



Figure 5.51 sectional drawing of short axis from north to south (painted by the author)



Figure 5.52 sectional drawing of long axis from east to west (painted by the author)



Figure 5.53 overall bird's-eye view of the resort (Self drawing by author)



Figure 5.54 rendering of reception center in the resort (Self drawing by author)



Figure 5.55 rendering of landscape on the south side of residential area (Self drawing by author)



Figure 5.56 rendering of east-west main road of the resort (Self drawing by author)

5.3.3 Construction of RV camp under the concept of nomadic ecology

The Mongolian yurts are easy to be disassembled, assembled and moved, their strong flexibility and temporary nature coincide with the shortening of the

life span of buildings, which is caused by the rapid development of the modern society as well as the temporary buildings that are advocated under the background of the phenomenon in large-scale demolition and construction in urban area. Moreover, the trend of social development is diversified, which also leads to the diversification of architectural functions, what's more, the flexibility of space in temporary building also provides a variety of possibilities for the site. But when tracing back to the relationship between nomadic nationality and traditional yurt building form, the flexibility of yurt building form not only makes the nomads adapt to the natural environment and is convenient for nomadic production, but also reflects the protection of ecological environment. Mongolian nationality has lived in ecological fragile prairie for thousands of years, their awareness in protecting and cultivating is far higher than that of agricultural nation.

In the second chapter of this paper, it is mentioned that the Huitengxile Prairie is located in the ecotone of agriculture and animal husbandry, so the special geographical environment leads to the fragility of prairie ecology, which results in a series of phenomena in destroying grassland during the process of developing tourist spots blindly, leading to the degradation of grassland, shrink of prairie tourism resources and aggravate the desertification of prairie. The distribution of planning of the tourist spots in Huitengxile is not only scattered, chaotic, but also without any plan or strategy, what's more, each tourist reception site is in fixed building by imitating the Mongolian yurt to serve as the guest room, laying pipelines on the ground and the hardening engineering of the ground lead to the phenomenon of "building a resort together with destroying a prairie".

The RV camp conference that has been held for continuous two years in Huanghuagou scenic spot, Huitengxile Prairie also shows the intention strategy of the government and the developer for introducing the RV camp into the scenic spot.

As for the Mongolian nomadic culture, what can adapted to it in the contemporary society is forming the consumption-type nomadism under the

development of the tourism industry, which refers to the activities of various forms for the purpose of tourism leisure.



Figure 5.57 the second prairie camp conference that is held in Ulanqab city, Huitengxile (Photo by the author)



Figure 5.58 different types of RV (Photo by the author)

It is not suitable to build the permanent buildings in several scenic spots of Huitengxile Prairie, in addition, the time of peak tourism season is relatively short, therefore, it is not suitable to build fixed and permanent buildings and the voice for establishing the temporary buildings is higher. As a result, there is a huge market space for the development of RV tourism in the Huitengxile Prairie and the Huanghuagou scenic spot.^①(Figure 5.57, 5.58)

5.3.4 The impact caused by of prairie events on the function of resort

The successful holding of two sessions of the Asia-Pacific Business College Prairie Challenge has raised the influence of Huitengxile Prairie, at the same time, there are also some problems generated in the course of the event, including the organizers of the event and the local government as well as the tourism development company. The two main problems are that many players reflect to the organizer party for poor eating and accommodation conditions, in addition, the planning mode of its tourist spots is very difficult to realize training and communication among the members of a team. While the government complains about the organizer in it does not play the talent of

^①Chahar Right-wing Middle county Tourism Industry Development Master Plan (2014-2030)

business college on the prairie, it does not provide substantial development guidance or resource allocation to local government and tourism companies.

Based on the above mentioned problems, the forum meeting was added to the planning mode of the third Prairie Challenge, so in the planning content of this new resort, the cultural center building with bid size has been added as the meeting function of the forum. All of its developed activities are aimed at guiding the further development of tourism in Huanghuagou scenic spot and Huitengxile Prairie. (figure 5.59) As for the accommodation problems reflected by the team members who have been participating in the event, based on the mode of serving the accommodation to all of the mass tourists, the planning of this resort also makes the connection between rooms becomes more close. At the same time, with the traditional Chinese courtyard style, the single building will be integrated and enclosed into a relatively large courtyard-style building, so as to provide a more appropriate living mode for visitors with many people as a group or the team members and other visitors.



Figure 5.59 RV camp and forum meeting center under the tourist route of scenic spot
(Self drawing by author)

Chapter 6 Summary

6.1 Main research results

In this paper, “the research on scenic spot planning under the reconstruction of tourism in Huitengxile Prairie” is carried out under the background of present situation in unreasonable development of prairie tourism and the involved problems with the trend of rapid development of social tourism.

Through researching on a large number of literature, such as the evaluation of ecological suitability of tourist sites, creative tourism with ethnic culture, settlement form of the prairie, living space of the herdsman, Huitengxile Prairie tourism planning project report, this paper summarizes three major problems, which are the ecological destruction in the operation of prairie tourism, shortage of tourism culture mining as well as the extensive pattern in the development mode of tourism industry.

Through literature arrangement, field investigation and personal participation in the work of the relevant institutions that are concerned with the prairie development, from an objective aspect, the problems existing in the present situation of ecological, cultural and industrial upgrading of the prairie tourism are pointed out more accurately. At the same time, it puts forward the integration mode for the specific prairie tourism reception sites aiming at the resort. On the premise of clearly combing out its master planning, this paper clarifies its own research methods for resort planning in the scenic spot under the condition of prairie reconstruction, which is concretely manifested in the following aspects: the importance of site selection is positioned by ecological protection consciousness of nomadic people; taking the primitive Mongolian settlement form to guide the organizational form of the overall functional block; through studying the local natural resources and the form of living space of herdsmen, the elements are refined and then forming a set of relationship that is more suitable between building and environmental language; finally, based on

the interaction between prairie event and local tourism development, a more characteristic functional plate of the resort is formed, at the same time, part of the building space form is decided under the premise of do not affect the general planning and design.

From the major that I learned, this paper involves relatively professional tourism planning subject, which makes the cross-tourism subject field in this paper is relatively large, the research system is more complex. In order to ensure the closeness with my major, the author has been exploring the relationship between tourism planning and design planning in the previous research work for the paper, on this basis, combing and summarizing the present situation of local tourism mode as well as the research model of the more professional tourism planning project task report, so as to conclude the theoretical points which can be combined with my own major field.

The research in next step is mainly based on my own major scope, to carry out the field investigation, theoretical research and the final design practice within the scope of my major.

The author is the local people of Hutengxile Prairie. In order to construct a more complete thesis research system, in addition to data collection, field investigation and interviews with relevant personnel in different fields and different aspects made by the author, what is more accurate and in-depth of the research is the author participated in the work of event organization of Asia-Pacific Business College Prairie Challenge. This event organization has held two sessions of prairie challenge competitions successfully in the Huitengxile Prairie. The specific work of the author is researching on the contents on the basis of previous patterns of events, in addition, providing schemes for the promotion, planning, organization and module building of the next event, at the same time, the work promotes his own research work of the paper.

6.2 Points to be studied in the future

The argument source of this paper is a small piece of planning land of the Huitengxile Prairie, Inner Mongolia, which will be developed as a tourism resort in the future. Therefore, the strong practicality and pertinence in the research has been decided from the very beginning of this paper. At the same time, due to the special limitations in geographical and cultural environment of the research project site, the case analysis study is not deeply excavated. So the scientific and rational planning of this project still has a lot of space to be explored continuously.`

Because of the major limitation of me, there is still insufficient research when referring to the field of cross-tourism planning contents, which leads to the lack of data analysis. In the process of resort planning, most of the ideas stay in the conceptual stage and have not been tested by practice. It is hoped that the study of tourism in Huitengxile Prairie will take the existing achievements as a new beginning, and then continue to study the involved subject of tourism planning, in addition, deeply researching on the geographic information system (GIS), which is more object and accurate in dealing with the data in ecology, tourism and planning, so as to make the data analysis of the project becomes more comprehensive and in place. On this basis, expanding and digging the historical culture of Huitengxile Prairie from the perspectives of time and space, and then combining with my own major, at the same time of enriching the theoretical research, the relationship between the planning details of the specific resort project site and the strategies proposed about the by the reconstruction model of the whole prairie should be discussed continuously in all aspects.

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Thank you.

Declaration

I solemnly declare that the dissertation submitted is the result of my independent research work under the guidance of my tutor. As far as I know, the research results of this dissertation do not contain any content that others enjoy copyright, except as indicated in the text. Other individuals and groups that have contributed to the research work involved in this paper have been clearly identified in the text.

Resume,academic papers and research results published during the school period

Resume

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Published academic papers

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