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# **Sustainable Development plan for Ecotourism in the East of Yanqing District, Beijing**

DEGREE PROGRAMME IN  
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<p data-bbox="312 696 424 723">Abstract</p> <p data-bbox="312 801 1444 909">This essay is to study the ecotourism in Yanqing District. For the study of sustainable ecotourism development. and establish a mode of operation for it. Ecotourism in Yanqing District is still in the development stage. Therefore, it is necessary to study this content.</p> <p data-bbox="312 949 1444 1128">The development of ecotourism in Yanqing County is an important part of Yanqing. It is not only a new tourism project for the development of tourism in Yanqing County. It can also effectively promote the economic development and social development of Yanqing County. Bring more perspective and value. This essay uses a large amount of literature and research to investigate SWOT for ecotourism analysis.</p> <p data-bbox="312 1169 1444 1312">The study was conducted as a how-to-use sustainable ecotourism development to drive local economic development. In this thesis research. I need to collect a lot of survey data to support my theoretical knowledge. I also need to do a lot of personnel surveys to look at their ideas about ecotourism from different perspectives.</p>		
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## CONTENTS

1 INTRODUCTION .....	4
2 RESEARCH BACKGROUND, OBJECTIVES AND QUESTIONS .....	6
2.1 Research Background.....	6
2.2 Research objective .....	8
2.3 Research questions .....	8
3 SUSTAINABLE DEVELOPMENT OF TOURISM.....	9
3.1 Concept of Sustainable Development .....	9
3.2 Sustainable Analysis .....	10
3.3 Sustainable Development and Tourism .....	11
4 ECOTOURISM.....	12
4.1 Defining Ecotourism .....	13
4.2 Sustainable ecotourism development.....	14
5 ANALYSIS OF THE DESTINATION .....	15
5.1 Ecotourism of Yanqing district, Beijing .....	16
5.2 Resources of Ecotourism in the Yanqing District.....	17
5.2.1 Natural landscape resources are abundant .....	18
5.2.2 Rich in cultural tourism resources and obvious advantages .....	20
5.2.3 Superior natural ecological environment .....	21
5.3 Challenge in Yanqing District.....	22
5.3.1 Economy .....	23
5.3.2 Location and Transportation .....	27
5.4 Ecotourism Resources in Yanqing District.....	29
5.5 The development of ecotourism in the east of Yanqing District, Beijing.....	33
5.5.1 Qianjiadian Park, Yanqing Global Geopark, China.....	33
5.6 SWOT analysis .....	35
5.6.1 Strengths.....	36
5.6.2 Weaknesses .....	37
5.6.3 Opportunities.....	38
5.6.4 Threats.....	39
6 RESEARCH RESULTS .....	40
6.1 Data .....	错误!未定义书签。
7 CONCLUSION .....	41
REFERENCES	

## APPENDICES

### 1 INTRODUCTION

The background of the rise of ecotourism is that human beings are in the later stage of industrial civilization. While material wealth and spiritual wealth are greatly enriched. A series of global existential crises such as resource issues, environmental issues, and ecological issues have awakened human environmental awareness. Green movement and green consumption are sweeping the world. Human beings are thinking more than ever about how they live and how they develop. The idea of sustainable development came into being. With the spread and penetration of sustainable development ideas. The sustainable development of tourism has also become an issue of increasing concern.



Image 1. Yanqing District

The development of human society in the past hundreds of years has been manifested in the pursuit of high-speed economic growth. Under such a development model, human living environment is threatened: soil erosion and desertification, reduction of forest resources, destruction of marine resources, rapid consumption of energy,

frequent natural disasters, abuse of chemical substances, population and economic development, population Conflicts with resources and environment have become increasingly prominent.

Therefore, it aims at the construction of ecological civilization. In order to promote the healthy and sustainable development of eco-tourism. Ecotourism conforms to the goals and trends of green development of tourism. It is not only conducive to protecting the ecological environment but also improving economic benefits. In order to better realize the development of green economy. Part of the research is done to analyze the impact of ecotourism on developing regions.

Ecotourism attracts tourists to consume, enhances local popularity, and drives economic development. The level of local economic development has been continuously improved, and the overall level of local facilities has been continuously improved. Sustainable economic development is important for developing regions.

Guided by the sustainable development goals of ecotourism, ecotourism is regarded as a tourism development model, and tourism development is closely integrated with community development and environmental protection. The basic setting of ecotourism for communities, resource and environmental management departments, tourism enterprises and tourists.

This thesis discusses sustainable ecotourism development in Yanqing District. There are many untapped tourism resources in the eastern part of Yanqing District. This thesis analyzes the untapped tourism resources in the eastern region. It is hoped that sustainable ecotourism will drive local economic development.

This research includes a total of 14 townships and a tourism special economic zone in the 2000km<sup>2</sup> Yanqing District. From the perspective of the content system of this study. The scope involves the evaluation of ecotourism resources in Yanqing County, the overall plan of ecotourism development in Yanqing County, the research on major ecotourism scenic spots in Yanqing District, and the countermeasures for the sustainable development of ecotourism in Yanqing County.

## 2 RESEARCH BACKGROUND, OBJECTIVES AND QUESTIONS

The need for research is based on the link between the tourism sector and sustainable development. Goodwin (2016, 38) stated that everyone involved in the tourism business has a responsibility to promote sustainable development. Sustainability has direct and indirect impacts on tourism and vice versa, tourism can have positive or negative impacts on all aspects of sustainable development, namely environmental, economic and sociocultural sustainability (Green Tourism EU website 2020).

The study was conducted as a how-to-use sustainable ecotourism development to drive local economic development. In this research thesis. I collect a lot of survey data to support my theoretical knowledge. There is also a lot in this thesis about my views on ecotourism. The dissertation target is in China. An area with a large green area located in Beijing, China. I finished elementary and junior high school in this area. I think I can do some more professional analysis of it with what I've learned about travel. And I can use the perspective of tourism-driven local development to have a deeper understanding of it. In addition to a lot of data, I also need to do a lot of personnel research to look at different people's views on ecotourism from different perspectives.

### 2.1 Research Background

This thesis has a deep understanding of the theoretical connotation of ecotourism development through the review of relevant literature. And through the interpretation of the relevant literature, policy documents and laws and regulations on the development of ecotourism, we understand the development status of ecotourism. Although the public product attributes of ecotourism resources make the participation of government entities indispensable. However, there are still some practical problems in the process of government participation in the development and construction of ecotourism.

The background of the rise of ecotourism is that human beings are in the later stage of industrial civilization. While material wealth and spiritual wealth are greatly enriched. A series of global existential crises such as resource issues, environmental issues, and ecological issues have awakened human environmental awareness. Green movement and green consumption are sweeping the world. Human beings are thinking more than ever about how they live and how they develop. The idea of sustainable development came into being. With the spread and penetration of sustainable development ideas. The sustainable development of tourism has also become an issue of increasing concern.

The development of human society in the past hundreds of years has been manifested in the pursuit of high-speed economic growth. Under such a development model, the living environment of human beings is threatened: soil erosion and desertification, reduction of forest resources, destruction of marine resources, rapid consumption of energy, frequent natural disasters, abuse of chemical substances, population and economic development, population Conflicts with resources and environment have become increasingly prominent. Faced with a series of serious problems and contradictions, human beings have decided to re-understand the relationship between man and nature. Human beings must choose between inheriting the traditional development model and re-exploring the new development model. Strive to achieve harmony and coordination between man and nature.

Therefore, it aims at the construction of ecological civilization. In order to promote the healthy and sustainable development of eco-tourism. Ecotourism conforms to the goals and trends of green development of tourism. It is not only conducive to protecting the ecological environment but also improving economic benefits. In order to better realize the development of green economy. Part of the research is done to analyze the impact of ecotourism on developing regions.

## 2.2 Research objective

The research objective of this thesis is how to enable sustainable ecotourism development to boost the local economy. The benefits of sustainable ecotourism are most evident in developing and impoverished regions. Travel has been a hot topic for years. With more and more advanced technology. The forms and types of tourism have also been enriched. The development of ecotourism is also limited due to regional, environmental or economic reasons. There are currently three research objectives that need to be understood: Ecological resource research survey. Economic benefits of ecotourism in different regions.

## 2.3 Research questions

Ecotourism is seen as a way to achieve both economic development. At the same time, it can protect nature and achieve sustainable development. The development of tourism industry will also cause certain damage to the social and natural ecological environment. restrict the sustainable development of tourism. The restrictive effect of ecotourism on the environment should be controlled within an appropriate range. Controlling the environmental constraints of ecotourism within an appropriate range is the core of the sustainable development of ecotourism.

This essay also studies tourism capacity as "the maximum number of tourists that can be accommodated in a certain area under the premise of achieving sustainable tourism development" or "the extent to which tourists use an area can bring tourists a high degree of satisfaction. Resource impact is minimized" tourism scale. Ecotourism should promote the common development of economy and society, resources and environment. Appropriate financial benefits should be obtained.

Answers to research questions can be obtained from the data collected. Eco-tourism in Yanqing District develops eco-tourism in the east and eco-tourism in the west. Yongning Town in the east and Kangzhuang Town in the west constitute the three centers of ecotourism development. Yanqing District is generally divided into six ecological tourism areas: Beishan Forest Ecological Tourism Zone, East Cangmi



Ancient Road Ecological Tourism Zone, Eastern Lianhuashan Ecological Tourism Zone, Kangxi Grassland Ecological Tourism Zone in the Reservoir Area, and Badaling Humanistic Ecological Tourism Zone, Yanqing Basin and Piedmont Sightseeing Agricultural Ecological Tourism Area.

By answering research questions and making recommendations. The case selection in this thesis is located in Yanqing District, Beijing, China. This is an area rich in green resources. Through the analysis of local tourism development trends. And communication with local DMO staff to get relevant material information. Solve problems through qualitative research methods such as online materials, libraries, observations, and local research. In the case there will be an opt-in part of the interview. Interviews will make the content more diverse and professional.

### 3 SUSTAINABLE DEVELOPMENT OF TOURISM

#### 3.1 Concept of Sustainable Development

There are more than 100 definitions of sustainable development, but the most widely accepted definition is the one from the World Commission on Environment and Development in *Our Common Future*. In the report, sustainable development is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. (World Commission on Environment and Development 1987) It includes two important concepts: the concept of needs, especially the basic needs of people in all countries of the world, which should be considered with special priority; the concept of constraints, technological conditions and social organization. A limitation imposed on an environment's ability to meet immediate and future needs.

### 3.2 Sustainable Analysis

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It includes two important concepts, the concept of "need". The basic needs of the world should be given special priority. The concept of "constraints" is the constraints imposed by the state of technology and social organization on the ability of the environment to meet current and future needs. Its core philosophy is equity and shared environmental interests. This requires attention to social justice between each generation of justice and reality. Based on the concept of sustainable development.

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet and ensure peace and prosperity for all by 2030. The 17 SDGs are integrated - they recognize that actions in one area will affect outcomes in other areas and that development must balance social, economic and environmental sustainability.

Countries have pledged to prioritize the progress of those furthest behind. The SDGs aim to eradicate poverty, hunger, AIDS and discrimination against women and girls. Creativity, know-how, technology and financial resources from across society are necessary to achieve the SDGs in every context. (Website of Undp)

The Commission has established a strategic mission and main objective for environment and development: restoring growth and changing the quality of growth. Meet basic needs for employment, food, energy, water and sanitation. Sustainable development requires ensuring sustainable population levels. Protect and strengthen the resource base. Realigning technology and risk controls to incorporate the environment and economics into decision-making. There is also a need to adjust international economic relations and support developing countries. (Website of Doc)

Therefore, the purpose of sustainable development is to enable the global population to meet basic living requirements. and to pursue a better life. Sustainability is a process of change. Resource development, investment direction, scientific and technological

development decision-making and institutional change need and social justice. Consider both current and future needs. Sustainable development is to consider both the needs of current development and the needs of future development. Do not meet the interests of the present at the expense of the interests of future generations. Sustainable development pays attention to society, economy, culture, resources, environment, life and so on develop together. It is required that the change of the vector composed of the indicators in these aspects presents a monotonically increasing trend (strong sustainable development). At least its general change trend is not a monotonically decreasing trend (weak sustainable development). (Website of Baike)

### 3.3 Sustainable Development and Tourism

According to the definition of sustainable development. The relationship between tourism and sustainable development is also very close. The sustainable development of tourism drives local economic development. The development of tourism does not have a clear concept and concept. Research on sustainable tourism needs to be further strengthened. Tourism industry development includes planning of cooperation with tourism enterprises, professional tourism management, cognitive integrity of tourism concepts and analysis of tourism markets.

The research of this thesis is also to make readers better understand the concept of sustainable development of tourism. Further efforts to understand the relationship between sustainable development and tourism. Responsible tourism plays an important role in driving the economy of developing countries or regions. In recent years due to different reasons. The development of tourism has been limited to some extent. But tourism remains a hot topic. Tourism and sustainable development in a period of transition will see some changes.

## 4 ECOTOURISM

The theoretical framework of this thesis is currently summarized into four parts. Most of the information comes from the Internet and books related to ecotourism in Yanqing District. They are: Definition of Ecotourism, Sustainable Development of Ecotourism, Ecotourism in Yanqing District, and Analysis of Ecotourism Development in Eastern Yanqing District

The title of the thesis is Sustainable Ecotourism Drives Local Economic Development. I think it is very important to understand the definition of ecotourism. Books and online sources are very accurate. I found its definition on Wikipedia. Researching sustainable ecotourism development in a place requires a lot of material and knowledge. Analyze the impact of ecotourism on developing or relatively backward areas according to its ecological environment, ecological resources, and economic conditions.

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The area I chose is located in Yanqing District, Beijing. This is a developing area. The place has a lot of green areas. It was my internship and growing environment as a child. The title of my thesis also comes from this place. Analyzing ecotourism in Finland is my new idea. I think the comparison in this thesis can see the difference between European countries and Chinese countries in ecotourism.

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my new idea. I think the comparison in this thesis can see the difference between European countries and Chinese countries in ecotourism.

#### 4.1 Defining Ecotourism

Ecotourism is one of many forms of tourism. When ecotourism is associated with sustainable development. Ecotourism is not just a form of tourism. It has to do with protecting the environment and improving the economic situation of local people. The local economy can increase revenue by attracting tourists through sustainable ecotourism. Ecotourism contributes to the economic development and political empowerment of local communities. This type of tourism can also promote awareness of the preservation of cultural heritage.

The structure of the definition of ecotourism is based on two approaches (Steward & Sekartjakrarini, 1994): (1) an activity-based view of ecotourism; (2) the definition of ecotourism as an industry. Here, the former type is divided into two definitions, one that demonstrates the role of the ecotourist or "what the ecotourist actually does", and the other that specifies the value-based components of ecotourism, focusing on its minimal impact and local cultural elements, or "what eco-tourists should do" (Steward & Sekartjakrarini, 1994, P840).

One of the reasons why this ecotourism does not have a clear definition may be its multipurpose nature, as it attempts to describe an activity, propose a philosophy, and at the same time support a model of development. However, ecotourism claims to provide economic benefits through the protection of natural resources, offering potential benefits for conservation and development. In this context, the Australian Ecotourism Strategy claims that ecotourism is a small subset of nature-based tourism, as it operates in a natural environment. It can be seen as a positive stance on ecotourism, mainly by comparing the characteristics of the destination (Orams, 1995a; Wall, 1994)

- Blamey's ecotourism dimension includes four main components of ecotourism, which are based on Nature, environmental education, sustainable management and distance/time (Blamey, 1995a, b; 1997).

‘Ecotourism is a form of tourism inspired primarily by the natural history of an area, including its indigenous cultures. The ecotourist visits relatively undeveloped areas in the spirit of appreciation, participation and sensitivity. The ecotourist practices a non-consumptive use of wildlife and natural resources and contributes to the visited area through labor or financial means aimed at directly benefiting the conservation of the site and the economic well-being of the local residents...’ (Ziffer, 1989: 6)

Green tourism refers to a way of traveling that is closer to nature. Tourists should also be green and environmentally friendly while relaxing their body and mind, saving travel. Different from green tourism, ecotourism aims to protect the natural environment and biological diversity and maintain sustainable development of resource utilization. It emphasizes respecting the heterogeneity of nature with an ordinary mind. See nature as an independent life with individuality. People who take part in ecotourism protect the environment while appreciating the beauty of nature. have greater responsibility. (Website of Iask)

#### 4.2 Sustainable ecotourism development

Ecotourism is rooted in the concept of sustainable development, as defined by the Brundtland Report of the World Commission on Environment and Development (1987) (Place, 1995; King & Stewart, 1992; McMinn, 1997; Stem et al., 2003). In terms of the emergence of sustainable tourism development, the milestone to prove its emergence is the Brundtland Report of WCED in 1987. Ecotourism is often seen as a tool to promote sustainable development in developing countries. (Website of Intechopen). Ecotourism plays a bigger role in developing countries and regions. Sustainable ecotourism development can bring more economic benefits to the local economy. These economic benefits could ease some of the economic pressure on the region and allow more people to get jobs. This is often referred to as a source of sustainable livelihoods. The use of ecotourism can also promote tourists' appreciation and understanding of nature conservation and cultural heritage. It also can be educational.

In recent years, ecotourism has gradually entered the public eye. People realize it's not just a way to travel. Ecotourism can be used as a means to promote national economic development and environmental protection. Its purpose is to protect resources, especially biodiversity, to maintain the sustainable use of resources, but also to bring the possibility of sustainable development to the regional economy. Ecotourism provides tourists with ecological experience, environmental protection and benefits (Bansal & Kumar, 2011; Godratollah et al., 2011; Tewodros, 2010)

## 5 ANALYSIS OF THE DESTINATION

Yanqing District is the capital city ecological protection development zone, has always adhered to the concept of ecological zone, fully implemented the ecological civilization development strategy, and comprehensively promoted the construction of the "Two Mountains" theory innovation practice base. It has won the honorary titles of "National Green Environmental Protection", "running ISO14000 National Demonstration Area", "National Garden County", "National Healthy Town", "Beijing Renewable Energy Demonstration Area", "National Ecological County", "National Water Ecological Civilization City", "National Forest City" and so on.

It has become the "National Demonstration Area of rural Non-point source Pollution Control", the "National Pioneer of Ecological civilization Construction", the "National soil and water conservation ecological civilization at county level", and the "Two mountains, theoretical innovation and practice base". Yanqing, pure water and pure gas, has become one of the green barriers and back gardens of the capital city, Beijing.

Sustainable ecotourism in a place is important for the investigation of tourism resources. Such as rare animal and plant reserves or 5A-level scenic spots. 5A level is the highest level of China's tourist attractions, representing the level of China's world-class boutique tourist attractions. (Website of Baike).

The funds, manpower and energy required to protect ecological resources also determine whether the region can rely on ecotourism. Research tourism resources and analyze the form suitable for local tourism development. Study the economic benefits of different types of development zones through ecotourism. Such as developing areas, developed areas or poor areas. The research aims to provide readers with an understanding of the relationship between China's developing regions and ecotourism. And how to run a sustainable ecotourism business responsibly in developing places.

### 5.1 Ecotourism of Yanqing district, Beijing

Yanqing belongs to the northwest of Beijing, with an average altitude of more than 500 meters. It has a unique climate, cold in winter and cool in summer. Ecological districts are in the same line, and green development has been a long-term contribution. Yanqing is the back garden of the capital Beijing, with green mountains, clear water, wetlands, forests, gardens and other ecological resources.

The good environment created by ecological landscaping and earth landscaping has formed a garden beauty of "the city is in the garden, the garden surrounds the urban area, and the city landscape blends". Many ecological resources such as Baili Gallery, Four Seasons Flower Sea, and Pearl Landscape have attracted many tourists.

In Figure1. You can clearly see the geographical distribution of Yanqing District



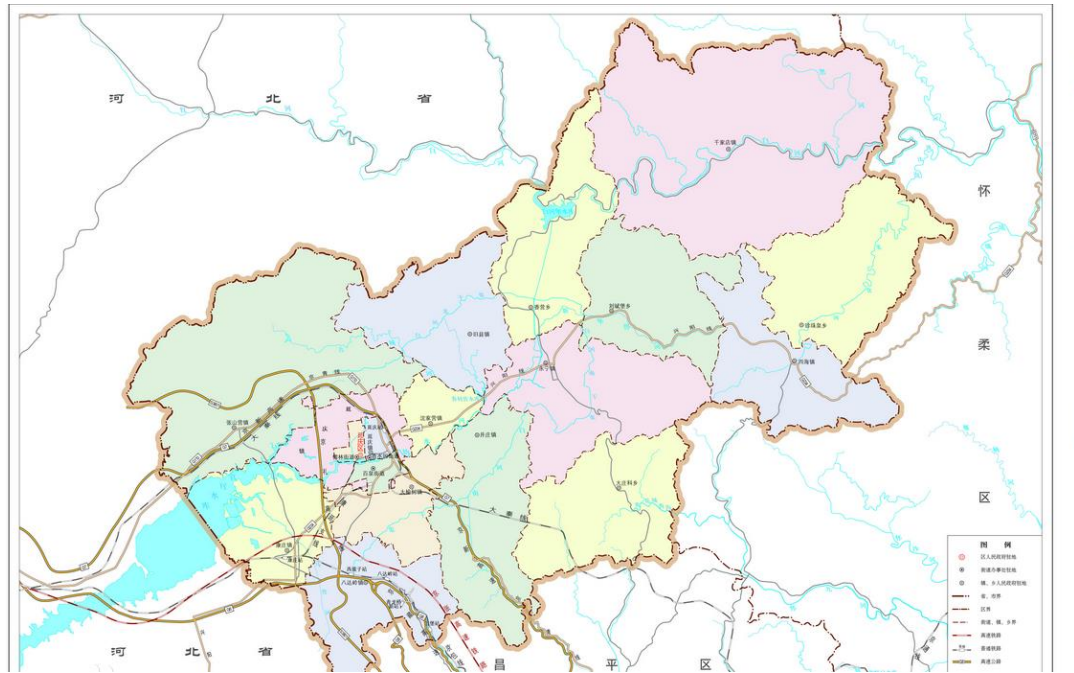


Figure 1. The geographical distribution of Yanqing District

Yanqing County is surrounded by mountains on three sides, water on one side, and Yanqing Plain in the middle. The mountain and hills of Yanqing County have high vegetation coverage, natural secondary forests are widely distributed, and ecological tourism and leisure agriculture and eco-tourism are developed on both sides of the Taiwan Strait. Yanqing District has a good environment and abundant water resources. (Website of Baike)

## 5.2 Resources of Ecotourism in the Yanqing District

In Figure2. In Songshan and Yudu Mountain, there are 2 and 12 national, municipal and district nature reserves with a wetland area of nearly 100 square kilometers. The ecological resources of Yanqing District were introduced in detail.

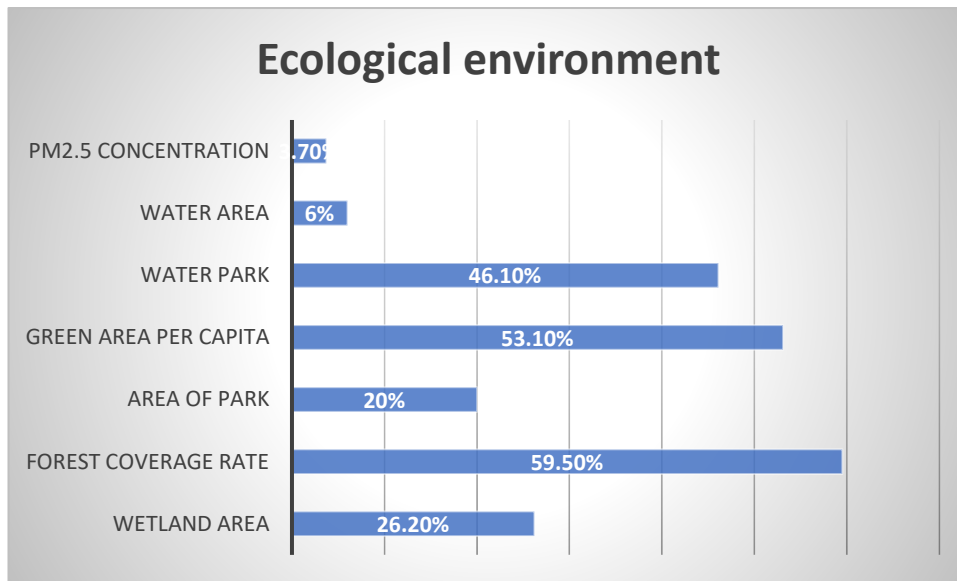


Figure 2. The ecological resources of Yanqing District

The forest coverage rate increased to over 59.5 percent, and the forest coverage rate exceeded 71.89 percent. The average concentration of PM2.5 reached about 37 micrograms per cubic meter. Maintain the city's surface water environmental quality index first. Yanqing District living environment is excellent. The city has built 9 parks, covering an area of nearly 20%, with the per capita green area reaching 53.14 square meters and the per capita green area of parks 46.13 square meters. GUI Water Park covers an area of 6000 mu, 5000 mu of water surface, is the largest water park in Beijing.

#### 5.2.1 Natural landscape resources are abundant

The natural landscape of Yanqing District is dominated by mountains and hills, accounting for more than two-thirds of the county's land area. It has a typical horseshoe-shaped structure and is open to the southwest. In the western region where traditional tourism is more developed, the natural landscape eco-tourism dominated by Songshan Nature Reserve and Yudu Mountain is organically combined with the tourism of human landscape resources such as Badaling Great Wall, quaint dwellings and Banquanye.



Image 2. Qinglong Waterfall.

Badaling Ecotourism Area includes the entire area of Badaling District, mainly including Badaling Great Wall, Badaling Shicheng, Great Wall Museum, Wangjing Stone, Qinglong Waterfall, Natural Hazard, Jinniu Cave, Camel Stone, Grinding Stone, Human Bridge and Baptist Mountain. The red leaves in autumn and the vast natural landscape resources of Badaling Scenic Area. The area is mainly based on cultural tourism resources. The Badaling Great Wall is the essence of the Great Wall of China. It embodies the humanistic spirit of China. Badaling is an important manifestation of human ecology. It is an important tourism resource for root-seeking and cultural experience.



Image 3. Natural Hazard.

The west line is centered on Songshan Nature Reserve, Guanting Reservoir (Wild Duck Lake), Kangxi Grassland, Badaling, Yulin Fort, Kangzhuang and Yanqing Town respectively. In the east, pearl springs, dripping pots, wood and stone groups are formed to mountain views. the main tourism patterns. Yanqing Town is the center of tourism in the east and west of Yanqing County, and the regional service function of the tourism center is strong.



Image 4. Four Season's Flower Park.

### 5.2.2 Rich in cultural tourism resources and obvious advantages

Among the tourism resources of Yanqing County, the long history and unique national culture are the important cultural tourism resources of Yanqing County. These resources have the characteristics of early development, obvious market advantages and large market share in Beijing. The Badaling Great Wall is the essence of the Great Wall, one of the sixteen scenic spots in Beijing, and a tourist attraction in China. The ancient cliff dwelling is the largest cliff dwelling site discovered in North China so far, and it has the saying of "mystery of the ages". At the same time, Yanqing County is rich in ethnic culture and has an irreplaceable advantage in the suburbs of Beijing.

Yanqing County is rich in agricultural resources. There are obvious differences in agricultural regions. The mountain front area is the concentrated area of the forest and fruit industry in Yanqing County. The Yanqing Basin is the concentrated area of planting industry. Agriculture has a long history and rich farming culture. It is rich in tourism agricultural resources.

### 5.2.3 Superior natural ecological environment

Yanqing County belongs to the continental monsoon climate. It is a transitional area between warm temperate zone and middle temperate zone, semi-humid and semi-arid. It has a high altitude and a climate that is cold in winter and cool in summer. It is a city of ice and snow in Beijing in winter and a summer resort in Beijing. The air here is fresh and it is known as the "big oxygen bag in the suburbs of Beijing" in Beijing. The county's forest coverage rate is 54%, with abundant water resources and good soil and water conservation. It is a national ecological demonstration area.

Yanqing County is surrounded by mountains on three sides, water on one side, and Yanqing Plain in the middle. The area of mountains and hills accounts for more than 2/3 of the county. It is a national nature reserve and a county-level nature reserve. The mountains and hills on both sides of the Baihe River in the northeast are ups and downs. There are Da'an Mountain Nature Reserve, Baihebao Nature Reserve, Chaoyang Temple Wood Fossil Nature Reserve, Dataan Nature Reserve, and Flame Mountain Nature Reserve: The hills and mountains in the east and south are dominated by Lianhua Mountain and Badaling. There are Lianhuashan Nature Reserve and Badaling Nature Reserve.

The vegetation coverage rate of mountains and hills in Yanqing County is high. Natural secondary forests are widely distributed. Environmental protection is good. Water resources are abundant. The water system represented by the Gui River is relatively developed in the basin. Most of the water flows into the Guanting Reservoir. The beautiful natural environment and rich landscape ecology provide unique conditions for the eco-tourism in Yanqing County.

### 5.3 Challenge in Yanqing District

Compared with other districts in Beijing, especially the central urban area, Yanqing has a relatively weak economic foundation, a relatively extensive development method, weak development momentum, and obvious shortcomings in areas such as public service facilities. The plan adopts the strategy of "learning from each other's strengths to make up for one's weaknesses" and "enhancing strengths and avoiding weaknesses". Seven aspects of the system transformation strategy are put forward: ecological protection, industrial development, space optimization, urban and rural construction, facility guarantee, etc., to build the overall task framework of ecological civilization construction in Yanqing District. (Website of Thupdi)

Yanqing Park faces five opportunities for development. First, the construction of Beijing as an international science and technology innovation center will help Yanqing Park to undertake the transfer and transformation of scientific and technological achievements and provide a strong impetus for the development of Yanqing Park. Second, a number of advanced technologies will be tackled and demonstrated during the preparation of the Winter Olympics, which will bring great opportunities for the transformation and implementation of new technologies and products in Yanqing.

Third, Beijing comprehensively promotes the construction of "two zones", which brings important opportunities for Yanqing Garden to promote scientific and technological innovation and develop digital economy. Fourth, the construction of the Beijing-Zhang sports culture tourism belt, to help Yanqing Park and the relevant regions of the Beijing-Zhang sports culture tourism belt to achieve win-win development of inter-regional cooperation. Fifth, Beijing accelerated the implementation of the "Five New" policy to provide a strong guarantee for Yanqing Park to build a smart park.

At the same time, the development of Yanqing Park is faced with six challenges: first, the spatial layout is not clear enough, and there are many inefficient idle land. Second,

the leading industry is not outstanding enough, the four industries are still in the cultivation period. Third, the economic volume is small, and the number of enterprises with economic benefits is small.

Fourth, the innovation ability is weak, science and technology service institutions and other resources are in short supply, and innovation achievements are not much. Fifth, the management system is not smooth, there are overlapping responsibilities and other problems. Sixth, the service system is not perfect, and the business environment and service efficiency need to be further strengthened.

### 5.3.1 Economy

There are obvious differences in the financial strength of various districts in Beijing, and the contradiction between revenue and expenditure is quite different. Compared with other areas in Beijing, Yanqing District has developed more slowly. The overall financial strength of Beijing is strong and the sources of finance and taxation are stable. The tax share remains above 80%. The fiscal balance rate remains good.

#### Primary Industry

In Figure 3. The total output value of agriculture, forestry, animal husbandry and fishery in Yanqing District is about 150 million yuan.

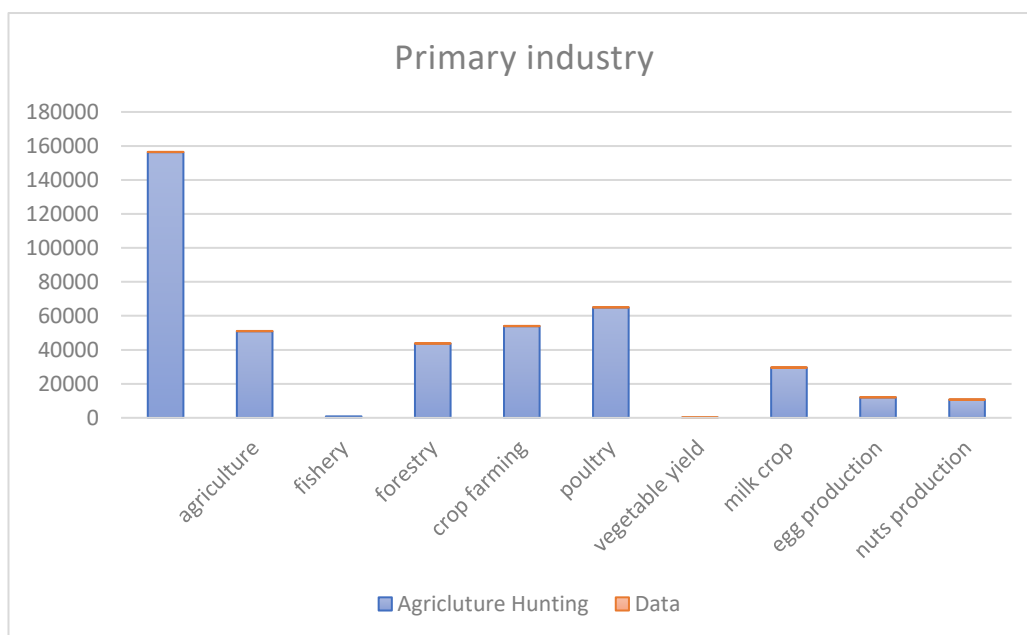


Figure 3. Primary industry

Among them, the output value of planting industry reached 539.197 million yuan, an increase of 12.9%; The output value of forestry reached 509.331 million yuan, down 41.6 percent; The output value of animal husbandry reached 435.821 million yuan, down 5.3%, while that of fishery reached 8.624 million yuan, up 1.1 times.

Yanqing District grain output 70740.9 tons. Vegetable production was 64,936.2 tons, down 2.2 percent; 10,460 live pigs, down 52.0%; The number of poultry sold was 1.317 million, down 17.3%; Milk production of 29,504.0 tons, down 9.5 percent; The output of poultry eggs was 11,1988.6 tons, down 1.1%; The output of dried and fresh fruits was 10,564.1 tons, down 11.6 percent.

However, the districts in the city also showed a clear trend of differentiation. Yanqing District is relatively weak. Compared with 2019, the contradiction between revenue and expenditure has improved as a whole, and the fiscal balance rate of 50% of the jurisdictions has increased compared with 2019. The GDP level of Yanqing District ranks low among all districts in Beijing. Therefore, the development method is relatively limited. The driving force for development has also become weaker due to the influence of the economy.



In Figure 4. The secondary industry is on the rise. But the increase is small. Most of them are trending down.

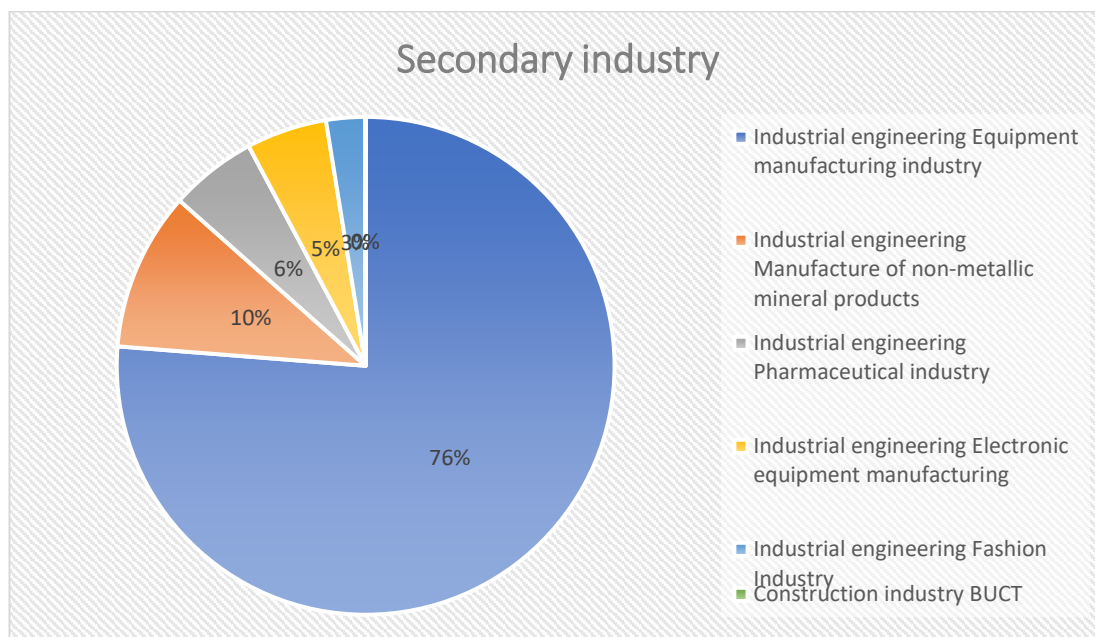


Figure 4. The secondary industry

The total industrial output value of industrial enterprises above designated size in Yanqing District reached 14175514 million yuan. The output value of electrical machinery and equipment manufacturing reached 9.470278 million yuan, up 78.5 percent. The output value of non-metallic mineral products reached 128.2282 million yuan, down 24.5 percent. The output value of the pharmaceutical manufacturing industry reached 702.701 million yuan, an increase of 11.3%. The output value of computer, communication and other electronic equipment manufacturing reached 649.783 million yuan, up 12.3 percent. The output value of the textile, clothing and apparel industry reached 314.559 million yuan, down 59.5 percent

Enrich tourism content to meet tourists' demand for eco-tourism commodities and increase tourism revenue. The production of eco-tourism commodities is to effectively organize the residents of eco-tourism areas to participate in the development of eco-tourism. Actively promote the effective way of eco-tourism. Organizations of scale can industrialize ecotourism commodity production. At the same time, it can effectively resettle residents' employment and increase residents' tourism income.

In Figure 5. The tertiary industry presented data on total consumption goods

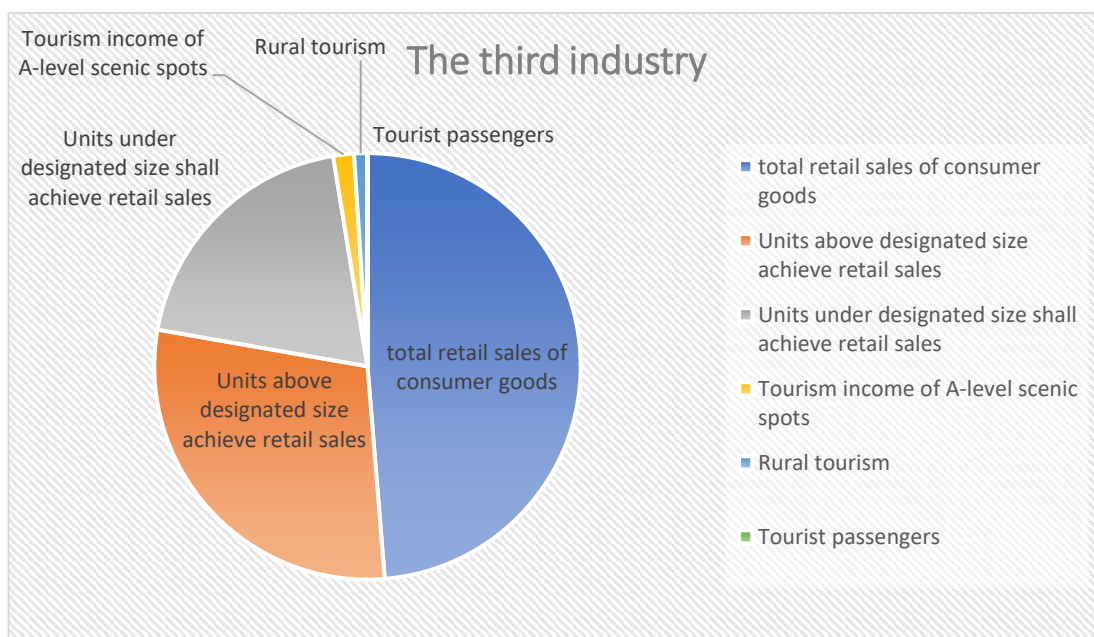


Figure 5. The third industry

The total retail sales of consumer goods in Yanqing District reached 9,971.17 million yuan, down 7.7%. Of the total retail sales of consumer goods, units above designated size achieved 5.946787 million yuan, up 2.8 percent; The retail sales of units under designated size reached 4.024383 million yuan, down 19.8 percent.

The tourism revenue of the A-level and major scenic spots in Yanqing District reached 322.47 million yuan, down 70.4% from 2019. The number of visitors was 4.888 million, down 71.3 percent. The tourism revenue of leisure agriculture and rural tourism was 203.845 million yuan, down 42.9%, and the number of visitors was 1.94 million, down 58.7%.

Unified management can effectively improve the management ability and image of the eco-tourism scenic spot. Progress should be made to resolve conflicts between tourism operators and residents in ecotourism areas. Promote the development of tourism and maintain social stability. The key to the development of ecotourism commodities in Yanqing County is to promote the scale and industrialization of ecotourism commodities.

Yanqing District is the ecological source area of Beijing's economy. The economic development model of Yanqing District has changed from the traditional development

model. To achieve the dual goals of developing the economy of Yanqing County and protecting the environment of Beijing. The ecological new economic model is an inevitable choice for Yanqing to achieve sustainable development. Tourism is one of the important emerging industries in Yanqing County. The sustainable tourism model is an important part of the sustainable development of Yanqing County. Combining with the advantages of Yanqing County's ecological conditions to develop ecotourism is the necessity of the capital's fun economy.

### 5.3.2 Location and Transportation

Yanqing District is surrounded by mountains on three sides in the north and southeast, and the Yanqing Badaling Great Wall Small Basin, which is adjacent to the Guanting Reservoir in the west, is also called the Yanhuai Basin. Yanqing is located in the east of the basin, with an average elevation of about 500 meters. Haituo Mountain is the highest peak in the territory, with an altitude of 2241 meters, and it is also the second highest peak in Beijing. (Website of Baike)

In Figure 6. This shows the number of people and freight volume of transportation in Yanqing District

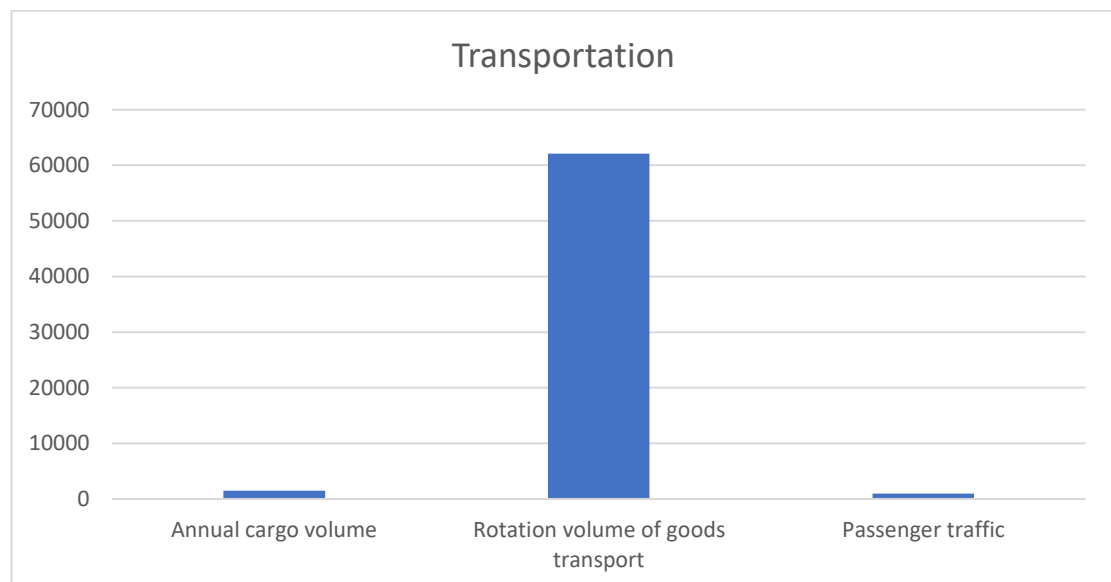


Figure 6. Transportation

Yanqing District is outside Beijing's sixth Ring Road. Beijing is within the second ring Road counted as the urban area, Beijing has 6 ring roads, the second ring Road in the urban area, the third ring Road, the fourth ring road in the suburbs. The five Ring roads include suburbs near and far. The sixth Ring Road is the outer suburbs. The urban area of Beijing consists of eight districts: Dongcheng, Xicheng, Xuanwu, Chongwen, HAidian, Chaoyang, Shijingshan and Fengtai. Yanqing District is under the jurisdiction of Beijing. Its geographical coordinates are located at 115°44' ~ 116°34' east longitude and 40°16' ~ 40°47' North latitude. It is located in the northwest of Beijing.

Yanqing District is an important transportation hub in the north of Beijing, connecting urban and rural roads in all directions. By the end of 2020, the length of highways in the region had reached 1,969.6 kilometers, an increase of 7.8 kilometers compared with the end of 2019. The total freight volume was 14.8 million tons, up 1.7% over 2019. Freight turnover was 520.84 million tonnage kilometers, up 91.8 percent; The number of passengers was 9.6 million, down 31.4 percent.

Beijing-bao Railway, Beijing suburban railway S2 line, Beijing-Zhang intercity railway, convenient passenger and freight transportation. Beijing-tibet Expressway (Badaling), Beijing-New Expressway, 110 National Highway, S216, S323 and so on pass through the county. The Xingyan Expressway will soon be built, and it will take 30 minutes to reach downtown Beijing.

There are many mountainous areas in Yanqing District. Most of the ecotourism resources are surrounded by mountains and villages. Under the influence of the natural environment, transportation will be inconvenient. Too many vehicles can cause traffic jams. In addition, Yanqing District is far from the center of Beijing and belongs to the outer suburbs. Proximity to other towns. Therefore, traffic problems are also one of the main factors affecting tourism in Yanqing District.

Yanqing District has controlled the epidemic very well. It is one of the well-maintained urban areas in Beijing. But also due to the development of the epidemic. Yanqing District is a weakly developed area. It is relatively backward as a whole and has the

characteristics of decreasing from the central urban area to the periphery. (Website of Baijiahao)

The improvement of the urban road network has activated the development momentum of more areas in Yanqing. As an area rich in tourism resources, Yanqing has Great Wall tourism, ice and snow tourism, ecological tourism, rural tourism, and many world-class and national-level scenic spots.

There are several long tunnels to travel from Beijing to Yanqing. Each tunnel represents a mountain. In this valley, the idle village houses have been carefully transformed into "Xanadu" for the urbanites. It is about 20 kilometers northeast of Yanqing City. Baihebao Village, Jiuxian Town, lies quietly at the foot of Jinshan Mountain and on the shore of Baihe River, guarding the west portal of the "Baili Landscape Gallery".

#### 5.4 Ecotourism Resources in Yanqing District

Yanqing District is rich in ecological resources. The high-coverage forest area and unique climatic conditions have brought great advantages to Yanqing's eco-tourism. It has also created many tourist attractions formed by natural landscapes. The main ecological resources are shown in the Figure 7.

Yanqing District Ecological Resources				
Name	Area/hectares	Planning	Visitor Capacity	CNY
Songshan Nature Reserve	4600	In the buffer zone along the Foyukou Kehe River to open up a tourist area of about 1390 hectares	5750	about 47.0562 million
Yudu Mountain Nature Reserve	6000	In Yudushan Village, a tourist area of about 2,000 to 3,000 hectares will be	7500	about 30 million
Daanshan Nature Reserve	2800	In the experimental development zone, tourism, scientific expeditions, hunting and other projects are developed, covering an area of about 1,000 hectares	3500	about 16 million
Baihebao Nature Reserve	8160	Construction of water recreation, recuperation and other tourism facilities around the reservoir	10200	about 40.8 million
Chaoyang Temple Fossil Wood Nature Reserve	1440	Chaoyang Temple, about four kilometers west of it, simultaneously develops tourist attractions such as scientific expeditions, education, and sightseeing	1800	about 7.2 million
Big Beach Nature Reserve	12130	In the north, there are developed scenic spots such as Dishui Lake and Wulong Gorge, with a tourism area of about 400 hectares	15163	about 60.652 million
Flane Mountain Nature Reserve	500	There are nine-eye towers of the Great Wall built by Tang Yining and some remnants of the Outer Great Wall, which are the intersection points of the Inner and Outer Great Walls	625	about 2.5 million
Lianhuashan Nature Reserve	400	Develop mountaineering tourism along the hiking trails in the south-central region	500	about 2 million
Jinniu Lake Nature Reserve	1000	Do a good job in greening and beautification, and develop tourism based on summer	1250	about 5 million
Wild Duck Lake Nature Reserve	1000	At present, wild duck lake resort has been developed in the south, and the south is close to the Kangxi Grassland Tourist Scenic Spot	1250	about 5 million
Badaling Nature Reserve	8000	The middle part of it is China's famous Badaling Great Wall Tourist Area, which covers an area of 3,000 hectares	10000	about 40 million

Figure 7. Yanqing District Ecological Resources



Image 5. Tourist Map of Yanqing Geopark of Beijing.

Yanqing, known as the northwest gate of the capital, the world-famous Badaling Great Wall is located in Yanqing County. Yanqing County is 74 kilometers away from Beijing urban area, with an area of 2000 square kilometers and a population of 270,000. Yanqing, known as the "pearl outside the Fortress", has rich tourism resources. Mountain peaks were lifted, heavy mountain stack, vegetation rich, toward the bird curtain beast, Chuan area surrounded by mountains on three sides, a face of water, open terrain, rich zhuo products. South of the world-famous Badaling Great Wall tourist area, here ancient path natural risk, lock Yin Xionguan, Wulong Hengkong.

The Beijing-ZhangJIakou RAILWAY, designed by famous RAILWAY engineer Zhan Tian you, runs through the Guangou, and the broad highway winds along the Qin Gorge, with pleasant scenery and convenient transportation. The Great Wall Museum, Zhan Tianyou Memorial Hall, Quanzhou cinema and BEAR park decorate the Pass Mountain, and Badaling Expressway runs through the mountain. Hotels, restaurants and shops stand at the foot of the Great Wall. In the north, there is the lofty Haituo Mountain, 2241 meters above sea level. In late spring and midsummer, we can see the

green mountains, but the peak is white snow. Hence the nickname "Mount Fuji" in the suburbs of Beijing.

Longqingxia, one of the sixteen scenic spots in Beijing, is more dangerous than the Three Gorges, cleaner than the Lijiang River and more elegant than the peach garden. Canoeing in spring and summer, and ice Lantern Art Festival in winter. There is a 158-meter-long dragon-shaped elevator in the scenic area, where visitors can ride the dragon to reach the canyon slipway. A 1,000-meter-long slide down the mountain; Ancient city smoke tree, Xiao too harem, racetrack and other scenery, facilities add luster to Longqingxia. Songshan National Nature Reserve has dozens of good places such as Tangquan View, Eight Immortal Cave, Hundred Waterfall Spring, Songyue Lake, Yuanyang Rock and so on. Full of mysterious color of the ancient Yaju and Shanrong Tomb Museum is the municipal cultural relic protection units, is a good place for archaeology, tourism. Yudu Mountain Jinggu scenery is quiet and tranquil, making people relaxed and happy.

Known as "Gaoxia flat lake," said Baihe Fort reservoir, castle peak reflected, glittering waves, fresh and pleasant. In the northeast of the county, there are the largest wooden stone groups in North China, water curtain cave days -- according to the mountain sag dripping lake, steep Lianhua Mountain, magical pearl spring, Huanglong Lake and other scenic spots, not only beautiful mountain and water, but also a beautiful legend. To the west is the vast Guanting Lake Kangxi Grassland tourist area, which is on the side of the lake. The vast and green fields are dotted with yurts and horses galloping. It is a beautiful scenery of grassland. Central is GuiChuan hirano, a clear water from east to west into the guanting lake. Guishui river built in accordance with the river forest park, Xiushui Bi Lin, natural and fresh. Down the river is the Lotus Lake. Rubber dam surrounds a body of water, lake island small and exquisite.

The largest drifting in the north -- Guishui River is to drift downstream along the GUI river. Natural scenery, such as open fields, river flats, woods, farmland and villages, came into view one by one. The rafting starts at Jinniu Lake and reaches Lotus Lake, which is 30 li long. Boating among them, you can enjoy the beauty of nature. The long history, the unique geography and the climate condition, makes the Yanqing County



development tourism has the advantage extremely. At present, numerous cultural and natural landscapes have been formed; The first GRAND PASS of the Great Wall -- Badaling, the Great Wall Museum, the North Beijing Museum, the small Lijiang River in the North Beijing -- Longqingxia, the world's lowest latitude outdoor ice sculpture -- Longqingxia ice Lantern, the mystery of the ages -- Guyaju,

## 5.5 The development of ecotourism in the east of Yanqing District, Beijing

The eastern part of Yanqing District is rich in ecotourism resources. The eastern region is an important part of the tourism development plan of Yanqing District. The eastern tourist area of Yanqing District includes two important ecological resource scenic spots: Qianjiadian Park of China Yanqing Global Geopark and Lianhuashan Forest Park.

### 5.5.1 Qianjiadian Park, Yanqing Global Geopark, China

Qianjiadian Town, under the jurisdiction of Yanqing District of Beijing, is located in the northeast of Yanqing District, located between 116°11'40"~116°30'28" east longitude, 40°36'27"~40°47'26" north latitude. The town covers an area of 363.45 square kilometers.

In the early Qing Dynasty, Qianjiadian area is Dushikou Hall. Qing Kangxi fifty-nine years (1720), Yanqing prefecture. Republic of China three years (1914), is Guyuan County. In the 29th year of the Republic of China (1940), the Communist Party of China opened up the anti-Japanese base area in Pingbei, which was a united county of Feng (Ning) Luanhe (Ping) Mi (Yun). Thirty-six years (1947), divided into Sihai County. In 1951, it was divided into Chicheng County, Hebei Province.

In 1956, divided into Yanqing County, red stone Bay township. In 1958, Qianjiadian District was established, which was divided into Beijing and later changed into

Qianjiadian People's Commune, one of the four major people's communes in Yanqing County. In 1983, the commune was converted to a township. In October 1995, rural areas changed to towns. In August 1997, flowerpot, Shaliangzi, Hongqidian 3 townships merged. As of June 2020, Qianjiadian Town has jurisdiction over 1 community and 19 administrative villages, and the town government is stationed at No.32 Hougou, Qianjiadian Village.

China Yanqing Global Geopark is developed from the original Beijing Yanqing Silicified Wood National Geopark. It is located on both sides of the Baihe River in the northeast of Yanqing District and is surrounded by mountains. It is about 30 kilometers away from Yanqing City in the southwest and about 100 kilometers away from Beijing City. The park is adjacent to Huairou District in the east. It is bordered to the west and north by Chicheng County, Hebei Province. To the south is the Yanqing Basin. Along both sides of the Baihe River, it is 26 kilometers long from east to west and 6-8 kilometers wide from north to south, with a total area of about 226 square kilometers. The Geopark is characterized by the Upper Jurassic petrified wood formed between 140 and 180 million years ago. The park has a beautiful environment and a pleasant climate, with an average annual temperature of 8.4C; it contains many geological, cultural and natural landscapes such as fossil wood groups, dripping kettles, and Wulong Canyon. It is the only typical rare and precious petrified wood group in North China. Landscape Geopark. (Website of Baike)

Beijing Yanqing Baili Shanshui Gallery Scenic Spot is located in Qianjiadian Town, northeast of Yanqing District. It is the core area of Yanqing Ecological Conservation Zone, with a total area of 371 square kilometers, 40 kilometers from the county seat and 110 kilometers from the urban area. The scenic spot includes twelve space nodes in the first ring and three districts, including the beauty of Huaibei landscape, the pine of Huangshan, the meadow of Tuerling, and the beauty of Suzhou. It involves 112 li of the Binhe Ring Road, hence the name "Baili Landscape Gallery".

Beijing Yanqing Baili Landscape Gallery Scenic Spot is located in the Qianjiadian Park of China Yanqing Global Geopark, Qianjiadian Town, northeast of Yanqing District. It is the material basis of Precambrian marine carbonate rocks. It belongs to

the geological relics of the Mesozoic Yanshan Movement. It is a northern karst landform that integrates structure, sedimentation, paleontology and magmatic activity. Since the Cenozoic, the Yanshan Movement caused dense joints and faults to segment and cut out the mid-to-late Proterozoic marine carbonate rocks exposed on the surface. Karst has shaped the beautiful karst landform and has become one of the typical areas of northern karst.

## 5.6 SWOT analysis

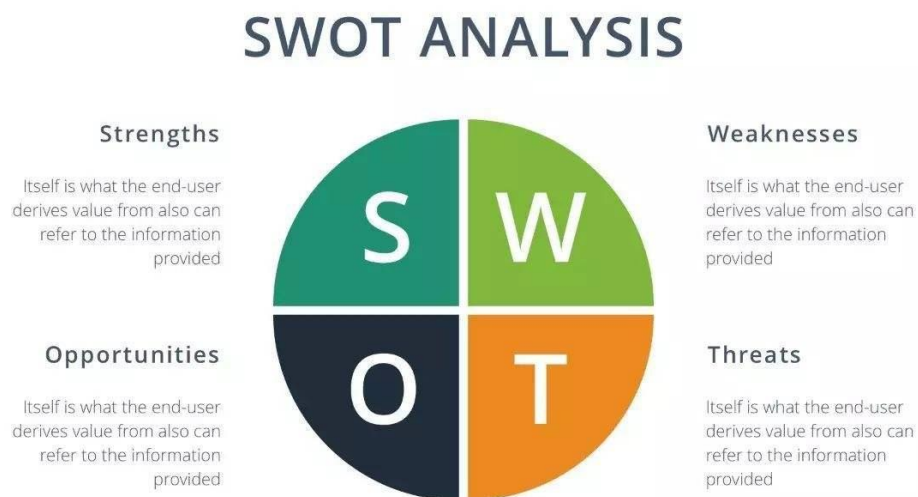


Image 6. SWOT Analysis.

SWOT analysis is based on the internal and external competition environment and competition under the condition of situational analysis, is closely related to the object of study of various main internal strengths, weaknesses and external opportunities and threats, and so on, through the investigation list, and according to the matrix form, and then use the thought of system analysis, an analysis of factors to match each other From this, a series of corresponding conclusions are drawn, and the conclusions usually have some decision nature.

By using this method, the situation of the research object can be comprehensively, systematically and accurately studied, so as to formulate corresponding development strategies, plans and countermeasures according to the research results.

S (strengths) is strength, W (weaknesses), O (opportunities) is opportunity, and T (threats) is threat. According to the complete concept of corporate competitive strategy, strategy should be an organic combination between what an enterprise "can do" (i.e., organizational strengths and weaknesses) and what it "can do" (i.e., environmental opportunities and threats).

### 5.6.1 Strengths

Baili Shanshui Gallery is the first national 4A-level tourist scenic spot in the country that covers the whole town and realizes the "integration of town and scenery". It is a bright pearl in the northwest of Beijing and an important part of Yanqing Global Geopark. Baili Landscape Gallery is rich in eco-tourism resources. Among them, there are about 8 geological landscapes, about 6 natural landscapes, and 18 human landscapes. About 12 attractions are relatively complete in development. There are not many scenic spots with tolls in the whole line.

The scenery of the park is excellent, and the garden coverage rate is very high. Most tourists choose to drive around the Baili Landscape Gallery Scenic Spot. Baili Landscape Gallery is one of the first choices for many family self-driving tours. And it also brings certain benefits to the local economy. As the core area of Qianjiadian Park, Baili Landscape Gallery has a great influence on the tourism development of Qianjiadian Park.

The East Line Cangmi Ancient Road Ecotourism Loop is a tourist attraction along the Cangmi Ancient Road. It mainly includes Baihebao Reservoir (Yanshan Tianchi), Chaoyang Temple, Qianjiadian Wood Fossil Group, Wulong Gorge, Dijiu, Liushanling, Pearl Spring, Flaming Mountain, Jiuyanlou Great Wall and rural tourist attractions along the line. Starting from Yanqing County, along Changbayu Road, passing Jiuxian County, Baihebao, passing Luanchi Road, passing Qianjiadian, turning from Dijuku

to Sisha Road, passing from Sihai Town to Shangyanluo, passing Yongning Town and returning to Yanqing County. Due to the long route, many scenic spots and abundant eco-tourism activities. Suitable for twoday trips.

The northern forest ecology and ancient settlement ecotourism is a tourism product with high ecological quality such as Songshan National Nature Reserve, Guyaju, Yudu Mountain and so on. It also includes famous scenic spots such as Shanrong Tomb Exhibition Hall and Banquanzhiye. Departing from Yanqing County and going back and forth along 10 Jingyin Road, this loop line has a moderate distance and good accessibility, which is suitable for carrying out a one-day eco-tourism tour.

Badaling tourism in the southwest is mainly about Badaling humanistic ecotourism and Kangxi grassland ecotourism, mainly including Badaling Scenic Spot, Kangxi Grassland Scenic Spot, Wild Duck Lake Nature Reserve and Tourist Resort, Yulinbao Ancient Post Station, Kangzhuang Ecological Small Town and other tourist attractions. It starts from Yanqing Tancheng, passes Badaling Expressway to Badaling Scenic Spot, goes up Xikang Road to Kangzhuang Town, Yulin Fort, Kangxi Grassland and Wild Duck Lake, and returns to Yancheng from Yanlu Road. There are many scenic spots in the original state, but the accessibility is good. You can take a two-day tour of the Lianhuashan Ecological Tourism Line

### 5.6.2 Weaknesses

Many tourists choose to drive Baili Shanshui Gallery, which will also cause certain traffic and environmental problems. Most people choose to relax during the holidays. Due to the concentration of time and the dense flow of people many times, the scenic spot is congested. The training of scenic spot personnel needs to be further strengthened. In some areas of the scenic spot, domestic garbage left by tourists will be found. The lack of personnel supervision and management in the scenic spot also puts pressure on some staff.

The average altitude of Baili Shanshui Gallery Scenic Spot is 500 meters, and the forest greening rate is nearly 90%. The annual average temperature is 6-8 degrees

Celsius lower than that of Beijing, and the temperature difference between morning and evening is large. Most tourists will not choose to stay around the scenic spot. This has also led to a certain blow to the tourism and accommodation industry. Due to the lack of specifications for the construction of facilities around the entire scenic spot. This also brings certain economic losses to the scenic spot.

Some scenic spots in Yanqing District are under development. The development of scenic spots and maintenance costs are high. Yanqing, which has fewer personnel, is a bit difficult to manage the scenic spot. Many tourists go to some scenic mountains to see the scenery by themselves. But due to weak management. Garbage is increasing in some areas. To a certain extent, the ecotourism system has been destroyed.

### 5.6.3 Opportunities

Because there are many undeveloped tourist attractions in the scenic spot. Undeveloped tourist attractions can be developed in future tourist attractions planning. The pressure of modern people's life is gradually increasing. Ecotourism is a great opportunity to relax and unwind.

Yanqing District has held up well during the epidemic prevention and control period. People are also willing to travel to safer places during the epidemic. The more attractions there are, the more attractive it is for tourists. Undeveloped tourist attractions do not have such a strong commercial character. People love this way of getting back to nature. Tourists are also an important part of increasing the local tourism economy.

The outer suburban landscape area is the resource-pointing area far away from the city. It is the area with the lowest degree of land use intensification, and the integrity and locality of the rural landscape are well maintained. The landscape of the low mountain and hilly area of Yanqing County is suitable for the development of tourism ecological economy due to its gentle slope, wide valley, thick soil and good soil quality.

The middle and high mountain areas are mainly composed of primitive and natural secondary forest landscapes, which are important ecological protection areas in Beijing and Yanqing County. Forest parks, national parks, urban camping parks, hunting grounds, wild areas and landscape areas in special protected areas in Yanqing County. In the process of landscape construction in Yanqing County, the development and acquisition of ecotourism.

#### 5.6.4 Threats

The development of tourist attractions in Yanqing District requires a lot of human resources and economic support. Local governments need to consider whether they can withstand such pressure. The quality training of relevant personnel and the cost of developing and maintaining scenic spots are very important for Yanqing to go to this developing urban area. If the overall quality of employees and the basic level of facilities are not increased, it will have a negative effect on the eco-tourism scenic spot. Many scenic spots have caused environmental pollution due to the negligence of personnel management. Then the consequences are irreversible.

Incomplete provision of infrastructure can degrade the visitor experience. With the development of the times, people are used to more and more superior living conditions. The pursuit of tourism is also gradually increasing. Yanqing District should develop and promote relevant scenic spots on the premise that it can withstand tourism development.

Because ecotourism has the characteristics of slow investment, high cost of ecological protection, and lack of market ubiquitous consumption in product consumption. Therefore, the key to the implementation of ecotourism lies in solving the relationship between short-term interests and long-term interests, economic interests and ecological interests, and operators' interests and national interests.

Strengthening the status of tourism in Yanqing County's economy has become one of the four pillars of Yanqing County's agriculture, tourism, construction and industry.

The existing economic system of Yanqing County is characterized by agriculture, industry, construction and tourism, and the status of tourism should be strengthened in the future development. Expand the scale of tourism.

Specify strict ecotourism standards. The standards involve the basis and standards for the selection of ecotourism projects, the construction norms of ecotourism areas, the ecotourism management standards and the ecotourism service quality standards. prevent ecological damage. The criterion of ecotourism can be designed and judged from four aspects.

## 6 RESEARCH RESULTS

The first is to have a scientific plan. That is, under the guidance of the relevant theories of ecology, environmental science and tourism, the zoning layout of tourist destinations is carried out. Setup and construction of infrastructure. On the basis of considering the short-term and long-term development goals, determine a reasonable development intensity to protect the tourist landscape and biodiversity.

Foreign scholars have carried out research on tourism management design and achieved many achievements. Among them, the Travel Opportunity Spectrum (ROS) method (Driver et al. 1978, Clark & Stankey 1979, Bl jist Hoots 1982 Zhou Feng 1987) and the Acceptable Change Limit (LAC) method have a greater impact. The use of scientific and technological means also includes the use of environmental and tourism theories to protect various elements of the tourism environment, or to restore the damaged environment.

Specific measures include changing the fuel structure, treatment and reuse of domestic sewage, vegetation protection, cultural relics protection, scenic greening, scenic garbage disposal, and maintenance of scenic ecosystems. In addition, controlling the number of tourists and the density of tourists, rationally adjusting the passenger flow, and carrying out eco-tourism are also strategies often mentioned by scholars.



Use economic means such as imposing extraordinary energy on tourists, resource use tax and sewage. National environmental protection investment focuses on tourist cities, adjusts prices in off-peak seasons, and establishes a tax system for tourist scenic resources. Legal means Establish and improve the system of laws and regulations for the management of scenic spots. Administer in accordance with the law and impose penalties on acts that damage the tourism ecological environment.

Through the means of education, the environmental awareness of tourists can be substantially improved, which often has a multiplier effect on the environmental protection of tourist areas. Such as setting up a publicity station at the entrance of the scenic spot, conducting pre-tour environmental protection education, and improving the scenic spot interpretation system.

## 7 CONCLUSION

Yanqing Park will amplify the future park effect, seize the opportunity of the Winter Olympic Games, and build a "4+N" high-tech, sophisticated and cutting-edge industrial system by optimizing the existing industrial pattern and the layout of high-end industries, promoting the high-end industrial basis and the modernization of industrial chain and supply chain, so as to help the industrial upgrading of the park. We will strengthen the new energy, energy conservation and environmental protection industries, focus on developing hydrogen energy and the Internet for energy, two emerging areas, and upgrade the development of high-end energy equipment, energy conservation and environmental protection, two major areas of stock.

To develop the horticultural science and technology industry, effectively utilize the existing exhibition facilities of the Expo, explore the demonstration model of R&D and marketing in the garden, planting and application outside the garden. To improve the sports science and technology industry, accelerate the gathering of sports science and technology industry resources and innovation resources. To expand the UAV

industry, build a full-chain industrial innovation service complex by relying on the "civil unmanned aviation test base (test area)". We will look forward to the layout of new economic circuits such as life and health, culture and creativity, military-civilian integration, and new materials.

We will introduce specialized and market-oriented service platforms, provide services such as introducing industrial resources and creating an industrial environment, and strengthen the supply of specialized industrial service platforms. We will foster and strengthen innovative enterprise clusters on a gradient basis, accelerate the cultivation of high-tech enterprises, accelerate the growth of high-growth enterprises, and vigorously foster the development of platform enterprises to promote integrated development. We will build an ecosystem of high-end entrepreneurship and innovation talents, vigorously introduce scientific and technological innovation talents, improve the talent tracking and training mechanism, and create a high-quality and efficient service environment for talents. Plan and hold influential events, improve the investment environment and trade facilitation level of the park for opening up to the outside world, fully release the vitality of regional innovation and entrepreneurship, so as to create a high-quality entrepreneurship and entrepreneurship ecology, and support the development of scientific and technological innovation in the region.

Yanqing Park will implement measures in various aspects such as infrastructure, urban supporting facilities and green and low-carbon ecological park construction, so as to realize intelligent, digital and ecological development of Yanqing Park, and build an ecological and intelligent park integrating science, industry and city people. By accelerating the construction of next-generation information infrastructure such as 5G mobile network, upgrading the existing infrastructure such as G6 auxiliary road and old plumbing and heating pipelines in the park, the energy efficiency of infrastructure in the park will be improved.

By improving the construction of public service facilities such as high-grade residential buildings and commercial supporting facilities such as innovative salons, the city's supporting service functions will be improved. The digital transformation of the park will be accelerated by building a data platform with enterprise services as the

core. We will promote green production and lifestyle by setting up a number of application scenarios for green industries and carrying out pilot demonstrations of cleaner production.

During the 14th Five-Year Plan period, Yanqing Park should not only carry out cooperation with the central urban area of Beijing and Zhangjiakou region, but also carry out links and cooperation with other domestic advanced parks and even with international innovation subjects, so as to create a new development pattern of domestic and international double circulation and mutual promotion. Yanqing Park will deepen innovation cooperation with the central urban area of Beijing by cooperating with regional entities such as Haidian district and Changping district to build a cross-regional platform for connecting new technologies and new products and services, and carrying out new activity co-construction, new technology co-research and new product sharing with innovation entities in the central urban area of Beijing.

Through exploring the joint construction of high-end snow and ice sports equipment base with Zhangjiakou, cooperation in the development of Winter Olympics snow and ice theme tourism lines and other measures, participate in the construction of "Beijing-Zhangjiakou sports culture tourism belt", promote the coordinated development of sports science and technology industry with Zhangjiakou; Through the establishment of exchange and cooperation mechanism with advanced parks, to Shenzhen and other regions to carry out industrial promotion activities and other measures to strengthen the cooperation and exchange with advanced parks and key areas; Through the establishment of innovation and entrepreneurship funds for foreign investment and other development trends in the field, we will accelerate the implementation of attracting international high-end innovation resources.

Recall the beginning of confusion. It's very rewarding to see a whole piece of essay appear. My tutor Janna is very responsible. She provides me with a lot of help. Through the communication, I looked at my thesis and gradually had the appearance of a graduation thesis. I am very happy to study in SAMK. I was lucky enough to be a student of SAMK and incorporate these feelings into my thesis. I gained a lot of experience from this essay. Eternal things and thinking about the experience of writing

is a long process. After thinking about the harvest, people feel excitement and joy, pain and excitement. I love my school days in SAMK. I hope everything go well.

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