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Study on Sustainable Development of Tourism Destination in Jinchang Mars No.1 Base

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Abstract:
Gansu is a tourist attraction in northwest China, with unique natural scenery, profound historical and cultural heritage and diverse national cultures, which plays an important role in China's cultural tourism industry. In recent years, the unique cultural tourism resources in Gansu Province have attracted a large number of domestic and foreign tourists to visit and experience. This paper takes Jinchang Mars No.1 Base in Gansu Province as the research target, reveals the double influences in the development process through investigation and analysis of its actual development and management, and puts forward management strategies to promote its sustainable development, so as to provide theoretical support and practical guidance for the sustainable development of Gansu Province's tourist destination.

Keywords:
Mars No.1 base; Tourist destination; sustainable development

1 Introduction

With the deepening of the concept of sustainable development, how to realize the high-quality development of tourist destinations has become the central topic of academic discussion. Gansu is a big tourist province in northwest China, which is rich in tourism and human resources. Jinchang Mars No.1, as one of the representatives, has attracted much attention for its unique humanistic characteristics. This base is the first comprehensive teaching base in China with the theme of Mars environmental modeling and space exploration. By simulating life scenes on Mars, replicating physical buildings and creating a sci-fi atmosphere, many fascinating immersive experience projects have been created. Visitors can interact and explore to deeply understand the extraordinary charm of modern space science. The innovative spatial theme and fascinating tourism experience make Mars No.1 base a visual angle and window for the sustainable development of tourism in Gansu Province, which enhances the influence of Gansu Province at home and abroad and provides a model for the long-term development of regional tourism economy.

However, the development and management of tourist destinations is a complex system engineering, in which many complex factors interact, and there are often various contradictory and completely different development models. We should clarify its development relationship, analyze the positive and negative aspects of its influence, and carry out scientific and reasonable design, development and promotion.

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2 Development and management status of tourist destinations in Gansu Province

As the cradle of Chinese civilization, Gansu has magnificent natural landscapes and rich historical and cultural sites, and is a high-quality tourist destination.In recent years, Gansu Province has actively promoted the integrated development of cultural tourism industry,and launched a series of effective and pragmatic measures,such as "Ganwei" regional tourism cultural creation products and the core brand promotion activities of"Symphony Silk Road&Ruyi Gansu".The effective implementation of these measures has greatly improved the social popularity and public recognition of Gansu tourism destination brands. The statistics of Gansu provincial government and tourism bureau in recent years show that the number of domestic and foreign tourists and total tourism revenue in Gansu province have increased significantly.The initial influence of tourism brands is obvious.Nevertheless,the development of tourist destinations in Gansu Province still faces many problems and challenges.For example,tourism product innovation is not satisfactory,product design innovation is seriously insufficient, products are seriously homogenized,and there is a lack of dominant brands; Lack of perfect resource integration and cultural tourism optimization mechanism,can not make full use of the advantages of culture and tourism resources to learn from each other;The management system is not perfect, and the development and management are extensive,which leads to low efficiency of resource utilization;Lack of targeted marketing strategy; Shortage of professionals,etc.All these have seriously restricted the further development of tourism destination industry in Gansu.In the future,Gansu needs to constantly optimize tourism supervision,actively explore innovative and modern business models,accelerate the establishment of a unified tourism resource management system with scientific and technological empowerment,and promote the high-quality and sustainable development of tourism in the province.

3 the double-edged sword effect in the development of tourist destinations in Gansu Province

Opportunities and challenges coexist in the development of tourist destinations in Gansu Province. On the one hand, the development of tourism has stimulated the vitality of development, promoted the growth of local economy, promoted the rise of surrounding related industries, effectively improved the quality of life of local residents, and the development prospect of tourist destinations is broad. On the other hand, the increase of employment opportunities and the increase of residents' income have promoted the overall harmony and stability of society, and the construction of Mars No.1 base has promoted the coordinated development of various industries and produced important social effects.

However, this development process is also accompanied by challenges. Reflected in environmental protection, some scenic spots neglected environmental protection due to over-exploitation, and the ecological environment was seriously damaged. At the same time, the issue of social equity is neglected, which harms the interests of local residents and intensifies the contradiction between residents and tourists. In order to realize the high-quality development of tourist destinations, we must constantly adjust and optimize the future development strategy.

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4. Sustainable Development Strategy of Tourism Destination in Mars No.1 base

4.1 Promote infrastructure construction in all directions

For the development and construction of the tourist destination of Mars No.1 base, it is necessary to vigorously promote the infrastructure construction. It is necessary to plan the overall situation and rationally plan the design layout. Mainly from the following three aspects:

The traffic network planning near the base needs to solicit opinions from all parties for scientific and reasonable layout, so as to improve the convenience of tourists to the base. It is necessary to optimize the scientific dynamic policy to the maximum extent according to the rules of tourism ebb and flow. In the tourist season, direct bus lines are added, or the departure frequency of tourist buses is increased, so as to improve the operating efficiency of base public transportation and expand the service scope, optimize dislocation and avoid peak hours, and continuously meet the various travel needs of tourists.

In terms of accommodation facilities, the government should be committed to combining the characteristics of the base with the regional culture, developing a series of themed hotels and homestays inspired by the elements of Mars, integrating the local cultural characteristics, and creating rooms with the design theme of Mars cabin, or homestays with desert customs. While ensuring the comfort of accommodation facilities, it will create a strong "Mars 1" cultural atmosphere and provide visitors with a unique accommodation experience.

The improvement of public service facilities is also a key task. It is necessary to expand the parking area, increase the number of parking spaces, and equip new energy vehicle charging facilities to meet the practical needs of the growing number of tourists in go on road trip. At the same time, it is necessary to arrange public toilets more reasonably, improve public health standard and management level, and equip them with barrier-free facilities to meet the needs of tourists. It is necessary to strengthen the informatization construction of the intelligent tour guide system in scenic spots and realize the full coverage of free Wi-Fi, so as to facilitate tourists to obtain all kinds of practical information and improve the convenience and intelligence of tourism.

4.2 Optimize the structure of tourism products in all directions

The government should innovatively plan the tourism product structure of Mars No.1 base and formulate distinctive tourism product structure services. In terms of characteristic tourism projects, it is necessary to create a "dream-like base" effect through cultural integration and visual illusion experience, and enhance tourists' sense of participation and experience. For example, combining the night light show with the cultural music festival will attract tourists to stop and participate, extend the time of tourism consumption, and stimulate the consumption of night tourism experience; Regularly hold interactive experience activities such as Mars series popular science lectures and space model making competitions to optimize the structure and service of tourism products.

In addition, it is also an important measure to optimize the tourism product structure of the base by integrating the multiple elements of the base to create diversified tourism products and skillfully combining the

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special aerospace theme with natural landscape, history and culture. Create a characteristic brand route, and build a brand tourism route integrating natural scenery, history and culture, and aerospace technology to provide tourists with a comprehensive cultural experience. Let the magnificent natural scenery and profound historical and cultural heritage of Mars No.1 base be fully displayed. Visitors can feel the wonder of space technology and sublimate their body and mind at the same time, making every trip an all-round and multi-level cultural and natural journey.

4.3 Strengthen the supervision of the tourism market in all directions

Government departments should formulate an efficient supervision mechanism system for the tourism market to improve the service quality of the tourism market. Starting from strengthening the daily supervision, we should strictly examine the qualifications of the tourism industry, standardize the market operation order and enterprise operation behavior, operate in good faith, severely crack down on all kinds of illegal behaviors, strengthen control at the source, and never be soft on illegal market behaviors, so as to create a "boutique Mars No.1 brand service project" to safeguard the legitimate rights and interests of tourists and ensure the healthy and orderly development of the market. At the same time, standardize the price of the tourism market, be open and transparent, implement the activities of commodity quality without counterfeit goods, and resolutely put an end to uncivilized behaviors such as counterfeit and shoddy products and cheating customers.

The government should make great efforts to improve the business service level and service quality of Mars No.1 tourism project, and pay attention to the two-way evaluation system. To improve the professional quality of employees, we should be consistent, strengthen professional training,and implement regular training in a normalized, institutionalized and scientific way, which not only improves the skill level, but also comprehensively enhances the service business ability and service awareness from the perspective of "people". The tourism service department should establish a scientific evaluation system of tourism service quality, check and fill gaps through satisfaction survey, online evaluation and third-party evaluation, effectively rectify and improve tourism products and market services, and effectively improve tourists' satisfaction.

5 Conclusion

The market development and management practice of Mars No.1 base provides valuable experience and enlightenment for the sustainable development of tourist destinations in Gansu and even the whole country. Innovation is the key to truly enhance the market competitiveness of tourist destinations. Mars No.1 base must strengthen infrastructure construction, optimize the structure of tourism products, strengthen the supervision of tourism market, and carry out innovative tourism experience mode and deep cultural integration. This requires constant exploration and practice. In order to realize its own sustainable development, Mars No.1 base must carry out transformation and upgrading, improve efficiency and add new impetus, so as to realize the innovative and coordinated development of this tourist destination in economic, social, cultural and environmental dimensions.

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