
| RESEARCH ARTICLE

Sustainable Development Strategy of Ecotourism Marketing Based on New Media: A Case Study of Qinghai Tibet Plateau in China

Sui He

Business School, Beijing Institute of Technology, Zhuhai, Zhuhai, Guangdong, 519088, China

Corresponding Author: Sui He, **E-mail:** 200805101094@bitzh.edu.cn

| ABSTRACT

At present, improving the ecological environment and green development has become the new concept and new normal of society. Ecotourism is a new tourism form and tourism development mode, which can not only meet the diversified needs of tourists for ecology, culture and tourism but also drive the development of the regional economy. The Qinghai Tibet Plateau is an important ecological barrier to the country, and its ecological strategic position is extremely important. Exploring how to promote regional economic development while protecting the ecological environment and reducing the negative impact of tourism activities is the key to the sustainable development of eco-tourism marketing in the Qinghai Tibet Plateau. Taking the Qinghai Tibet plateau region, which is rich in tourism resources and has a fragile ecological environment, as an example, based on the characteristic ecotourism resources of the Qinghai Tibet plateau region, this paper summarizes the existing problems and their causes and on this basis, discusses the implementation of active ecotourism marketing and sustainable development strategies in this region, with a view to exploring eco-friendly, green and low-carbon. The high-quality development road with plateau characteristics provides reference and reference.

| KEYWORDS

Eco-tourism, marketing, new media, the Qinghai-Tibet Plateau, sustainable development

| ARTICLE INFORMATION

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1. Introduction

Ecotourism is a kind of green tourism. In many countries and regions, ecotourism, as one of the important ways to achieve regional sustainable development, has become the trend of tourism development. The concept of ecotourism was first proposed by Ceballos Lascurain, special adviser of the International Conservation Union (IUCN), in 1983. He believes that eco-tourism has two main points: first, the object of eco-tourism is natural scenery; Second, the target of eco-tourism should not be damaged. Ecotourism is different from traditional tourism. Its emergence is the inevitable result of human's understanding of nature and self-examination and reflects the idea of sustainable development. Ecotourism is based on understanding nature, appreciating nature, protecting nature and not destroying its ecological balance (The International Ecotourism Society, 1990).

Ecotourism has multiple functions, such as sightseeing, vacation, recuperation, scientific investigation, exploration and popular science education. Tourists can cultivate their sentiments and purify their hearts by being in a natural, real and perfect environment. Natural protection and economic development are the core contradiction and also the key to ecological civilization and ecological protection (The International Ecotourism Society, 1990). As a sustainable marketing model, eco-tourism marketing is of great value for the economic development of regions with fragile ecological environments. Existing studies mostly focus on eco-tourism models or combine some regions and industry backgrounds to carry out case studies. There is a lack of overall marketing strategies for regions with weak ecological carrying capacity under the background of new media.

This paper adopts the method of combining theory with practice, makes full use of integrated marketing communication, marketing, environmental behavior and other related disciplines to analyze based on desktop research, and uses research methods such as literature and expert interviews to guide. This survey adheres to the principle that "the right to speak comes from real and scientific research" and adheres to the attitude of "unity of knowledge and practice". In the early stage, the author had a deep understanding of the ecological status of the Qinghai Tibet Plateau through the one month course project "Natural Conservation and Sustainable Future Research on the Qinghai Tibet Plateau". Later, through the collection, collation, classification, induction and summary of the paper materials, combined with the author's personal summer research experience and professional knowledge, the author proposed corresponding innovative solutions to existing problems.

2. Overview of Qinghai Tibet Plateau

The Qinghai Tibet Plateau is the youngest plateau, with an average elevation of 4000 meters. It is called the third pole of the earth, covering an area of 2.5 million square kilometers. The annual average temperature in the hinterland of the plateau is below 6 °C, there is no real summer in the whole year, the soil layer is thin, and the preparation is mostly primitive vegetation. The Qinghai Tibet Plateau is known as the "roof of the world". The area of glaciers is 34000 square kilometers, accounting for 80% of the total area of glaciers in China. It has become the cold center in the middle latitudes and the region with the widest distribution of glaciers in the world. The mountain glaciers are rich in form. The glacial erosion landform and moraine landform formed by glaciation is one of the natural features of bengtu.

As an important river region in the world, the Qinghai Tibet Plateau is the birthplace of the Yangtze River, the Yellow River, the Lancang River and the Ganges River in Asia. It provides clean water for more than 2 billion people in the lower reaches. It is known as the "water tower of Asia". The Qinghai Tibet Plateau is rich in geographical and landscape diversity. It is the region with the richest biological diversity and the gene bank of germplasm resources in the world. The unique geographical location, special climatic and hydrological conditions and cultural environment have created abundant ecotourism resources and have an advantageous resource base for ecotourism. However, at the same time, the Qinghai Tibet Plateau is also the sensor and initiator of global climate change, and its ecological environment is very fragile.

The environment of the Qinghai Tibet Plateau has a significant impact on the environment of China and the world. Scientific investigation and evaluation of the eco-tourism resources of the Qinghai Tibet Plateau, determination of the eco-tourism development strategy, development ideas and plans, and full play to the role of marketing can not only make the sustainable development of the plateau environment but also promote the development of the local economy and society.

3. Analysis of Characteristic Ecotourism Resources in Qinghai Tibet Plateau

3.1 Tourism Resources of Alpine Lakes in Four Seasons

The Qinghai Tibet Plateau is rich in mountains and waters and naturally has many landscapes. Most of the Qinghai Tibet Plateau is 3500 meters above sea level. The plateau is surrounded by mountains. There are the Himalayan Mountains in the south, Altun, Kunlun and Qilian Mountains in the north, the Karakoram mountains in the West and Hengduan Mountains in the East. There are also Tanggula Mountain, Gangdise mountain and Nianqing Tanggula Mountain on the plateau. Most of these mountains exceed 5500 meters, of which 16 peaks in the Himalayas exceed 8000 meters. The plateau is divided into many basins and wide valleys by mountains. There are many lakes. Qinghai Lake and Namco are inland saltwater lakes. The Qinghai Tibet Plateau is the birthplace of many large rivers in Asia, such as the Yangtze River, the Yellow River, the Lancang River, the Nu River and the Yarlung Zangbo River. It is rich in hydraulic resources.

There are 1091 lakes with an area of more than 1 square kilometer on the Qinghai Tibet Plateau, with a total area of 44993.3 square kilometers, accounting for 49.5% of the total area of lakes in China. It is the largest lake group with the highest elevation, the largest number and the largest area in the world. Of the 27 large lakes with an area of more than 500 square kilometers nationwide, 10 are distributed on the Qinghai Tibet Plateau. The Qinghai Tibet Plateau is China's veritable "water town". The beautiful yangzhuoyongcuo and the Mapan yongcuo with water transparency of 14 meters. The lakes on the plateau have their own characteristics. Most of them are 4000 to 5000 meters above sea level. They are dotted in basins, valleys and depressions, and most of them are "independent Portals". The total reserves of lake water resources in the Qinghai Tibet Plateau are about 608 billion cubic meters, accounting for more than 70% of the national lake water reserves (TIBETOL, 2013; Xinhua, 2020).

3.2 Rich Animal and Plant Tourism Resources

As the largest high-altitude area in the world with the most concentrated biodiversity, the Qinghai Tibet Plateau is one of the 25 hot spots for global biodiversity protection and also a natural laboratory for studying biological evolution and environmental evolution: there are 3 orders, 5 families, 45 genera and 152 species of fish; There are 3 genera and 1047 species of terrestrial vertebrates, accounting for 43.7% of the total number of such animals in China; The national first-class protected animal species accounted for 36.7% of the national and protected animals; Level II protected animals account for 46% of the country; There are

1500 genera and more than 12000 species of vascular plants, accounting for more than 50% of the total genera and 34.3% of the total species of vascular plants in China. In addition, there are 281 species endemic to the Qinghai Tibet Plateau, such as snow leopard, Tibetan antelope, wild yak, Tibetan wild donkey, Tibetan gazelle, brown bear, rock sheep and white lipped deer (TIBETOL, 2013).

3.3 National Culture and Folk Custom Tourism Resources with Unique Characteristics

Culture is the reflection of history, and history is the inheritance of culture. Due to the unique living environment and complex and diverse geographical conditions of the Qinghai Tibet Plateau, as well as the relatively closed traffic conditions and the relatively backward economic development level, the ancient and simple traditional regional culture of ethnic minorities, which has been created by the ethnic minorities living in the Qinghai Tibet plateau for a long time, is highly regional, diversified and gorgeous, and the well preserved relics and sites of the Tibetan ancestors are preserved; The essence of architectural art and ancient architectural engineering influenced by religious culture; This makes this area a special area for the study of anthropology, philology, literature, art, history and culture (Guayunfan, 2021).

The vast land of the Qinghai Tibet Plateau has also given birth to matching folk customs. In the living environment of fighting against nature and compromising to primitive worship, the Tibetan people on the Qinghai Tibet Plateau have created their own national costumes, folk customs, festivals, food culture, funeral culture and so on (Guayunfan, 2021). The particularity of folk customs is the attraction of tourism resources on the Qinghai Tibet Plateau.

4. Problems of Eco-Tourism Development in Qinghai Tibet Plateau

In 2017, China implemented the environmental protection measures of "green water and green mountains are golden mountains and silver mountains" and adhered to the concept of harmonious coexistence between man and nature. The construction of ecological civilization is the fundamental plan for the sustainable development of the Chinese nation. China regards the construction of ecological civilization as an important part of its national development strategy and vigorously promotes the construction of ecological civilization. People and nature coexist in harmony. The "third pole" shoulders the natural mission of protecting the long-term survival of polar mountains and rivers and carefully protects the Qinghai Tibet ecosystem.

4.1 Ecological Environment Problems

The "third pole" has a high altitude, cold climate, lack of oxygen, strong ultraviolet rays and short growing seasons, resulting in its fragile ecosystem and weak ability to resist external disturbance. Once damaged, it is extremely difficult to recover. In the process of the rise of the Qinghai Tibet Plateau, which has a height and height difference of more than 8000 meters, the violent geological changes have profoundly affected the environment and life here. Any small "external factors" are like the wings of a butterfly, causing reversible or irreversible effects on the "third pole" (Chen et al., 2013). As the level of social and economic development affects the carrying capacity of the region to the environment, the lack of scientific and technological level makes the carrying capacity of resources low. Affected by climate change, population increase and human activities in recent years, environmental deterioration and ecological imbalance have caused grassland degradation, forest coverage reduction, serious land desertification and soil erosion, and serious industrial pollution of water source soil (Chu, 2020; Zhang, 2011).

In addition, the grassland, forest, lake and wetland ecosystems of the Qinghai Tibet Plateau have been destroyed, and the unique species and genetic genes of the plateau are threatened with loss. In the past 200 years, there have been 110 species of birds, more than 200 species of mammals, more than 30 species of amphibians and more than 500 species of plants that are endangered or have been extinct. There are more than 170 species of higher plants known to be endangered and threatened (1009 species listed in China), and 95 species of terrestrial vertebrates known to be endangered and threatened; The species of the native plant community in the Qinghai Tibet Plateau decreased, and the poisonous and weed species increased. The number of poisonous grasses in the grassland increased from 24 in the 1970 s to 164 in 1996 (Sun et al., 2012; Zhang, 2011).

4.2 Marketing Issues

With the continuous attention of society to ecotourism, the development of ecotourism is faster and faster, and the improvement of the ecological economy is also very obvious. However, from the current situation, scenic ecotourism spots have not opened a new situation in the tourism market. The main reason is that ecotourism has not formed a complete marketing system, and there are problems such as backward concepts, no innovation in marketing, single promotion methods, and a lack of overall planning in marketing.

Taking the Qinghai Tibet Plateau as an example, looking at most ecotourism operation areas, many scenic spots are still mainly operated by local farmers and herdsmen. Their operation and management methods are still in their original state, and they do not master perfect marketing methods. Most of them are managed according to the operation methods of arbitrary development (Ji, 2020). They also lack marketing awareness and experience in the promotion of ecotourism scenic spots and the marketing of

scenic spots. The operators lack marketing awareness, form perfect marketing strategies and plans, rely only on imitating other industries, use single marketing means, and do not update the content in time, or the production of marketing content is greatly different from the actual situation. All these have a certain negative impact on the marketing of ecological tourism.

5. Actively implement the Marketing Innovation Strategy of Sustainable Development

There are good conditions for the development of eco-tourism in China: first, it has a huge tourist market; Second, it has rich ecotourism resources. However, due to the short history of tourism development in China, the development of eco-tourism is still at the primary stage, too much emphasis is placed on returning to nature, and the development of tourism resources is ignored. The impact of tourism on the environment and the destruction of resources are ignored. Driven by the booming tourism industry and economic benefits, developers are eager for quick success and instant benefits. In the absence of necessary argumentation and overall planning, they blindly explore and develop extensively and neglect protection in development, resulting in damage and waste of many resources. Ecotourism will become the best choice to adapt to this development. Compared with the Qinghai Tibet plateau, where the development of tourism is relatively slow, this road of developing "eco-tourism" is effective (Bao & Zhang, 2005).

5.1 Determine the Target Customer Market

Under the situation of increasingly fierce competition in the tourism market, in order to analyze which tourism consumers the Qinghai Tibet plateau region can attract, we should first determine its target tourist market. The target market of tourism is the consumption object of tourism products. In marketing activities, the source market is derived on the basis of market segmentation. Because only when the source market is determined can it be clear which is the main source market and which is the secondary source market can dynamic tourism products be developed, market competition is discussed, and marketing strategies for the development of scenic spots be formulated according to the specific needs of these customers.

5.2 Create Eco-Tourism Boutiques

The tourism economy is a typical market economy. Under the condition of a market economy, the products that can not meet the demand can not achieve the expected purpose but also cause waste of resources and environmental damage. Therefore, this product design is carried out on the basis of market segmentation and on the premise of mastering detailed resources. The Qinghai Tibet Plateau has a high altitude and superior natural and geographical environment, including snow mountain glaciers, large river valleys, plateau meadows, alpine lakes and other landscapes. It can create excellent eco-tourism products and develop special natural eco-tourism projects such as lake scenery viewing, glacier sightseeing, skiing travel, drifting and river valley exploration, forest sightseeing and forest bathing.

In addition, the special geographical environment of the Qinghai Tibet Plateau contains many spectacular geological relics and colorful natural landscapes, which contain rich and diverse wildlife resources. Therefore, the types of nature reserves on the Qinghai Tibet Plateau are extremely rich. Due to the importance of the Qinghai Tibet Plateau, Qinghai Province and the Tibet Autonomous Region have established many natural reserves. Among them, Qiangtang, located in the north of the Qinghai Tibet Plateau, and the adjacent kehexili (Qinghai), Sanjiangyuan (Qinghai), Arjin mountain (Xinjiang) and xilincuo nature reserves form a protection area group of more than 10000 square kilometers, providing a guarantee for the continued survival of endangered and unique wild animals, plants and ecosystems living on the plateau (Popular Science China, 2015).

In the protected area, the ornamental activities of wild animals and plants can be carried out, such as investigating the growth habits, economic uses, living environment and distribution of plants, the living habits of ornamental birds and animals, and exploring the relationship between vegetation distribution and altitude. This can not only meet the cognitive and psychological needs of tourists for wildlife but also deepen tourists' perceptual understanding of biological species diversity.

Folk tourism also helps to build and develop ecological brands. The nomadic culture and folk customs of the Qinghai Tibet Plateau have more regional characteristics. We will restore and excavate folk products that can be used by the tourism industry and develop Tuwa folk crafts, costumes, customs, songs and dances, meals and other folk tourism products, which show the local ethnic characteristics and are very attractive to tourists.

5.3 Select Appropriate Promotion Methods

Select appropriate eco-tourism promotion methods in the Qinghai Tibet Plateau, such as:

(1) public relations: invite people from the industry to visit and vacation in the Qinghai Tibet Plateau. In many investment promotion meetings, the eco-tourism image of China's "third pole", Qinghai Tibet Plateau, is taken as part of the introduction of the investment environment, and foreign cultural, art, sports and scientific and technological exchange groups are entrusted to assist in publicity.

(2) Advertising planning: make full use of TV, radio, newspapers, magazines, posters and manuals for publicity; Hire some literary and sports celebrities to do image advertising.

5.4 Attach Importance to New Media Publicity and Promotion

In the information age, it is an inevitable trend to promote the promotion and marketing of the tourism market by using the new network media. With the overall progress of society, the advent of the new media era coincides with the rapid development and comprehensive promotion of ecological undertakings. In this case, the external publicity and promotion of eco-tourism marketing need to be strengthened with the help of more scientific and advanced media platforms. With its powerful propaganda advantages, new media can not only play its promotion role in economic benefits but also effectively improve the people's awareness of ecological protection.

In the new media environment, although the media form has undergone great changes, the communication concept of "content is king" is still popular. Do a good job in ecological publicity and promotion, attach importance to new media channels, and build an influential ecological brand around the ecological environment and public opinion hot spots of the Qinghai Tibet Plateau; Pay attention to the production of content, and strengthen the publicity of environmental protection with excellent ecological and cultural products; At the same time, it provides more ecological environment information and various forms of high-quality publicity products that carry the information, knowledge and values of ecological culture.

6. Conclusion

The unique climate environment creates unique eco-tourism resources, but the unique climate environment also restricts the development of resources, forming a pair of contradictions. To achieve sustainable development, ecotourism should be a kind of tourism that is not at the expense of the environment and is harmonious with the natural environment. It is necessary to grasp the appropriate development speed, control the number of people received and enhance the awareness of environmental protection. Otherwise, too many tourists will cause excessive pressure on the environment of the destination and destroy the environment on which ecotourism depends, and ecotourism cannot develop continuously.

This research is restricted by many factors. The author's research ability, the limitations of desktop research on the availability of second-hand resources, the one-sided online research and other problems objectively exist. The lack of information integration and practical feasibility is obvious. In future research and exploration, the author will continue to explore the balance between ecotourism marketing and natural resources; through field investigation and other methodologies, further verify the point of view and combine the characteristics of the new media era with improving the shortcomings of existing research.

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