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## 后生物生产层

### 构建新型草原避暑度假目的地——以内蒙古为例

邓永进, 刘志军, 邓 丽

#### 摘要:

内蒙古地处温带, 草原资源丰富, 地形地貌多样, 夏季日温差大, 构建草原避暑度假目的地对内蒙古旅游业的发展与草原资源的保护具有重要的意义。本研究在分析草原避暑度假地与传统避暑度假地优劣势的基础上, 认为内蒙古草原避暑度假地具有夏季日温差大、空气干爽、空间开阔、地势起伏适宜、视野开阔等特征, 进而结合草原避暑度假目的地开发过程中存在的地区经济发展不平衡、旅游发展水平相对滞后、草原环境承载力较小、基础设施落后等问题, 指出内蒙古构建草原避暑度假目的地应实现从以量占优到以质取胜、从草原特色到主题创新、从品牌经济到品牌旅游3个转变, 并从加大基础设施投入、提升接待设施水平、保护草原生态环境、提倡旅游环保与节能等方面阐述了开发内蒙古草原避暑度假旅游的对策和措施。

关键词: 内蒙古 草原避暑度假地 优势 对策

### Study on building new type of summer vacation destination in grassland area——A case study in Inner Mongolia

DENG Yong-Jin, LIU Zhi-Jun, DENG Li

#### Abstract:

Inner Mongolia is located in temperate zone with rich grassland resources, diversified topography and geomorphology and daily temperature difference in summer. The summer vacation destination in grassland area is of great significance to the tourist industry development of Inner Mongolia and the protection of grassland resources. The advantages and disadvantages of traditional summer vacation destination in grassland area in Inner Mongolia were analyzed and the result indicated that the characteristics of the destinations were wide daily temperature difference in summer, dry air, wide open spaces, suitable undulating terrain and broad vision. The existing problems were imbalance of regional economic development, lagging level of tourism development, small environmental carrying capacity of grassland and poor infrastructure. The objective of building summer vacation destination should be focused on the quality instead of quantity, creative subjects and distinctive tourism programs. Meanwhile, the strategies and suggestions in terms of input on facilities and grassland ecological environment protection were provided.

Keywords: Inner Mongolia; grassland summer resort; advantage; strategy

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