



# Exploration of High-quality Development Countermeasures of Border Tourism in Tibet Autonomous Region

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**Abstract:** With the end of the novel coronavirus epidemic, the tourism economy has begun to recover. As an important part of economic growth, border tourism in Tibetan areas is the main support point for the development of local tourism. Although there are many problems in border tourism in Tibetan areas, the high-quality development of border tourism in Tibetan areas can be achieved through in-depth study of local characteristics and practical exploration of development countermeasures.

**Keywords:** border tourism, key problems, development countermeasures, high-quality development, new quality productivity

## 1. Introduction

After the end of the epidemic, the tourism industry in Tibet Autonomous Region stepped out of the three-year depression and the tourism economy grew at a high level. In 2023, Tibet received 55.1697 million tourists from home and abroad and achieved 65.146 billion yuan in tourism revenue, up 83.73% and 60.04% year-on-year, respectively, achieving 141.46% and 127.74% of the annual target. With the continuous strengthening of the construction of tourism resources in the region, border tourism, as an important support point for local development, will also form high-quality tourism with "Tibetan characteristics" based on local characteristics.

## 2. Development of border tourism in Tibet Autonomous Region

Tibet Autonomous Region, as an important ethnic minority region in the southwest of China, borders Myanmar, India, Bhutan, Nepal, Sikkim and other countries and regions, as well as Kashmir, and is also an important border area. Tibet Autonomous Region has more than 4,000 kilometers of land border, accounting for one sixth of the country's land border. Its unique border advantages and ethnic characteristics make it rich in natural tourism resources and ethnic minority cultural features with "Tibetan characteristics".

### 2.1 Unique border tourism resources

Tibet Autonomous Region has 7 prefectural administrative regions, 6 cities (Lhasa City, Xigaze City, Changdo City, Nyingchi City, Shannan City, Nagqu City) and 1 district (Nali region), of which Xigaze region and Nali region have 5 border ports, and the border port area is also a rich area of the world's top tourism resources. Taking Zhangmu Port as an example, Zhangmu Town is administrated in Nyalam County, Shigatse City, Tibet Autonomous Region. Zhangmu Town borders Nepal on the east, south and west sides, 739 kilometers from Lhasa and 110 kilometers from Kathmandu, the capital of Nepal. Relying on the advantages of special ports, Zhangmu Town has formed three characteristic pillar industries of border trade, Tibetan medicine production and tourism. The tourist resources include the famous world senior Shishapangma Peak National Park, Zhangmugou Natural Scenic Area, Sherpa ethnic style resort, Sino-Nepali Highway Martyr Park and Sino-Nepali Friendship Bridge. [[ Xu Ning, TU DengKezhu. Strategic Choice of Border tourism development in Tibet under the background of "One Belt and One Road" [J]. Journal of Tibet University (Social Sciences Edition), 2016,31 (02).

### 2.2 The current development status of border tourism

Tibet is located in the southwest edge of China, one of the highest elevations in the world, and its border is 3,842 kilometers long. Most of its border areas are located in the Himalayas. Not only are the altitudes relatively high, but due to the influence of natural environmental conditions, most people who travel to Tibet are faced with the problem of altitude sickness. And with the rise of altitude and personal physical adaptation to the environment, many people will stop in the vicinity of Lhasa, unable to further visit many scenic spots in Tibet. Many travelers to Tibet will choose Lhasa as the destination city for tourism, and the border areas are far from the central city of Lhasa, and some travelers have limited time plans, which leads to some limitations of border tourism.[1]

## **2.3 Outcomes and benefits of border tourism**

China has been continuously strengthening the construction and improvement of road facilities network, promoting the continuous construction of G219 national road, now from the roof of the world to the rainforest on the G219 national road can achieve a road to most scenic spots in Tibet; G219 National Highway can be divided into three sections in Tibetan areas: Ngari section: Jieshan Daban - Ritu - Shiquan River - Zada - Mentu - Tachin - Zhongba - Saga - Angren - Razi; Shigatse section: Saga-Jirong - Dingri - Dingjie - Gamba - Kangma - Yanghu; And the Nyingchi section of Shannan: Yanghu - Luozha - Cuomei - Longzi - Milin - Medoh - Chayu - Chawalong - Binguzhong Luo; Therefore, it has attracted many motorcycle travelers and self-driven travelers, and promoted the development of tourism economy in Tibet.

## **3. The main problems of border tourism**

### **3.1 Infrastructure construction is not yet perfect**

Tibet accounts for about 1/8 of the country's total area, but its population density is the lowest in the country. The population density in some high-altitude areas may even be lower, resulting in sparse population distribution. Most of the border areas are remote and the natural environment is harsh, leading to backward infrastructure construction and inadequate communication network coverage. The road in the border area will have the problem of snow blocking the mountains and "the end of the road".

### **3.2 Special geographical location and environment lead to security problems**

The border area bordering Myanmar and India Buni has a complex geographical location and a relatively special natural environment, which has led to a series of security problems. Take Lobugou as an example: Lebugou is located in Nacho County, Shannan City, located in the Himalayan mountain fault zone, at present, Lebugou with Ma Township as the center has become a national 3A tourist resort, and four kilometers away from Lebugou, there are sites of Indian border counterattack self-defense stations, if you go to these places need to apply for relevant materials for border inspection. To ensure that visitors visit normally to maintain social security and stability. By vigorously integrating all forces, China sends armed police, People's Liberation Army and public security police to guard the border in order to maintain social security and stability. At the same time, due to the restrictions of the regional environment, the full coverage of the Skynet monitoring system cannot be achieved at present, which increases the difficulty factor of regional management and combating crimes to a certain extent, and may also lead to certain security problems.[2]

### **3.3 Insufficient integration of resources, has not yet formed a regional high-quality development of tourism pilot**

In the Tibet Autonomous Region with a vast area and sparse population, especially in the border areas, the environment is more difficult, which makes the border areas have not yet formed a dense living cluster, let alone a relatively complete and convenient tourism demonstration zone; It is precisely because of the insufficient integration of resources in all aspects that a new pattern of regional development has not been formed, nor has a regional pilot of local culture with "Tibetan characteristics" been formed.

## **4. Research on high-quality development countermeasures of border tourism**

### **4.1 Development mode of border tourism**

With the convenient development of transportation facilities, more and more ways are provided for tourists to go to the snowy plateau. More and more people choose to go to Tibet by plane, train or group drive, and the way of travel has become diversified. Under the diversified travel mode, in order to promote the high-quality development of border tourism, the first thing to do is to introduce a series of convenient preferential policies to facilitate travel, set up points on provincial and national highways to provide emergency rescue services, and provide corresponding tourism volunteer services outside the airport station to help foreign tourists better travel.

### **4.2 Integrated development mode of border tourism**

While vigorously developing the tourism industry in Tibet Autonomous Region, it is necessary to accelerate the integrated development of border tourism, and fully promote the development of all walks of life through tourism, especially to fully promote employment through tourism. While vigorously developing tourism, on the one hand, the integration of famous scenic spots and border features in major cities should be maintained internally to promote the high-quality development of tourism in Tibetan areas. On the other hand, it is necessary to feed the local infrastructure construction through the drive

of the border tourism industry, so as to guarantee and improve the living standards of local residents and promote the high-quality development of the border areas.[3]

### **4.3 Exploration mode of high-quality development of border tourism resource integration**

Break the traditional way of tourism development, and promote the further development of border tourism in Tibetan areas through the integration of tourism resources. Under the guidance of government policies, through the online integration of tourism resources, the construction of a global digital cultural tourism management platform, the formation of a regional online tourism distribution center to provide a wealth of online Tibetan tourism cultural attractions for tourists across the country; In addition, offline, the Cultural and Tourism Bureau of the Tibet Autonomous Region can take the lead in multi-party cooperation with local tourist attractions, travel agencies and travel reception hotels, and provide one-stop services for tourists to Tibet through the integration of third-party resources, so as to maximize the happiness of tourists and make tourists in Tibet have a more pleasant travel experience. By constructing the high-quality development industrial system of border tourism both online and offline, it will further advance towards high-level modern productivity, and promote the high-quality development of social economy while realizing the high-quality development of border tourism in the Tibet Autonomous Region.[4]

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