

## **Abstract**

The research aims to contribute to the Desert Outdoor Environmental Education Program, which is a program of Taklamakan Desert Outdoor Center in Qiemo County, Xinjiang, China. The research was comprised of both environmental education and desert tourism theories with literature reviewing methodologies figuring out that: the impact of tourism to the desert area; the basic concept of environmental education and the core component of environmental education. Those should be basically understood by Qiemo's government.

The research questionnaire was designed for investigating Urumuqi tourists' environmental awareness. Based on the codes of conduct proposed by UNEP, the questionnaire aimed to investigate desert tourists' socio-demographics and tripographics, which facilitated the researcher to identify the desert tourists' environmental awareness. By analyzing 286 Urumuqi resident with different socio-demographics and tripographics, this study found that tourists are not very knowledge in finding and using resources in efficient manner, but tourist are interested in some behaviors, which will be benefit for the desert environment. And "Outdoor enthusiast" is the one of most difference factor. That means there is a big different of tourist's environmental awareness towards desert tourism between outdoor enthusiast and non-outdoor enthusiast.

Additionally, more information of Taklamakan Desert Outdoor Center was gathered form the interview with Qiemo government official and representative of Urumuqi outdoor enthusiast. The interview revealed insufficient government efforts

had been made into the local tourism planning, such as the environmental protections and the development of tourism project.

Taking the above findings into consideration, this study provided the relevant recommendations to the planning of outdoor environmental education program and the development of Taklamakan Desert Outdoor Center.

Finally, recommendations have been proposed for the future study by categorizing tourist into outdoor enthusiasts and non-outdoor enthusiasts, which could do a great help for researching tourist behavior in desert tourism.

