

Monitoring Report on the Sustainable Tourism Development of Yangshuo

Guilin Municipal Tourism Bureau

Monitoring Center for UNWTO Sustainable Tourism Observatories

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Address: Building 329, Sun Yat-sen University, 135, Xingang West Road,
Guangzhou, P.R. China

Postcode: 510275

Tel: +86-20-84114683

Fax: +86-20-84113621

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1. Foreword

1.1 Origin

Since 2002, the Guilin Municipal Government has strengthened contacts and cooperation with UNWTO. The Boao Asian Tourism Forum organized by the China National Tourism Administration, the Boao Forum for Asia and the Asia Cooperation Dialogue in November 2002, and hosted by the Guilin Municipal Government drew extensive global concern. In December 2003, UNWTO, the China National Tourism Administration and the Guilin Municipal Government held the UNWTO Regional Seminar on Tourism Partnerships in Destination Development and Management jointly in Guilin, which was the first seminar on tourism partnerships in destination development and management held by UNWTO. In 2004, Wang Yuefei, Mayor of Guilin and Huang Xin, Deputy Director of the Bureau of Tourism of the Autonomous Region, together with their delegation, during their Spanish visit to UNWTO, entered into a mutual cooperation agreement with the latter, which defined Yangshuo as one of UNWTO's global tourism observatories, and UNWTO included the tourism data of Yangshuo into its book *UNWTO Sustainable Development Indicators*. On July 26, 2005, UNWTO officially set an observatory of tourism sustainable development in Yangshuo subject to the technological monitoring by Sun Yat-sen University. This is the first tourism observatory set in China by UNWTO and the first in the world.

Since August 2006 when the Center for Tourism Development and Planning Research of Sun Yat-Sen University (SYSU for short) signed the Agreement for the Monitoring of Indicators of Tourism Sustainable Development of Yangshuo with Guilin Municipal Bureau of Tourism, the Center has completed the 2006-2008 monitoring report in Chinese and English of Yangshuo using the indicators and methods of UNWTO's GOST program since 2006. In October 2009, the Yangshuo Observatory was completed and put into operation, indicating the start of Yangshuo's long-term sustainable tourism development monitoring. On September 28, 2010, UNWTO and SYSU entered into a cooperative agreement, and founded the Monitoring Center for UNWTO Sustainable Tourism Observatories (UNWTO MCSTO, hereinafter "MCSTO") to take charge of the management and monitoring of sustainable tourism observatories in China and even those in the Asian-Pacific region in the future, and other technical work, so as to ensure continuous, comprehensive and effective monitoring. This marks the official completion of the physical establishment of the Center, as well as the substantive cooperation between SYSU and UNWTO on the promotion of sustainable

development of global tourism.

The monitoring as from August, 2012 of sustainable development of Yangshuo tourism is the extension and deepening of the monitoring previous years. This report points out the problems in the current and sustainable development of Yangshuo Tourism, proposes some countermeasures to help the sustainable development of local tourism, and provides reference for the application of relevant indicators for UNWTO and other institutes engaged in tourism sustainable development.

1.2 Monitoring Methodology

1.2.1 Monitoring Process

From late July to mid-August 2012, the Monitoring Centre for UNWTO Sustainable Tourism Observatories (hereinafter “MCSTO”), with the vigorous support from Guilin Municipal Bureau of Tourism and the active cooperation with the People’s Government of Yangshuo County, completed the monitoring of the indicators of the sustainable development of Yangshuo tourism. The Monitoring Group consisting of 14 people includes: a teacher from the Center for Tourism Development and Planning Research of Sun Yat-Sen University, a project coordinator from the MCSTO, three graduate students and nine undergraduates.

From the end of July to early August, the Monitoring Group discussed and analyzed the monitoring tasks, identified the monitoring problems and proposed the indicator system according to the Guidance for the Application of Indicators of Sustainable Development of Tourism Destinations. The Group designed 5 questionnaires required for the monitoring: the community resident questionnaire (including interview outline), the questionnaire for small tourism enterprise owners, the questionnaire for tourism enterprise employees, the questionnaire for foreign tourists (English) and the questionnaire for domestic tourists (Chinese).

From August 4 to August 12, the Monitoring Group sorted shops on the main street in Yangshuo County into classification statistics, visited West Street and its surrounding areas, Ancient Totem Path, Butterfly Fountain, Big Banyan, Julong Lake, Gold Water Cave, Moon Hill, Early Paradise, Impression • Liu Saniie, Yulong River and other key scenic spots, investigated Licun, Xingping and other tourism communities, and conducted random interviews with tourists and tour guides for auxiliary analysis, in addition to in-depth interviews with community elite.

The monitoring group distributed 1554 questionnaires, of which: 700 (in Chinese) to domestic visitors, 681 again out of which are valid, accounting for 97.29%; 200 (in English) to foreign tourists, 181 again out of which are valid, accounting for 90.50% ; 452 to community residents, 437 again out of which are valid, accounting for 96.68%; 150 to employees, 134 again out of which are valid, accounting for 89.33%; 52 to owners, 51 again out of which are valid, accounting for 98.08%. A great deal of first-hand information is acquired by the Monitoring Group through questionnaires and interviews. In addition, then members also visited Yangshuo Tourism Bureau, Local Tax Bureau, Industrial And Commercial Administration, Public Security Bureau, Land and Resources Bureau, Environmental Protection Bureau, Center for Disease Control, Transportation Bureau, Employment Service Center, Hydropower Bureau, Statistics Bureau, Investment Promotion Bureau, Health Bureau, Culture and Sports Bureau and other government authorizes to collect relevant secondary sources.

In late August, the Monitoring Group prepared the report according to the contents and indicators in the Guidance for the Application of Indicators of Sustainable Development of Tourism Destinations, the existing research, fieldwork data, interview materials, questionnaire statistical analysis, and secondary data.

1.2.2 Screening of Key Issues and Indicators

Table 1- 1 Summary of Topics and Basic Indicators of Sustainable Tourism Development Monitoring of Yangshuo

	Topic	Basic monitoring indicator
Tourism and Community	Overall attitude of Residents to Tourism	<ul style="list-style-type: none"> Overall satisfaction Satisfaction with all aspects of tourism
	Impacts of tourism on local communities	<ul style="list-style-type: none"> Resident perception of economic, community and cultural impacts of tourism Services and infrastructure construction arising from tourism
	Community engagement and awareness	<ul style="list-style-type: none"> Percentage of community residents doing tourism-related jobs and main types Perception of tourism engagement by community residents Percentage of the concept “sustainable tourism development” by community residents Issues on tourism engagement of concern for community residents
Tourist Satisfaction	Tourist review of tourism resources, services and environment	<ul style="list-style-type: none"> Tourists’ satisfaction with tourism resources Tourists’ satisfaction with tourism services Tourists’ satisfaction with tourism environment
	Overall tourist satisfaction and the	<ul style="list-style-type: none"> Overall tourist satisfaction Perception of tourism experience against expectation

	Topic	Basic monitoring indicator
	willingness of revisit	<ul style="list-style-type: none"> Willingness of tourists to revisit and recommend
Health and Safety	Food safety and hygiene	<ul style="list-style-type: none"> Food hygiene Environmental hygiene Tourists' perception of hygiene and safety Governmental emphasis on security
	Residents' health and safety	<ul style="list-style-type: none"> Medical safety and disease control Public Safety Governmental emphasis on health
	Local security problems	<ul style="list-style-type: none"> Local security problems Tourists' attention
	Propaganda of fire control knowledge	<ul style="list-style-type: none"> Fire control propaganda
Tourism Planning and Control	Evaluation of tourism transportation planning and control	<ul style="list-style-type: none"> Road standards Bus terminal standard Tourists' Means of transport Self-driving market Tourism service facilities and county traffic land planning
	Tourism resources planning and control	<ul style="list-style-type: none"> Core attraction elements Sightseeing spots Architectural landscape style and features control
	Whether land utilization or development planning supports tourism specifically	<ul style="list-style-type: none"> Land use control at the overall strategic level Layout planning of tourism development spaces, and land use control Land utilization of main destination townships Land conversion and additional tourism land
Economic Impacts of Tourism	Tourism receipts	<ul style="list-style-type: none"> Tourism statistics (gross Tourism receipts, number of tourists, number of beds, number of tourists staying overnight, etc.)
	Contribution of Tourism to Yangshuo's GDP and Public Finance	<ul style="list-style-type: none"> Percentage of Tourism receipts to GDP Contribution of Tourism receipts to tax revenue
	Impact of Tourism on Industry Mix	<ul style="list-style-type: none"> Overall development trend of tertiary industries driven by tourism Impacts of tourism development on Yangshuo's agricultural structure
	Impacts of tourism on Yangshuo's handicraft and commercial development	<ul style="list-style-type: none"> Development trend of accommodation and catering services driven by tourism Development trend of handicrafts and characteristic agriculture driven by tourism
	Impacts of tourism on Yangshuo's public employment	<ul style="list-style-type: none"> Job opportunities created by tourism Resident training and skills development driven by tourism (number of English training agencies in the county)
Tourism, and Resources and Environmental Protection	Atmospheric environment	<ul style="list-style-type: none"> Air quality monitoring and conformance to standard Evaluation of resident and tourist perceptions
	Utilization of water resources and conservation of aquatic environment	<ul style="list-style-type: none"> Utilization of water resources Conservation of aquatic environment Evaluation of resident and tourist perceptions
	Noisy environment	<ul style="list-style-type: none"> Noise monitoring and conformance to standard Evaluation of resident and tourist perceptions

	Topic	Basic monitoring indicator
	Solid waste	<ul style="list-style-type: none"> Disposal rate of solid waste Evaluation of resident and tourist perceptions
	Landscape and visual impacts of tourism	<ul style="list-style-type: none"> Whether there is landscape and visual improvement and control in support of tourism development Evaluation of resident and tourist perceptions
	Energy Management	<ul style="list-style-type: none"> Percentage of enterprises taking energy conservation measures and types of such measures
Tourism Products and Services	Tourists' expectation of tourism products	<ul style="list-style-type: none"> Purpose of tourist to Yangshuo Duration of stay of tourists at Yangshuo
	Tourists' options for tourism products	<ul style="list-style-type: none"> Shops attractive to tourists Touring routes available to tourists
	Scope of tourism services	<ul style="list-style-type: none"> Types and distribution of basic tourism service facilities at destinations Service scope of destinations
	Image of tourism destination/tourists' response to tourism products	<ul style="list-style-type: none"> Channels through which tourists acquire information on the destination Destination information desired by tourists Willingness of tourists to revisit Will tourists recommend Yangshuo to others

2. Tourism and Community

2.1 General

In this round of monitoring, a random questionnaire survey was conducted on residents in Yangshuo County, with 452 copies of the questionnaire collected, including 407 valid copies, with an effective rate of 94.7%, in which 68 copies were collected from Licun residents, including 66 valid copies, with an effective rate of 96.7% and in which 90 were from Xingping, including 88 valid ones, with an effective rate of 97.78%.

During the analysis, the survey results were categorized into county residents mostly in West Street, the residents along Licun and Ten Miles Gallery, and the residents of Xingping Town. First a generality analysis was performed on all resident questionnaires, followed by a typical case analysis on Licun and Xingping Town residents to support the results of former analysis. In addition, the survey team conducted interview with the village committees and residents of the communities of Licun and Xingping ancient streets. The in-depth interview with the person in charge of Lijiang River Scenic Spot Management Company at Xingping Town was supplemental to the data analysis. The secondhand data from relevant governmental authorities and organizations are also an import source of indicator information.

2.2 Indicator Analysis

Among the respondents to the survey: the male to female ratio is 0.83:1; most of them aged between 15 and 44, accounting for 80% of the total; 80% of the residents' have an education background of high school or technical secondary school and below; residents whose incomes are between 1000-3000 Yuan accounts for 50%, 34% of residents earns more than 3,000 Yuan; and 70% of the residents have lived in Yangshuo for more than 10 years.

2.2.1 Most Residents Acknowledge and Support Tourism Development

The overall attitude of residents to tourism development can be reflected in the 4 questions “Tourism is good to our local development”, “I can benefit from tourism”, “How satisfied are you with Yangshuo’s tourism development” and “Will you support Yangshuo’s sustainable tourism development” in the questionnaire.

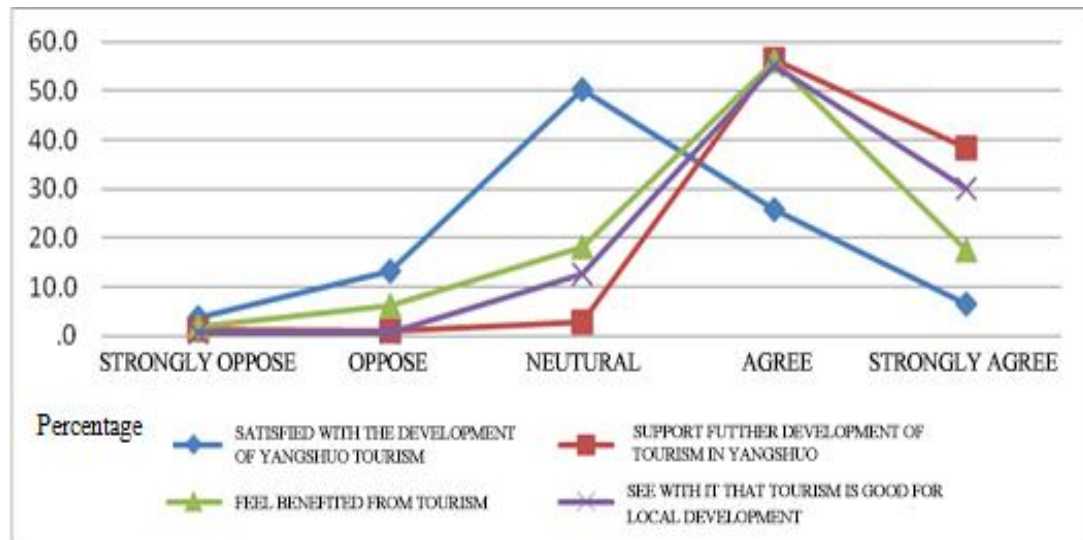


Fig.2- 1 Overall Attitude of Residents towards the Impact of Yangshuo Tourism

The Fig.2-1 shows that the overwhelming majority of residents in Yangshuo County cherish a favorable attitude towards the impact of local tourism.

2.2.2 Most Residents Have a Positive Evaluation of Economic Impacts of Tourism

The analyses of the data from filed collection carried out by the survey and research team are as Figure 2-2 and 2-3.

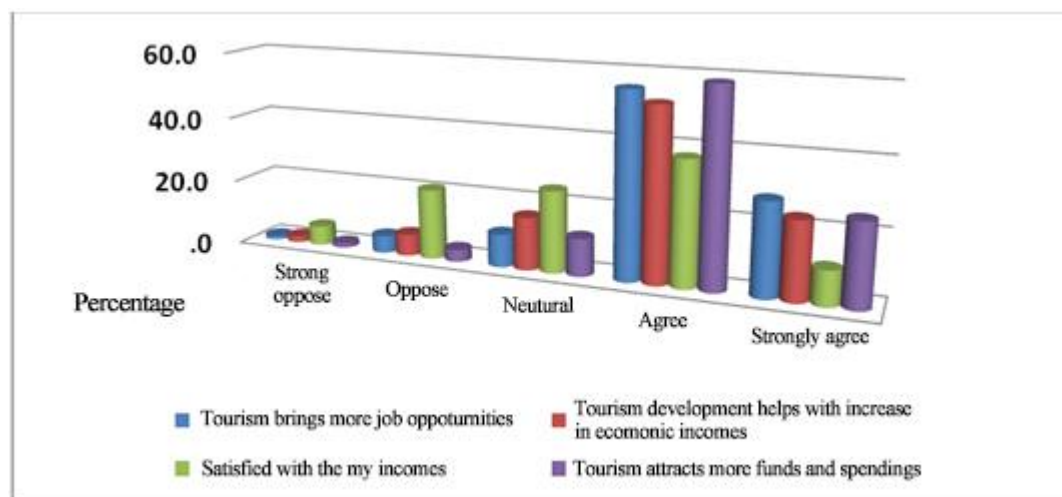


Fig.2- 2 The Positive Evaluation Made by the Residents of Economic Impacts of Tourism

As can be seen from the Figure 2-2, the sample survey shows most residents have a positive evaluation of the economic impacts of tourism. Among them, over 50% of the residents agreed that Yangshuo tourism has a positive economic impact. The local residents recognized the positive role of the tourism economy in the tourism economic environment as well as personal economic benefits.

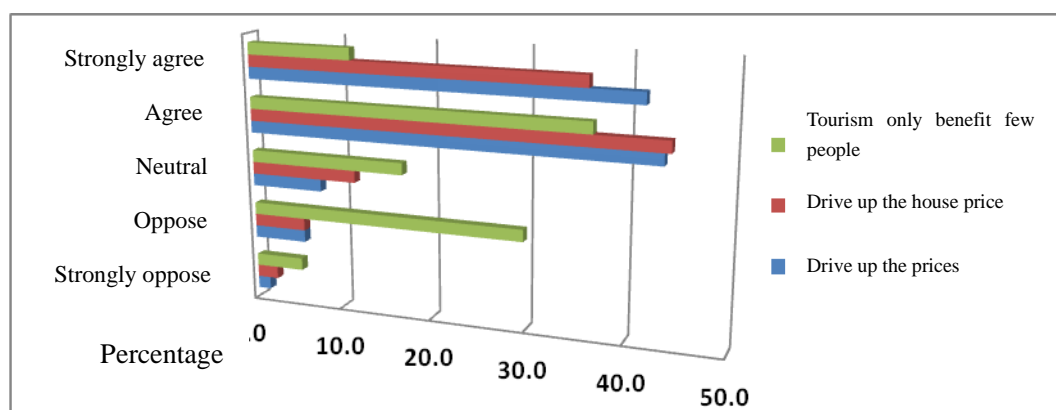


Fig.2- 3 Resident negative evaluation of tourism impact on economy

It is clear in Figure 2-3 that tourism has a serious negative economic impact on local residents, 80-90% of which believe that tourism drives up local prices and housing prices but only benefit few people. The response from sampled residents shows no bias, indicating the tourism economy in Yangshuo has brought practical benefits to local residents.

Tourism plays a positive role in the economy to the locality, but also has some negative impacts. Residents' perception of the economic impacts of tourism objectively reflects the local tourism development, especially the changes in the environment of the local tourism economy. But as for the tourism economy impact on resident individuals, from the perspective of sampling, views are different, without obvious bias.

2.2.3 Resident Evaluation of Social and Cultural Impacts of Tourism

2.2.3.1 The Residents Have a Keen Perception of Community Traffic Problems

The survey and research team made an indicator analysis of the collected data (Fig.2-4).

As the tourism develops (Figure 2-4), the growth of tourist number presents enormous challenges to the community traffic. The vast majority of residents think the local community traffic is pretty jammed. Although tourism has a negative impact on the community

environment, residents generally do not perceive a strong negative impact. Residents think positive of the impact of tourism on the community environment. 77.2% of residents impute local heavy traffic to tourism, from which we know, the indicator has the most serious impact on the community environment.

2.2.3.2 Most Residents Have a Positive Evaluation of Social and Cultural Impacts

The indicator in the questionnaire for the residents to evaluate the social and cultural impacts are: "Tourism promotes cultural exchange between Yangshuo and overseas countries and regions", "enhance local pride and the sense of belonging ", "folklore and traditional culture are destroyed and forgotten", "tourism leads to tensions between residents and tourists", " the local moral is undermined", "the cultural activities or traditional festivals are more than ever", "promote local culture" and "promote the development of local handicrafts ". The analysis of the data collected by the survey and research team is as follows (Figure 2-5, Figure 2-6).

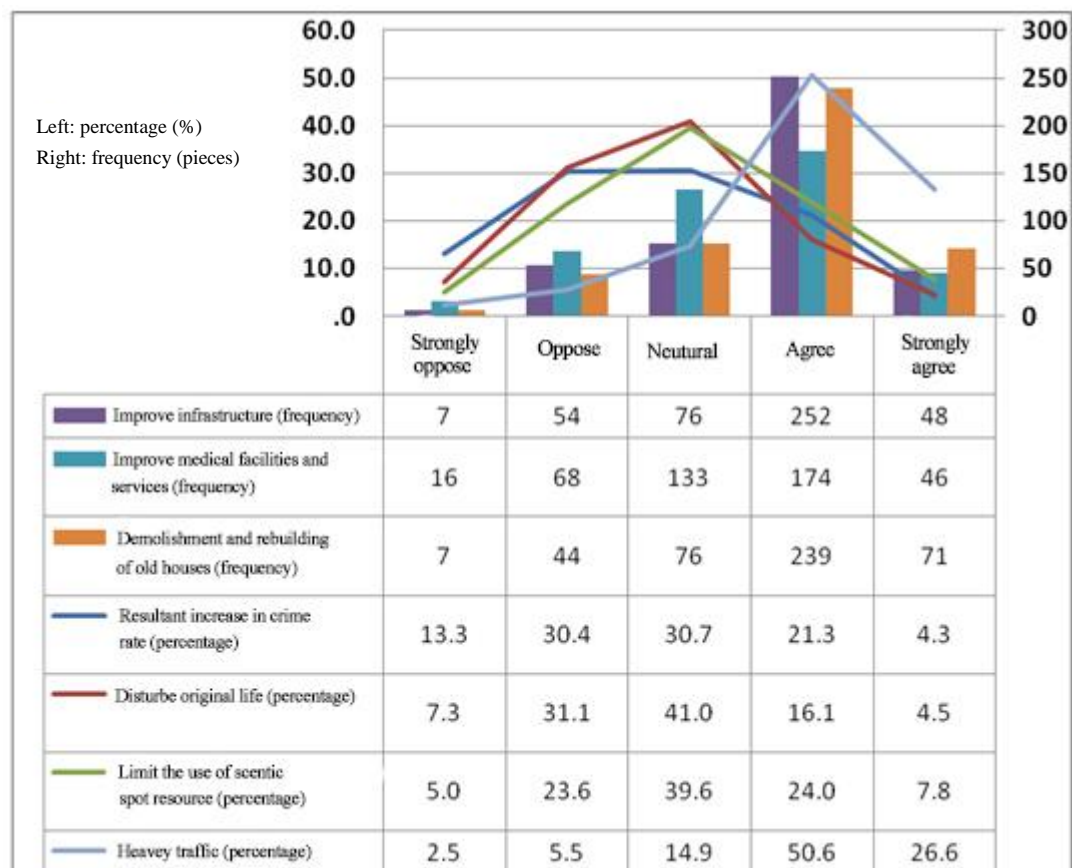


Fig.2- 4 Resident Evaluation of Impact on Community Environment

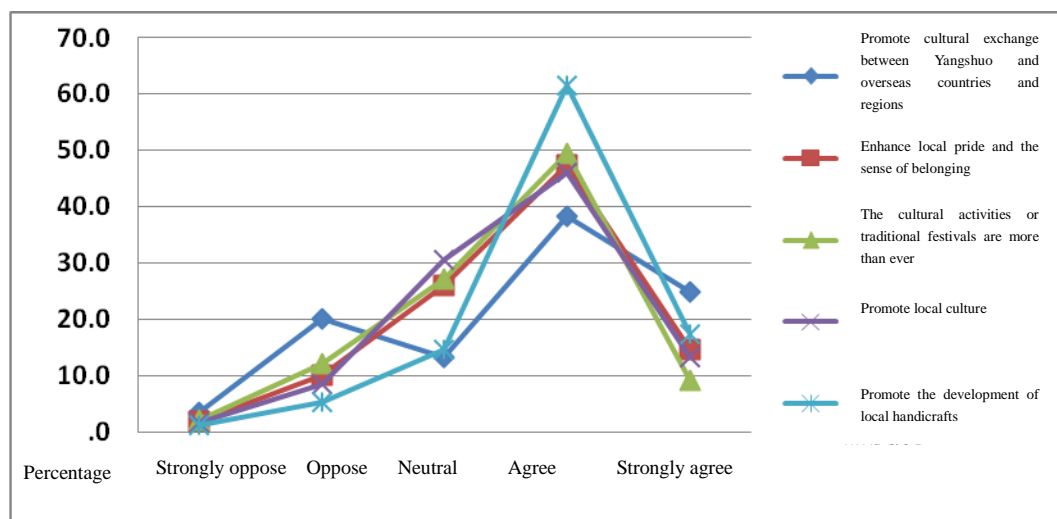


Fig.2- 5 Positive Resident Evaluation of Social and Cultural Impacts

Figure 2-5 shows that residents have a deep understanding of the positive impact of tourism on society and culture and see the development of local tourism development contributes to the good social and cultural atmosphere, promotes local folk culture and handicraft art, enhances the resident pride and the sense of belonging, and popularizes local culture. In contrast, the residents assume a neutral attitude towards the perception of negative social and cultural impacts when it comes to the negative impacts that tourism has on the community culture changes, indicating that with the development of tourism, local residents are feeling more and more inclusive of the social and cultural impacts that tourism has.

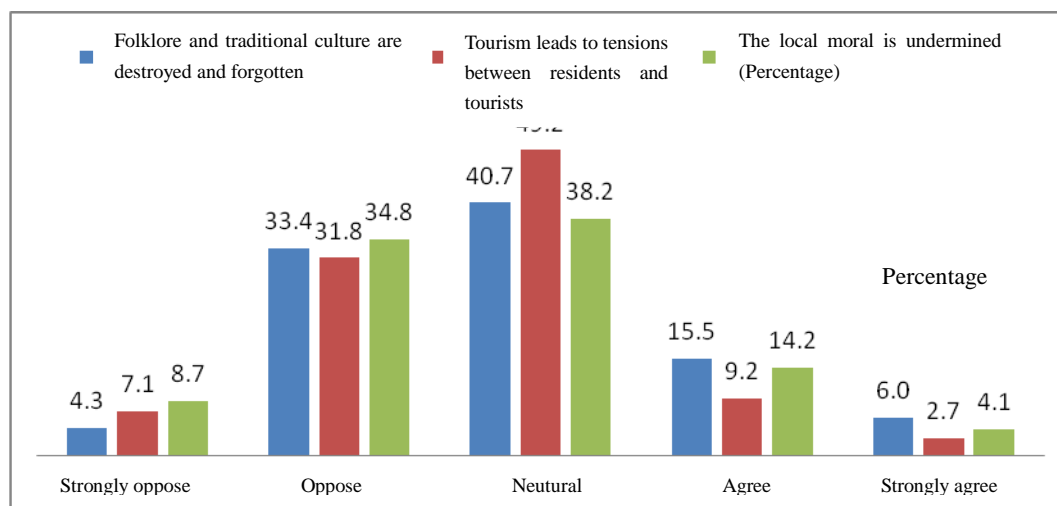


Fig.2- 6 Negative Resident Evaluation of Social and Cultural Impacts

2.2.4 Most Residents Think Tourism Aggravates Environmental Pollution

The analysis of the data collected by the survey and research team is as follows (Figure 2-7).

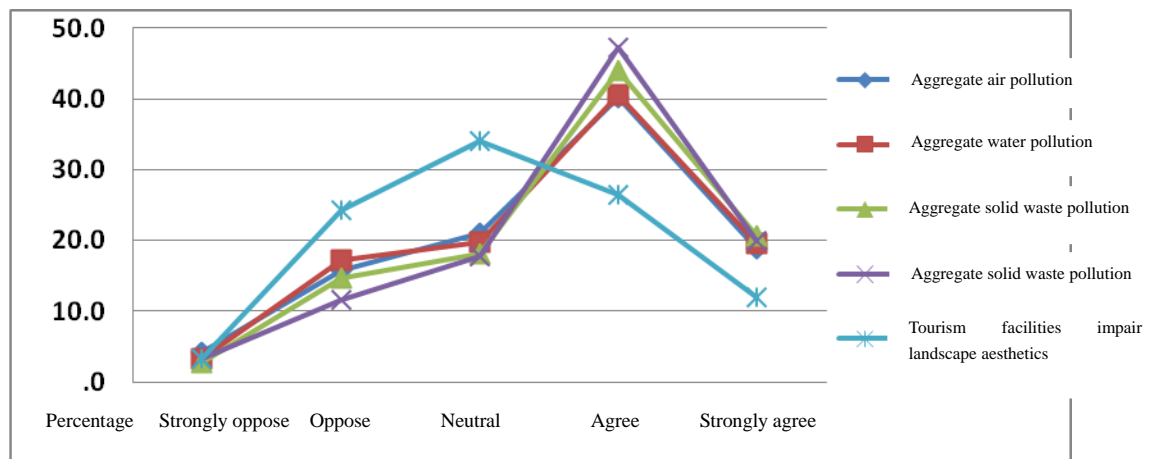


Fig.2- 7 Resident Evaluation of Tourism Impact on Environment

It is clear in Figure 2-7 that the residents have a strong perception that the development of tourism answers for the worsening air, water and noise pollution as well as the increase in solid waste. More than 60% of residents impute aggregating pollution to the development of tourism, and most of them agree that tourism causes the deterioration of environment.

2.2.5 Community Engagement

The survey and research team categorizes the research objects into All Yangshuo Residents, Licun Residents and Xingping Residents according to the different development of community tourism and made a comparative analysis as follows.

2.2.5.1 The Residents are Highly Engaged in Tourism but Low on Employment Level

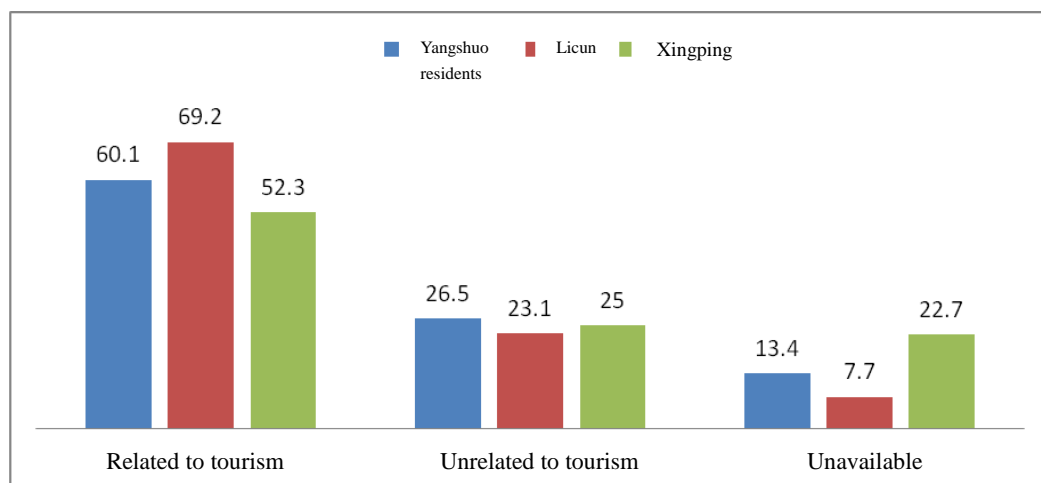


Fig.2- 8 Jobs of Community Residents Engaged in Tourism

The survey of specific jobs of the residents suggests that the jobs of all the residents engaged in tourism mainly are guesthouse owner, restaurant owner, souvenir shop owner,

mobile vendors, bike renter, field guide, tour guide, waiter/waitress, receptionist, driver, conductor, raft man etc, and among them waiter/waitress, tour guide, and tourist seller outnumber the rest. (Figure 2-8).



(Source: the survey and research team)

Fig.2- 9 Resident Employment Cases

2.2.5.2 Communities Are Highly Engaged in Tourism but Lowly in Decision Making.

Table 2-1 shows their high willingness to participate as 70% of Yangshuo residents are willing to take the initiative to make recommendations for scenic development. The results of Licun are close to that of Yangshuo residents, while Xingping residents obviously less recognize government decision-making, policy implementation, and government enforcement compared with the first two. The residents in the three areas assume a negative attitude towards the government, especially Xingping residents.

Table 2- 1 Community Resident Perception of Tourism Engagement

Indicator	Category	Oppose	Neutral	Agree	Average
I'm willing to offer recommendation for the development of scenic areas	Yangshuo residents	7.4	19.4	70	3.77
	Licun	15.4	23.1	61.5	3.55
	Xingping	13.6	17	69.3	3.73
The scenic areas takes our advices when making decisions	Yangshuo residents	32.9	23.3	43.8	3.11
	Licun	35.4	21.5	43.1	3.05
	Xingping	39.8	22.7	37.5	2.97
I'm informed of policies implemented by the government	Yangshuo residents	36.7	24.7	38.5	2.98
	Licun	33.8	29.2	37	3.05
	Xingping	39.8	36.4	23.8	2.77
I'm satisfied with the	Yangshuo	23.7	18.4	42.4	2.97

Indicator	Category	Oppose	Neutral	Agree	Average
implementation by the government	residents				
	Licun	38.5	24.6	37	2.86
	Xingping	50	21.6	28.4	2.61

To sum up, the residents are highly engaged in tourism but much less active in politics

2.2.6 Awareness of Community Participation

The concern of the residents on the sustainable development of tourism and problems in tourism development, the willingness to provide advice for the development of scenic areas manifest the sense of ownership and responsibility of the residents in tourism development. These indicators measure the sense of engagement and the extent thereof community residents.

2.2.6.1 Residents Have a Weak Perception of the Concept of Sustainable Development of Tourism, but They are Familiar with the Concept

Among the residents in this survey, 16.6%, 19.7%, and 13% of residents respectively in Yangshuo, Licun, and Xingping have heard of the concept of "sustainable tourism development" and have development a certain understanding of it. It is clear that there are still some limitations on Yangshuo residents' perception of the concept of the sustainable development of tourism. Some residents heard of the word, but it is difficult for them to clearly define it.

Judging from the specific answers given by the residents, many people referred to the protection of ecological environment, coordination of the relations between development and protection and other issues, hoping to base tourism development on the rational utilization of resources, and refrain from over-exploitation, and strike a balance between economic and social benefits.

2.2.6.2 Among the Many Concerns of the Community Residents over the Development of the Tourism Industry, Environment, Transportation and Prices are under the Most Attention

A total of 83% of local respondents, including Licun and Xingping residents, pointed out the changes in the development of Yangshuo tourism and their concerns over the issues

related to the development of tourism. Many mentioned the inadequacy of tourism facilities, the growing number of tourists, the aggravation of environmental pollution, traffic jams, the inflation higher than wage increase and overtaxing, in addition, some residents referred to negative factors such as the image of the city, excessive commercialization, low quality of the tourism products, unregulated tourism development; some also made reference to the positive factors such as the continuous improvement of infrastructure, and the night scene beautified by lighting projects. Many Licun residents made a point of the sewage discharge from farmhouse restaurants into farmland that causes water pollution and challenges rice growing. On the other hand, Xingping residents pay more attention to bamboo rafting charges.

In summary, although they do not have a deep understanding of the concept of sustainable development, it does not mean they have a low awareness of engagement. As for how to ensure the long-term development of tourism, the residents have their own views. On the problems and recommendations proposed by them, the residents are more concerned about environment, traffic and price.

2.3 Case analysis of Typical Communities

2.3.1 Licun Village

2.3.1.1 Introduction

Licun Village, Gaotian Town, Yangshuo County is located in the south of Guilin, about 7 km north of Yangshuo County, connected to Liuzhou through 321 National Road. Exactly opposite the "Moon Hill", the famous attraction in Yangshuo, the village is of course also known as the "Moon Village", with a total of 110 households, 555 villagers. Licun tourism emerged in 1987 and rose in the late 1990s. From 2001 to 2009, the number of Licun dwelling inns increased from 6 to 25, now with 180 rooms, 350 beds; nowadays there are 42 farm hotels in Licun, capable of receiving nearly 3,000 tourists a day. With superior geographical environment, abundant tourism resources, the tourism of Licun develops rapidly, earning the veritable title of the first village of Yangshuo tourism.

2.3.1.2 Main Topics

1) Environmental Degradation

The problems in community environmental governance mainly include the garbage teeming around the restaurants, shops, parking lots along the community main roads, and the

unsound sewage facilities of roadside restaurant occasionally issuing odor in hot summer. Some tourists complain the environment degraded by the garbage everywhere in the village as well as the odor betrays their high expectation of “East or west, Guilin landscape is the best” and they will not consider revisit. In the interviews the survey team learnt that in 2010, the community villagers set up a production team to collect, by no one’s authority, environment management fees from tour buses coming to the community, and restaurant owners reported this to the higher authorities, on the ground of that this put off tourists, and the higher authorities stop the situation from escalating through criminal means. After multi-party coordination, the parties concerned reached an agreement under the auspices of the government to jointly develop a program for the construction of community sewage facilities, lay down reasonable measures for environmental governance, synchronize the prevention and management of the environment. In the whole process, responsibilities are allocated to individual in a rationalized manner.

2) Incomplete Facilities

The unsound and incomplete tourism facilities include the access out of repair to the village, the unnecessary parking spaces, the lack of trash bins and irrational commodity structures of residents. In the interviews with the incumbent village head of Licun, the team learnt that the village roads were constructed and completed in 1996 and extended in 1998. However, since the development of Licun tourism, the number of tourists is growing each year, a large number of tour buses come into the village all year round, plus poor maintenance, the roads are suffering from severe damage and disrepair. During Golden Week, the main roads in the village are full of parked buses; the lack of plenty of parking spaces, sometimes even becomes a trouble to the residents in daily travel. Meanwhile, as captained by community tourism elite, the residents become engaged in tourism one after one, in the low threshold manner – selling tourism commodities and local native products, and constructing observation decks, with simple necessary equipment and mobile stalls;

3) Shift of Engagement Paradigm

The shift of the way the community residents are engaged in tourism is mainly reflected in the evolution of the tourism development of Licun and the change of self-positioning of the residents. The survey and research team learnt in the interviews with community elite that in the early stage of tourism development of Licun, the residents were engaged in tourism as tour guides, of which mostly were in foreign language and became tourist elite of the community. Driven by the interests, some guides turned to the operation of farmhouse

providing Bed and Breakfast and farmhouse dining; the number of Bed and Breakfast owners grew from 5-6 to more than 30, now with 100-200 rooms capable of serving 20-30 dining table of tourists. Those tour guides having switching to other business are mostly aged above 30, rich tour experience, plenty of tourists relations, and thus become the elite of the community. With the continuous development of tourism, the other residents of the community began to seek employment in the tourism industry, but because of funding problems, most of them sell souvenirs and local native products. The catering business also attracted a large number of extraneous investors and contributed to the expanded reception capacity of the community.

4) Serious Product Homogeneity

The homogenization of community tourism commodities reflected in the engagement mode of selling handicrafts and local native products in great number and with serious homogeneity due to the low threshold enabling too many residents to cut a small share from the tourism cake, creating the popular false impression among the Licun villagers that the tourism development of Licun only benefits few people (monitoring indicator). The profitability from tourism by the residents highlighted their weaknesses in their engagement in tourism development.

2.3.2 Villages Surrounding Xingping Pier

2.3.2.1 Introduction

Xing Town is located in the northeast of Yangshuo County, Guilin, Guangxi Zhuang Autonomous Region, 25 kilometers from the County, with a total area of 305.4 square kilometers. It is one of the four ancient towns along the national scenic area, Lijiang River, in Guangxi,. There are eight scenic areas including Painted hill of nine horses, Snail Hill, Lotus Rock, Heavenly Water Stockaded Village, Lingbao Pavilion and 24 scenic spots inside the town gathering the essence of the Lijiang River section.

In the great development of Xingping in 2008, plastic tubes replaced bamboo in rafts and the number of hotels is on the increase. On December 5, 2011, Lijiang River Scenic Spot Management Company at Xingping started business to sell bamboo raft ticket in a unified manner. According to statistics, the government increased investment into Xingping since 2010, for instance improving Xingping scenic spot, constructing two new terminals, and rebuilding the cement road from Xingping Village to the Painted Hill.

2.3.2.2 Main Topics

1) Poor Operation of the Ancient Street

Since Lijiang River Scenic Spot Management Company inception in the first half of this year bought sightseeing routes and relocated parking lots, most visitors take bamboo rafts at Xingping Pier and directly return from Yangdi Pier, shortening their stay in Xingping Ancient Street. The team learnt from the interview that this route does not include hiking tour, thus only one or two time-honored shops maintain certain sources of tourists and a certain amount of revenue. In addition, the types of tourists visiting here have so changed that the number of DIY tourists decreases and the number of group tourists increases. Currently, the operation of the street shops is just so so.

2) The Start of Conflicts between Residents and Enterprises

In terms of the innovation of community engagement model, Lijiang River Scenic Spot Management Company, from establishment to inception, phases in the strengthened management of the bamboo rafts in the Li River by reorganizing them from many aspects including equipment safety and labeling and replacing them by plastic rafts to rectify the market order. However, this smashes the original raft business model and standards. The resources became the core of competition and the reception capacity of Li River has undergone a qualitative change, resulting in a considerable decrease in the income of some residents compared with before and the start of conflicts between residents and enterprises.

2.4 Summary of the Chapter

In short, Yangshuo residents generally assume a supportive attitude towards the development of tourism by giving the development of tourism welcome and most of them do not averse to the arrival of tourists, but rather hospitable. They realize that the development of tourism will benefit them from the economic, social, cultural, environmental and other aspects.

I. Residents are highly willing to participate, but in few ways available.

With respect to community engagement and awareness, a large number of residents in Yangshuo County are engaged in various types of tourism-related activities, but mostly in low-level, low-paying jobs. Seldom can they participate in tourism decision-made by the scenic area and government. They have the willingness and ability, but too few accesses.

II. Depending on the level of tourism development, the engagement willingness varies

In areas at different levels of tourism development, such as Licun and Xingping, the resident attitude towards tourism is different. Xingping, Yangshuo and Licun residents feels the same about the social, cultural and environmental impacts, but the former has a stronger perception of the negative economic impact than the latter two do, but again the former is weaker in tourism engagement and sense of engagement than the latter two. It also calls the government's attention to the acceptance by the local residents of the policy of local residents when developing tourism, so as to make targeted plans for different areas.

III. Tourism brings bout environmental pollution and the distribution mechanism is to be coordinated

Tourism has brought significant environmental pollution problems; a great deal of investment brings up such as restaurants and B & B facilities but also brings about consequential aggravated water and waste pollution in Yangshuo. The residents are gradually more concerned about environmental issues. In the future development of Yangshuo, further attention should be paid to the protection and governance of ecological environment. In addition, a reasonable mechanism for the distribution of benefits is in absence, and efforts from every party are required to maintain the sustainability of tourist development

3 Tourist Satisfaction

This round of monitoring over Yangshuo tourists' behaviors and satisfaction is mainly conducted through sampling survey to evaluate the behavior preferences and satisfaction perception of tourists against a series of "cognitive indicators". From August 4 to 12, 2012, the survey team conducted a random survey on domestic and foreign tourists in the major tourist attractions in Yangshuo County, including West Street and its peripheral area, Yangshuo Park, Yangshuo bus station, big banyan scenic area, early paradise scenic area, Ancient Totem Path scenic area, Impression Liu Sanjie Theatre and Xingping County. Among 900 questionnaires distributed, 691 out of 700 to domestic tourists were recovered, of which 681 are valid, with the effective rate of 98.6%; 188 out of 200 to foreign tourists were recovered, of which 181 are valid, with an effective rate of 96.2%.

3.1 Characteristics of Tourist Behaviors

3.1.1 Travel Method of Tourists: DIY Tour Tourists Accounts for More Than half of the Total

As shown in Figure 3-1, to the domestic tourist respondents, DIY tour (58.30%) is the main choice of tour form; (To be differentiable, the three-dimensional pie chart represents domestic tourists; and the plane pie one, foreign tourists.)

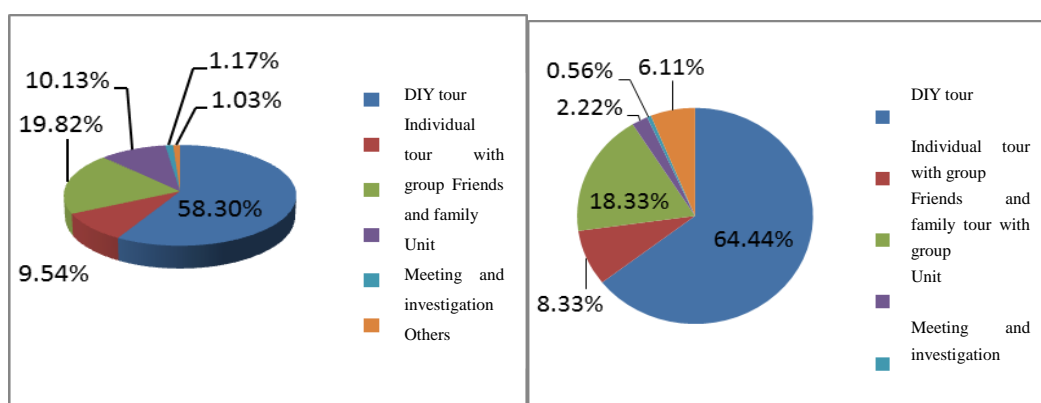


Fig.3- 1 Tour Methods of Domestic and Foreign Tourists

The survey team are informed through field visits that individual tourists to Yangshuo, mostly, are on DIY tour or spending holidays with family and friends; while most team tourists are organized in the unit of company in most cases and of individual in the rest, which is consistent with the findings on tour motivation revealed below.

3.1.2 Tour Motivation: Sightseeing and Holiday

Leisure (63.14%) and sightseeing (61.97%) answer for the higher proportions of domestic tourists motivation; and sampling of culture and diet (19.89%), photography (17.68%) and wild adventure (17.13%) are the cases for foreign tourists.

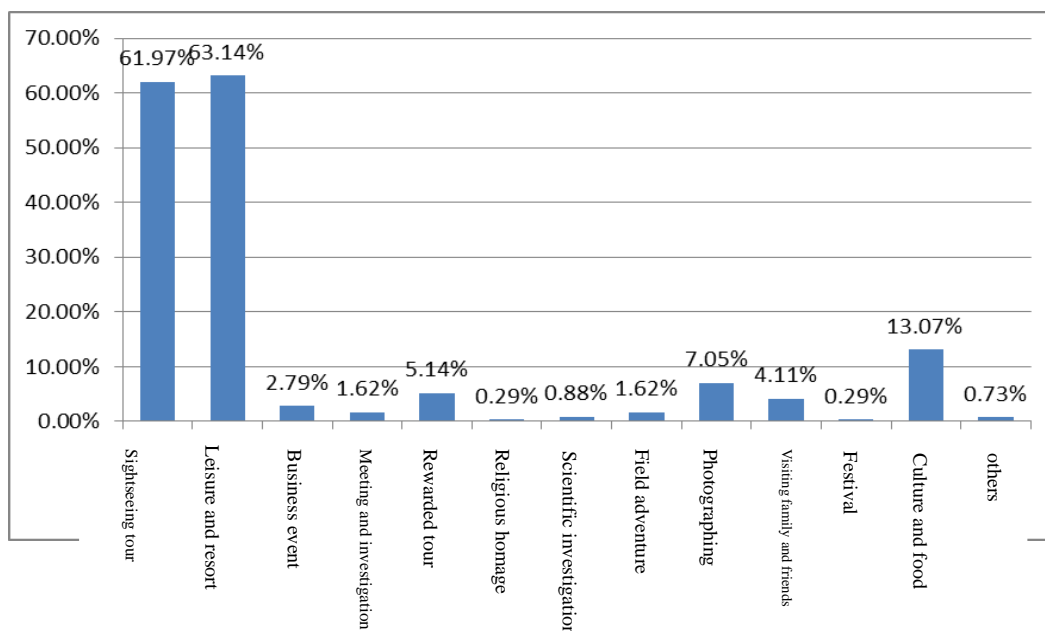


Fig.3- 2 Tour Motivations of Domestic Tourists

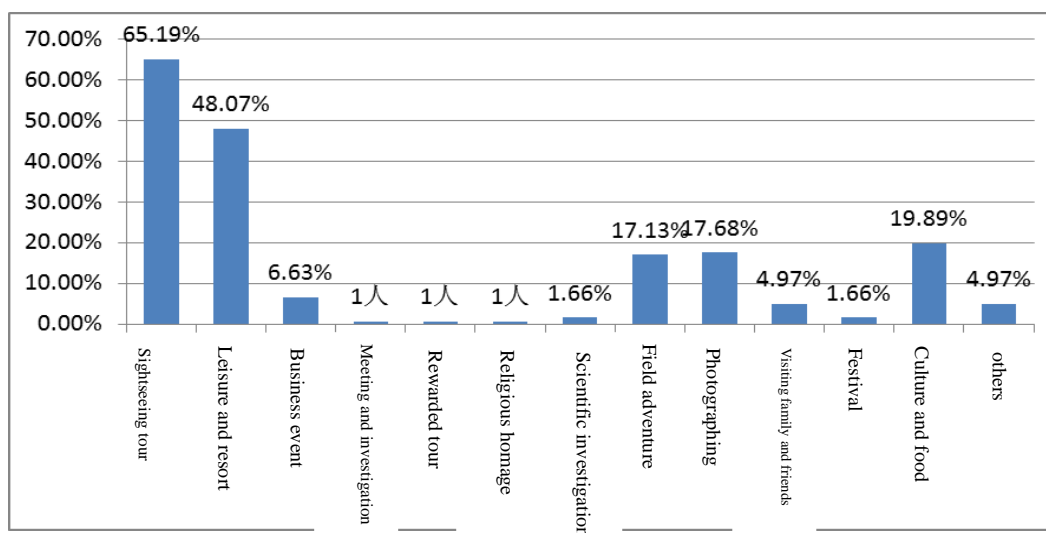


Fig.3- 3 Tour Motivation of Foreign Tourists

3.1.3 Duration Time: No More Than Three Days for Most Tourists

Most domestic tourists spend 1-3 days in Yangshuo for short-term tours (71.95%), and some of them from Guangxi and Guangdong are just on a DIY drive to Yangshuo for

weekend; the stay of most foreign tourists is also 1-3 days (56.11%); some foreigners have lived in Yangshuo for more than 1 year.

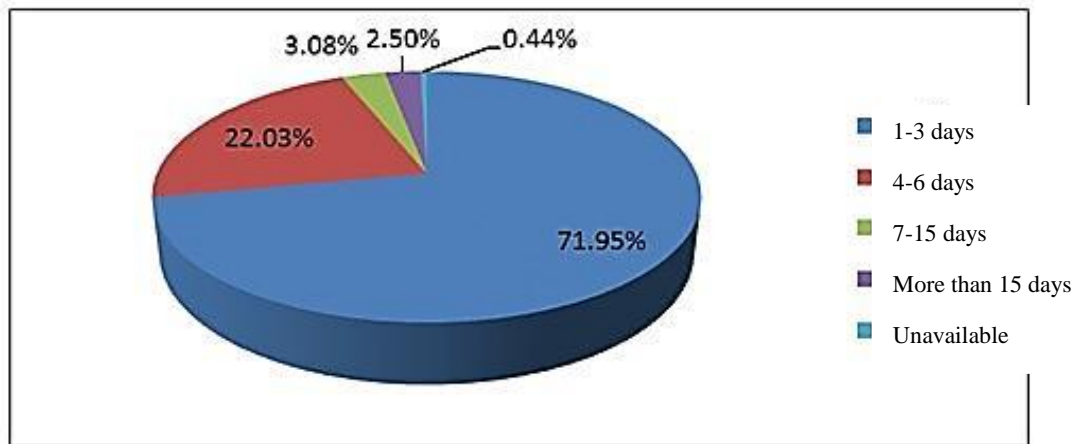


Fig.3- 4 Duration of Stay of Domestic Tourists

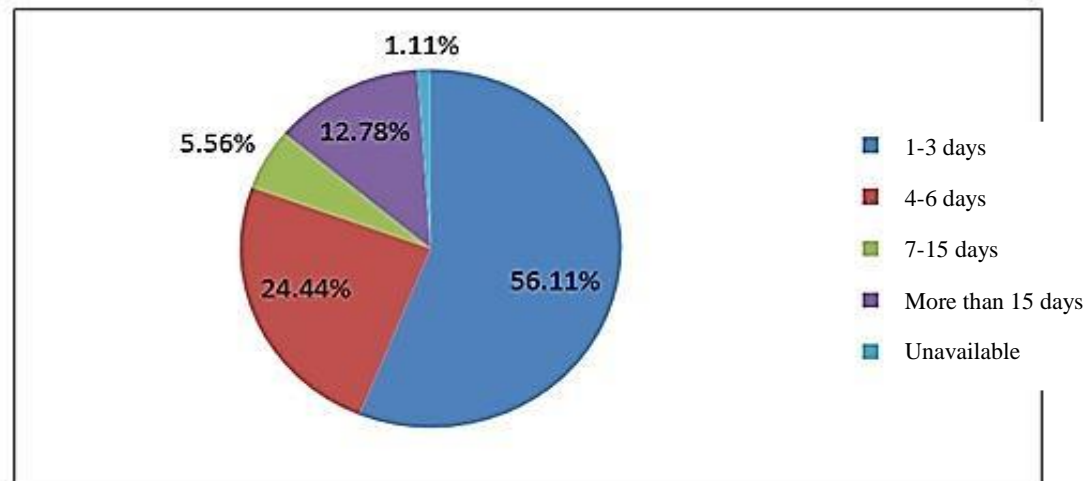


Fig.3- 5 Duration of Stay of Foreign Tourists

3.1.4 Accommodation Facilities: Guesthouses and Star Hotels Accounts for 70% and More

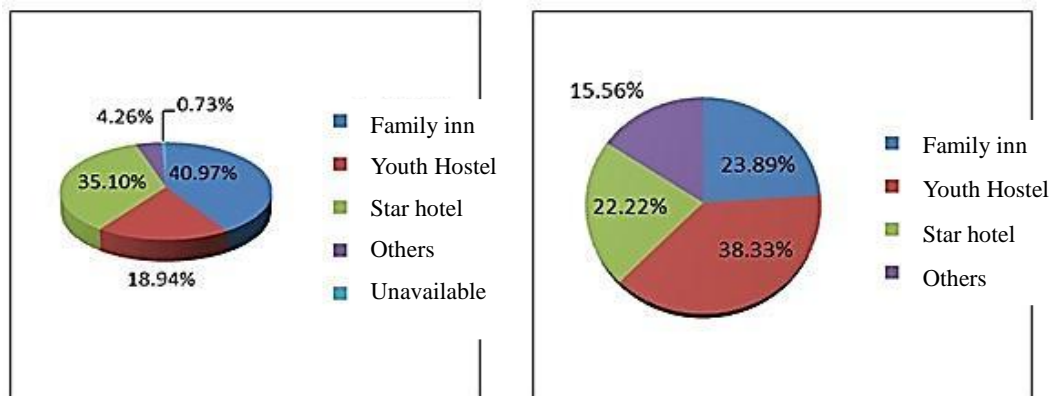


Fig.3- 6 Accommodation Facilities for Domestic (Left) and Foreign (Right) Tourists

Figure 3-6 shows that the main choices of accommodation facilities available to domestic tourists in Yangshuo are guesthouse (40.97%) and hotels (35.10%), which is consistent with the finding that a better half of tourists in the two Youth Hostels in West Street and the "old place" youth hotel in Xingping are foreigners.

3.1.5 Total Tourism Spending: Under-Consumption in Total of Tourists

As shown in Figure 3-7, in most cases the domestic tourists spend 500-1000 (30.25%) and 1001-1500 (22.03%); while foreign ones, 500-1000 (35.56%) and 2000 (23.33%), 20% of foreign tourists in Yangshuo spend less than 500 Yuan, mainly because: first, their duration of stay is short; second, they are here for sightseeing, to which end cycling or hiking will do without tickets for attractions most of time.

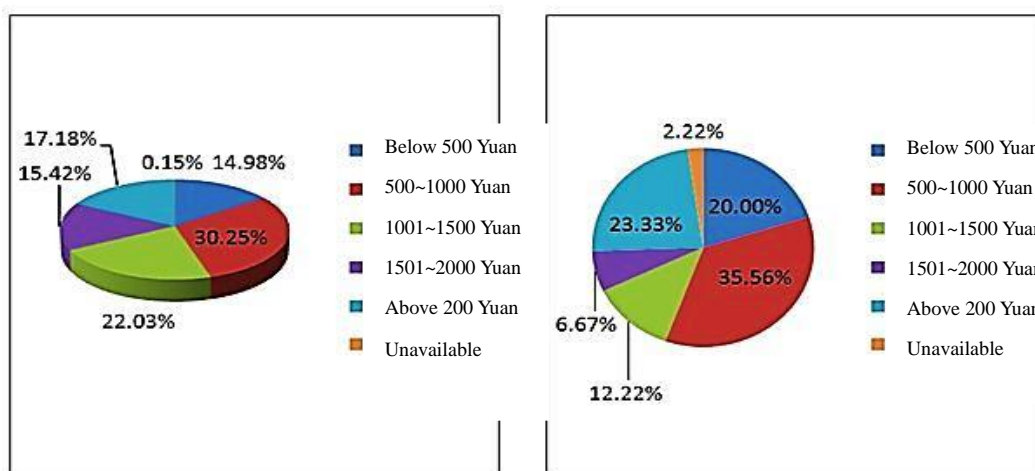


Fig.3- 7 Tour Spending Of Domestic (Left) and Foreign (Right) Tourists in Yangshuo

3.2 Tourist Satisfaction

3.2.1 Evaluation of Tourism Resources: Natural Resources Receive better Evaluation than Cultural Resources Do

The tourist evaluation of tourism resources include resources themselves and resource protection, for which the eight indicators are set in questionnaires (Table 3-1).

Table 3-1 Domestic Tourist Evaluation of Tourist Resources

Main aspects		Indicator	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of Tourism Resources	Resource Features	Rich in natural resources	4.43	0.868	87.67%
		Picturesque	4.43	0.817	91.19%
		locally featured cultural landscape	3.82	1.000	67.11%
		A good experience of the local food culture	3.55	1.069	54.04%
		Satisfying souvenirs and crafts available	3.49	1.075	50.51%
	Resource Conservation	Good water quality of Lijiang River	3.73	1.055	61.53%
		Good water quality of Yulong River	3.65	1.060	58.44%
		Properly maintained cultural attractions	3.58	1.009	53.89%

Table 3- 2 Foreign Tourist Evaluation of Tourist Resources

Main aspects		Index	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of Tourism Resources	Resource Features	Rich in natural resources	4.42	0.724	88.95%
		Picturesque	4.54	0.687	93.37%
		locally featured cultural landscape	3.26	1.035	41.44%
		A good experience of the local food culture	3.23	0.956	37.02%
		Satisfying souvenirs and crafts available	3.72	0.832	61.33%
	Resource Conservation	Good water quality of Lijiang River	3.05	1.090	36.46%
		Good water quality of Yulong River	3.76	0.861	66.85%
		Properly maintained cultural attractions	3.39	0.988	48.07%

According to the questionnaires for domestic and foreign tourists 2012 (see Table 3 - 1 and Table 3 - 2), domestic and foreign tourists think highly of the natural resources of Yangshuo, in particular, more than 85% express satisfaction with the two indicators, Rich In Natural Resources and Picturesque, and in general cultural resources receive low evaluation. By comparison, foreign tourists make lower evaluation of resources and resource protection than domestic tourists do.

3.2.2 Evaluation of Tourism Services

Tourists evaluate tourism services at three aspects including scenic services, support services, and shopping and entertainment, for which a total of 18 indicators are set in questionnaire.

3.2.2.1 Scenic Services: Low Evaluation and High Prices

Four indicators are set up in questionnaire, namely the reasonability of ticket pricing, clean scenic environment, good service quality of scenic staff, and absorbing tour commentary.

Table 3- 3 Domestic Tourist Evaluation of Scenic Services

Main aspects		Indicator	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of tourism services	Scenic Service	Reasonable ticket pricing for scenic spots	2.96	1.139	29.37%
		Clean scenic environment	3.80	1.498	65.79%
		Good service quality of scenic staff	3.46	1.045	51.25%
		Absorbing tour commentary	3.39	1.011	44.05%

Table 3- 4 Evaluation of Foreign Tourists to the Scenic Service

Main aspects		Indicator	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of tourism services	Scenic Service	Reasonable ticket pricing for scenic spots	3.14	0.984	34.25%
		Clean scenic environment	3.17	1.113	43.65%
		Good service quality of scenic staff	3.48	0.917	46.96%
		Absorbing tour commentary	3.36	0.939	41.44%

According to the questionnaire findings (see Table 3 - 3 and 3 - 4), the satisfaction of tourists with scenic services is at a moderate level, the average of each indicator is close to 3 (general level); and the indicator, reasonable ticket pricing for scenic spots, receives the lowest score, 2.96 and 3.14 respectively from domestic and foreign tourists; the proportion of foreign tourists satisfied with science area services is lower than that of domestic tourists, as the proportion in each indicator is less than 50%.

Table 3 - 5 shows the announced pricings for scenic spots in Yangshuo County in 2012. As the team learnt through interviews with tourists, they complain about the overly high ticket prices in Yangshuo, and unified ticketing is not available in various scenic spots; especially the tickets for Yulong and Lijiang River rafting rose from 40 Yuan per person in last year to 108 Yuan per person now. Some are bewildered by the different ticket prices set by unregistered guides and by scenic areas, suggesting the authorities concerned shall unify the prices and bring greater transparency to them, meanwhile, some tourists feel that elderly people above 60 deserve preferential ticket treatment.

Table 3-5 2012 Ticket Prices Announced for the Attractions in Yangshuo County

Name of Scenic Spot	Approved prices	Remark
Earthly Paradise	70	-
Green Lotus Peak	30	-
Julong Lake	45	-
Butterfly Fountain	45	-
Old Banyan Park	20	-
Moon Hill Park	15	-
Moon Admiration Road	9	-
Jianshan Temple	20	-
Ancient Totem Path	40	-
Impression Liu Sanjie	198	-
Lotus Rock scenic spot	45	-
Rafting in Yulong River	110 - 240 Yuan / raft	Leisure at 45 Yuan / person
Drifting at Painted hill of Nine Horses	135	-
Drifting at the Baisha Canyon	135	-
Rafting in Long Neck River	135	-
Temple Of Guan Yu	20	-
Seven Star Peaks scenic spot	20	-

(Source: Price Bureau of Yangshuo County)

3.2.2.2 Support Services: High, Mediocre and Poor Evaluation for Accommodation, Catering, and Transportation Respectively

See Table 3 - 6 3 - 7 below for more:

Table 3-6 Domestic Tourist Evaluation of Tourism Support Services

Main aspects		Indicator	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of tourism services	Catering services	Featured diet	3.56	1.028	54.04%
		Hygienic and safe food	3.40	1.011	46.55%
		reasonable prices for food	3.21	1.066	39.21%
	Transportation services	Convenient traffic	3.52	1.066	56.24%
		Clear traffic signage	3.45	1.043	50.07%
		Reasonable fare	3.51	0.996	52.57%
	Accommodation services	Safe and hygienic accommodation	3.60	0.979	57.27%
		Reasonably priced accommodation	3.48	1.014	51.40%
		Good quality of room-and-board staff service	3.53	0.971	53.01%

Table 3-7 Foreign Tourist Evaluation of Tourism Support Services

Main aspects		Indicator	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of tourism services	Catering services	Featured diet	3.60	0.855	59.12%
		Hygienic and safe food	3.33	0.936	43.09%
		reasonable prices for food	3.53	0.897	52.49%
	Transportation services	Convenient traffic	2.97	1.169	34.81%
		Clear traffic signage	2.69	1.126	25.97%
		Reasonable fare	3.47	0.894	46.96%
	Accommodation services	Safe and hygienic accommodation	3.81	0.829	70.17%
		Reasonably priced accommodation	3.72	0.913	64.09%
		Good quality of room-and-board staff service	3.80	0.954	66.85%

3.2.2.3 Shopping and Entertainment: Low and High Satisfaction with Shopping and Recreational Activities Respectively

Table 3- 8 Domestic Tourist Evaluation of Shopping and Entertainment Service Items

Main aspects		Indicator	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of tourism services	Shopping and entertainment service item.	Rich variety of recreational activities	3.55	1.020	54.04%
		Good quality of service of employees at small shops around	3.37	0.994	45.23%
		Tourism product homogenization	3.66	1.030	56.68%
		Fake and shoddy tourism products	3.37	1.034	40.53%
		Reasonable prices for tourism commodities	3.12	1.026	33.19%

Table 3-9 Foreign Tourist Evaluation of Shopping and Entertainment Service Items

Main aspects		Indicator	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of tourism services	Shopping and entertainment service item.	Rich variety of recreational activities	3.70	0.888	61.33%
		Good quality of service of employees at small shops around	3.14	0.932	30.94%
		Tourism product homogenization	3.42	0.928	42.54%
		Fake and shoddy tourism products	3.63	0.888	52.49%
		Reasonable prices for tourism commodities	3.12	0.854	28.73%

As it can be seen from Table 3 - 8 and Table 3 – 9 that the tourists are less satisfied with shopping and entertainment service items, except Reasonable Prices for Tourism Commodities among the four indicators for shopping, the rest three all receive an average of satisfaction score more than 3. The indicator, Rich Variety of Recreational Activities, receives high evaluation, as the proportion of respondents satisfied with it is higher than 50% in both cases.

3.2.3 The Overall Tourism Environment Receives a Good Evaluation While Efficient Complaint Handling is less Satisfying.

Table 3-10 Domestic Tourist Evaluation of Tourism Environment

Main aspects		Indicator	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of Tourism Environmental	Human environment	Local resident-friendliness	3.88	0.993	70.19%
		Community in good public order	3.76	1.817	60.65%
		Overcommercialized in the locality	3.89	0.985	68.43%
		Efficient handling of complaints	3.23	0.855	22.91%
	Natural environment	Clean air in Yangshuo	4.02	0.952	76.65%
		Minor noise in Yangshuo	3.34	1.123	45.96%

Table 3- 11 Foreign Tourist Evaluation of Tourism Environment

Main aspects		Indicator	Average	Standard deviation	Proportion of satisfied respondents
Evaluation of Tourism Environmental	Human environment	Local resident-friendliness	3.89	0.895	75.69%
		Community in good public order	3.53	0.905	50.28%
		Overcommercialized in the locality	3.93	0.905	67.40%
		Efficient handling of complaints	3.07	0.995	25.97%
	Natural environment	Clean air in Yangshuo	3.58	0.881	59.67%
		Minor noise in Yangshuo	2.62	1.151	24.86%

It is clear in Table 3-10 and Table 3-11 that the proportion of tourists satisfied with local resident friendliness, community in good public order, clean air in Yangshuo respectively is more than 50%, a high degree; both domestic and foreign tourists make the lowest evaluation of efficient handling of complaints, as the proportion of satisfied tourists is less than 30%; besides, foreign tourists make a lower evaluation of the tourism environment than domestic tourists do.

3.2.4 The Overall Evaluation of Tourism Industry is High and the Proportion of Tourists Betrayed by Expectation is Low.

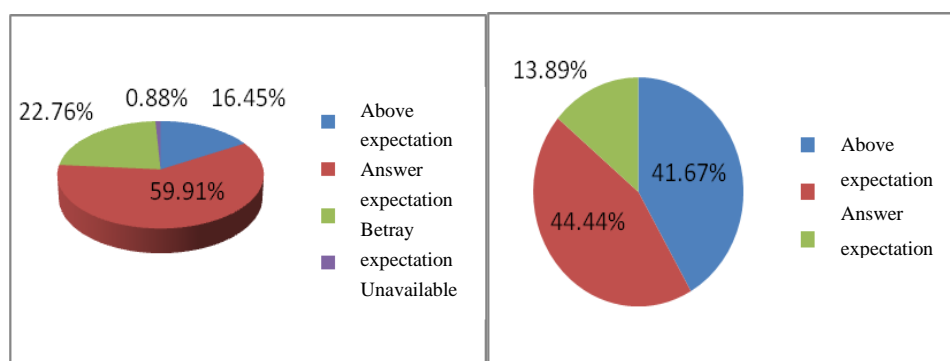


Fig.3- 8 Domestic (Left) and Foreign (Right) Tourist Experience and Expectation

59.91% of visitors feel perceived more experience than expected or consistent experience with expectation. The survey shows that the average ratings of overall satisfaction given by domestic and foreign tourists are 3.74 and 3.72 respectively; the proportions of tourists satisfied with Yangshuo in overall are 68.87% and 62.98% respectively (see Table 3-12).

Table 3- 12 The Overall Satisfaction of the Domestic and Foreign Tourists

Main aspects	Indicator	Average	Standard deviation	Proportion of satisfied respondents
Overall evaluation	Overall satisfaction of domestic tourists	3.74	0.880	68.87%
	Overall satisfaction of foreign tourists	3.72	0.703	62.98%

3.2.5 The Willingness to Re-Visit and Recommend is High

The data in Figure 3-9 and Figure 3-10 show that 49.19% of domestic tourists and 34.44% of foreign tourists have the willingness to revisit, expressing a high willingness to revisit Yangshuo, and according to the findings in the actual survey, 26.58% of domestic tourists and 21.35% of the foreign tourists are re-visitors.

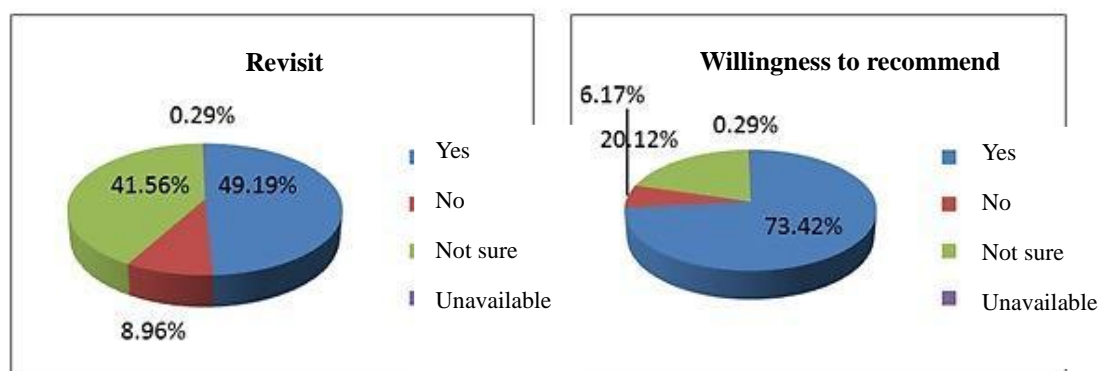


Fig.3- 9 The Willingness of Domestic Tourists to Revisit and Recommend

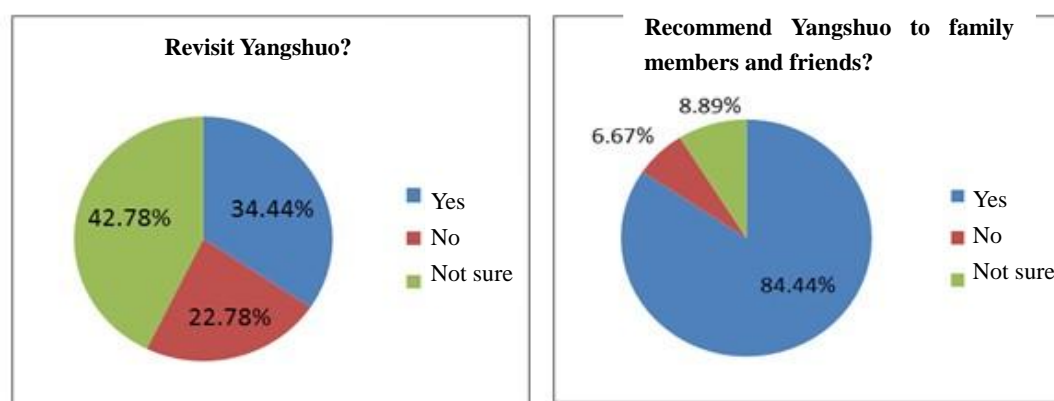


Fig.3- 10 The Willingness of Foreign Tourists to Revisit and Recommend

3.3 Tourist Complaints are Focused on the Scenic Spots and Rafting

According to the record of complaint calls available from Yangshuo County Tourism Quality Supervision and Management Office (Table 3-13), from January 2012 to July, 94 tourism complaints were handled throughout the city. Complaints about bamboo rafting and scenic spots are more than any of the rest, respectively accounting for 38.3% and 34.04% of the total.

Table 3- 13 Record of Complaint Calls Provided by Yangshuo County Tourism Quality Supervision and Management Office

Subject of complaint	Quantity	Percentage
Raft	36	38.3%
Improper itinerary	6	6.38%
Poor service attitude	15	15.96%
Money dispute	11	11.70%

Subject of complaint	Quantity	Percentage
Tourism hotel	21	22.34%
Safety incidents	4	4.26%
Cheated by souvenir shop	6	6.38%
Insanitary food	2	2.13%
Tourist attractions involved	32	34.04%
Guide service	16	17.02%

(Source: record of complaint calls provided by Yangshuo County Tourism Quality Supervision and Management Office)

3.4 Summary of the Chapter

With questionnaires and field interviews, the team conducted comprehensive monitoring over the behaviors and satisfaction of tourists in Yangshuo. The analysis of tour behaviors of tourists in Yangshuo suggests a dominate number of tourists in Yangshuo are here for sightseeing.

(1) There is scope for the increase in the average duration of stay and the per capita consumption is yet to be improved

DIY tour dominates the form of tour and some tour opportunities are offered by company as a reward to travel with tour groups. It is general that the duration of stay is so short that the average duration of stay of domestic and foreign tourists is 1.45 days; despite the total tourism receipts of 1.79 billion Yuan, the per capita consumption is 433 Yuan only.

(2) The main forms of tour and the attractions are to be diversified

The tourists in Yangshuo are for single purpose no more than sightseeing, for the tourism attraction in Yangshuo is single (mainly natural resources) while cultural resources are limited, the County does not boasts profound historical accumulation or influential national festival events, thus it could not offer diversified attractions to stimulate tourist spending or make them stay longer. The tourist satisfaction level is slightly above moderate.

(3) The overall satisfaction of tourists is generally high, and the tourists have relatively common dissatisfied aspects.

The overall satisfaction of tourists with Yangshuo tourism is maintained at the middle level. Domestic and foreign tourists generally make a high evaluation of the natural tourism resources in Yangshuo, with a rate of 85%, but they make a low evaluation of cultural tourism resources and resource protection; the low satisfaction are mainly with the indicators of urban

traffic, noise, tickets and tourism commodity prices.

(4) In most cases tourists have an actual experience better than expectation and the tourist experience is enhanced year by year,

As for the perception that if tour experience answers expectations, 68.87% of domestic tourists feels the perceived tour experience consistent or exactly consistent with the expectation, and 62.98% of the foreign tourists think alike, among the latter, 41.67% feel more experienced than expected, and this proportion is increasing over the previous year.

4 Health and Safety

Health and safety is an important measure of sustainable development of tourist destination. This round of monitoring over health and safety mainly relies on secondary sources in combination with questionnaires and interviews. The first-hand information is the main indicator based on tourist attention perception, of which indicator, health includes food hygiene and accommodation hygiene while safety, public order.

4.1 Health

4.1.1 Food Hygiene

(1) The propaganda staged by the authorities concerned is in place

In collating the second hand information acquired from the authorities concerned, the team learnt that they have conducted several food hygiene and safety promotion campaigns. The Industrial and Commercial Administration gave the Model Shop of Food Safety in Rural Area" publicity since March 23, 2012 and carried out food safety research and propaganda in the 18 administrative villages in the area under administration. On June 11, 2012, the county Food Safety Commission organized the event of Yangshuo County Food Safety Awareness Week 2012, co-hosted by the county Food Safety Office, Health Bureau and other 12 units. The Association for Science and Technology of the county started a column of popular science in food safety in the television publicity to disseminate food safety knowledge into the community, schools, rural areas, and enterprises and comprehensively enhance the food safety knowledge of the masses.

(2) The implementation of specific policies is in place

As a golden period was drawing near, the authorities concerned would investigate hygiene and safety one by one. During the Spring Festival and before the "May Day" the Center for Disease Control and Prevention would issue a statement to call for strengthened supervision over and inspection of the hygiene of drinking water and the regulation over tableware disinfection units. During the survey, the team found the every piece of tableware in restaurants carries a "sterilized" label.

(3) Strict management of occupational qualification

Strict requirements are set for the health conditions of employees related to food.

Food employees are required to take a physical examination once a year in accordance with the requirements in the Hygiene Knowledge Manual for Food Production and Management Personnel issued by Yangshuo County Hygiene Supervision Office, such employees failing to do so in specified period will be dealt with in accordance with the Food Sanitation Law of China.

4.2 Safety

4.2.1 The Measures for Medical Safety and Disease Control are in Place

Yangshuo authorities have organized health and epidemic prevention knowledge lectures for primary and secondary schools. At the lectures, the experts explained for typhoid, dysentery, rabies, leprosy, H1N1, foot and mouth disease, AIDS and other infectious diseases prevention and control knowledge. Importance is also attached to disease prevention for infectious diseases posing seriously harm to people's lives and safety and health. Upon identification of patients with infectious diseases or in abnormal conditions, meetings will be held to send alert and carry out prevention and publicity campaigns through the media or other means.

4.2.2 Measures for Public Safety Comply with the Requirements of Tourist Destinations

During Spring Festival and before "May Day", intensive safety inspections will be carried out to rule out safety risks one by one. In addition, Yangshuo sets an international fire safety demonstration street in 2012 and hired foreign friends as the ambassadors. Most shops in West Street are constructed with brick and wood, the consequences could be disastrous in the event of fire. To this end, the county government replaced a number of electrical wires, installed fire-fighting facilities, establish voluntary fire brigades and miniature fire stations equipped with fire fighting motorcycle. The government gave publicity to fire safety, public security and traffic safety on several occasions. It set consultation and publicity day for production safety. And the guard room at the West Street offers Yangshuo County Fire brochures in both English and Chinese available for tourists and residents for free. The fire brochures introduce 12 methods, four capacities, and sixteen skills for self-help to escape from fire as well as general information for fire disasters. This series of measures have been taken to improve the fire safety of West Street.

4.2.3 Tourists Have Difference Concerns about the Hygiene and Public Order

According to the findings in the questionnaire issued by the team to domestic and foreign tourists, the concerns of tourists over the hygiene and public order in Yangshuo can be seen. Judging from the data analysis of The Most Desired Information about Yangshuo in the questionnaires issued to the tourists, domestic and foreign tourists pay insufficient attention to hygiene and public order, with a proportion no more than 20% (see Table 4 - 1). However, foreign tourists pay more attention than domestic ones.

Table 4- 1 Tourist Concern over Public Order and Hygiene

	Domestic tourists	Foreign tourists
Public order	14.4%	15.5%
Hygiene	12.2%	16.8%

4.3 Tourist Perception

4.3 1 Tourist Perception of Public Order

Domestic and foreign tourists make a good, but declining if compared with that of a few years ago, especially in the eyes of foreign tourists, evaluation of the public order in Yangshuo. Domestic tourists generally consider Yangshuo to be a friendly and safe tourist destination (Table 4-2).

Table 4- 2 Tourist Evaluation of Public Order Yangshuo

	Domestic tourists	Foreign tourists
Highly recognize	20.3%	13.4%
Recognize	40.8%	37.4%
Neutral	32.2%	40.8%
Derecognize	4.9%	5.0%
Strongly derecognize	1.8%	3.4%

5 Tourism Planning and Control

5.1 Tourism Transportation Planning and Control

5.1.1 Indicators for Control Evaluation

5.1.1.1 Road Standards

The road system in Yangshuo County consists of national highways, urban main roads, secondary main roads, and by-passes and footpaths, of which the transit national highways, when serving as urban roads, are 42 meters under red line control, the main roads are 24-32 meters under red line control, urban secondary main road, 12-18 meters, urban by-passes, 7-9 meters, footpaths, 4-6 meters, and pedestrianized streets, 9 meters.

5.1.2 Means of Transport of Tourists

5.1.2.1 Tourists Prefer Coach and Train

As shown in Figure 5-1, according to the survey and research, domestic tourists reach Yangshuo mainly by Coach (46.55%) and train (28.63%).

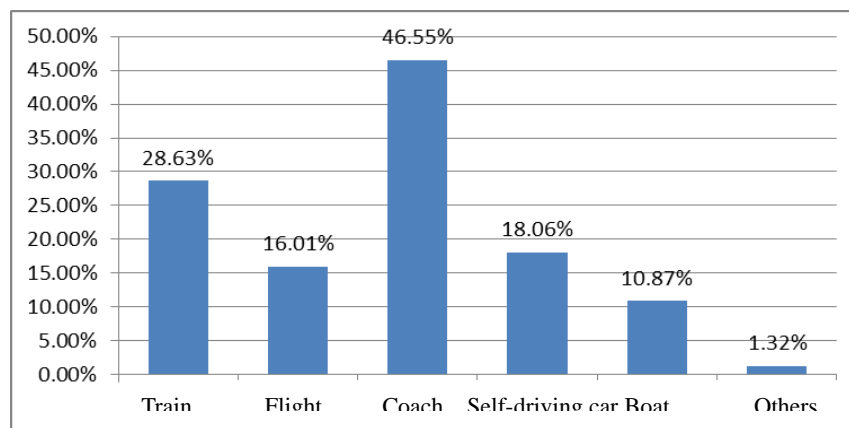


Fig.5- 1 Choices of Means of Transport of Domestic Tourists Travelling to Yangshuo

Through interviews at Yangshuo Coach Terminal, it is learnt that foreign tourists only see Yangshuo as one of stops in China with a duration of 2-3 days by the end of which they will travel by train and coach to other destinations. The statistics on car plates in Yangshuo scenic

spots, Guangdong self-driving tourists and Guangxi tourists are in the majority.

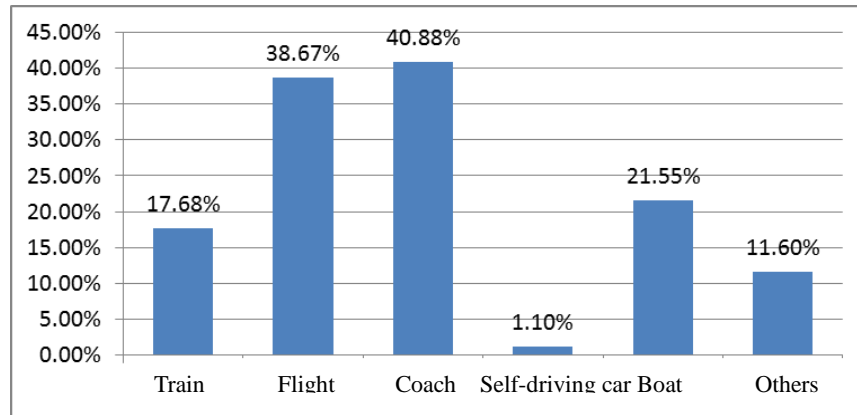


Fig.5- 2 Choices of Means of Transport of Foreign Tourists Travelling to Yangshuo

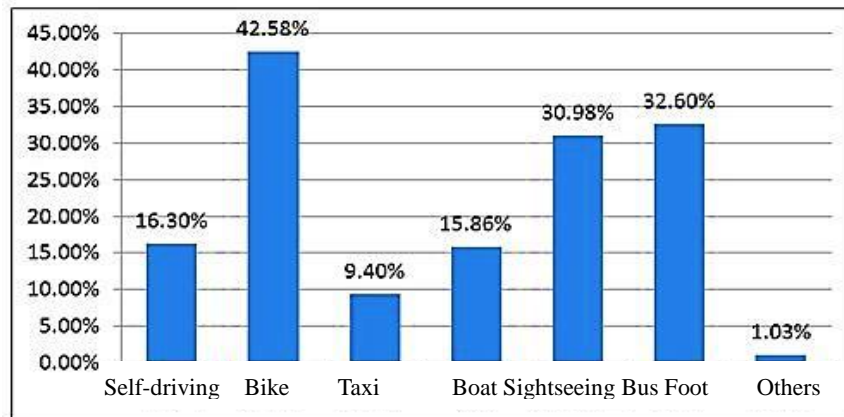


Fig.5- 3 Means of Transport of Domestic Tourists in Yangshuo

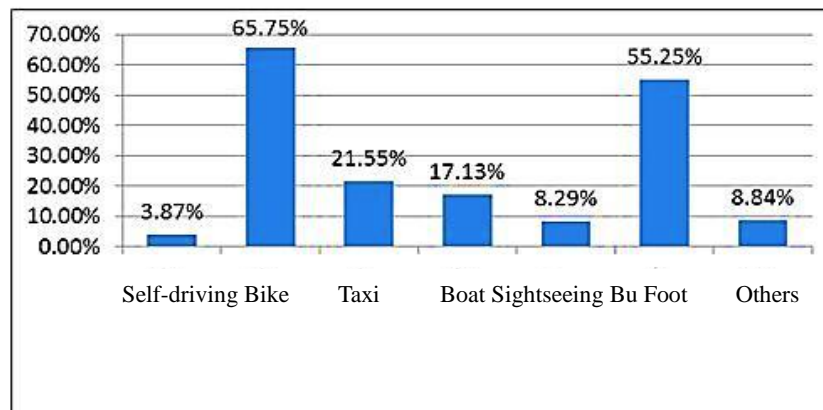


Fig.5- 4 Means of Transport of Foreign Tourists in Yangshuo

5.1.2.2 The Self-Driving Market Is on the Increase

Currently, a self-driving market has begun to take shape in Yangshuo. The survey team counted certain car plates and actual capacity of carriage at the Yangshuo park entrance, Butterfly Fountain area, Big Banyan scenic area, Ancient Totem Path scenic spots respectively on August 7, 2012. It can be seen that in the peak season, the self-driving tourists from Guangdong and Sichuan are in a significant number, as followed by those from Hunan, Jiangsu and Zhejiang. The formation and development of the self-driving market is a new force to the development of Yangshuo tourism. Table 5 - 1 a record of car plates included in the statistics.

Table 5-1 Sample Statistics on CAR Plates in Some Yangshuo Attractions

Car plate	Number of seats	Car plate	Number of seats	Car plate	Number of seats	Car plate	Number of seats
Gui C 13836	19	Gui C	41	Yue AS	4	Chuan BR	4
Gui C 09840	37	Gui C	37	Yue, AL	6	Chuan BR	4
Gui C 18821	51	Gui C	55	Yue X N4	6	Chuan BZ	4
Gui C 16163	7	Gui C FM	4	The Cantonese L ZZ	6	Chuan B ZY	4
Gui C 23617	59	Gui R	4	The Cantonese Y CD	6	Chuan BD	4
Gui C 77810	19	Gui C YY	4	Yue X	49	Chuan DZ	4
Gui C 19699	31	Gui AC	7	Yue AH	4	Chuan D	4
Gui C 25275	49	Gui C	7	Yue Y	4	Xiang F OX	4
Gui C 33817	19	Gui C	31	Yue W LV	4	Xiang D	49
Gui C 11667	37	Yue A	4	Yue, AW	7	Min A	4
Gui C MM815	7	Yue B	4	Army D	7	ZheA	4

(Source: the car plates at the entrance of Big Banyan scenic area recorded by the survey team at 15:35, August 7, in 2012)

5.1.3 Constantly Improve the Tourism Transportation System

In recent years, Yangshuo County developed the development policy of "focus on the

Southern area and improve the Northern area”, insisted on relying on the built-up area to seek sectional development and form the space layout of "double group and multi-section”.

In terms of road traffic of the Country, it not allowed to build any house along the river bank side of the electromobile lane from Low Mountain to Big Banyan, and if houses to be constructed at the opposite side, it is imperative to keep the house 200 meters away from the driveway. Construction projects crossing any village will be subject to specific management measures of the village concerned.

5.2 Tourism Resources Planning and Control

5.2.1 Natural Tourism Resources are Still the Core

Analyzing from the monitoring data (Figure 5-5 and 5-6), the natural scenery of Yangshuo is the core tourism resources attractive to domestic and foreign tourists.

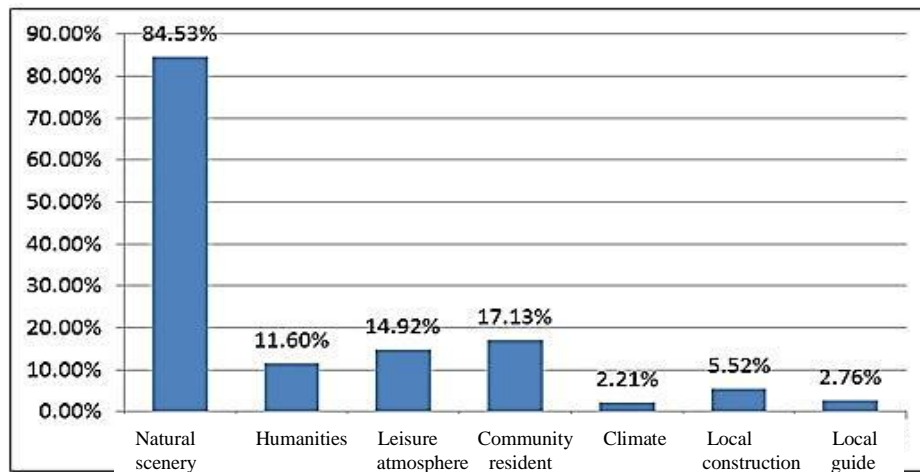


Fig.5- 5 Core Attraction to Domestic Tourists

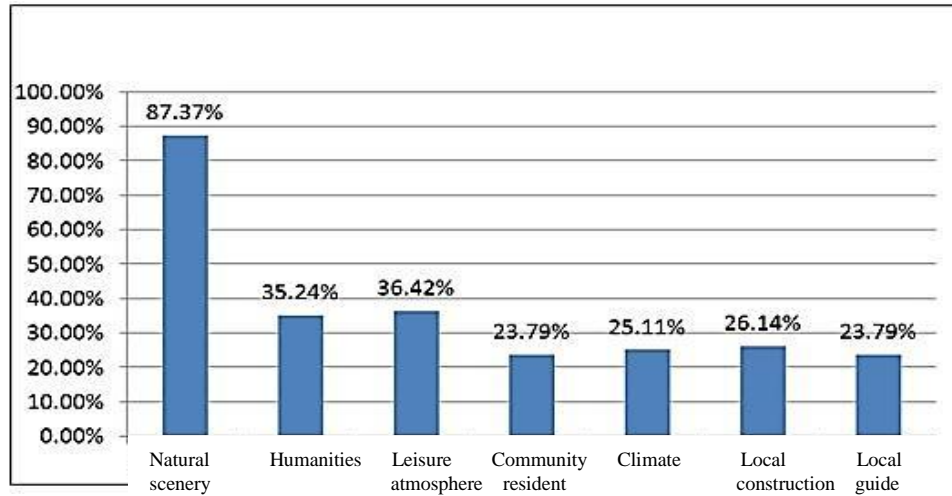


Fig.5- 6 Core Attraction to Foreign Tourists

5.2.2 Tourist Diversion Starts to Achieve Initial Effect

It is clear in Figure 5-7 and 5-8, that the indirect indicator for tourist flowrate at attractions s visited by tourists was employed to sort out the statistics on the selection of core attractions made by domestic and foreign tourists, and the selection preferences are considered as the market basis of resources planning and control of the tourist destinations. The statistics show that the domestic and foreign tourists make concentrated choices of Yangshuo attractions therefore at which is particularly important to control flowrate.

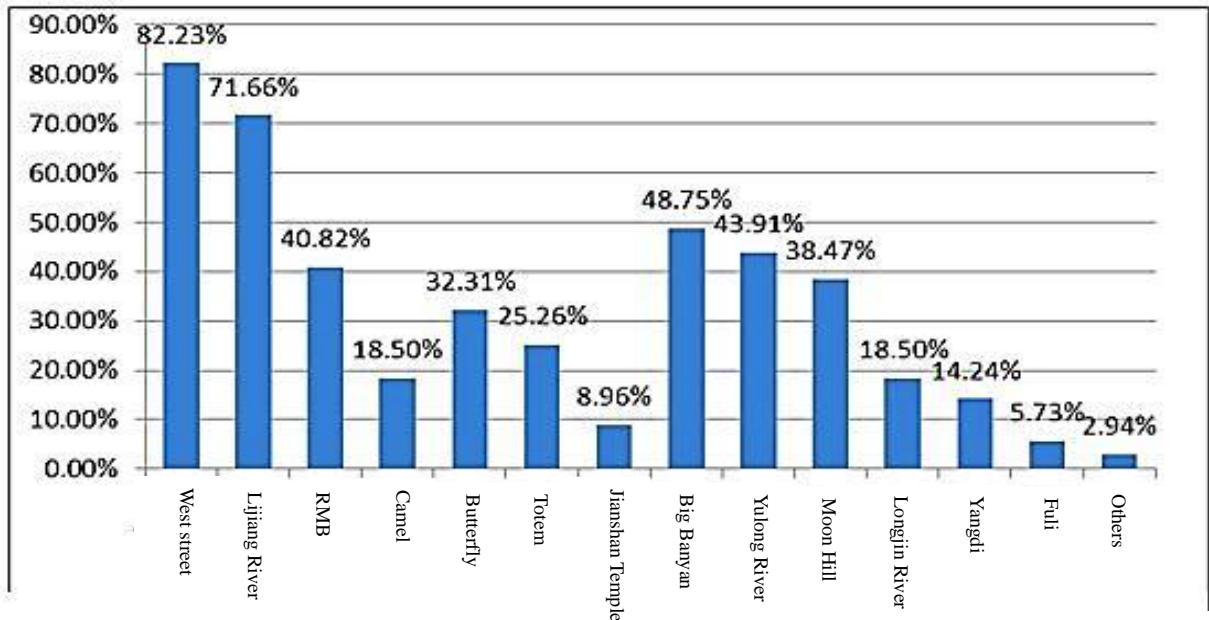


Fig.5- 7 Attractions Selected by Domestic Tourists

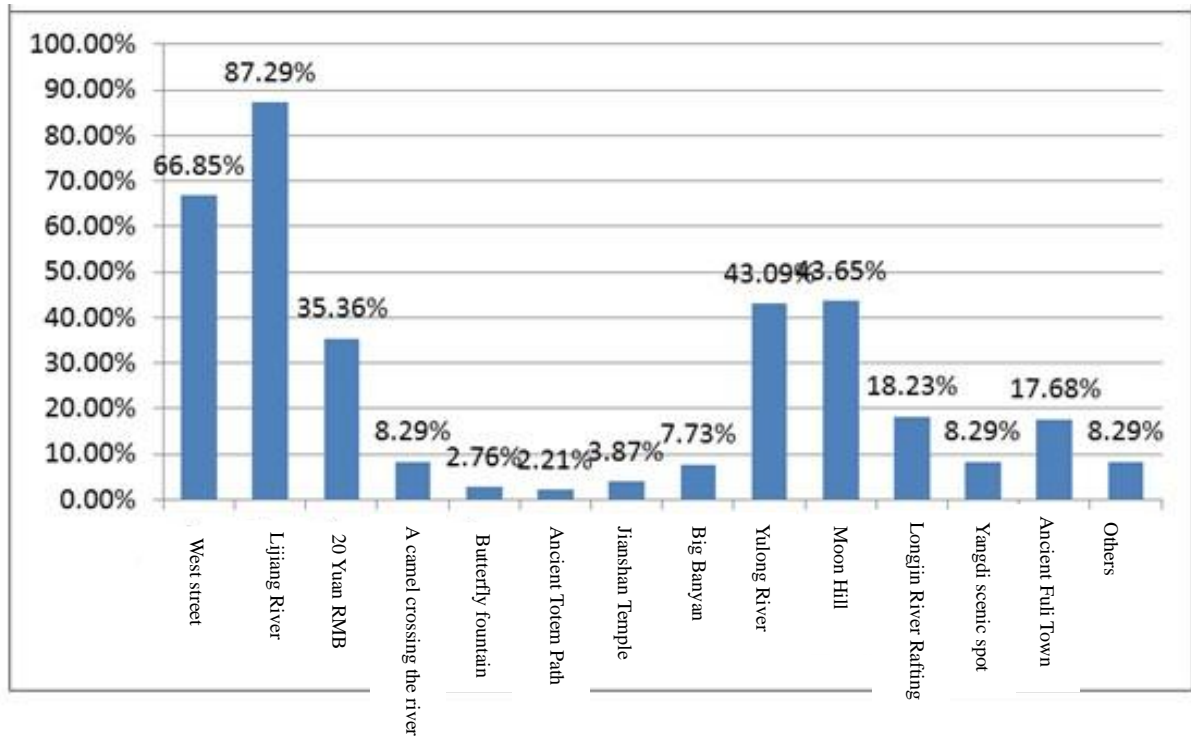


Fig.5- 8 Attractions Selected by Foreign Tourists

5.2 .3 Stringent Control Over the County's Architectural Landscape

As for the protection of historical and cultural city, considering the core of the old city area as an important carrier of Yangshuo cultural connotation and characteristics, it should be done to strictly protect the overall urban style, make better use of the historic blocks, monuments ruins, former residence of famous figures and other historical and cultural resources, properly utilize various natural landscape and cultural landscape, remedy, restore and display original historical and cultural perceivable elements, exploit urban historical and cultural connotation, and demonstrate the core style of Yangshuo as a national historical and cultural city.

5.3 The Proportion of Tourism Land to be properly Increased

The rapid development of tourism brings the locality with economic benefits, then more and more pieces of land are converted to tourism usage. But if too much land is converted to tourism usage, it may destroy the local ecological environment and throw the local development out of balance. The land use still need to focus on the protection and arrangement of cultivated land, the protection of demand for vegetables, garden, facility agriculture land and the reasonable

guarantee of land for handicrafts processing and tourism facilities. Table 5 - 2 shows the main tourist towns in Yangshuo County land use planning.

Table 5- 2 Land Use in Tourism Towns and Villages in Yangshuo County (2006-2020)

(Unit: ha)

Land-use categories	Yangshuo Town	Baisha Town	Fuli Town	Xingping Town	Gaotian Town	Yangdi Town
The total land area	7528.95	15383.14	23285.21	31376.89	15492.93	10263.55
Forest areas	1831.07	4667.48	6344.59	10028.94	7984.56	5632.98
	24.32%	30.34%	27.25%	31.96%	51.54%	54.88%
Urban construction land	860.1	121.27	116.23	49	50.06	0
	11.42%	0.79%	0.5%	0.16%	0.32%	0
Rural residential land	139	402.99	498.75	375.94	392.92	125.35
	1.85%	2.62%	2.14%	1.2%	2.54%	1.22%
Mining and independent construction land	71.15	160.07	110.98	133.4	134.88	30.56
	0.95%	1.04%	0.48%	0.43%	0.87%	0.3%
Land of scenic, natural and cultural protected areas	1940.64	2168.54	3899.89	13143.08	976.71	2397.79
	25.78%	14.1%	16.75%	41.89%	6.3%	23.36%
Other land uses	411.84	811.73	4584.22	1179.71	545.08	486.98
	5.47%	5.28%	19.69%	3.76%	3.52%	4.74%

(Source: Land and Resources Bureau of Yangshuo County)

5.4 Summary of the Chapter

(1) It is required to strengthen planning and construction for tourism transportation

According to the monitoring findings, the authorities concerned should pay more attention to the planning of Yangshuo tourism transportation. Tour coach is still the first choice for tourists but as the number of self-driving tourists increase, so is the number of cars for self-driving tour, the road traffic capacity is further challenged.

(2) The tourist demands show a preference for natural tourism resources in Yangshuo

In terms of tourism resources, the tourist preference for core attractions and key sightseeing scenic spots has a bearing on the tourism resources planning and control. Judging from the market response, tourists are more inclined to natural scenery, such as the Lijing River, Yulong River,

Moon Hill and Big Banyan and other natural scenic spots which are the tourism resources for the tourism development of Yangshuo.

(3) Develop rational plans according to the development stage of tourism

In addition, the conversion of land function and the use of land is the basis of sustainable development planning for tourist destinations. The tourism planning and control of Yangshuo must match with its actual situation when practical plans are formulated from the perspective of development and it is imperative to exercise strict control and requirements over the implementation of plans.

6. Economic Benefits of Tourism

6.1 The Development Conditions of the Tourism Industry Continue to Improve

As of the end of 2011, Yangshuo County completed the approval of a rating application and the star appraisal for scenic spots, hotels, farmhouses. Today, there are one 5A scenic spot, two 4A scenic spots, five 3A scenic spots, a five-star hotel, three four-star hotels, three three-star hotels, eleven star farmhouses in the County, the one with the most national A-level scenic spots, star hotels, and star farmhouses in the province.

There are more than registered 14,000 beds, over temporary 10,000 beds in farmhouses and residential hotels,; more than 40 travel agencies and service outlets; more than 160 bars and coffee shops; 126 small and large tourist boats; more than 500 sightseeing vehicles, more than 20,000 rentable bicycles; more than 600 local tour guides, and more than 80,000 employee directly engaged in tourism (Table 6-1).¹

Table 6- 1 Statistics on Yangshuo Tourists (2009- June 2012)

Year Indicator	2009	2010	2011	January-June 2012
Total number of tourists (10,000 persons-times)	720	811.3	935.6	440.9
Of which: foreign tourists (10,000 persons-times)	101	123.8	155.3	51.02
Accommodated person (10,000 persons-times)	212.3	279.2	315.8	153.1
Average duration of stay (days)	1.36	1.38	\	1.45
Total tourism receipts (100 million Yuan)	24.2	31.5	38.6	18.3
Tourist per capita consumption (Yuan/person)	336.1	388.3	412.6	433

¹ Source: Yangshuo County Tourism Bureau

6.2 The Contribution of Tourism Industry to GDP Increases Year by Year

Despite the comparison between the added value of tourism receipts and GDP made by Tourism Satellite Account (TSA) for this indicator, it is difficult to calculate the value added of the tourism receipts of Yangshuo County, then the proportion of tourism receipts in GDP takes the place.

Table 6- 2 GDP and Total Tourism Receipts Growth of Yangshuo from 2001 to the first half of 2012

Year	GDP (as per the pricing of the current year) (100, million)		Tourism industry (as per the pricing of the current year) (100, million)		Proportion of Tourism in GDP
	Gross	Growth rate	Total revenue	Growth rate	
2001	10.54	-	2.14	-	20.30%
2002	11.36	9.32%	2.41	12.62%	21.21%
2003	11.75	9.18%	2.44	1.24%	20.77%
2004	14.31	14.57%	4.06	66.39%	28.37%
2005	17.89	7.74%	5.51	36.21%	30.80%
2006	22.91	23.32%	9.64	74.85%	42.08%
2007	33.06	10.30%	12.77	32.47%	38.63%
2008	39.67	10.30%	17.9	40.17%	45.12%
2009	43.23	10.96%	24.2	35.20%	55.98%
2010	56.12	24.10%	31.5	30.17%	56.13%
2011	69.03	23.00%	38.6	22.54%	55.92%
The first half of 2012	-	-	18.3	15.8%	-

(Source: Statistic Bureau of Yangshuo County, Yangshuo County Tourism Bureau, government work report of Yangshuo County, "-" indicates no data)

As it can be seen from Table 6-3, tourism as a "sunrise industry" in Yangshuo County, the contribution of the total tourism receipts to Yangshuo's GDP has increased year by year.

6.3 The Tourism Impact on the Employment of Residents

In the tourism development of Yangshuo, tourism enterprises offering job opportunities to the residents of Yangshuo are in cruise, accommodation, catering, travel constancy, and

crafts manufacturing business. At the same time, the development of tourism commodities bring along the handicraft trade and agriculture. In addition, the development of tourism drives the local residents to study and take training to upgrade their language skills and service capabilities so as to seize better employment opportunities.

6.3.1 Increase Employment Opportunities for Yangshuo Local Residents

According to the results of resident questionnaires, 84.9% of the residents think, to different extent, that "the development of the tourism brings us more jobs, and generally agree on the positive role of tourism in local employment. In the questionnaires for staff of small tourism enterprises, 67.1% of respondents are Yangshuo County residents, 17.2% from Guilin (not including Yangshuo County), 4.5% from other parts of Guangxi province, and 11.2% from other places of the country.

6.3.2 Promote the Transfer of Labor to the Tertiary Industry

Yangshuo is a traditional agricultural county, namely, agriculture is its basic industry. However, the tourism development has changed the structure of employment for local residents. According to the government work report of Yangshuo county: the structure of the three industries in Yangshuo County has been optimized from 36.5: 20.8: 42.7 in 2005 to 23.7: 31.0: 45.3 in 2010, labor tranfering from the first industry to the second and tertiary industries, of which the tertiary industry shows a strong momentum of development.

(Source: Government work report of Yangshuo County)

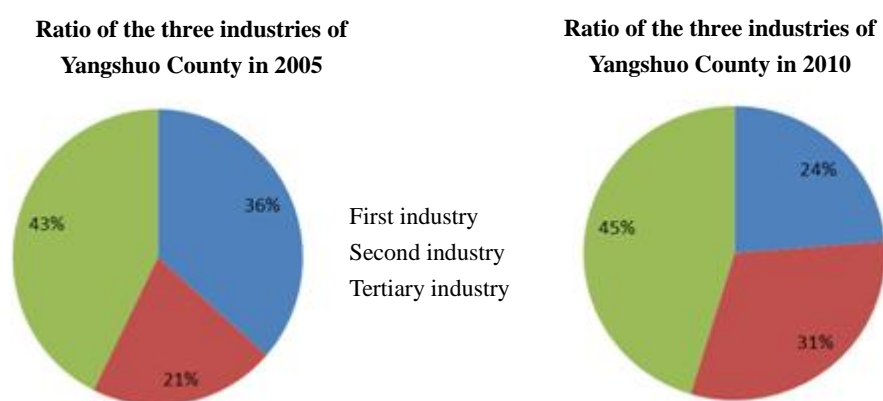


Fig.6- 1 The Changes in Structure of the Three Industries of Yangshuo County: Comparison between 2005 and 2010

The rapid tourism development in key areas allows local residents to benefit more from

the tourism development, resulting in a transfer of large number of the local labor force to the tertiary industry.

6.4 Joint Development of Related Industries

According to the classification of shops in the county based on the field survey of Yangshuo County, (Figure 6 - 2), "restaurant class", "hotel class", and "bar and West restaurant class" related to catering and accommodation account for a proportion as large as 32.8% of the total number of shops. Souvenir class accounts for 12.44%, tourism service class, 4% of the class, and foreign language school in a small number, less than 1%. ²

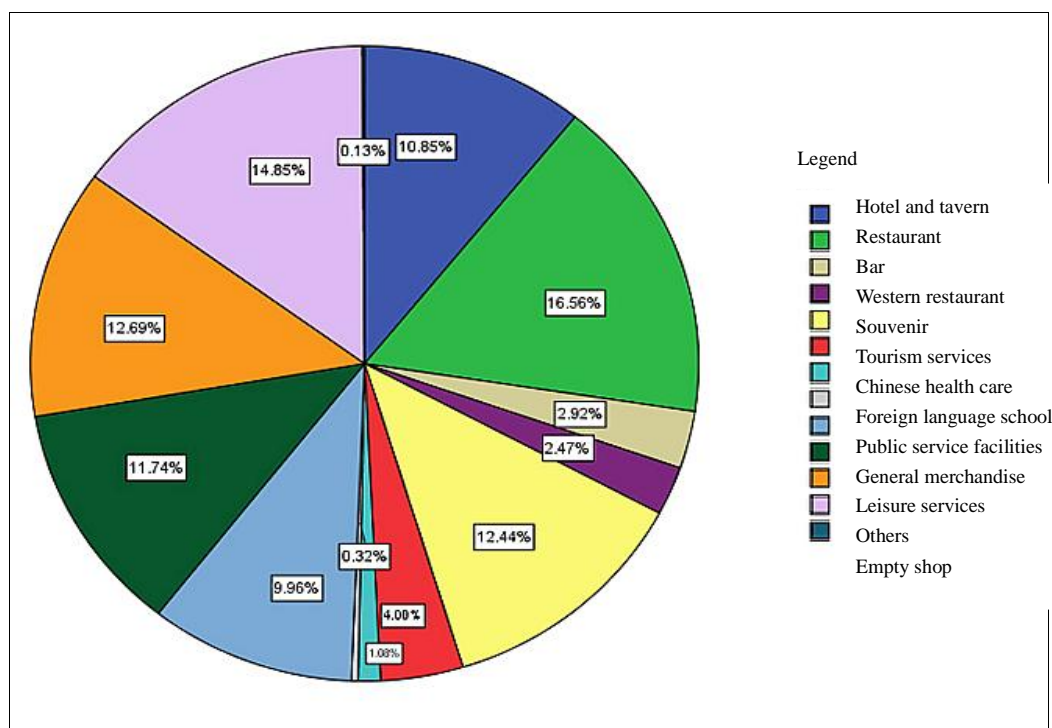


Fig.6- 2 Classification of Some Street Shops in Yangshuo

6.4.1 Promote Local Sales of Agricultural Products

Agriculture is the basic industry of Yangshuo, thus the development of tourism contributes to the adjustment of the structure of agricultural production. Native products as agricultural output are an important part of Yangshuo tourism commodities, including pomelo, kumquat, yam, Ponkan, Sidi taro, chestnut, bamboo shoots, bamboo, dried persimmons, ginger candy, jasmine, osmanthus. With the increasing number of tourists, the number of

² Source: August 4, 2012, counted by the Yangshuo survey team at the shops in Yangshuo County

visitors buying some souvenirs as gifts for friends and family members also goes up. The sales of local agricultural products effectively promoted the development of industry and commerce in Yangshuo.

6.4.2 The Number and Grade of Players in the Catering and Accommodation Industry is on the Upgrade Year by Year

With the development of Yangshuo tourism, the catering and accommodation industry in Yangshuo has developed rapidly. As it can be seen from Figure 6-3, the "restaurant class", "hotel class", and "bar and West restaurant class" related to catering accommodation account for a proportion as large as one-third of the total number of county shops. Meanwhile, according to data collated by the Industrial and Commercial Administration of Yangshuo, the numbers of businessmen in catering class and accommodation class in Yangshuo County are as shown in Table 6 - 3.

Table 6-3 Number of Tourism-related Businessmen in Yangshuo County

Unit: Household

Item Years	Accommodation	Catering	Bar	Tourism Services
2009	248	481	-	25
2010	370	538	-	34
2011	455	642	14	44

(Source: Industrial and Commercial Administration of Yangshuo. "-" Indicates no data)

By June 2012, the tourism hotels in the county received 1,527,000 tourists/times in the first half of 2012, increasing by 18.9%. The five-star and five-star-standard Green Lotus Hotel, Riverside Resort, Jasper International Hotel and other high-end hotels mainly engaged in business meetings brought up the average room rate and operating income. Other star-standard hotels based on their locations and price advantages have attracted a lot of team travelers.

6.4.3 Diversification of Handcraft Business Types

Among the shops in Yangshuo County, souvenir shops accounted for 12.44% of the total, mainly carrying handicrafts and specialty agricultural products. The Yangshuo-featured handicrafts include bamboo carvings, wood carvings, bamboo mat, calligraphies and paintings, painted fans, marble and talc products, landscape disk, stone products, ethnic

embroidery, jewelry, colorful hydrangeas, T-shirt, antique ceramics. The stalls, shops and outlets retailing handicrafts in the County are mainly lined along West Street, New West Street, Riverside Road, Pantao Road to which tourists resort. The development of handicraft business provides a good choice of employment for the residents.

6.4.4 Drive the Development of Education and Training Industry

Due to the influx of foreign tourists to Yangshuo, many local residents speak good English. With enhanced ability through studying English they are in a better position to be better employed and well off. In addition, the tourism development of Yangshuo, a place collecting Chinese and Western cultures, promotes the boom of local education and training business. Currently, there are 16 foreign language schools within the county, although these education and training institutions only account for a small proportion. However, these education and training institutions not only urge local residents to take English language training and enhance their employability, but also attract a lot of extraneous tourists to learn a foreign language and contribute to the development of local tourism (Figure 6-3).

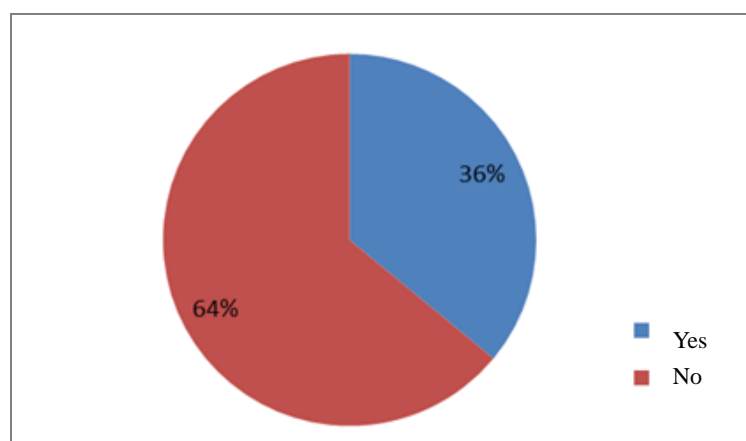


Fig.6- 3 The Proportion of Residents with the Habit of English Learning

6.5 Summary of the Chapter

(1) The contribution of tourism to the economic development of Yangshuo continues to increase

Making obvious contribution to economic development, tourism is the pillar industry of Yangshuo, due to the direct generation of tourism economic income, tourism contribution to finance, boost of local employment, the development of related industries, as well as enhanced employment guidance and training of local residents, etc. On the other hand,

tourism brings investment, and contributes to generate tax and finance of Yangshuo.

(2) Noticeably drive the development of tourism related industries

The large-scale tourism development highlighted its tagalong effect. The tourism development continued to push forward the adjustment of the ratio of the three industries in Yangshuo County, and remarkably drove the secondary industry, so that the second industry increased by 10% from 2005 to 2012, and the proportion of primary industry reduced. With the development of Yangshuo tourism, catering and accommodation industry, handicraft manufacturing and other related industries obtained good results.

(3) The outstanding tourism contribution to the adjustment of Yangshuo industry structure

The rich agricultural products in Yangshuo, an agricultural county, played an important role in the tourism specialty products, and secondly, tourism created a large number of employment opportunities, and promoted, to some extent, the transfer of employment population from the first industry to the tertiary industry, meanwhile, it provided a platform for the employment skills of local residents, enhanced the education and employment training for residents, career guidance and so on.

7 Tourism and Resources Environmental Protection

7.1 Atmospheric Environment

7.1.1 Perception of Reduced Air Quality

In terms of degree of identity with aggregated air pollution from the perspective of residents, as shown in Figure 7 – 1, 18.39% of the total number of respondent residents sees with it every much and 40.46% sees with it.

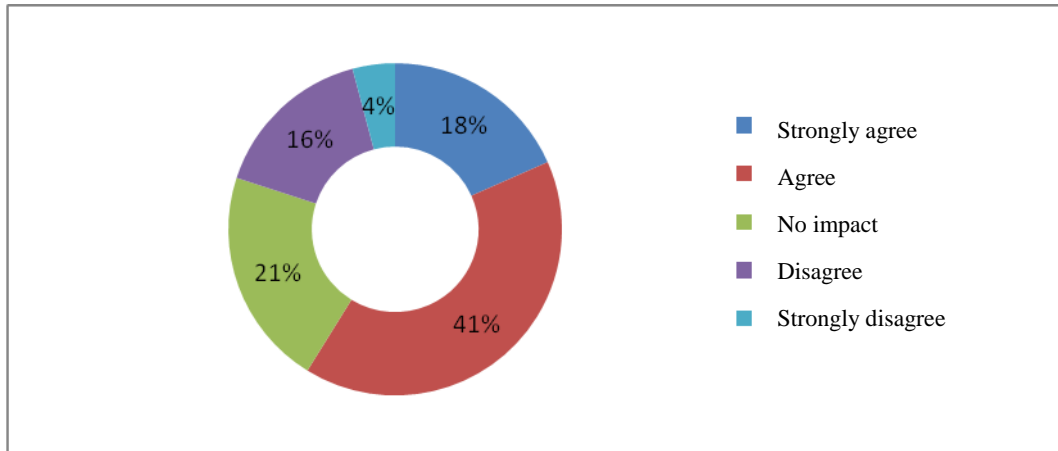


Fig.7- 1 Tourism Causes Aggregated Air Pollution

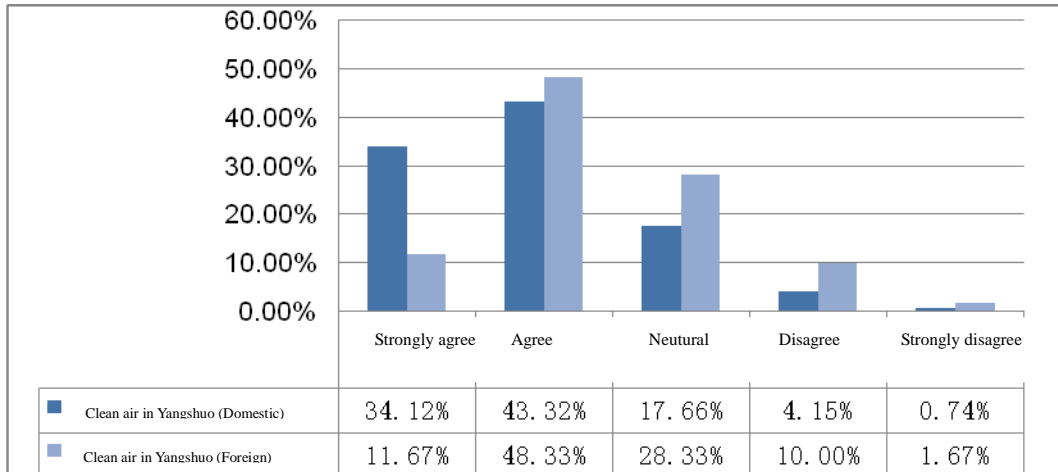


Fig.7- 2 Clean Air in Yangshuo

More than half of the respondent residents and tourists agree that tourism Yangshuo is responsible for reduced air quality, only very few residents or tourists consider that the air quality in Yangshuo has been very good. Increased number of tourists and self-driving cars is

growing year by year results from tourism development, and vehicle emissions has also become a major threat to the air quality. Tourists having visited Yangshuo for a number of times express that the air quality in Yangshuo is indeed poor than before.

7.2 Aquatic Environment

7.2.1 Strict Water Conservation

According to the Government Work Report 2011 of Yangshuo County, Yangshuo County took effective measures to strengthen the protection of drinking water sources, the control of water pollution and the restoration of water ecology in 2011. The ecological environment in the county is good. It started comprehensive improvement on Lijiang River, Yulong River and county water system. The urban centralized treatment of sewage reaches a rate of 80% (Table 7-1).

Table 7-1 Drinking Water Protection Zoning and Geographic Boundaries thereof in Yangshuo County

Name of water plant	Geographic names of water intake point	Level One protection area		Level Two protection area		land area by water bank	Remark
		1000 m upstream of the water intake	100 meters downstream of the water intake	1000-2500 m upstream of the water intake	100-300 m downstream of the water intake		
Yangshuo County Water Plant	Northern end of Binjiang Road	Longtoushan Dock	Zhijiangting Dock	Longtoushan Dock to Shuangtan Beach	Zhijiangting Dock to Fuan Dock	150 meters	-
Fuli Town, Water Plant	Dofu Islet, Fuli	Silong	Ferry	Silong to Hexingzha	Ferry	150 meters	-
Xingping Town Water Plant	Banyan Lake, Xingping	Chaoban hill	Dahebei	Chaoban Hill to Painted Hill	Dahebei to the original ferry of Yucun Village	150 meters	-
Putao Town	Damuwei, Putao	-	-	-	-	-	Groundwater

Name of water plant	Geographic names of water intake point	Level One protection area		Level Two protection area		land area by water bank	Remark
		1000 m upstream of the water intake	100 meters downstream of the water intake	1000-2500 m upstream of the water intake	100-300 m downstream of the water intake		
Water Plant							
Baisha Town Water Plant	Xianxiang Pond, Baisha	-	-	-	-	-	Groundwater
Gaotian Town Water Plant	Longtan Village, Gaotian	Longcun Village	Qiaobei Village	Longcun Village	Qiaobei Village	150 meters	-
Jinbao Town Water Plant	by the Jinbao River	Jincun Village	Jinbao Middle School	Jincun Village to Wengkou	Jinbao Middle School to Jinbao market	150 meters	-
Yangdi Town Water Plant	Maniu Well, Yangdi	Yangdi Middle School	Tip of Yangdi Islet	Yangdi Middle School to Xiataoyuan	Tip of Yangdi Islet	150 meters	-
Puyi Town Water Plant	By the Puyi Junior Middle school	Niuzhai	Dock	Niuzhai to the junction of the Big Quay	Dock to Shitoudi	150 meters	-

(Source: Office document Shuo Zheng Ban [2006] No. 28 of Yangshuo County People's Government. "-" Indicates that no records.)

7.2.2 Perception Evaluation: Perception of Reduced Aquatic Environment

From the perspective of residents, 19.27% of the respondents strongly see with it that tourism development aggravated local water pollution; and 40.60% of them see with it. The residents do not relate tourism to heavier water pollution account for 19.72%. Residents disagreeing and strongly disagreeing with this view account for 17.20% and 3.21% respectively (Figure 7-4).

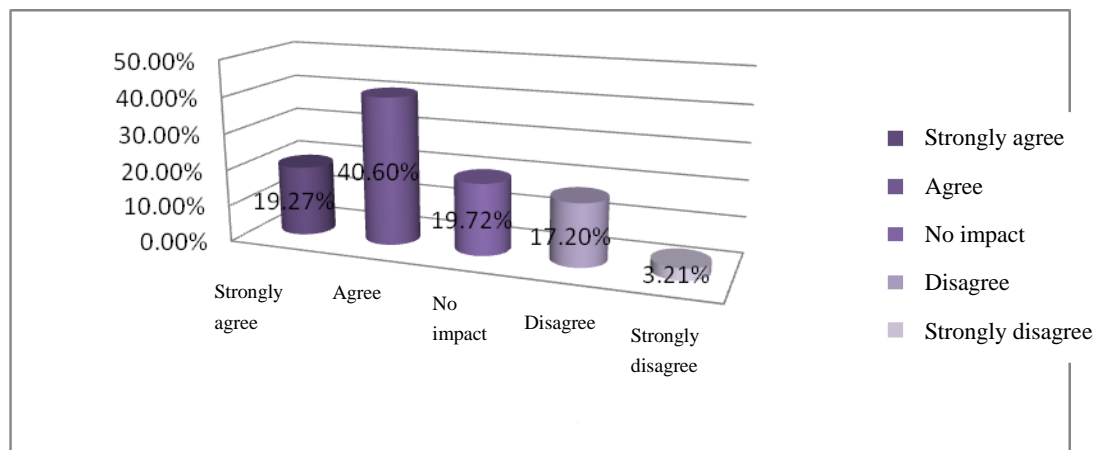


Fig.7- 3 Tourism Causes Aggregated Water Pollution

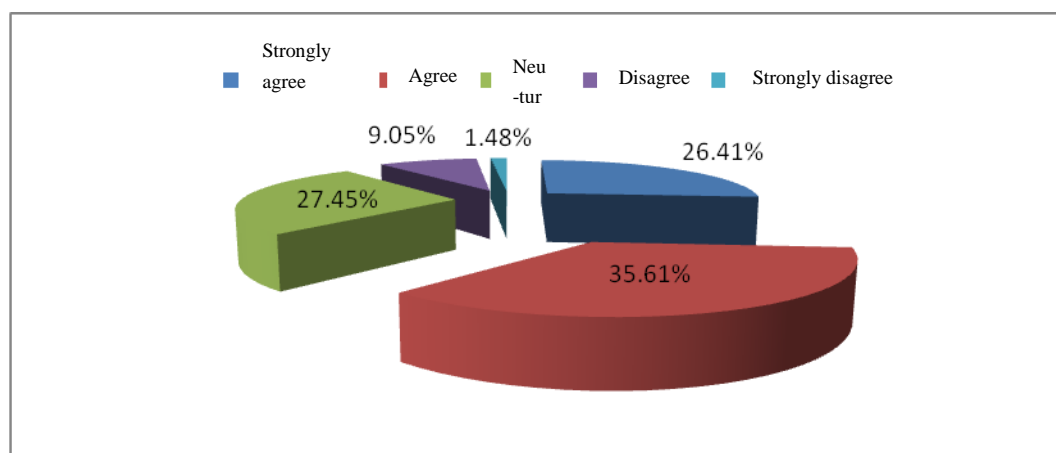


Fig.7- 4 The Water Quality of Lijiang River is good

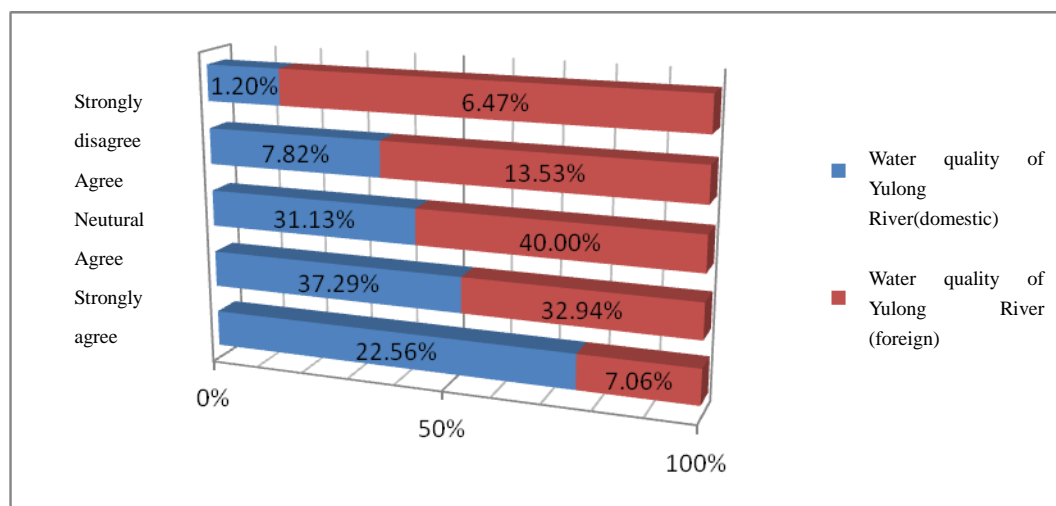


Fig.7- 5 The Water Quality of Yulong River is good

Overall, more than 50% of the residents see with it that tourism aggregates water pollution in Yangshuo. And it is learned in interviews that: first, the water quality was not as

good as before and; second, the fishes in the rivers are less than before. In contrast, respondents agreeing and strongly agreeing with that the water quality of Lijiang River and of Yulong River is good account for the highest proportion.

7.3 Acoustic Environment

7.3.1 State Quo of the Noise Environment

The results of regular monitoring of noise function areas in the county are below the national standard according to the Environment Bulletin of Guilin City 2011,. In this round of monitoring, the West Street area is under special observation. The monitoring results are shown in Table 7 - 2.

Table 7- 2 Basic Data on Noise Monitoring in West Street Area

Sample source:	Field sampling	Sample type:	Noise
Monitoring location:	West Street and its nearby area	Measurement time:	10 minutes
Date of sampling:	03.04-08, 2012	Weather conditions:	Sunny, occasionally cloudy
Monitoring purpose:	Environmental quality monitoring		

(Source: field sampling and post-collation)

Table 7- 3 Evaluation Criteria

Basis for evaluation	GB3096-2009 Environmental Quality Standard for Noise	
Item name	Daytime	Nighttime
Class 2 standard	60dB (A)	50dB (A)
4a class standard	70dB (A)	55dB (A)

Table 7- 4 Monitoring Results for Main Monitoring Sections of West Street, Yangshuo

Class of functional area	Location	Daytime	Main sound source	Nighttime	Main sound source
		Leq dB (A)		Leq dB (A)	
Class 2	West Street entrance	53.0	Commercial noise	76.5	Commercial noise
Class 2	The connection between West Street and Guihua Road	58.2	Commercial noise	74.0	Commercial noise
Class 2	The connection between West Street and Riverside Road	60.0	Domestic noise	70.2	Commercial noise
Class 4a	West Street and Pantao Road	68.0	Traffic Noise	73.3	Traffic Noise

7.3.2 Perception Evaluation: Heavy Noise Pollution in Some Areas

From the perspective of residents, more than 60% of the respondent residents see with it to different extent that tourism aggravates noise pollution, in agreed in varying degrees, 20.23% strongly agree with it and 44.14% agree with it (Figure 7-6).

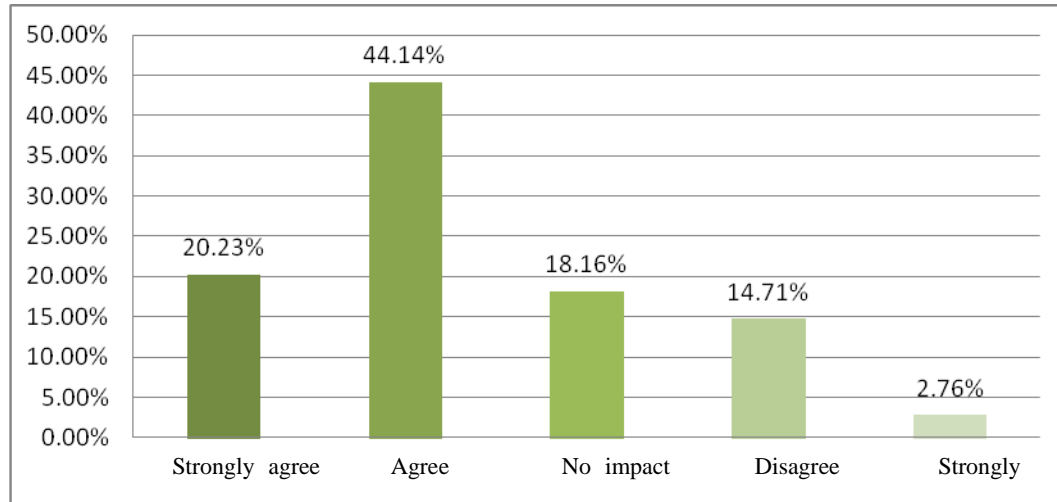


Fig.7- 6 Tourism Aggravates Noise Pollution

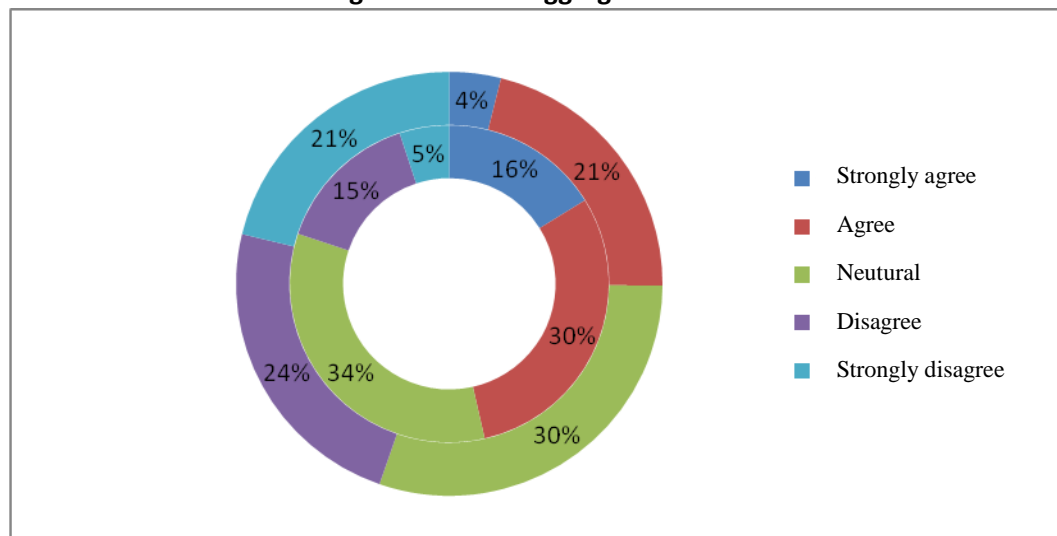


Fig.7- 7 The Noise in Yangshuo is small

Overall, more than half of the respondent residents believe that the development of tourism aggravates noise pollution. The respondents taking a neutral position on "the noise in Yangshuo is small" account for the largest proportion, followed the tourists taking a positive position. That tourists considering the noise in Yangshuo loud complaint that the noise at the West Street is serious, for instance, cries of mongers and broadcasting sound. The results of monitoring over field sampling also show the noise in some sections at night is against the standard. The noise ruins the mood of the tourists to a great extent.

7.4 Solid Waste

According to the Government Work Report of Yangshuo County 2011 that by August 2011, the innocuous disposal of domestic garbage in the towns of Yangshuo County reaches a rate of 98% or more. In September 2011, the project of disposal of garbage in the urban areas of the county was put into trial operation. In 2012, 70 million Yuan of investment was made into the construction of the waste treatment plant, and 40 million Yuan into the contiguous remediation of rural areas. The future efforts will be focused on the rural sanitation project to gradually build a mode, known as "household cleaning, village collection, township transfer, and county processing", of solid waste disposal in rural areas, to create a clean, comfortable, and beautiful rural setting.

7.5 Landscape Maintenance and Visual Impact

7.5 .1 Constant Issue of Measures for Landscape Improvement

Yangshuo County raise 165 million Yuan through many channels for Townscape transform project and redecorated the facades of 12,430 houses in 75 natural villages under 19 village (neighborhood) committees in five towns, and basically completed the "10 standard parts" projects for eight comprehensive improvement villages including Gaotian Villiage of Baisha Town, Xiacun Village of Gaotian Town,. It completed the Xingping Town transformation, cultural square, scenic roads, large parking lots, tourist center, tour terminals and other infrastructure construction projects to effectively strengthen the features of Xingping Town.

7.5.2 Perception Evaluation: Landscape Is Improved, but the Concerns of Domestic and Foreign Tourists Are Different

From the perspective of residents, respondent tourists thinking tourism facilities make the landscape less beautiful account for the largest proportion, 34.17%. The tourist strongly seeing with it that tourism facilities impair the landscape beauty account for 11.93%, and residents seeing with it account for 26.38% (Figure 7 - 8). The surveyed residents in valid questionnaires are 436 in total.

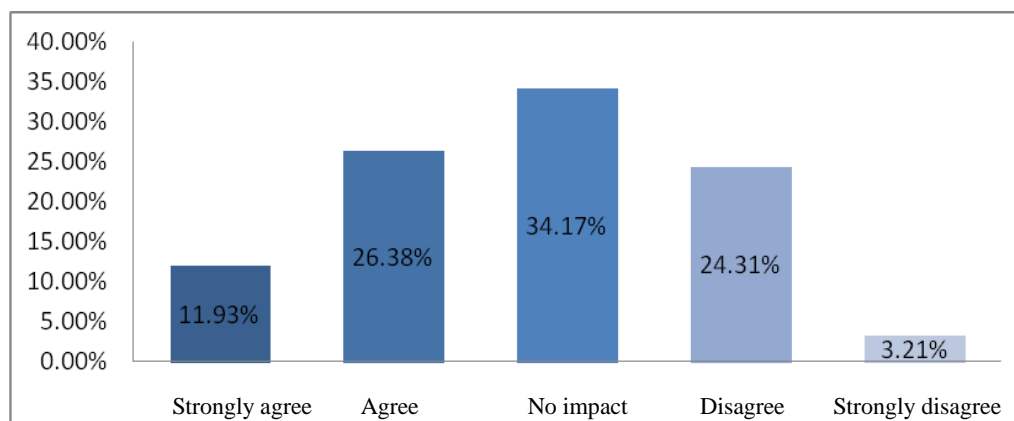


Fig.7- 8 Hotels and Other Tourist Facilities Impair the Landscape Beauty

7.6 Energy Management Measures

In terms of energy conservation, Yangshuo County encourages tourism enterprises to use clean energies and take energy-saving measures. In this round of monitoring, the team randomly survey and interviewed the owners of different types of tourism enterprises in Yangshuo County, and recovered 45 valid questionnaires. The results of the questionnaires (Figure 7-13) shows 18 companies have taken measures to save energies and water resources measures, accounting for 40.00% of the valid questionnaires. 15 surveyed companies have not done so but intend to, accounting for 33.33% of the total number of respondents. 12 enterprises have not done so nor intend to, accounting for 26.67%. The main reasons for this, as the team found out in the interviews, can be divided into two classes: first, the conditions did not permit, for example, the housing structure did not conveniently allow for construction. Second, they want to save costs. Some owners think that the environmental protection measures will increase business cost. In addition, some owners have weak environmental awareness.

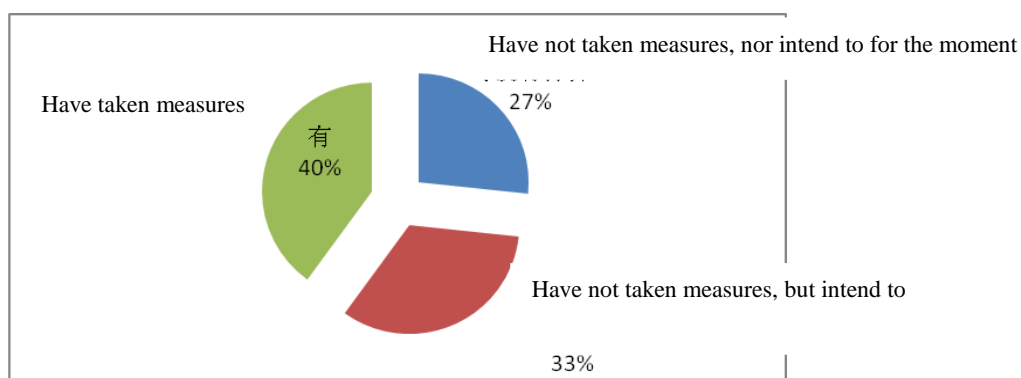


Fig.7- 9 Companies Take Measures for Energy and Water Resource Conservation or not

7.7 Summary of the Chapter

Overall, Yangshuo provides a relatively satisfactory tourism environment and it attaches importance to the protection of the local environment by making great efforts. In terms of atmosphere and aquatic environment, Yangshuo County, concerned about the domestic water of the residents, adjusted the industrial structure and energy structure to reduce the pollution and damage to the environment. It also obtained greater achievements in water conservancy construction. In terms of solid waste, the township garbage disposal system has been improved. As for landscape style, the renovation of the facade of natural villages and the construction of infrastructures are effectively done. When it comes to energy management, it focused on the transform of villages of rural power grids to improve the quality of the grid in 2011. However, there are some aspects to be further improved:

First, the noise at West Street, Pantao Road etc. at night is so loud that it disturbs residents and tourists. Secondly, the air in Yangshuo County contains a great number of suspended particles that reduces the air quality. Again, the water pollution aggregation deserves tourist experience. Water resources are an integral part of attraction in village tour, the clear water and beautiful mountain in Yangshuo attract thousands upon thousands of tourists each year, but in the tourism development, the waters are teeming with too many boats and rafts causing water pollution as aggregated by directly discharge of tourism wastewater. The administrative authorities should control the number of boats and rafts on the rivers. Fourth, efforts shall be made to maintain both the appearance of the attractions and traditional culture and customs, for the latter is also an important part of landscape. Last but not the least, there is still much scope for the promotion of clean energy and energy-saving measures, especially for small and medium-sized enterprises, relevant incentives may be introduced.

8 Tourism Products and Services

The awareness of tourism products at destinations and the relationship between the supply and demand of services, is the precondition to enhance tourists satisfaction and accelerate the development of tourism, as well as the key to the sustainable development of the tourism market in Yangshuo.

8.1 Tourism Product Selection

The monitoring indicators of tourism products are in two aspects: "shops attractive to tourists" and "tour routes", on which the data collected by the survey team is analyzed as follows.

8.1.1 Shop Attractive to Tourists: Bars and Handicrafts Shops Are Dominant

The Figure 8 - 1 shows, that shops attractive to domestic tourists are handicraft shops and bars; handicraft shops accounted for 54.63 percent of all type of shops, bars, 40.82%, and specialty shops, 21.44 %.

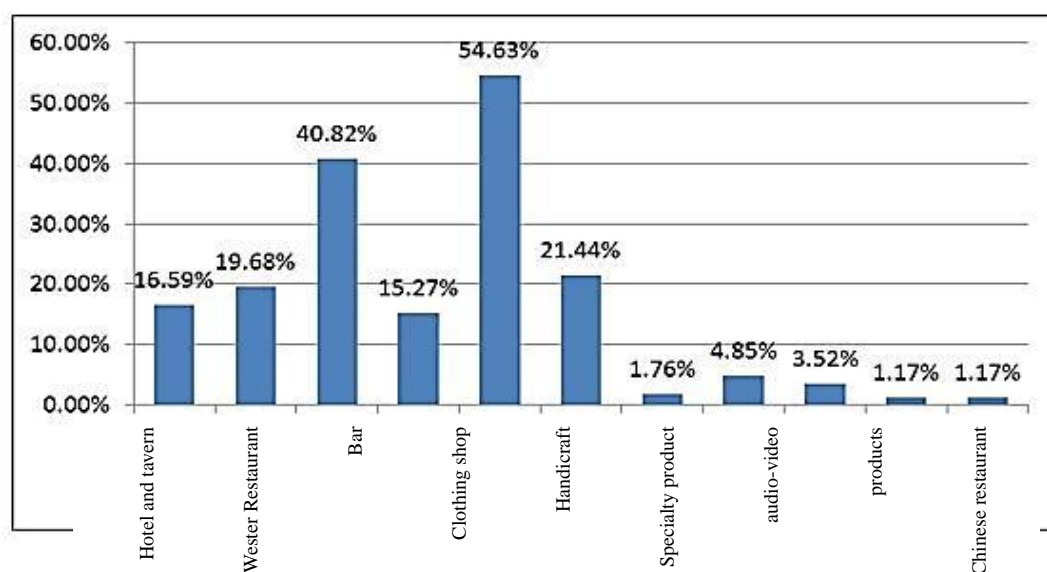


Fig.8- 1 Shops Attractive to Domestic Tourists

Figure 8 - 1 shows that the shops attractive to foreign tourists mainly are Chinese restaurant, bars, Western restaurants, etc, among them, the Chinese restaurants account for 47.51% of all, bars, 38.67%, handicraft shops, 25.41%, and Western restaurants, 24.31%.

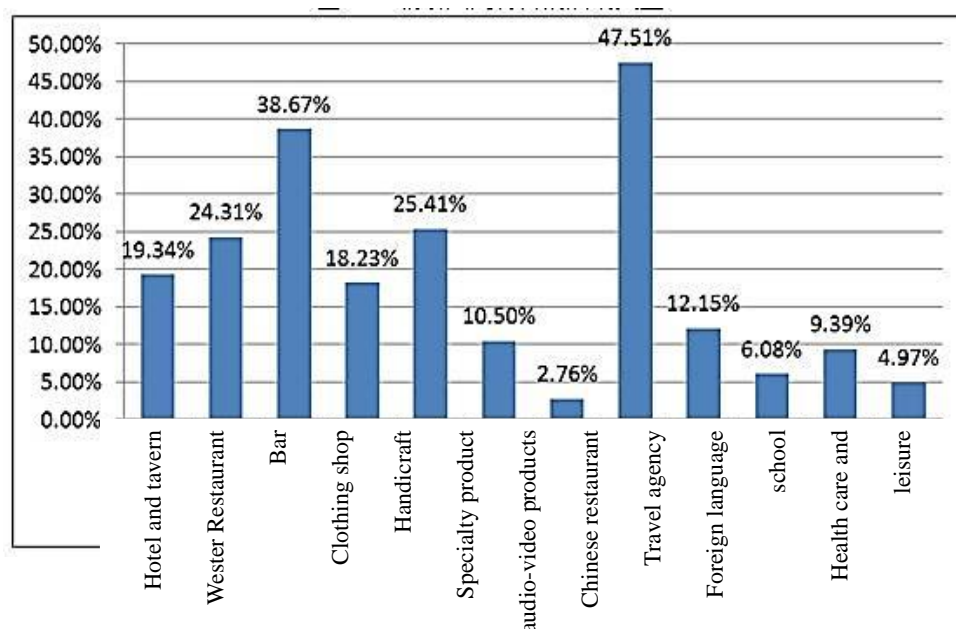


Fig.8- 2 Shops Attractive to Foreign Tourists

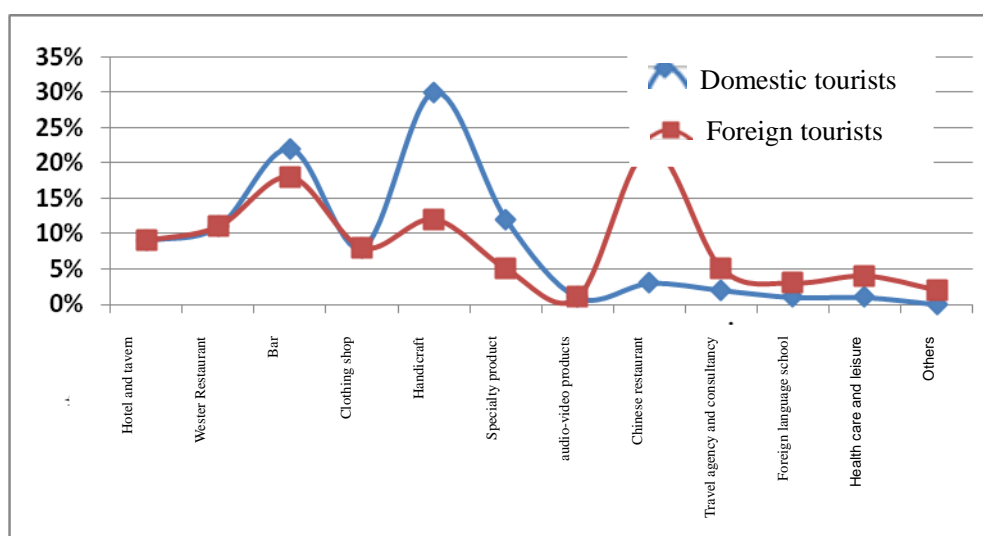


Fig.8- 3 Comparison of Preferences and Expectations of West Street Shops between Domestic and Foreign Tourists

According to the questionnaires, the shops most attractive to domestic and foreign tourists, in West Street, Yangshuo, are shown in Figure 8 - 3. The tourists coming to Yangshuo prefer bars and handicrafts .

8.2 Scope of Tourism Services

Monitoring indicators of the scope of tourism services are in two aspects, the types of tourism service facilities at tour destinations, and the distribution of hardware facilities at tour destinations. Based on the data collected, the survey team made an analysis as follows.

8.2.1 Tourist Destinations Provide Tourists with Comprehensive Services

The tourism services Yangshuo County available for tourists include: taverns, hotels; restaurants (Chinese restaurants, food stalls, snack stalls); bars and Western restaurant; souvenirs (national costumes, arts and crafts, specialty shoes, bags, etc.); tourism consultancy, tourism services, ticket agency (car rental, travel agencies, rock climbing, etc.); Chinese health care, foot massage, and health services; foreign Language school; public service facilities (public toilets, parking lots, banks, post offices, hospitals, government departments, etc.); general merchandise (hardware stores, daily necessities, canteen, etc.); casual wear (casual clothing, slippers, bags, etc.); and others (furniture, appliances, decoration materials, etc.).

8.2.2 The Distribution of Hardware Facilities at Tourist Destination Shows Spatial Differentiation

In order to clearly analyze the availability of hardware facilities for tourism services as shown in Figure 8 - 4, the team divides Yangshuo County into three regions (A, B, and C).

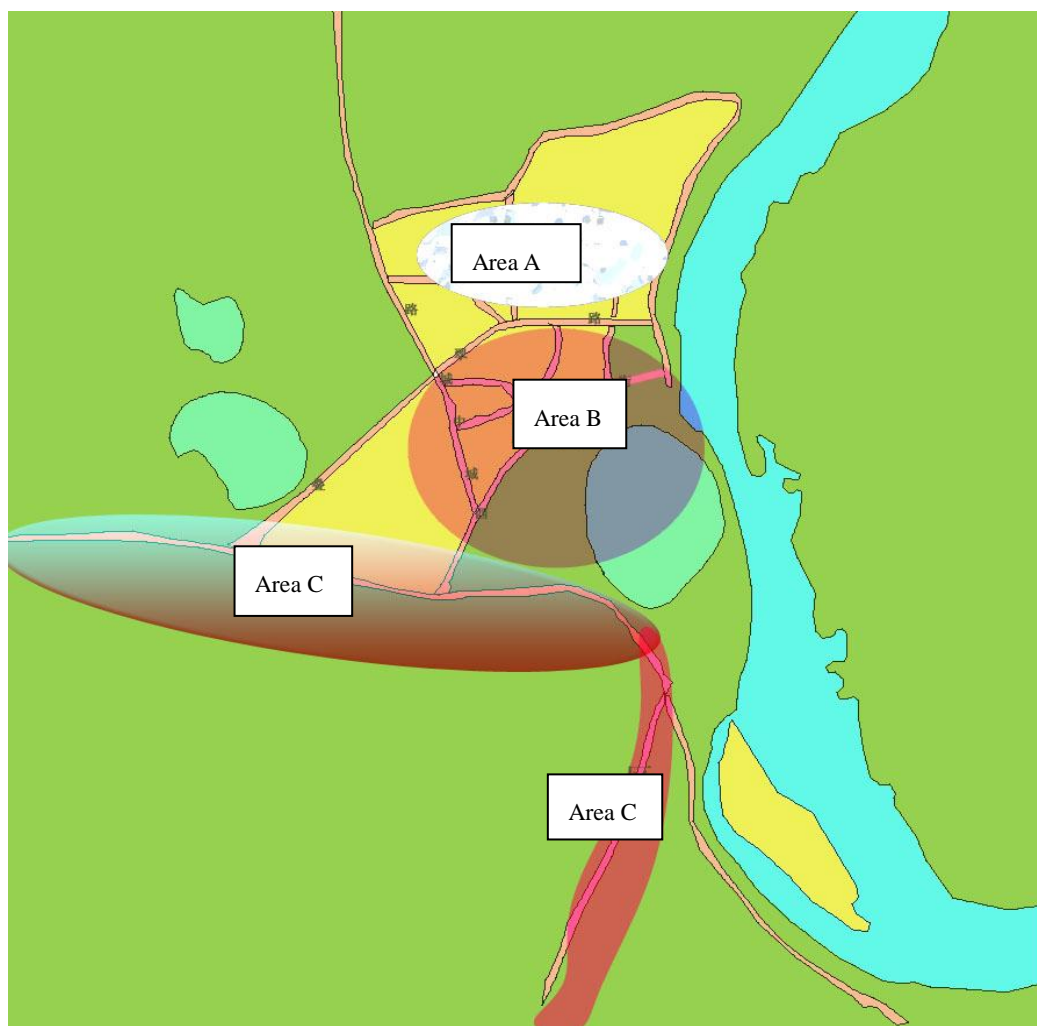


Fig.8- 4 Tourist Destination Hardware Facilities Distribution

Area A (covering: Chengzhong Road by the north of Diecui Road, Xianqian Street, Riverside Road, Shenshan Road, Chengbei Road, Banyan Road, Fuying Road, Furong Road, Fuqian Lane) is the mixing zone of citizens and tourists who share this area.

Area B (covering: Chengzhong Road by the south of Diecui Road, Riverside Road, Xianqian Street, West Street, New West Street, Guihua Road, and Diecui Road) is the core for tourism and entertainment, where, including West Street, tourists are concentrated here, thus they are the main service group.

Area C (covering: Kangzhan Road, Pantao Road) are mainly located in the connections between internal and external transportation in Yangshuo County, thus the area mainly serves local residents.

Table 8- 1 Comparison of the Number of all Kinds of Tourism Shops in each Area in 2012

Area	A		B		C	
Shop Type	Quantity	Proportion	Quantity	Proportion	Quantity	Proportion
Tavern, hotel	53	17.55%	68	10.40%	41	8.37%
Restaurant	65	21.52%	121	18.50%	60	12.24%
Bar	0	0.00%	46	7.03%	0	0.00%
Western Restaurant	1	0.33%	38	5.81%	0	0.00%
Souvenir	24	7.95%	145	22.17%	19	3.88%
Toursim services	14	4.64%	32	4.89%	17	3.47%
Health care	7	2.32%	5	0.76%	4	0.82%
Foreign language school	3	0.99%	2	0.31%	0	0.00%
Public service facilities	21	6.95%	20	3.06%	97	19.80%
General merchandise	66	21.85%	43	6.57%	60	12.24%
Casual wear	13	4.30%	86	13.15%	94	19.18%
Other	35	11.59%	48	7.34%	98	20.00%
Object						
Tourist oriented	118	39.07%	391	59.79%	78	15.92%
tourist-and-resident oriented	42	13.91%	186	28.44%	103	21.02%
Resident oriented	142	47.02%	77	11.77%	309	63.06%

In summary, the regional distribution of tourism shops in Yangshuo County have shown certain characteristics that it is rational base on the concentration of the tourists and residents and on the transportation factors. Meanwhile, it functionally meets the needs of the tourists and local residents.

9 Conclusions

9.1 Yangshuo Residents Hold a Positive Attitude and Strong Sense of Engagement

The majority of the residents think that Tourism development is making a positive difference in the economy, community living environment, cultural change, etc in Yangshuo, especially in the economic aspects such as more jobs and investment attraction strongly felt. Meanwhile, the residents gradually became aware of the negative impact of tourism, especially in the aspects of domestic traffic, rising prices and environmental pollution, which explain why resident satisfaction slight decreased than that in the previous year. Residents remains enthusiastic for supporting the development of tourism and have a strong sense of engagement, but in most cases by doing alternative, low-pay jobs, and only few local residents hold management posts in tourism enterprises, seldom are they involved in tourism decision-making. The comparison of the tourism development situations between Xingping and Licun villages suggests that authorities concerned, when developing the tourism, should take local conditions into account and make appropriate plans for different areas for construction. The contradiction among Xingping residents, the government and enterprises demands urgent to settlement, to which a reasonable mechanism for the distribution of benefits is the key.

9.2 The Satisfaction of the Tourists with Different Items Varies, at a High Level Overall

The overall satisfaction of tourists with Yangshuo tourism is maintained at the middle level, and foreign tourists are less overall satisfied than the domestic tourists are. Tourist experiences and evaluations of tourism resources, resource protection, tourism services, board and accommodation, environment quality, friendliness of residents, traffic, noise, tickets and

tourism commodity prices are different for tourists, depending on if they are domestic or foreign. Overall, the Chinese and foreign tourists have a high willingness to recommend Yangshuo for tour. To further enhance the satisfaction of tourists, for instance, the traffic is heavy in holidays, tourism enterprises viciously keep the prices down, the awareness and attitude of staff are to be improved, tourism infrastructures are to be enhanced, etc., the authorities concerned shall pay attention.

Yangshuo is a friendly and safe destination to domestic and foreign tourists. The publicity given to the knowledge of food hygiene and fire safety publicity are in place. The Yangshuo, at a crime rate and in good public order, is very satisfying to tourists. The food hygiene and environmental health and other public health issues are also maintained at a good level. Health supervision and publicity and education are ongoing, and the related regulations more perfect. Before important festivals, notices of tourist reception programs or health emergency plans and stability safeguarding will be formulated, and safety inspections, publicity and education carried out. Domestic and foreign tourists are at a high level of satisfaction with food hygiene and accommodation hygiene.

9.3 Tourism Promotes the Constant Adjustment of Industrial Structure of Yangshuo and Makes Great Economic Contribution

In recent years, the tourism industry in Yangshuo is making greater and greater contribution to GDP. The growth trend of Yangshuo tourism is basically consistent with the growth trend of GDP, yet its growth rate is higher than that of GDP, the proportion of tourism in GDP has also increased; the contribution of tourism to fiscal revenue will increase with the development of tourism. The year-on-year growth rate of tourism tax is far higher than other tax items, reflecting the contribution of tourism to the finance of Yangshuo. The tourism of Yangshuo has been making great contribution to the creation of jobs, the optimization of employment structure and the provision of education and training. Tourism prompted the

transfer of labor in great scale from the primary industry to the tertiary industry, attracted outsiders to start up business here, and exhibited positive significance for the employment of surplus labor force in the locality and surrounding rural areas. Tourism has promoted the industrial restructuring in Yangshuo.

9.4 Resource and Ecological Environment Pollution Is Getting Increasingly Serious That Governance Should Be Strengthened

Yangshuo boasts for its rich and unique tourism resources. The protection of resources and environment is the requirement, not only of tourism development, but also of local residents for subsistence of future generations, therefore, it is critical to protect resources and the environment. Now, local residents and tourists have already realized the tourism has brought a certain degree of damage down on the environment and resources in Yangshuo. The main problems are reflected in the following four aspects. **First, the in air quality in Yangshuo declines.** With tourism booming, nearly 100,000 coaches or self-driving cars come to Yangshuo every year. The vehicle exhaust emissions and dust raised caused so considerable pollution to the air environment in Yangshuo that the local air quality is declining. **Second, the quality of water declines.** With the development of tourism, the pollution of water resources is get serious day by day. Inadequate sewage treatment facilities in the guesthouse coupled with the lack of environmental awareness of guesthouse operators, a great deal of sewage is discharged directly into rivers or farmland. Domestic and foreign tourists have lodged many complaints about the aquatic environment problem of Lijiang and Yulong rivers for the worsening trend of aquatic environment in Yangshuo. **Third, noise pollution disturbs the residents.** To be specific, the loud noise in the West Street at night brought inconvenience to the nearby residents. Foreign tourists expressed general dissatisfaction. **Finally, the solid waste pollution.** Some tourists and local villagers lacking of environmental awareness litter and it has spoiled the beautiful scenery of rural countryside

and affect the living and health of tourists and residents. Yangshuo authorities concerned and enterprises have made some efforts in water and solid waste pollution, but the problem persists. Authorities concerned shall strengthen not only the supervision and treatment of rural tourism projects and rural tourism enterprises causing serious pollution, but also the publicity given to and education in environmental knowledge for rural tourism operators, local villagers and tourists to continuously strengthen the awareness of environmental protection and guide the local villagers in promoting ecological agriculture. It should be done to promote biking tour and reduce the number of motor vehicles entering the rural tourism areas.

9.5 The Development of Tourism in Yangshuo Is Facing Image Transformation and Product Transition

The leisure and holiday functions of the current tourism products in Yangshuo are to be improved, and the local features and cultural connotations, to be enhanced. Despite pastoral scenery tours, bicycle tours, hiking, rock climbing, rafting, cave exploring and other forms of sightseeing and leisure, the resort product collecting sightseeing, leisure, entertainment, fitness are not available. According to the development of tourism trends and market demand, Yangshuo should dig the connotations of locally featured cultural, create more products of tourist participation and experience, push forward step by step the transition of the development of the tourism industry from sightseeing tour to leisure and resort, gradually optimize the tourism product structure, pay more attention to the "quality improvement" on tourism products, turn landscape and culture tourism products into experiential cultural products and cultural tourism products for better attractiveness to the domestic and foreign tourists. In addition, it should be done to strengthen the construction of tourism infrastructures and service facilities to improve tourism capacity and create a good atmosphere and image for tourism. It is imperative to increase the number of upscale shopping places and resorts, improve the quality of catering, accommodation, entertainment and other services, and enhance the capacity and quality of tourist reception services to

accommodate the needs of more and more high-end tourists. Besides, Yangshuo should pay attention to the increasing demand for local cultural experience from tourists, make greater efforts in brand product development, focus on the expansion of the high-end tourist market, constantly create new advantages, and enhance the attractiveness and vitality of the market, to create a superior leisure brand of greater regional influence.