

Indicators of Sustainable Tourism for Yangshuo

Monitoring Report

(English Version)

Guilin Tourism Bureau

Tourism Development and Planning Research Center,

Sun Yat-sen University

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1. Preface

1.1 Origins of monitoring

Since 2002, the Municipal Government of Guilin City has been strengthening its contacts and collaboration with World Tourism Organization (WTO). In November, 2002, the Municipal Government of Guilin City held Boao Asian Tourism Forum, hosted by National Tourism Bureau, Boao Forum for Asia and Asia Cooperation Dialogue. The forum received worldwide attention. In December, 2003, Guilin Municipal Government, together with WTO and National Tourism Administration, organized the Regional Cooperation Seminar on Development and Management of Tourist Destination for World Tourism Organization, which was the first seminar hosted by WTO on this subject. In 2004, Guilin City signed a bilateral cooperation agreement with WTO, in which WTO accepted Yangshuo as one of the tourism monitoring spots in the world and would take the tourism data of Yangshuo County, Guilin City into the book of *Indicators of Sustainable Development for World Tourism Organization*. In August, 2006, Tourism Development and Planning Research Center of Sun Yat-sen University and Guilin Tourism Bureau signed the agreement of *Monitoring on Indicators of Sustainable Tourism for Yangshuo*, which commenced a three-year monitoring on the sustainable development of Yangshuo's tourism. As the monitoring is conducted every year since 2005, this monitoring is the third one.

1.2 The process of monitoring

From August 25, 2008 to September 1, 2008, the investigation team from Tourism Development and Planning Research Center of Sun Yat-sen University conducted monitoring on indicators of tourism development for Yangshuo. This investigation was done through inspection of important scenic spots as well as communities and interviews with government departments. The scenic spots inspected included Yangshuo's West Street, East Street, Moon Hill, Li Village, Mushan Village, Yulong River, the Peach Resort, Totem Ancient Road, Big Banyan Tree, Impression Liu Sanjie, Xingping Drifting, Xingping Fishing Village and so on. The government

departments interviewed consisted of Environment Protection Bureau, Health Bureau, Traffic Administration Bureau, Planning and Construction Bureau, Administration for Industry and Commerce, Cultural Affairs Bureau, Center for Disease Control and Protection and others. Through these spot inspections and interviews, considerable information and first-hand data were attained, which facilitated a better understanding on the development of Yangshuo's tourism. This inspection also includes four types of questionnaire surveys, which were designed to respectively for domestic tourists, international tourists, residents and proprietors. Interviews with people of these four sectors were also conducted. In total, the numbers of the four above-mentioned questionnaires sent out were 600, 300, 400 and 200 pieces respectively; while valid questionnaires received were respectively 577, 188, 381 and 98 copies. Information from the received questionnaires was analyzed through SPSS. Based on the results of the analyses and interviews, the status quo of tourism development in Yangshuo can be drawn.

Referring to relevant contents in *Indicators of Sustainable Tourism for Yangshuo China* (WTO, 2004) and *Indicators of Sustainable Development for Tourism Destinations: A Guidebook* published by WTO, the report bases its statistical analyses on a large number of interviews, observation data and over 1,000 questionnaires. Indicators in the guidebook mentioned previously were selected with some omission and some new items as well as focus for the context of Yangshuo.

2. Communities and residents

During the investigation, random questionnaire surveys were carried out among local residents of Yangshuo. Almond the 381 valid questionnaires received, 230 copies were completed by residents participating in tourism (58 from Li Village and 172 elsewhere), making up 60.37% of the total, and 151 copies by residents not participating in tourism (10 from Li Village and 141 elsewhere), making up 39.63% of the total. In the analyzing process, questionnaires from places other than Li Village are used for a general study, while those from Li Village are studied as an individual case to support the general study.

2.1 Positive effects of tourism on communities and the residents

Tourism has a considerable impact on the economy of Yangshuo, which is shown in Figure 1 and Figure 2 where 58.14% of the residents participating in tourism and 67.38% the residents not participating in tourism agree that tourism contributes to the overall increase in economic development. Furthermore, 65.70% the residents participating in tourism and 67.38% the residents not participating in tourism consider that their life has been improved. The two figures also show that about half of the residents are in favor of tourism, because it has introduced to them advanced international culture, facilitated the overall improvement of the residents and provided new job opportunities. As for the indicator of improvement of infrastructure, only 44.19% of the residents participating in tourism and 46.55% the residents not participating in tourism state that tourism has helped to improve the infrastructure. Such percentages are both lower than those found in 2006, which were respectively 75.4% and 80.8%.

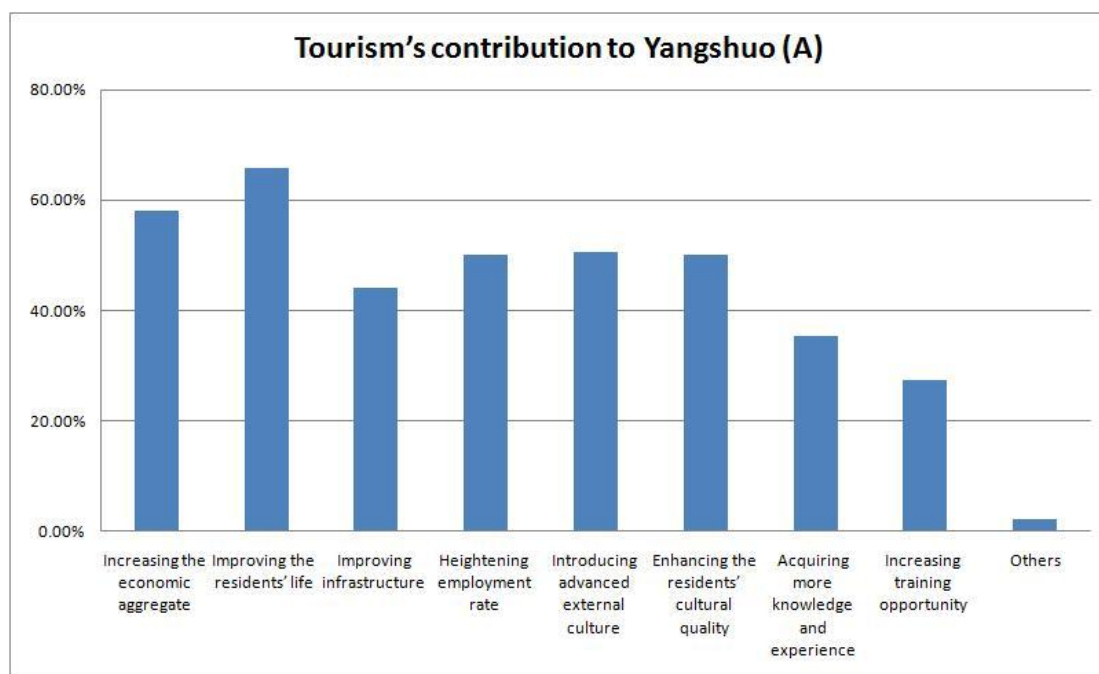


Figure 1 Residents participating in tourism: tourism's contribution to Yangshuo¹

¹ "A" in the figure subject of "Tourism's contribution to Yangshuo (A)" means that the questionnaire survey is

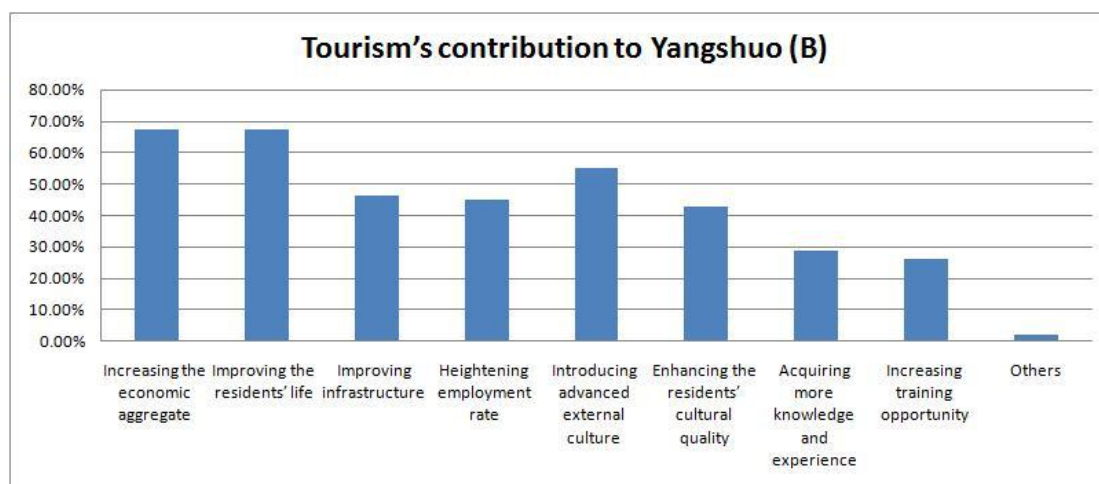


Figure 2 Residents not participating in tourism: tourism's Contribution to Yangshuo²

2.2 Negative effects of tourism on communities and the residents

From Figure 3 and 4, it can be concluded that the most serious negative effect brought about by tourism to Yangshuo is the increase of prices, which is shown by from 66.8% of the residents participating in tourism and 63.83% of the residents not participating in tourism. Therefore, it can be seen that the development of tourism has caused prices to rise rapidly, which became the residents' concern. Besides, nearly 40% of the residents hold the view that tourism development widens the gap between the rich and the poor and affects the residents' values. Furthermore, interviews with the residents, especially those in Li Village, show 15% of those interviewed think that the crime rate and divorce rate became higher, though these two rates, 6.38% and 5.68% respectively, are lower in the questionnaires. Thus, serious attention should be paid to these two indicators in the future control of the negative effects incurred to Yangshuo by tourism.

conducted among tourism practicing residents. This is also applicable to the "A" in other figure subjects.

² "B" in the figure subject of "Tourism's contribution to Yangshuo (B)" means that the questionnaire survey is conducted among non-tourism practicing residents. This is also applicable to the "B" in other figure subjects.

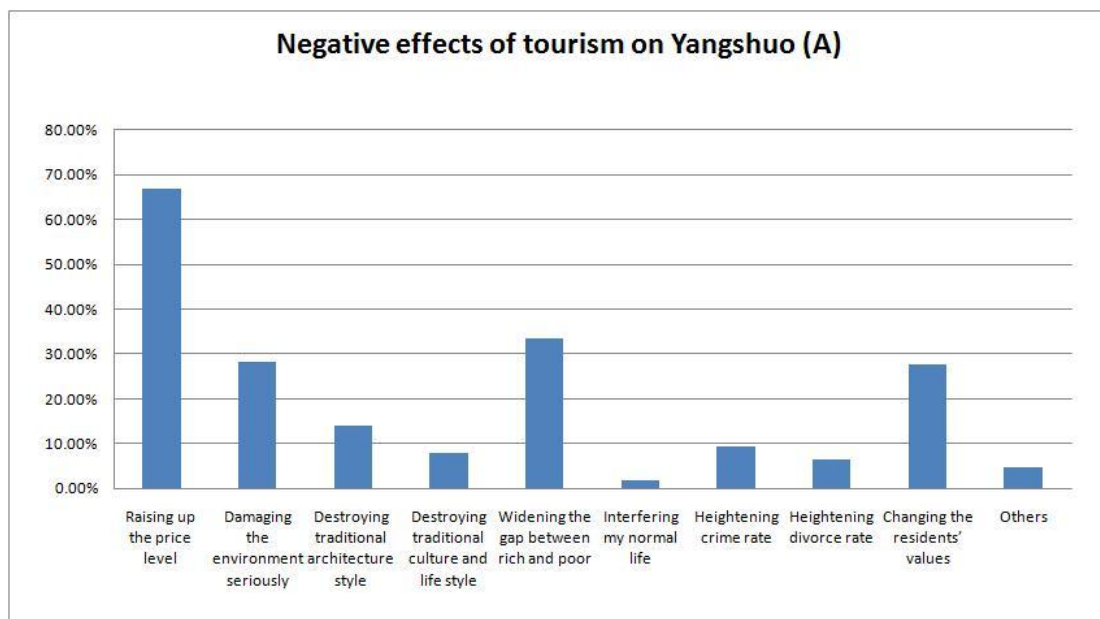


Figure 3 Tourism practicing residents: negative effects of Tourism on Yangshuo

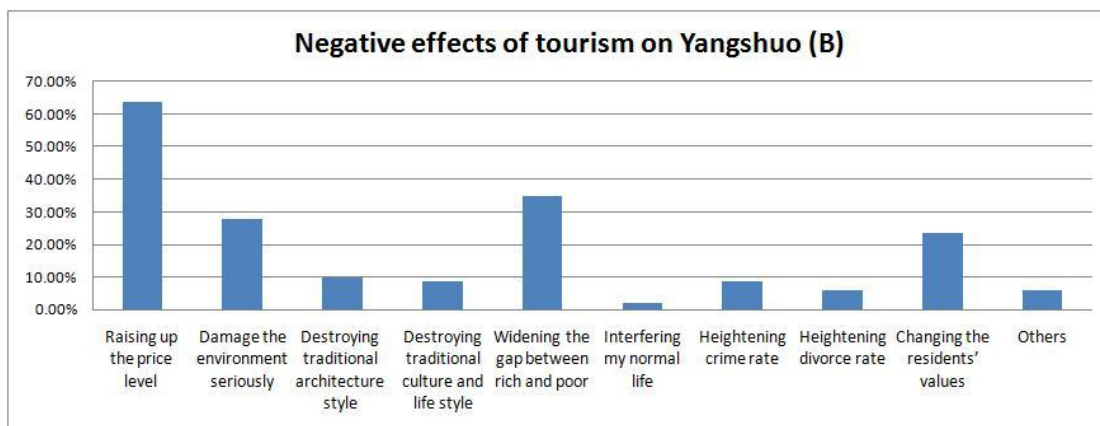


Figure 4 Non-tourism practicing residents: negative effects of tourism on Yangshuo

2.3 Monitoring indicators of community and the residents' perception on them

Table 1 Monitoring indicators of communities

	Indicator	Residents participating in tourism	Residents not participating in tourism	Conclusions
Perception on tourism's impacts on economy	Increase in economy	58.14% agree.	67.38% agree.	The majority of the residents agreed that tourism has positive effects on the economy. Their life has improved. Meanwhile, the gap between rich and poor is widening.
	Improvement of the residents' life	65.70% agree.	67.38% agree.	
	Causing prices to rise	66.86% agree.	63.83% agree.	

	Widening the gap between rich and poor	33.43% agree.	34.72% agree.	The residents' satisfaction level on economic income is higher than that of dissatisfaction.
	Average monthly income of the residents	A majority of the residents earn 800-2000 Yuan per month. See Figure 5.	Discrepancy exists. Their income is lower than Residents participating in tourism. See Figure 6	
	Satisfaction level on economic status	The satisfaction level is 46.5%, higher than that of dissatisfaction which is 32.5%. See Figure 7	The satisfactory level is 39.7%, slightly higher than that of dissatisfaction which is 37.6%. See Figure 8	
Perception on tourism's impacts on culture	Introducing advanced international culture	50.58% agree.	55.00% agree.	Both the tourism and non-tourism practicing residents considers that the positive effects of tourism on culture is more than the negative effects.
	Enhancing the overall improvement of the residents	50.00% agree.	43.04% agree.	
	Acquiring more knowledge and experience	35.47% agree.	28.91% agree.	
	Changing the residents' values	27.66% agree.	23.38% agree.	
	Destroying traditional culture and life style	7.80% agree.	8.51% agree.	
	Destroying traditional architecture style	13.95% agree.	9.92% agree.	
Perception on tourism's effect on environment	Improving infrastructure	44.19% agree.	46.55% agree.	On the whole, the residents consider that tourism has contributed to the improvement of environment, but the increase and improvement of infrastructure is not as good as that of last year. At the same time, indicators on the worsening of environment reflect serious congestion of people and vehicles. Other pollution includes water pollution, and noise pollution, etc. especially water pollution in Li Village,.
	Badly damaging the environment	28.20% agree.	27.66% agree.	
	Main indicator of the worsening of environment	Population and traffic problems are quite serious. See Figure 9	Population and traffic problems are quite serious. See Figure 10	
	Environmental protection awareness	10.47% are willing to sacrifice environment for better development of Yangshuo, while 71.51% are not.	11.35% are willing to sacrifice environment for better development of Yangshuo, while 68.79% are not.	

	Satisfaction level on environment	75.58% consider that environment has become better while 17.74% consider otherwise.	70.92% consider that environment has become better while 24.82% consider otherwise.	
Perception of tourism's effects on job opportunity and training	increasing employment rate	50.00% agree.	45.39% agree.	Tourism has provided new job opportunities, and higher income than traditional industry. However, job training sessions are relatively few and the government's policy on employment fails to reach the residents well.
	Increasing training opportunity	27.33 agree.	26.24% agree.	
	The government has issued relevant policies on employment	Almost no resident have a clear or even any idea of this.	Almost no resident have a clear or even any idea of this.	
	Increase of income with employment	50.85% reported increase of income, while 5.81% reported decrease	-----	
Perception on community participation	Reason for no participation	-----	Lack of capital and lack of knowledge in business management. See Figure 11.	There is a lot of enthusiasm for the participation for tourism development. However, due to lack of capital and knowledge in business management, some people failed to participate in tourism. At the current stage, the main attraction for the residents to work in this industry is money-making. The community is mainly involved in tourism by providing tourist services, but not in tourism planning. This could easily lead to conflict among the residents, government and investors.
	Motivation for participation (or potential participation) in tourism	Making more money is the most common reason (38.37%) see Figure 12.	Making more money is the most common reason (33.33%). See Figure 13.	
	Ways to participate (or potentially participate) in tourism	Mostly through being tour guide, rowing rafts and running restaurants, and family lodges. See Figure 14.	Government, enterprises and individuals all have similar opportunities to participate in tourism. See Figure 15.	
	Participation in planning	73.84% of the residents do not participate in planning, while 15.12% do.	76.6% of the residents do not participate in planning, while 14.18% do.	
	Necessity for participation in planning	60.66% consider it necessary, while 11.06% consider it unnecessary.	64% consider it necessary, while 2.84% considers it unnecessary.	

Enthusiasm to participate

The number of shops in the county town of Yangshuo (Figure 16) reveals that about 90% of these shops directly or indirectly rely on tourists for survival. Figures 17 shows that 70% residents are involved in jobs related to tourism in the past four years. These two figures indicate residents' support and enthusiasm for Yangshuo's tourism.

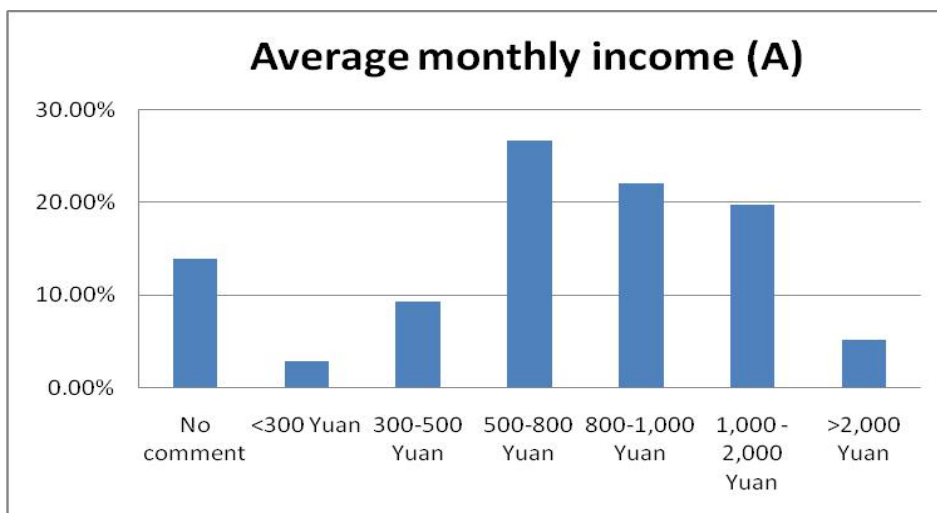


Figure 5 Residents participating in tourism: average monthly income

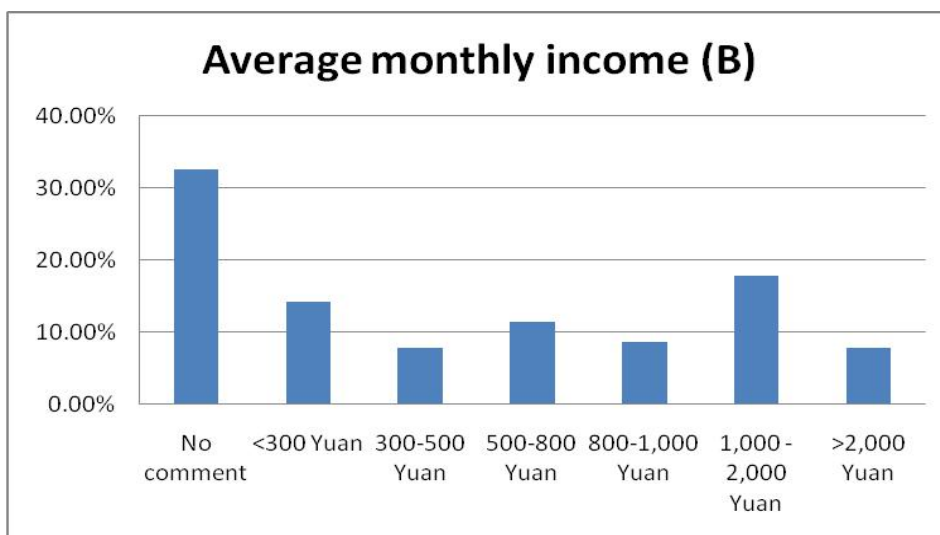


Figure 6 Residents not participating in tourism: average monthly income

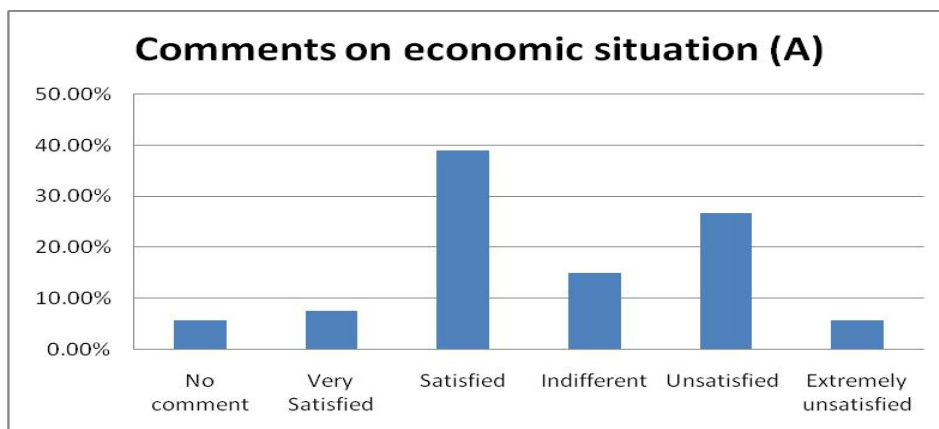


Figure 7 Residents participating in tourism: satisfaction degree on economic status

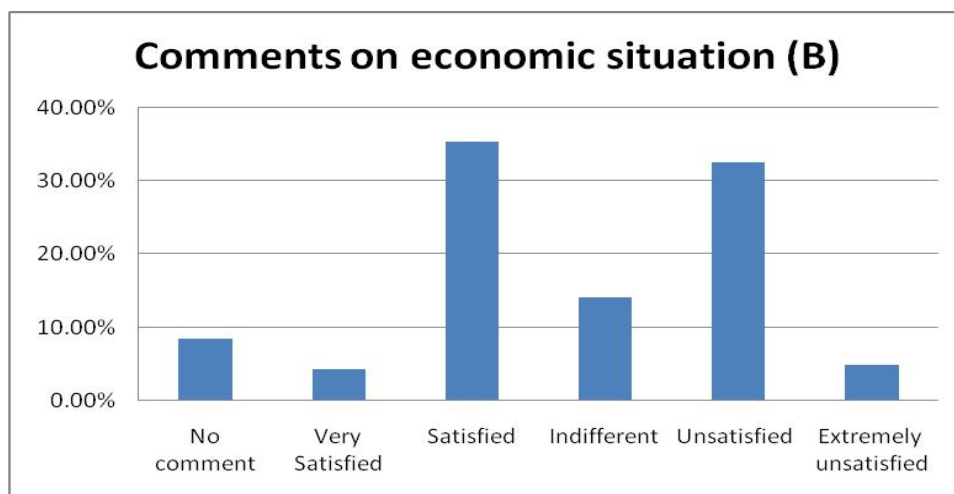


Figure 8 Residents not participating in tourism: satisfaction degree on economic status

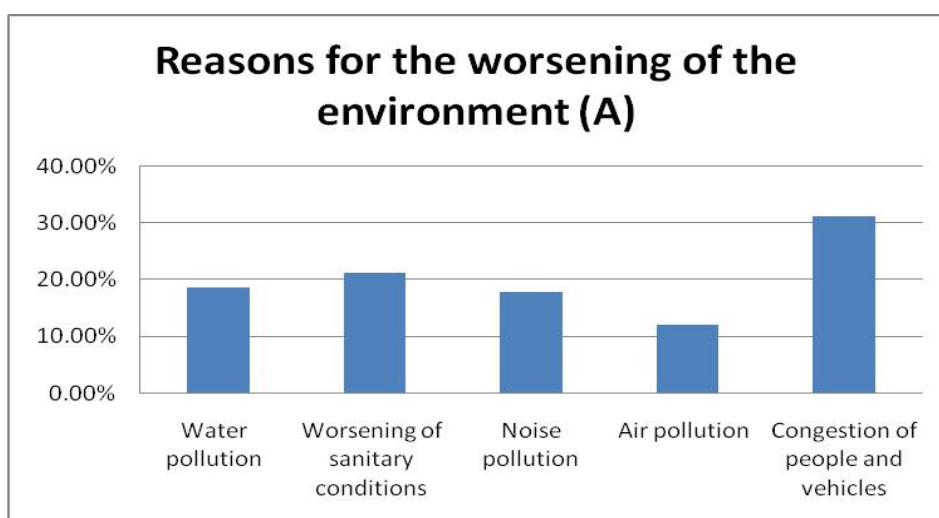


Figure 9 Residents participating in tourism: monitoring indicators of the worsening of environment

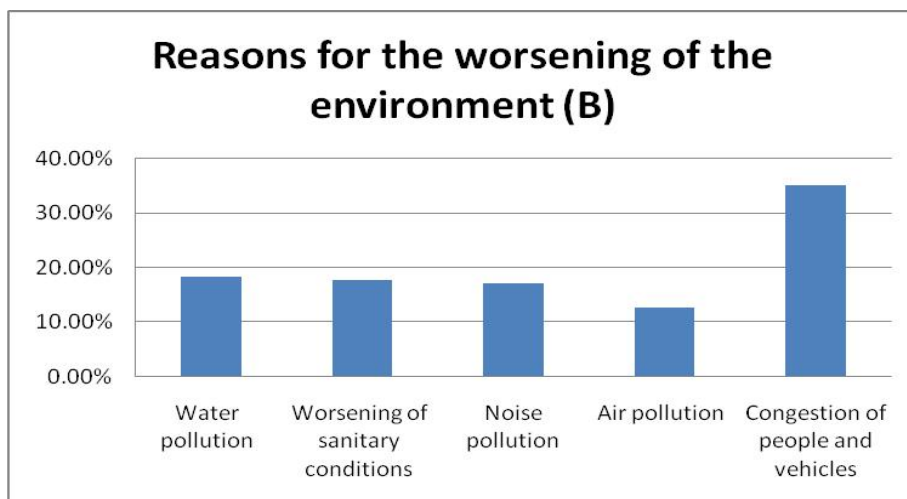


Figure 10 Residents not participating in tourism: monitoring indicators of the worsening of environment

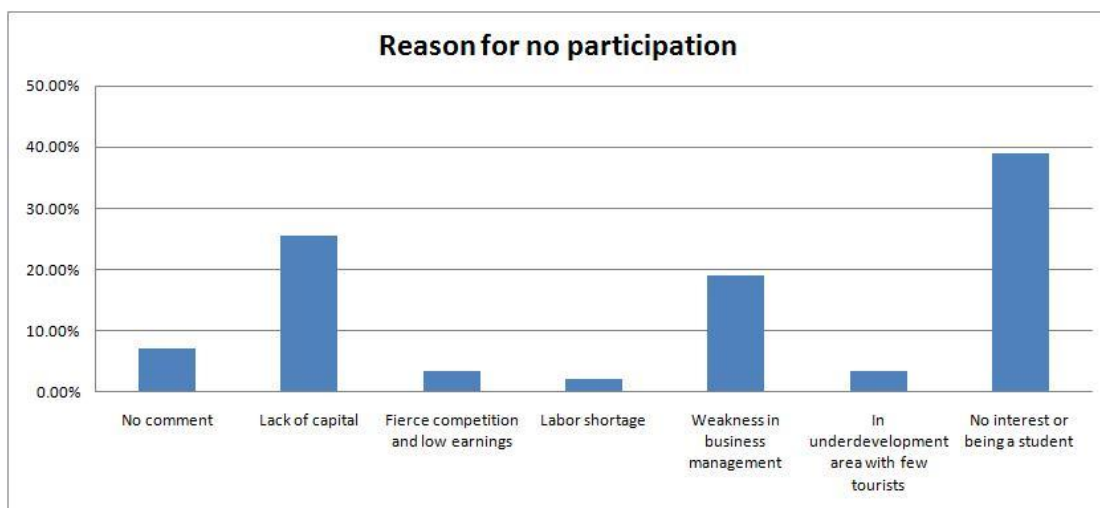


Figure 11 Reasons for residents' not participating in tourism industry

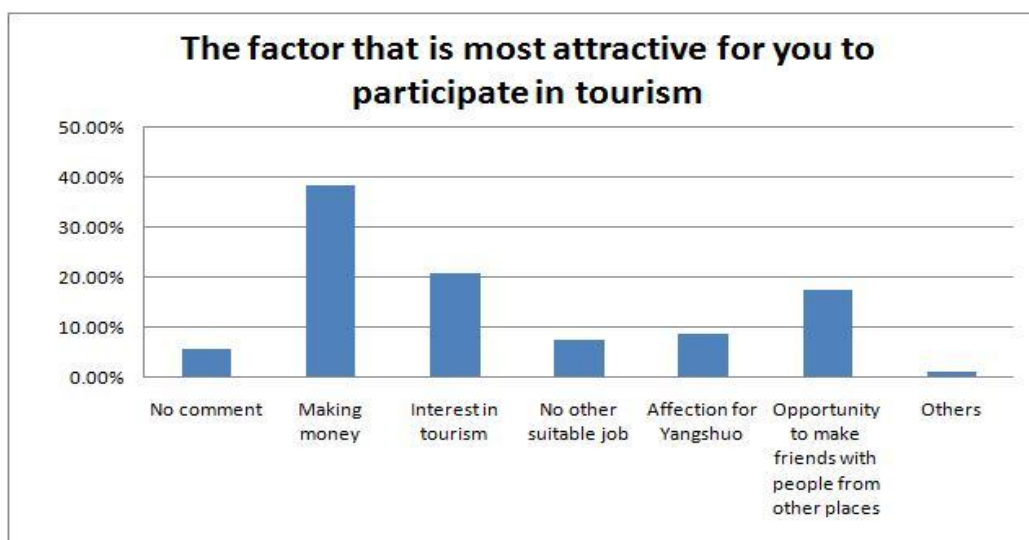


Figure 12 Reasons for entering tourism industry

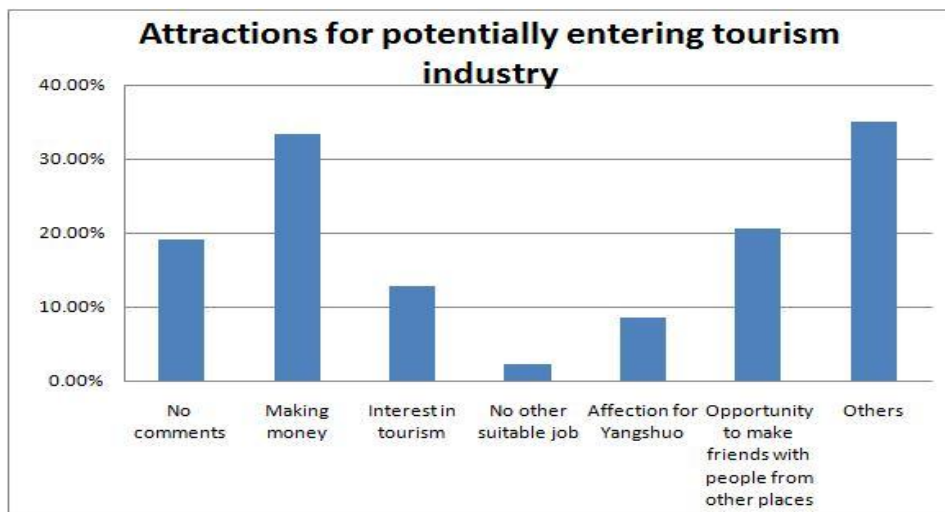


Figure 13 Reasons for potentially entering tourism industry

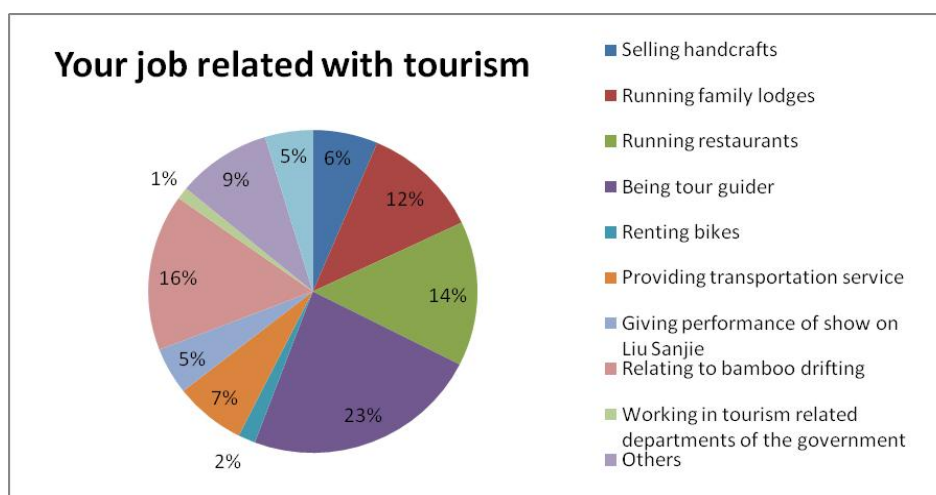


Figure 14 Residents participating in tourism: ways to participate in tourism

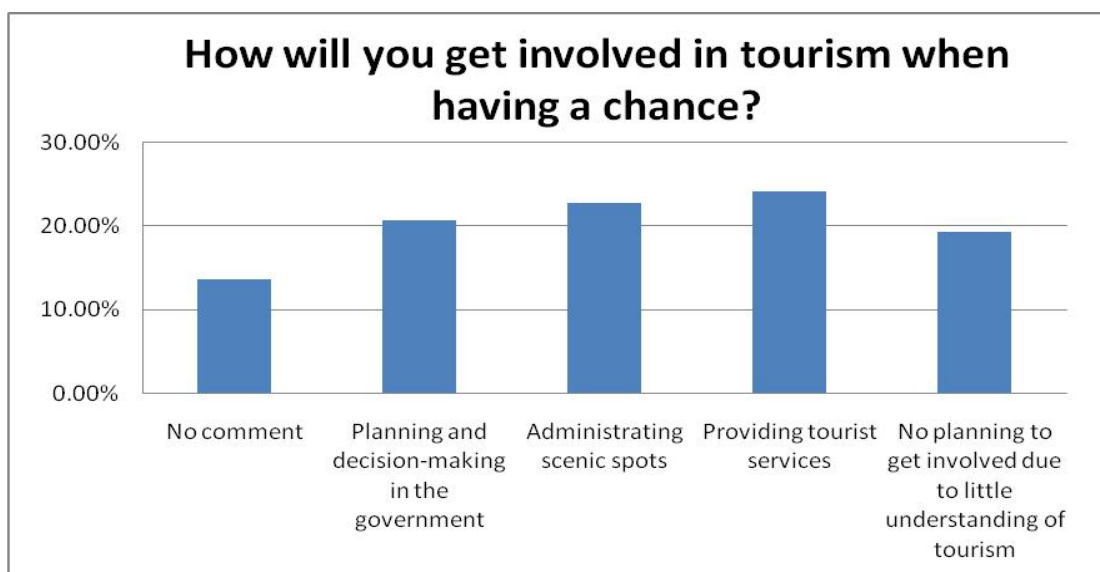


Figure 15 Residents not participating in tourism: potential ways to get involved in

tourism

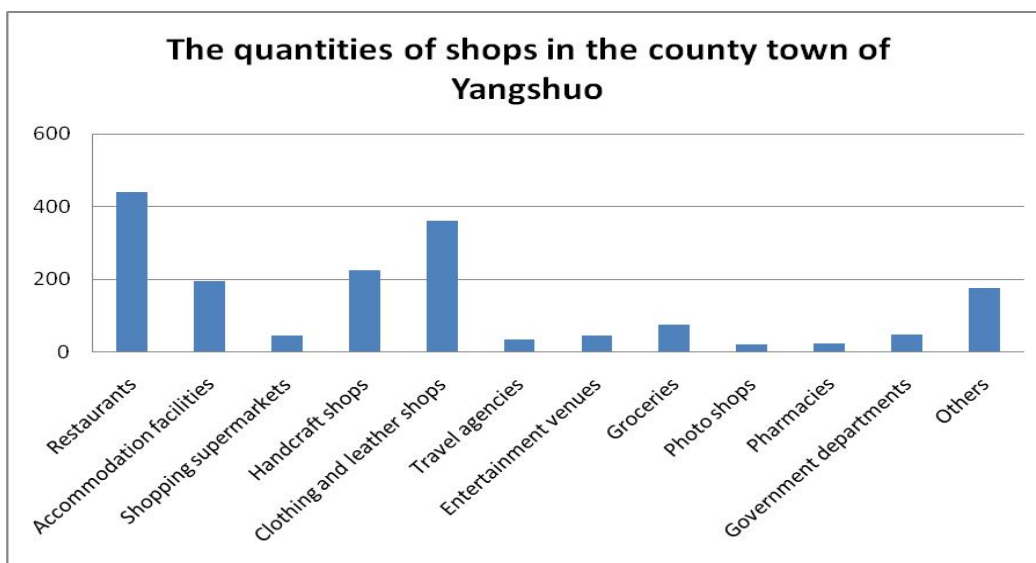


Figure 16 The number of shops in the county town of Yangshuo

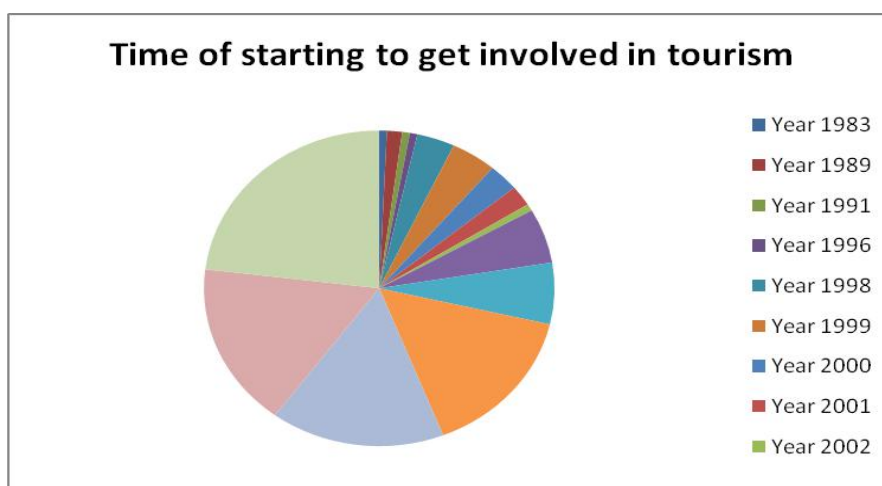


Figure 17 Time of starting to get involved in tourism

2.4 Residents participating in tourism

The proportions of male and female residents who participate in tourism are about the same. The majority of the tourism practitioners, accounting for 55.32% of the total, are aged 15-24, followed by the group aging 25-34 which makes up 32.56% of the total. As for their educational background, 34.88% graduated from junior high school, 40.70% from senior high school or technical secondary school. The ethnic makeup of the tourism practitioners are 4 Han persons against 1 Zhuang person. The regions where people are from are Yangshuo, Guilin City and other

cities, with the ratio of 8:1:1.

2.5 Residents' satisfaction level on tourism development

Although 1.74% of the residents agreed in the monitoring indicator that tourism has interfered with their normal life and work, Figure 18 and 19 shows that up to 91.5% of the residents very welcome or relatively welcome the coming tourists. However, only 11.06% of residents participating in tourism and 18.44% residents not participating in tourism agreed that the residents themselves benefit most from tourism, which is shown in Figure 20 and Figure 21.

Therefore, on the one hand, the residents of Yangshuo support the development of local tourism with welcoming attitudes towards the tourists' arrival. On the other hand, some conflicts among the residents, government and tourism investors need to be addressed

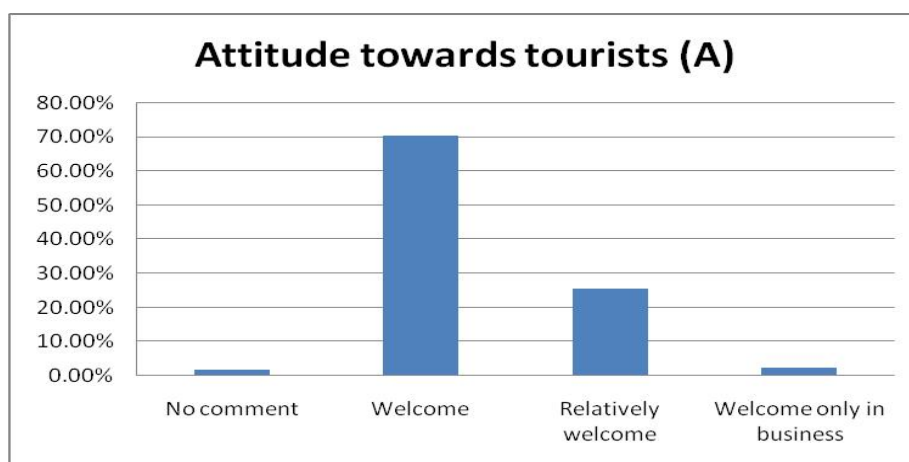


Figure 18 Residents participating in tourism: attitude towards tourists

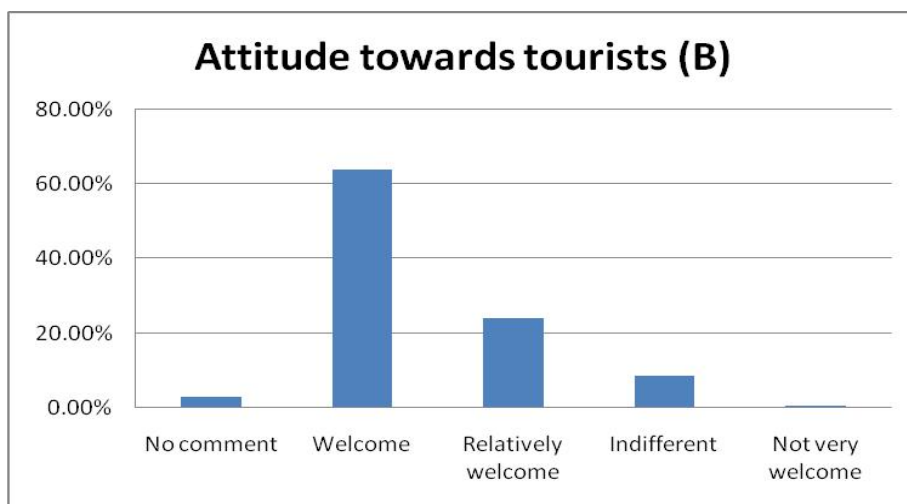


Figure 19 Residents not participating in tourism: attitude towards tourists

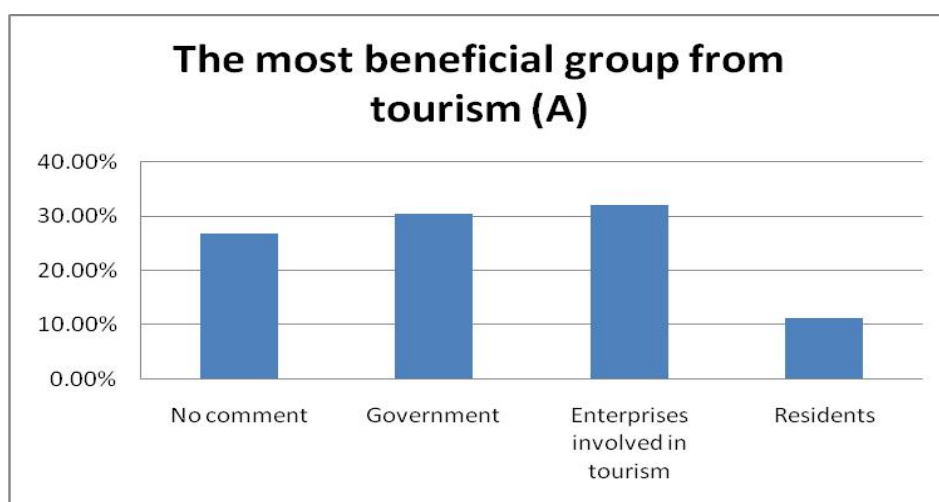


Figure 20 Residents participating in tourism: the most beneficial group from tourism

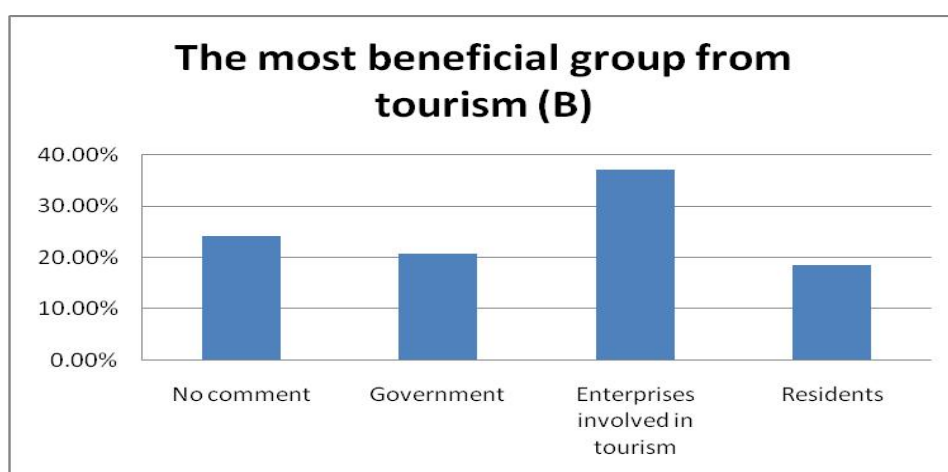


Figure 21 Residents not participating in tourism: the most beneficial group from tourism

3. Tourist satisfaction level

The survey of tourist satisfaction level was conducted through questionnaires between August 26, 2008 and September 1, 2008. The questionnaires were distributed to tourists in the county of Yangshuo and its scenic spots, including West Street and its surrounding areas such as New West Street, Yangshuo Park, Big Banyan Tree, Moon Hill, the Peach Resort and so on. The number of valid returned questionnaires is 570 from domestic tourists and 188 from international tourists. Tourists' satisfaction level was evaluated on four fields, that is natural landscape, social services, prices and other aspects.

The four fields serve as first degree indicators. Under them, a total of 31 second degree ones are designed. For each indicator, five categories are given to tourists to indicate their perception on the tourism of Yangshuo. The five categories are "very satisfied", "satisfied", "average", "not satisfied" and "extremely not satisfied". To make analyses and contrast of the statistics easy, they are respectively represented by the score of 1, 2, 3, 4 and 5. The lower the score is, the better the evaluation from the tourist is. (For example, if scores from domestic and international tourists are respectively 1.7 and 2.1, satisfaction level of the former is higher.)

3.1 Evaluation on natural landscape

The questions on natural landscapes consist of 6 sub-items, respectively, beauty of the view, cleanness of the environment, congestion level, culture value, water quality of Li River and water quality of Yulong River. From Table 2, 3, 4 and 5, the following conclusions are drawn.

☆ Both domestic and international tourists give more favorable appraisal to the natural landscape than to the other three fields. Besides, evaluation by domestic tourists is higher than that by international tourists.

☆ Evaluation on the beauty of the landscape tops all the six sub-items. This indicates that domestic as well as international tourists agree on the beauty of Yangshuo. In particular, evaluation by international tourists on this sub-item reaches 1.16, close to the category of "very satisfied". This may be due to the uniqueness of Yangshuo's landscape for international tourists. Evaluation by domestic tourists on the landscape's beauty is also obviously higher than that on the other sub-items.

☆ Evaluation by international tourists on the congestion of the scenic spots in Yangshuo is the worst, followed by the water quality of Li River. The evaluation of these

two sub-items has an impact on the overall assessment of natural landscape. In contrast, evaluation by domestic tourist on congestion of the scenic spots and the water quality of Li River is quite satisfactory. This difference comes from the different perceptions resulting from different cultural backgrounds which view congestion and environment differently.

☆ Evaluation on the cleanness of Yangshuo is slightly lower than the category of “satisfied”.

☆ Domestic tourists consider that the water quality of Li River not much different from that of Yulong River, and even a little better, while international tourists consider it otherwise, as revealed by Table 3.

☆ Although evaluation by domestic and international tourists on cultural values is close to the category of “satisfied”, interviews with tourists show that some tourists do not regard the culture value as something special.

Table 2 Domestic tourists’ satisfaction level on natural landscape

	Natural landscape	Beauty of the landscape	Cleanness	Congestion	Culture Value	Water quality of Li River	Water quality of Yulong River
Average score	2.16	1.71	2.17	2.27	2.10	2.37	2.34
Standard deviation	0.55	0.656	0.732	0.780	0.757	0.872	0.833

Table3 International tourists’ satisfaction level on natural landscape

	Natural landscape	Beauty of the landscape	Cleanness	Congestion	Culture Value	Water quality of Li River	Water quality of Yulong River
Average score	2.2376	1.16	2.13	2.88	2.15	2.74	2.37
Standard deviation	0.47234	0.367	0.804	0.931	0.885	1.143	1.283

Table 4 Domestic tourists’ satisfaction level on tourism in Yangshuo

		Natural landscape	Social services	Prices	Other aspects
Number of questionnaires	Valid questionnaire	570	569	549	554

	Null questionnaire	7	8	28	23
Average score		2.1595	2.3771	2.6641	2.3185
Standard deviation		0.55308	0.53028	0.69318	0.60515

Table 5 International tourists' satisfaction level on tourism in Yangshuo

	Natural landscape	Social services	Prices	Other aspects	
Average score		2.2376	2.1372	2.2787	1.9867
Standard deviation		0.47234	0.51555	0.72020	0.53095

3.2 Evaluation on social services

☆ Table 4 and 5 demonstrate that the second best evaluation given by international tourist falls on social services. Its evaluation score of 2.1372 is close to “satisfied”. In contrast, the corresponding score by domestic tourists is lower. For details of the sub-items of social services, refer to Table 6 and 7.

☆ Evaluation on the convenience of transportation in the eyes of both domestic and international tourists are similar, which is slightly below “satisfied”.

☆ On food and accommodation, international tourists gives much higher score than domestic tourists, the scores given being 1.87 and 2.34 respectively. Better evaluation from international tourists may lie in the fact that they can afford better food and accommodation services.

☆ Evaluation on the quality of domestic water by international tourists is the lowest among all the sub-items of this item. However, that from domestic tourists is rather high with a score of 2.23.

☆ Evaluation on hygiene of food, restaurants, local food and accommodation facilities by domestic and international tourists also vary greatly. Satisfaction level from domestic tourists is lower, as they budget is lower that that of international tourists. As for the reason for different opinions on local food, there should be other reasons, such as different taste and sensitivity to food. International tourists give better evaluation on food and beverage because they can find many bars in Yangshuo and the relative standardized western food makes it easier for them to like the food.

☆ Both domestic and international tourists' evaluation on services of tourism practitioners, tourist souvenirs and handcrafts are not high, and domestic tourists' evaluation is even lower. This difference may come from two facts. First, tourism practitioners tend to cater international tourists, whose higher consumption can bring better profit. As a result, their attitude towards domestic tourists is not so friendly. Second, in the eyes of domestic tourists, souvenirs produced in Yangshuo has little characteristics of their own and therefore fail to make themselves different from souvenirs in other scenic spots in China.

☆ The public signs of tourist spots and management of scenic spots receive low and unsatisfactory evaluation from domestic and international tourists which should be addressed by the local government.

☆ Security in Yangshuo receive the best evaluation, scoring 1.71 by international tourists in the sub-items of social services. Although evaluation by domestic tourists is lower, its score of 2.25 is also positive. This survey reflects that tourists feel safe in Yangshuo.

☆ In terms of health care and fire control facilities, it is hard for tourists to evaluate. As a result, many tourists give no comment on these two questions or answer them without serious consideration. If statistics from these questionnaires are considered acceptable, results of the analysis show that evaluation on these two areas is quite low, with international tourists giving a relatively better opinion. Most of international tourists do not answer the question on fire control facilities, so no statistics on this indicator is given.

☆ Both domestic and international tourists give good evaluation to the friendliness of the residents, and evaluation from international tourists is better. In the interviews, most residents state that they welcome tourists to Yangshuo. This is especially true for tourism practitioners, as they admit that the arrivals of the tourist have contributed to improvement of their life.

Table 6 Domestic tourists' satisfaction level on social services

	Social services	Local transportation	Catering and accommodation	Quality of domestic water	Hygiene of food	Hygiene of accommodation facilities
Average Score	2.37	2.24	2.34	2.23	2.42	2.30
Standard	0.530	0.796	0.790	0.695	0.765	0.736

deviation						
	Hygiene of restaurants	Local food	Services of tourism practitioners	Tourist souvenirs and handicrafts	Sign system	management of scenic spots
Average Score	2.46	2.30	2.44	2.56	2.46	2.44
Standard deviation	0.738	0.757	0.826	0.809	0.848	0.808
	Security	Health care facilities	Fire control facilities	Friendliness		
Average Score	2.25	2.58	2.52	2.12		
Standard deviation	0.806	0.752	0.766	0.801		

Table 7 Domestic tourists' satisfaction level on social services

	Social services	Local transportation	Catering and accommodation	Quality of domestic water	Hygiene of food	Hygiene of accommodation facilities
Average Score	2.13	2.25	1.87	2.61	2.11	1.93
Standard deviation	0.515	0.857	0.849	1.139	0.810	0.884
	Hygiene of restaurants	Local flavor food	Services of tourism practitioners	Tourist souvenirs and handicrafts	Sign system	Administration of scenic spots
Average Score	2.13	1.92	2.22	2.15	2.47	2.41
Standard deviation	0.862	1.013	0.927	0.953	1.067	0.952
	Security	Health care facilities	Fire control facilities	friendliness		
Average Score	1.71	2.25	/	1.88		
Standard deviation	0.680	1.213	/	0.815		

3.3 Evaluation on prices

Table 4 and 5 show that prices receive the worst evaluation from both domestic

and international tourists. The two scores, 2.6641 and 2.2787 respectively given by domestic and international tourists on this category, indicate that evaluation by domestic tourists is lower than that by international tourists. The two most important reasons for this are differences in consuming capacities and the relatively low price level in Yangshuo compared with that in European countries and the US.

Details of the evaluation on the sub-items of the price category from tourists are shown in Table 8 and 9.

☆ Evaluation on ticket prices by domestic and international tourists are the worst in this category. Evaluation score from domestic tourists is as bad as 2.80. During the interviews, domestic tourists complained about ticket prices and the experience of being treated. Evaluation by international tourists is better, but the score of 2.57 is not good either.

☆ Evaluation on prices of tourist products, scoring respectively 2.77 and 2.40 by domestic and international tourist, is just a little better than that on ticket prices. Although international tourists care less about the prices of tourist products than domestic tourists, their evaluation on this sub-item is also low because the prices are not reasonable when compared with the cost for making the products, especially those in scenic spots and West Street. For the same reason, domestic tourists give bad evaluation, in particular because they have better idea of what domestic prices should be.

☆ Evaluation on the prices catering and accommodation by domestic and international tourists are widely different, with the respective scores of 2.60 and 1.94. The two scores show that international tourists are satisfied with this sub-item, while domestic ones are not. Reasons for this difference can be well explained by the difference in consuming capacity, which has been stated before, and the fact that the reference of domestic tourists' evaluation is based on the food and accommodation prices in Yangshuo and those in scenic spots in other places.

☆ Evaluation on prices for transportation tops all the sub-items of this category for domestic tourists, the score being 2.40. At the same time, international tourists also give a good evaluation score of 1.99.

From the analyses above, it can be seen that the price level of Yangshuo is most responsible for the relatively low satisfaction level for tourists, especially domestic tourists. Therefore, tourist development is a double-edged sword for Yangshuo,

bringing in higher income as well as causing the local prices to rise.

Table 8 Domestic tourists' satisfaction level on prices

	Prices	Ticket prices	Prices of catering and accommodation	Prices of transportation	Prices of tourist products	Prices of entertainment
Average score	2.6641	2.80	2.60	2.40	2.77	2.74
Standard deviation	0.69318	0.854	0.804	0.790	0.912	0.882

Table 9 International tourists' satisfaction level on prices

	Prices	Ticket prices	Prices of catering and accommodation	Prices of transportation	Prices of tourist products	Prices of entertainment
Average score	2.2787	2.57	1.94	1.99	2.40	2.48
Standard deviation	0.72020	0.986	1.019	0.843	1.063	1.062

3.4 Evaluation on other aspects

Evaluation on this category by domestic and international tourists differs a lot and some statistics from international tourists cannot be explained very well.

☆ Evaluation on noise from tourists is bad, especially by international tourists. This may be explained by cultural difference, because something that sounds cheerful for domestic tourists may be noise for international tourists.

☆ Evaluation on commercialization by domestic and international tourists vary most in this category with the respective scores of 2.49 and 1.46. Reason for the difference may come from cultural differences. Chinese tourists tend to feel uncomfortable with commercialization in scenic spots, thus bad evaluation is given by them. On the contrary, for international tourists, Yangshuo presents more characteristics of the countryside than what they are familiar in their home countries. Another factor may be that they failed to see commercialization in Yangshuo as it is packaged with local culture.

☆ Evaluation on local culture from the two groups of tourists are both quite good. In particular, Yangshuo is regarded as a region with local characteristics, and is

thus especially attractive to international tourists.

☆ Health condition during the trip in Yangshuo is evaluated as “satisfied” with good scores by both domestic and international tourists.

☆ As to the overall evaluation on Yangshuo’s tourism, domestic and international tourists differs a lot. Domestic tourists give the evaluation close to “satisfied”, while international tourists rate it with the score of 2.80, which is about “average”, which cannot be explained very well. Based on the previous statistics of all the 31 sub-items, the overall evaluation by international tourists should be close to the satisfaction level of the score of 2.24. However, the overall evaluation from them is the much lower score of 2.80. The reason for this is yet to be found.

Table 10 Domestic tourists’ satisfaction level on other aspects

	Other aspects	Noise	Health condition during tour	Local culture	Commercialization	Overall evaluation on Yangshuo’s tourism
Average Score	2.3185	2.56	2.19	2.21	2.49	2.12
Standard Deviation	0.60515	0.834	0.783	0.756	0.927	0.671

Table 11 International tourists satisfaction level on other aspects

	Other aspects	Noise	Health condition during tour	Local culture	Commercialization	Overall evaluation on Yangshuo’s tourism
Average Score	1.9867	2.80	1.86	1.82	1.46	2.80
Standard Deviation	0.53095	1.002	0.796	0.794	0.560	1.002

3.5 Indicators and monitoring of tourists’ satisfaction level

Table 12 Summary table of Indicators and monitoring of tourists’ satisfaction level

	Tourist group	Very satisfied%	Satisfied%	Averaged%	Not satisfied%	Extremely not satisfied%	No comment %
A. On natural landscape							

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Beauty of landscape in scenic spots	Domestic tourists	38.5	49.2	9.4	0.2	0.2	2.6
	International tourists	84.0	16.0	0	0	0	0
Cleanness of the environment	Domestic tourists	17.7	48.2	30.5	1.7	0	1.9
	International tourists	20.7	51.1	23.4	4.3	0.5	0
Congestion of scenic spots	Domestic tourists	15.4	43.2	34.8	2.8	0.5	3.3
	International tourists	3.2	25.5	45.2	21.8	2.1	2.1
Culture value of scenic spots	Domestic tourists	21.0	46.6	26.3	1.7	0.2	4.2
	International tourists	20.7	44.7	27.1	5.3	0.5	1.6
Water quality of Li River	Domestic tourists	14.9	40.6	33.3	6.9	1.2	3.1
	International tourists	5.3	30.3	36.7	16.5	6.4	4.8
Water quality of Yulong River	Domestic tourists	13.2	36.2	30.2	5.2	0.5	14.7
	International tourists	5.9	22.9	44.1	8.5	3.7	14.9
B. On social services							
Convenience of local transportation	Domestic tourists	15.8	48.0	29.6	3.6	0.9	2.1
	International tourists	10.1	48.9	32.4	4.3	0.5	3.7
Facilities of catering and accommodation	Domestic tourists	10.6	50.3	31.0	4.2	1.6	2.4
	International tourists	30.3	45.7	17.6	3.2	0	3.2
Quality of domestic water	Domestic tourists	11.3	55.1	27.9	2.4	0.3	2.9
	International tourists	7.4	26.1	43.6	11.7	4.8	6.4
Hygiene of food	Domestic tourists	9.7	43.2	39.9	3.8	1.0	2.4
	International tourists	12.8	60.6	20.2	2.1	1.6	2.7
Hygiene of accommodation	Domestic tourists	10.2	49.0	31.0	2.6	0.9	6.2

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facilities	International tourists	25.5	43.6	24.5	1.1	0.5	4.8
Hygiene of restaurants	Domestic tourists	8.5	39.3	42.3	4.5	0.3	5.0
	International tourists	14.4	55.3	21.8	4.3	1.1	3.2
Local food	Domestic tourists	12.1	47.0	31.2	4.5	0.2	5.0
	International tourists	31.9	43.1	13.3	5.9	2.1	3.7
Services of tourism practitioners	Domestic tourists	10.7	39.7	36.2	6.6	1.0	5.7
	International tourists	15.4	45.7	27.7	7.4	0.5	3.2
Tourist souvenirs and handicrafts	Domestic tourists	9.4	31.5	45.2	6.6	1.0	6.2
	International tourists	21.3	45.2	24.5	4.8	2.1	2.1
Public signs for tourists	Domestic tourists	10.9	39.7	34.8	8.1	1.0	5.4
	International tourists	9.0	35.1	37.8	9.6	3.2	5.3
management of scenic spots	Domestic tourists	10.2	41.2	36.0	6.4	0.9	5.2
	International tourists	6.9	41.0	37.8	8.5	1.1	4.8
Local security	Domestic tourists	14.0	48.7	26.5	3.5	1.4	5.9
	International tourists	33.5	56.4	7.4	0	0.5	2.1
Health care facilities	Domestic tourists	5.7	33.4	42.6	5.9	0.9	11.4
	International tourists	3.7	14.9	60.6	1.1	1.1	18.6
Fire control facilities	Domestic tourists	7.5	34.1	41.2	4.9	0.9	11.4
Friendliness of local residents	Domestic tourists	19.1	48.7	22.5	2.3	1.2	6.2
	International tourists	30.3	51.3	13.3	3.2	0.5	1.6
C. On prices							
Ticket prices of scenic spots	Domestic tourists	5.4	27.2	46.4	13.2	2.8	5.0

	International tourists	8.5	41.5	29.8	16.5	2.1	1.6
Prices of catering and accommodation	Domestic tourists	6.6	35.5	42.6	8.5	1.4	5.4
	International tourists	19.1	47.3	19.1	3.7	1.6	9.0
Prices of transportation	Domestic tourists	9.4	44.7	34.8	4.0	1.6	5.5
	International tourists	20.2	55.3	17.6	2.7	1.1	3.2
Prices of tourist products	Domestic tourists	6.9	27.4	43.2	12.1	3.8	6.6
	International tourists	9.6	48.4	23.4	10.6	4.3	3.7
Prices of entertainment	Domestic tourists	6.4	28.1	44.7	9.7	3.6	7.5
	International tourists	7.4	42.0	29.3	13.8	2.7	4.8
D. On other aspects							
Noise	Domestic tourists	8.1	36.0	39.3	8.7	1.4	6.4
	International tourists	6.9	30.9	36.7	20.7	3.7	1.1
Your health during the trip	Domestic tourists	15.9	49.0	25.0	3.5	0.7	5.9
	International tourists	30.9	50.5	14.4	2.1	0.5	1.6
Experience of local culture	Domestic tourists	15.6	46.6	28.4	2.9	0.2	6.2
	International tourists	36.2	44.7	16.5	1.1	0.5	1.1
Commercialization	Domestic tourists	11.6	38.5	31.0	9.4	2.4	7.1
Overall evaluation on Yangshuo's tourism	International tourists	13.9	58.1	21.1	1.9	0.2	4.9
	Domestic tourists	55.3	41.5	2.7	0	0	0.5

Table 12 is a summary of the survey on satisfaction level of domestic and international tourists, with respective evaluation on each item from the two groups. This table offers the most straightforward tourists' evaluation on each sub-items.

4. Health Care and Safety

4.1 Health care

Tourism has become the pillar industry of Yangshuo to a certain extent and sustainable development of tourism influences its lifespan. As health and safety are among the main factors influencing tourists' behaviors, due attention from the government of Yangshuo should be given to the health and safety of the tourists to improve the reputation and credibility of its tourism.

The Health Bureau of Yangshuo has adopted good and standard system to for catering and accommodation. Results of interviews and questionnaires conducted among people concerned are shown as below.

4.1.1 Environment cleanness

☆ Businesses producing substantial pollution and containing potential safety problems are required to implement goal responsibility system.

☆ Employees of public places should receive training, health certificate, hygiene license in accordance with *Manual of Hygiene for Employees of Public Places* issued by Health Supervision Bureau of Yangshuo County.

☆ According to *Manual of Hygiene for Personnel of Public Places*, restaurants are required to meet the recognized standards for cleaning operation. They are also required to meet the national standards for climate, air quality, ventilation and so on.

☆ Health Bureau of Yangshuo conducts an inspection on general public places every year.

☆ Inspection on public places of large scale haven't been conducted in recent years.

☆ Hygiene licenses are issued in accordance to *Administration on Release of Food Hygiene License in Guangxi Zhuang Autonomous Region*.

4.1.2 Food security

☆ 70%-80% of the restaurants have been using the tableware provided by Health Supervision Bureau of Yangshuo. Some other restaurants do sterilization by

themselves.

☆ Personnel in food industry should take a physical examination once a year according to *Manual of Hygiene for Personnel of Food Industry* issued by Health Supervision Bureau of Yangshuo. Otherwise, punishment will be given according to Food Hygiene Law of the People's Republic of China.

4.2 Security

4.2.1 Medical safety and disease control

☆ If someone is found to be infected by infectious disease or show abnormal symptoms, the government will organize meetings to warn the public and give guidance for prevention with the help of media and other means.

☆ Prevention of diseases is mainly done to avoid the possible spread of diseases in summer.

☆ The overall situation this year has been good, with only several cases of foot-and-mouth disease.

☆ Few tourists have been subject to medical negligence.

4.2.2 Public security

The public security of Yangshuo has been satisfactory, though there is a large number of people from outside Yangshuo. There have been no serious cases in recent years. However, interviews with some tourism practitioners disclose latent problems, such as low security awareness of some practitioners, insufficient safety devices in many public places and lack of good defense facilities.

4.3 Tourist perception and its monitoring

Table 13 Tourist perception and its indicators

Indicator	Indicator explanation	Tourist group	Very satisfied (%)	Satisfied (%)	Average (%)	Not satisfied (%)	Extremely not satisfied (%)
Hygiene of food	Satisfaction level on	Domestic tourists	9.7	43.2	39.9	3.8	1.0

	hygiene of food	International tourists	12.8	60.6	20.2	2.1	1.6
Hygiene of accommodation facilities	Satisfaction level on hygiene of accommodation facilities	Domestic tourists	10.2	49.0	31.0	2.6	0.9
		International tourists	25.5	43.6	24.5	1.1	5
Hygiene of restaurants	Satisfaction level on hygiene of restaurants	Domestic tourists	8.5	39.3	42.3	4.5	0.3
		International tourists	14.4	55.3	21.8	4.3	1.1
Security	Satisfaction level on local security	Domestic tourists	14.0	48.7	26.5	3.5	1.4
		International tourists	33.5	56.4	7.4	0	0.5
Medical care facility	Satisfaction level on medical facilities	Domestic tourists	5.7	33.4	42.6	5.9	0.9
		International tourists	3.7	14.9	60.6	1.1	1.1
Fire control facilities	Satisfaction level on fire control facilities	Domestic tourists	7.5	34.1	41.2	4.9	4.9

5. Economic Benefits from Tourism

5.1 Tourism development in Yangshuo

“Guilin’s landscape is second to none under heaven while Yangshuo’s landscape is No. 1 in Guilin”. Yangshuo County of Guilin City locates in the northeast of Guangxi Province, with a population of 298,000, an area of 1428km², and 300,000 mu (1mu≈666.7m²) of cultivated land, which consists of 290,000mu of paddy and 100,000 mu of dry farmland. Before developing tourism, Yangshuo is a county focusing on agriculture.

In the early 1970s, Yangshuo was officially opened to international tourists. After enjoying the beauty of Li River, many western tourists came to Yangshuo and was enchanted by West Street which is surrounded by wonderful mountains and beautiful rivers. They then shared their impressions of West Street in guide books published in western countries. Later, more and more heads of the state, such as former US

presidents like Nixon, Carter and Bush, visited West Street. Carter and his wife even took a bicycle tour and thought highly of the scenery and folkways of Yangshuo. In that same year, up to 1,000 international tourists came to Yangshuo. By 1980s, when independent travel became popular, western independent travelers arrived at West Street. Exhausted by the tumult of western cities and the fast work rhythm, they seemed to have found a harbor for rest in West Street. Some of them stayed for several days, a month, some for half a year or even several years.

In 1992, tourists to Yangshuo grew substantially and the number of international visitors to Guilin reached 513,800. In particular, after former president Clinton of the US visited fishing villages and West Street in Yangshuo, West Street became extremely popular both home and abroad. Since then, tourism of Yangshuo began to flourish.

In 2001, Guilin received 10,009,220 tourists, exceeding 10 million for the first time. In 2002, it received 10,958,000 tourists with 984,300 from abroad, and making a record total revenue of RMB9.433 billion Yuan. In 2004, tourism of Guilin recovered quickly from the negative effect of “SARS” and received 11,114,300 tourists with the total revenue of RMB5.014 billion Yuan. Both the number of tourists and the total revenue surpassed those of 2002, the previous best year. In 2005, Guilin’s tourism developed further, received 5,422,600 tourists and generated RMB2.482 billion Yuan between January and June, with the respective growths of 7.91% and 19.74% compared with the same period in 2004³.

Since the development of Guilin’s tourism cannot be separated from that of Yangshuo’s tourism, Yangshuo’s tourism also improved year after year along Guilin’s tourism. In 2002, Yangshuo received 2.81 million tourists with the revenue of RMB241 million Yuan. A new record was made in 2005, with 3,202,000 tourists (385,000 international tourists) and total revenue of RMB0.406 billion Yuan⁴. Now, Yangshuo has developed into a famous tourist destination and the tourism industry has become its pillar industry.

5.2 Tourism’s contribution to GDP of Yangshuo

³ Source: State of Tourism Development in Yangshuo

⁴ Source: Work Report of Yangshuo Government

In 2007, the total GDP of Guangxi Province is RMB588.588 billion Yuan, while the fiscal revenue of Guilin City is RMB7.25 billion Yuan and its GDP per capita is RMB15,744.83 Yuan, ranking 125th among China's cities. The GDP of Guangdong Province is RMB2, 986.3 billion Yuan and its GDP per capita is RMB32,142 Yuan. However, the GDP per capita of Guangxi Province is only RMB11,417 Yuan, ranking the last but three among all provinces⁵. GDP Per capita is the average wealth newly created by one person and is also an index representing the economic level of a region. If GDP reflects the economic strength and market scale of a country, GDP per capita stands for the level of affluence and living standard of the people.

During interviews, personnel from Yangshuo government state that income from the tertiary industry led by tourism has accounts for 40% of the GDP of Yangshuo and tourism contributes to 51% of the fiscal revenue of Yangshuo.

Based on information from the investigation and statistics provided by Yangshuo Statistics Bureau, analysis are made; while the monitoring indicator is conducted through comparison of increased amount of revenue from tourism with GDP according to the satellite accounts for tourism. However, it should be noted that it is hardly possible to show the increased amount of revenue from tourism of Yangshuo. Therefore, in this analysis, it is represented by tourism revenue's proportion in GDP of Yangshuo.

Table 14 Growth of Yangshuo's GDP and total tourism revenue from 2000 to 2005

Year	GDP (at current price) (RMB' million Yuan)		Tourism (at current price) (RMB' million Yuan)		The Proportion of Tourism revenue in GDP
	Total value	Growing rate	Total revenue	Growing rate	
2000	981		185		18.86%
2001	1,043	6.32%	214	15.68%	20.52%
2002	1,111	6.52%	241	12.62%	21.69%
2003	1,207	8.64%	244	1.24%	20.22%
2004	1,651	36.79%	406	66.39%	24.59%
2005	1,789	8.36%	553	36.21%	30.91%

Source: Yangshuo Statistics Bureau.

As shown in Table 14, tourism revenue increased faster than GDP and its growth was basically consistent with that of GDP. At the same time, the proportion of tourism in GDP went up gradually. In 2003, having suffered from SARS, tourism of Yangshuo

⁵ Source: website of National Bureau of Statistics of China, http://www.stats.gov.cn/tjgb/ndtjgb/dfndtjgb/t20080314_402468493.htm

grew at the lowest rate of 1.24%. After SARS, the whole tourism industry recovered and re-bounced. Therefore, in 2004, Yangshuo's tourism developed quickly and tourism revenue had a considerable growth of 66.39%, from RMB244 million Yuan in 2003 to RMB406 million Yuan. The growing rate of GDP in Yangshuo also peaked in these five years. In general, tourism has been vital in the entire economy of Yangshuo.

Table 15 Contribution of tourism to taxation in July, 2007

Item	July,2007 (RMB' Yuan)	January – July, 2007 (RMB' Yuan)	January – July,2006 (RMB' Yuan)	Change (RMB' Yuan)	Change %
Total taxation income	6,144,297.14	46,605,725.19	32,275,418.45	14,330,306.74	44.65
...
Catering	318,875.62	2,012,058.22	1,553,372.00	458,686.22	29.53
Accommodation	157,680.68	994,759.53	724,700.67	270,058.86	37.26
Leasehold	100,834.42	595,206.90	524,124.25	71,082.65	13.56
Tourism	239,279.55	743,836.92	232,546.96	511,289.96	219.87
Entertainment	23,287.70	127,232.34	119,948.06	7,284.28	6.07
...

Source: Local Taxation Bureau of Yangshuo

Table 15 shows that tourism is listed as an independent source of tax revenue. In July, 2007, tourism contributed 3.89% to the total taxation. Compared with tourism taxation's average percentage of 1.60% in the first seven months of 2007, 3.89% is much higher. This is mainly due to the fluctuation of tourism. July is the peak season for the tourism of Yangshuo; therefore, income from tourism taxation this month is higher than the average monthly tax in the previous months in the first half of the year. Furthermore, a comparison with the year-on-year increase rate of different taxation items shows that tourism does not only make a larger contribution to the total tax revenue, but also collects much more tax than the same period from the previous year.

Catering, accommodation, leasehold and entertainment are chosen along with tourism as items of taxation in Table 15. This is because these four items cannot be separated from tourism despite their being independent taxation items. In taxation statistics, tourism refers to businesses that state them as tourism in nature. The statistics of the above four taxation items as well as tourism's contribution to overall taxation indirectly reflect how much tourism contributes to the GDP of Yangshuo.

5.3 Development of industry and commerce

The core drive for the rapid development of tourism is to attract the visitors to stay longer and spend more money in Yangshuo. In order to attract more tourists to stay overnight, Yangshuo invited Zhang Yimou, the famous director, to create *Impression Liu Sanjie*, the world's largest outdoor performance in scale with its setting in the mountains and rivers of Yangshuo. This show brings together the beauty and characteristics of Li River and the mountains around it, the culture related to Liu Sanjie and the local customs. Since its official premiere during the national holiday of 2003, it has been shown over 1600 times and attracted more than 2.9 million spectators, making RMB270 million Yuan from ticket sales. Therefore, this show has become a brand name and helped to turn Yangshuo into a national demonstration base for culture industry and boost the development of Yangshuo's tourism⁶.

According to data, the commercialization of Yangshuo's tourism began in 1999 with the transformation of West Street. After that, more and more bars, restaurants, hotels and lodges came into operation. In particular, in 2002, the traditional travel concept of "staying in Guilin, sightseeing in Yangshuo, and going back to stay in Guilin" was altered to "sightseeing in Yangshuo and staying in Yangshuo", resulting in a large number of tourists' spending the night in Yangshuo. Thus, consumption from tourists in Yangshuo enjoys obvious growth and this boosts the development of Yangshuo's industry and commerce.

⁶ Source: Website of Yangshuo Government, <http://www.yangshuo.gov.cn/government/index.html>

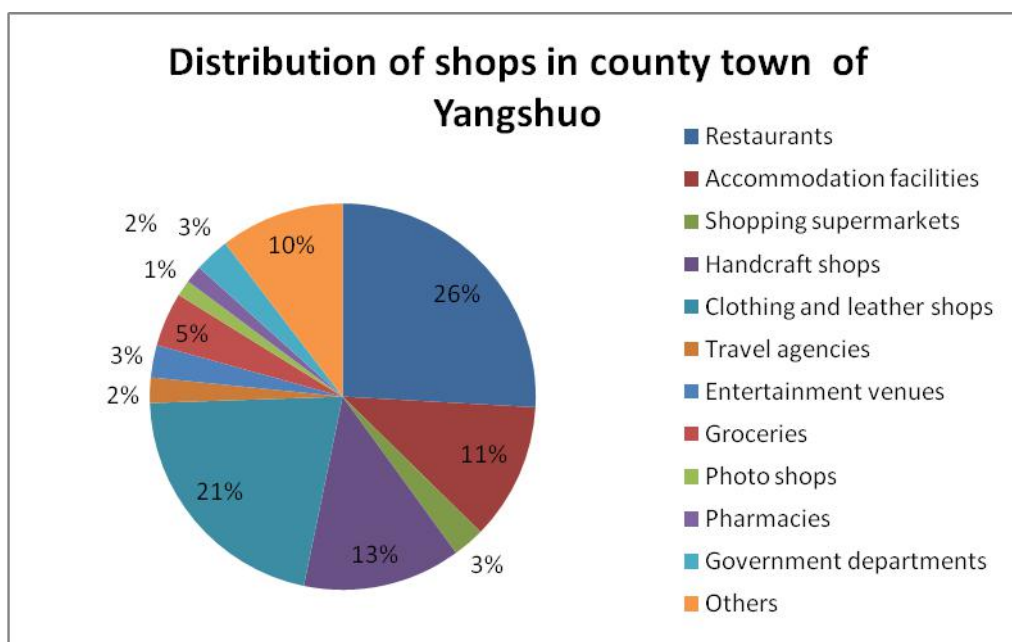


Figure 22 Distribution of shops in Yangshuo

Source: statistics from surveys conducted by the investigation group in 2007

From Figure 22, a conclusion can be drawn that 90% of the shops are directly related to tourism. That is, these shops generally rely on tourists' consumption.

According to statistics, tourism helps to promote the development of industry and commerce through creating demand on handcrafts purchase, catering and accommodation services, leasehold of transportation vehicles and so on.

5.3.1 Handcraft souvenirs

The handcrafts of Yangshuo are unique and of great varieties, such as calligraphy and painting, fans with drawings, marble and talc artifacts, miniature landscapes, stone products, ethnic embroideries, ornaments, colored balls made of silk, T-shirts, opera masks, antique ceramic, etc. The excellent workmanship of many products makes them popular with tourists. In Yangshuo, there are quite a lot of skilled craftsman, over 2500 shops and stands involved in handcrafts retail sale. On the whole, the potential for handcrafts is enormous.

The number of tourists to Yangshuo is on the increase. Tourists often buy handcrafts as souvenirs for their relatives and friends. This greatly booms the production and sales of handcrafts.

5.3.2 Catering and accommodation

With the change of travel pattern from “touring in Yangshuo and staying Guilin” to “touring in Yangshuo and staying in Yangshuo”, tourism in Yangshuo has gained rapid development, so has the catering and accommodation sectors. The numbers of shops providing food, accommodation and tourism-related employees are shown in Table 16. These statistics are sorted on the basis of data from Administration for Industry and Commerce of Yangshuo.

Table 16 The numbers of restaurants and tourism-related employees in Yangshuo

Year	Quantity of restaurants	The number of practitioners
2006	123	454
2007	165	608
2008 (to August,31)	207	766

Table 17 The numbers of accommodation facilities and tourism-related employees in Yangshuo

Year	Quantity of accommodation facilities	The number of practitioners
2006	201	600
2007	239	710
2008 (to August,31)	256	777

Source: based on data from Administration for Industry and Commerce of Yangshuo

Statistics in Table 16 and 17 are from registration record kept by the Administration for Industry and Commerce of Yangshuo. The data above include the figures for 2006, 2007 and the first 8 months of 2008. The analysis reveals that although Yangshuo is an agricultural county with a population of 300,000, there are more than 200 restaurants, hotels and lodges and 700 to 800 tourism-related employees. The actual numbers could be higher. These statistics reflect only the number of tourists who stay overnight in Yangshuo as a result of tourism development.

5.3.3 Transportation

Yangshuo is a county famous for tourism. It is located in the northeast of Guangxi Province and the south of Guilin City, with convenient transportation network both by land and water. Yangshuo is 1 hour by car from Guilin, with 63km distance in between the two places along second-grade highway. Yangshuo can be

reached by train and coach from the cities of Nanning, Beihai, Yulin, Qinzhou and some cities of Guangdong Province.

For tourists coming from farther away, they can first go to Guilin by plane, train or coach, and then take a minibus or non-stop coach to Yangshuo from the South Passenger Bus Station (on the right of South Railway Station of Guilin) or the bus terminal (at 427 South Zhongshan Road). It takes about 1.5 hours by minibus or 1 hour by non-stop coach. Guilin's Liangjiang Airport, the nearest airport from Yangshuo, carries 6 million people per year and has 44 domestic and international courses. Most of the cities in Guangdong, some cities in Provinces of Yunnan, Guizhou, Sichuan, Hunan, Fujian, Jiangxi, Zhejiang and Chongqing city all have trains and coaches running to Guilin directly.

Table 18 Time table of the bus terminal in Yangshuo

Non-stop fast coach				
Departure station	Destination station	Distance	Departure time	Price
Yangshuo	Guilin	62km	7:00, 7:30, 8:00, 8:30, 9:00, 9:20, 9:40, 10:10, 10:40, 11:00, 11:20, 11:40, 12:10, 12:30, 12:50, 13:20, 13:50, 14:20, 14:50, 15:10, 15:30, 15:50, 16:10, 16:30, 16:50, 17:20, 17:50, 18:10, 18:30, 19:00, 19:30, 20:00	14 Yuan

Source: bus terminal of Yangshuo

Table 18 is the time table from the bus terminal of Yangshuo, telling at what time of a day the 32 non-stop coaches leave Guilin for Yangshuo. Assume that one coach carries 50 persons, the coaches can send 1600 persons from Guilin to Yangshuo in a day, not including passengers who head for Yangshuo by self-driving, ship or bamboo raft. So Yangshuo enjoys the convenience transportation.

The transportation within Yangshuo is to be illustrated with services provided by Company of Tour Bus for Yulong River & Moon Hill as an example. The 35 yellow buses of this company are responsible for 8 routes covering the downtown area and serve daily travel need of the residents. The 40 white battery-driven cars are allocated to run along 7 routes which carry tourists from downtown to the scenic spots nearby. Other free routes are also provided to meet tourists' individual requirements.

There are 4 more bus routes operated by another bus company. All together, there are 12 bus routes running within Yangshuo. In addition, 200 battery-driven shuttle

cars are put into use by the government, but these shuttles do not go to the scenic spots.

All in all, these transportation facilities bring convenience to both tourists and residents.

5.3.4 Community enterprises and others

The government of Yangshuo set up a sewage treatment plant. This brought job opportunities to the local residents and improved the environment of the town.

Tourism in Yangshuo also facilitated the development of community enterprises located in the villages outside the town. In villages near the scenic spots, small family-based enterprises named “Farmhouse Enjoyment” have thrived. They helped the development of local villages to a great extent. The investigation group did a questionnaire survey and conducted interviews on seven “Farmhouse Enjoyment” restaurants on their employees, income and other income sources in Li Village,.

Table 19 “Farmhouse Enjoyment” restaurants in Li Village, Gaotian, Yangshuo

	Shangyuelou	Happy tour	Chen Shuiyou of Moon Hill		Moon Family	On the Moon	Water cave of Dragon Gate Village
Number of employees	11	10	1	13	20	20	30
Employees from Li Village	11	10	1	13	20	20	18
Employees from Li Village%	100%	100%	100%	100%	100%	100%	60%
Annual income of the restaurant owner	30,000	20,000	20,000	10,000	13,000	13,000	10,000
Other income sources of the restaurant owner	None	None	Farm and orchard	None	Hotel in Yangshuo	Hotel in Yangshuo	Handcrafts (traditional Chinese painting)

All together, these seven restaurants employ 105 people, 93 of whom are residents of Li Village, accounting for 88.6% of all the employees and 24.19% of the local labor. The property owners made money in more than one way and made 10,000 to 30,000 yuan per year. Obviously, tourism gives businesses them, which in turn brought job opportunities to the local people.

Furthermore, some tourists stay in the home of the villagers to experience the local life. This also provides the residents with opportunities to communicate with people from other places and to make some extra money as well.

5.4 Job creation

The development of tourism in Yangshuo has not only created a large number of jobs for the residents, but also urged them to learn and receive training to improve their language ability and service in order to get better job opportunities.

5.4.1 Jobs

The result of questionnaires for residents shows that 211 of them, about 72% participate in tourism. Among them, 80.2% are from Yangshuo, while 8.1% are from other places of Guilin City, 5.7% from other cities. The figures above show that tourism created a lot of job for the local communities. As the residents understood the role that tourism plays in their income, more and more of them want to participate in tourism industry. In Li Village of Gaotian Town, a village where there are 107 families and 434 people, there are 22 family lodges offering 169 bedrooms and 339 beds. There are 25 village restaurants which can receive about 2000 tourists. Besides, 80% of the families in this village are involved in agricultural tourism.

5.4.2 Resident education

The flow of international tourists to Yangshuo has seen residents communicating with tourists in good English. Development of tourism facilitated the development of local education training organizations, which made it easy for residents to learn English.

A good example is the Moon Mother, a native of Yangshuo. She started learning English as a guide for the tourists to Moon Hill. She became a fluent speaker of English and has turned herself into an English-speaking tour guide. She is known as Moon Mother as a result. The command of English gave her a job opportunity and her brand name.

In short, tourism made the pursue further education, which gave them better job

opportunities, and a better life.

5.5 Improvement of infrastructure and residents' living standard

According to Report of Work of Yangshuo Government 2006, Yangshuo was given the honor of one of the “Top Ten Towns of Economic Development in Guangxi” for the first time. Yangshuo kept its rapid development in 2007, with RMB3,307 million Yuan as regional GDP, fiscal revenue as RMB275 million Yuan, tourism revenue as RMB1,277 million Yuan, the income of a peasant is RMB4,353 Yuan, while the disposable income per capita in the city was RMB17,092 Yuan, with the growth of 32.3%, 45.92%, 32.5%, 24.4% and 39.9% respectively on the basis of the last year⁷.

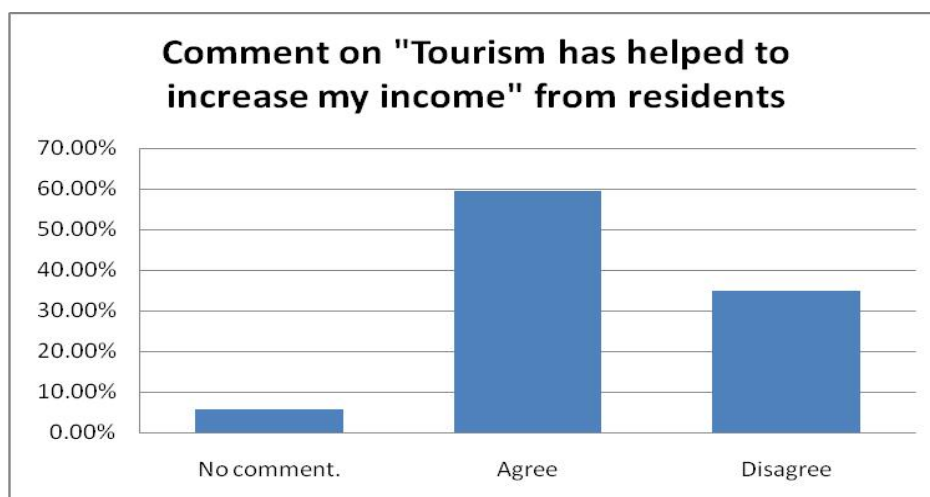


Figure 23 Evaluation on tourism's contribution to the increase of income by residents

Source: investigation group's analysis of the questionnaires

The investigation group collected 313 copies of questionnaires for the residents. As the analysis shown in Figure 23, 50.67% of residents hold the view that tourism has increased their income. From these statistics, it can be seen that tourism development in Yangshuo continues to raise the residents' income and improve their living standard.

5.5.1 Water and electricity supply

With the development of tourism, there is currently one water plant with the

⁷ Source: *Work Report of Yangshuo Government*

daily capacity of supplying 16,000 tons of water. The water resource of Yangshuo is so abundant that almost any place can have a well dug. As to electricity supply, after Yangshuo's electricity network became part of the bigger network of Guilin's, Yangshuo has one substation of 110KVA, ten substation of 35KVA and the total capacity of 72,450KVA. This integration greatly enhances the capacity and the quality of the electricity for electricity supply. It can also satisfy the demand of power for the economic development in Yangshuo within 10 years. In order to make sure that Yangshuo' can host more tourists, the second substation of 119KVA is going to be built by 2010 as planned in the tenth five-year plan in Yangshuo. By then, the electricity supply of Yangshuo will be more sufficient and more stable⁸.

5.5.2 Road traffic

A: Large scale external transportation network

Yangshuo is only 64km away from Guilin and these two cities are linked by second-grade highway. Toward south, Yangshuo can reach Liuzhou, Nanning and Beihai; toward north, it can reach Wuzhou and Guangzhou. Yangshuo and Guangzhou are connected also through second-grade highway. The expressway connecting Guilin and Wuzhou is under construction and three exits are designed for Yangshuo's three towns, respectively Putao, Baisha and Gaotian. After its completion in 2007, land transport of Yangshuo will be more convenient and delivery can be made from Yangshuo to Guangdong within seven hours. Travel within Yangshuo is easy, because all towns are connected by asphalt roads. In total, the length of Yangshuo is 415km and a highway network in all directions Yangshuo has been established. Through rivers navigable year-round, Yangshuo can reach upstream to Guilin, and downstream to Pingle, Wuzhou and Guangzhou. In Yangshuo, there are also 5 wharfs. Relying on Guilin, Yangshuo also builds relationship with places all over the country through rail roads. This is because the rail roads of Guilin are not only connected with the Beijing-Guangzhou's double-tracked lines leading to the north, but also with the Yunnan-Guangxi lines and with Guizhou-Liuzhou to the south. As for air transportation, Yangshuo can also be serviced by Liangjiang Airport in Guilin for domestic and international visitors. The capacity of this airport is designed

⁸ Source: Report of evaluation on development of Yangshuo' s real estate

to be 10 million per year. Up to now, Liangjiang airport has over 50 routes including direct flights to cities such as Beijing, Guangzhou and Shanghai. It takes 50 minutes to fly between Guilin and Guangzhou.

B. Small scale internal transportation within the county

Yangshuo's main road system is under reconstruction. The damaged cement highway will be mended and covered with asphalt. Traffic signs will also be provided.

With the opening of countryside tour routes, cement roads have been constructed in remote villages. Therefore, village roads are no longer muddy and dirty on rainy days.

5.5.3 Facilities for recreation

Tourism development in Yangshuo helped to improve recreational facilities for residents in the county. On both sides of Binjiang Road, facilities for exercises were by the government, to enable both residents and long-stay tourists to exercise in a better environment. Besides, bars in Yangshuo have developed into a mature state.

Table 20 The numbers of bars and employees in Yangshuo

Year	Number of bars	Number of practitioners
2006	10	35
207	12	43
2008 (to August 31)	15	55

Source: Administration for Industry and Commerce of Yangshuo on Sept. 1, 2008

As shown in Table 20, the number of bars grew at a slow rate in Yangshuo between 2006 and 2008. However, these bars all rely on tourists to survive. This is a good indicator of tourism's great impact on Yangshuo as small county.

Along Binjiang Road, Yangshuo Government has also provided rows of stands for business. Each vendor registered in the Industry and Commerce Bureau would have his own fixed stand and each stand will have a fixed owner.

5.6 Development of tourism estate in Yangshuo

Tourism also brought about the swift development of Yangshuo's tourism estate.

Strongly driven by tourism, the tertiary industry has experienced a full-scale development. As a result, tourism estate in Yangshuo became profitable rapidly and land price rose significantly. Within a matter of several years, New West Street, Chinese Street and East Street were transformed, followed by hotels and estate projects in the scenic spots of West Street, Yulong River & Moon Hill, such as Riverside Hotel, Bilianfeng Hotel, Sunshine 100 Hotel, Town within Town Hotel, Xiangzhang Huaping Villa Village, Liu Yuyi International Art Center.

Tourism estate has gradually recovered from the economic bubble in the past few years and is developing in a healthy manner, leading to a new round of growth. In particular in recent years, Yangshuo, having re-invented itself as famous tourist destination of China, has gained more popularity home and abroad from better domestic economic environment, holiday economy encouraged by the State, new ways for consumption by domestic tourists. At the same time, the agreeable climate and beautiful landscape attract domestic tourists, especially those from Northeast China and East China, to spend their holidays in Yangshuo. Such enthusiasm for travel is the reason for the popularity of tourism estate, especially guest room with a beautiful view.

During interviews, expert on tourism estate pointed out that tourism estate, especially hotel rooms with a good view would be in great demand in the next years. Therefore, tourism estate in the picturesque scenic spot of Yangshuo will have a bright future.

5.7 Negative effects of tourism development

Tourism has brought substantial changes to Yangshuo. According to the survey sample of 313 residents, 63.83% welcome tourists, with less than 1% feeling differently as seen in Figure 24.

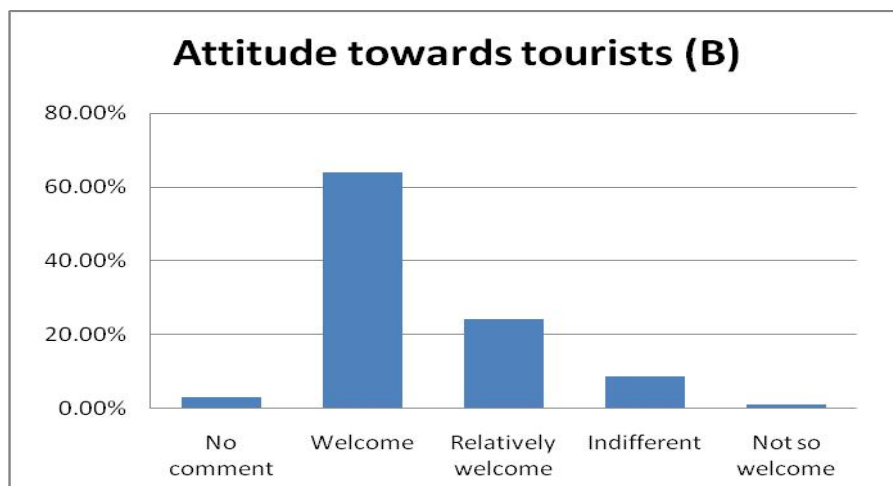


Figure 24 Residents' attitude towards tourists

Source: questionnaires for Yangshuo residents

However, tourism also brought negative effects to Yangshuo. These effects include higher prices, environmental damage, widened gap between rich and poor and on. See Figure 25 for details.

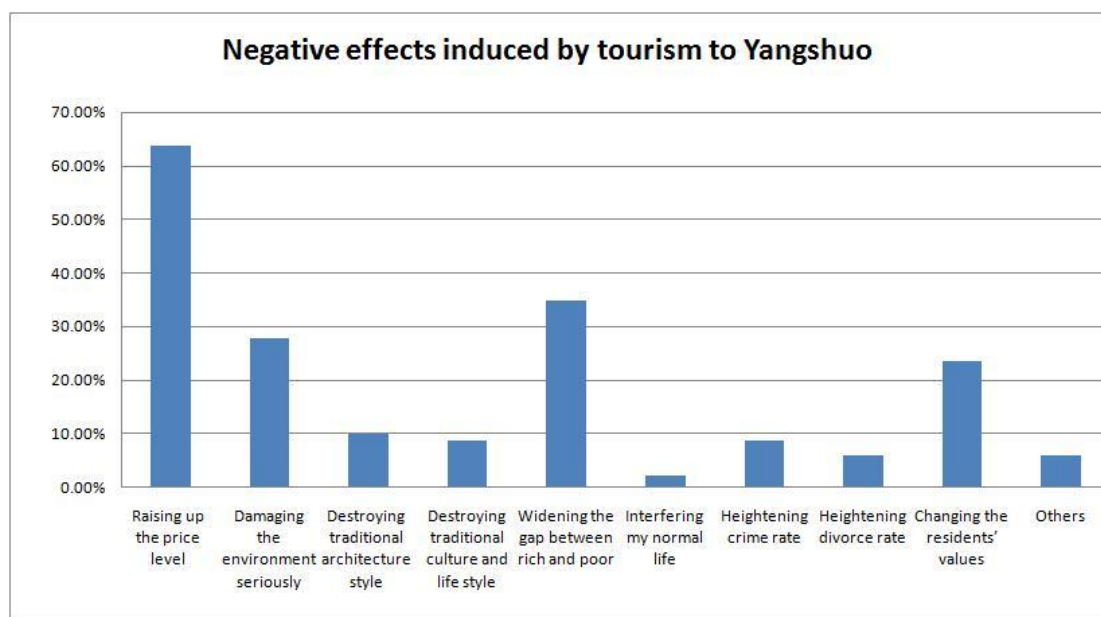


Figure 25 Negative effects of tourism on Yangshuo

Source: questionnaires for Yangshuo residents

One example of negative effect of tourism in Yangshuo is the malignant competition among tourism practitioners who run the bamboo rafts business and small vendors. The issue mainly rose from unequal distribution of profits, but it has already brought negative impact to this industry. Another reason is that the difference of peak season and low season has brought is felt very strongly by business people in Yangshuo. Therefore, in the off season, there exists many surplus labors and they

resort to making a living by earning little money through villainous competition.

5.7.1 Vicious competition among tourism practitioners

Individual tourism practitioner in Yangshuo competes with each other for tourists. This phenomenon has led to chaos. Hence, the normal operation of Yangshuo's tourism is obstructed.

During the investigation, members of the investigation group were mistaken as tourists and surrounded by a large number of practitioners in the businesses of renting bicycles, running restaurants and lodges, because they all wanted to get the business opportunity from the group members. Such vicious competition led to low satisfaction level on the part of tourists, which is not good to the tourism in Yangshuo.

5.7.2 Sharp contrast between peak and low seasons

Seasonality is an obvious characteristic of Yangshuo's tourism. Due to the climate and origins of tourists, the peak season for Yangshuo falls on the months with warm climate and relatively high water level in the rivers as well as on the domestic and international holidays.

The seasonality of tourism directly influences Yangshuo's profit from tourism, employment and situation for business owners. This makes Yangshuo's economy fluctuate and results in quite a lot of surplus labor in off seasons.

5.8 Economic benefit indicators and their monitoring

Economic benefit indicators and monitoring of Yangshuo's tourism is shown in Table 21.

Table 21 Monitoring indicators of effects of tourism economy in Yangshuo

Subject	factors affecting economic benefic indicators	Results
Economic benefit indicators and	1. Increase of annual income due to involvement in tourism	The 198 questionnaires for residents participating in tourism show that 50.81% of them enjoy increase in income, and 27.2% earns the same or less income.

monitoring of Yangshuo's tourism	2. Time involved in tourism industry	The number of employees in tourism keeps growing from 2003 to 2008. In 2006 and 2008, this number goes up with a high ratio. In 2008, up to 23.8% of Yangshuo's labors are in tourism industry.
	3. The number of employees in tourism from one family	On the whole, this number ranges from 1 to 3, with 1 person from one family taking up the largest percentage of 32.68%. This result partially shows that income from tourism is good enough for one person to raise the whole family.
	4. attitude towards tourists	The percentages for "welcome", "relatively welcome", "not welcome" are respectively 70.35%, 25.58%, 2.3%.
	5. Proportions of female and male tourism practitioners	The gender makeup of the tourism practitioners is 42.02% male against 52.91% female, with female employees taking up the bigger percentage.
	5. Ages of employees in tourism	In general, most of the employees are young, with 56.23% aging 15 to 24, 32.56% aging 25 to 44.
	6. Average monthly income of employees in tourism	The average monthly income is relatively low, with 26.74% receiving 500 to 800 Yuan, 22.09% 800 to 1,000 Yuan, 19.77% 1,000 to 2,000 Yuan and only 5.01% over 2,000 Yuan.

Source: questionnaires for residents participating in tourism

6. Tourism and the Protection of Resources and Environment

Tourism development is strongly connected with resource and environment. Therefore, resource and environment should be protected along with tourism development for the sustainable development of tourist destination.

6.1 Mountains and forests

As the saying goes "Guilin's landscape is second to none under heaven while Yangshuo's landscape is No. 1 in Guilin", the mountains of Yangshuo have been enjoying good reputation. However, little monitoring on these mountains are

conducted and relevant data are also limited. To keep the mountains in good condition, it is necessary to include the protection of mountain in developing the plan for the city. The quality of air should also be monitored, because weather factors such as acid rain may do damage to the stone mountains.

With the development of tourism, the forest area of Yangshuo keeps increasing. Yangshuo has adjusted its industry structure and aims to carry out afforesting in spring. Such effort resulted in the increase of forest coverage from 41.9% in 2005 to 44.4% in 2007. At the same time, the area of natural forests has reduced a lot and man-made forests are of high quality, high production and fast growing. However, the man-made forests are vulnerable in the face of destruction and are not for the protection of water and soil. Therefore, afforestation needs better rationale.

6.2 Water

The main water resource of Yangshuo is Li River and the drinking water of the county. In 2007, the quality of these two water sources meet and even surpass the relevant category of national standard for water. A comparison of water quality in 2005 and 2007 is shown in Table 22.

Table 22 Monitoring on water quality of Yangshuo in 2007

Control section	Standard required	Standard achieved in 2005	Standard achieved in 2007	Standard met or not
Domestic water of county town	Grade III	Grade II	Grade II	Met
Li River section	Grade III	Grade II	Grade II	Met

Source: *The state of environment in Yangshuo 2005* and *The state of environment in Yangshuo 2007*

Since 2005, the County Government of Yangshuo began to monitor typical cases that violated the environmental law and caused serious environment problems. In 2006, to ensure that the water quality completely meet the national standard, the protection zones of drinking water were regulated and sewage outlets in these areas were cleaned and eliminated. From 2005 to 2007, the water resource in the above monitored sections met the quality required by the national standard.

Table 23 Comparison of satisfaction level on Yangshuo's water Quality in 2005 and 2007

Tourist group	Satisfaction level on water quality	Satisfaction level on water quality	Satisfaction level on water quality	Satisfaction level on quality of
---------------	-------------------------------------	-------------------------------------	-------------------------------------	----------------------------------

	of Li River in 2005	of Li River in 2007	of Yulong River in 2007	drinking water in 2007
Domestic tourists	49.30%	58.90%	64.12%	70.33%
International tourists	33.40%	40.43%	46.00%	39.83%

Source: surveys done by the investigation group in 2005 and 2007

Compared with tourists' evaluation on water quality of Li River in 2005, the evaluation in 2007 was better, which reflects that the Li River is improving in its quality.

6.3 Air

The air quality in Yangshuo in 2007 met the national second grade standard. See Table 24 for details.

Table 24 Comparison of Yangshuo's air quality in 2005 and 2007

	SO ₂ (mg/ m ³)	NO ₂ (mg/ m ³)	Suspended particles (mg/ m ³)
Average in 2007	0.030	0.012	0.064
Average in 2005	0.038	0.034	0.184
Standard of Grade II	≤0.060	≤0.040	≤0.200

Source: *The state of Environment in Yangshuo 2005* and *The state of Environment in Yangshuo 2007*

Table 24 shows that the overall air quality in 2007 improved a lot when compared with that in 2005. Since 2005, the residents in the county were encouraged to employ methane tank instead of burning coals, thus source of SO₂ and NO₂ was reduced. Also since 2005, in order to improve the environment, enterprises that caused pollution moved out of the scenic spots or towns or were closed, this included four brickyards in 2007(for example, Fuhe Brickyards town in Baisha Town). As a result, the release of suspended particles also decreased.

6.4 Energy

The main energy sources in 2005 were coal and wood, which is low in efficiency and causes pollution. Since Yangshuo government's promotion for using methane in 2005 and the wide spread use of liquefied petroleum gas, energy has been used more

efficiently. Nonetheless, wood is still widely used by residents. Therefore, waste gas from the burning of wood remains a main source for air pollution.

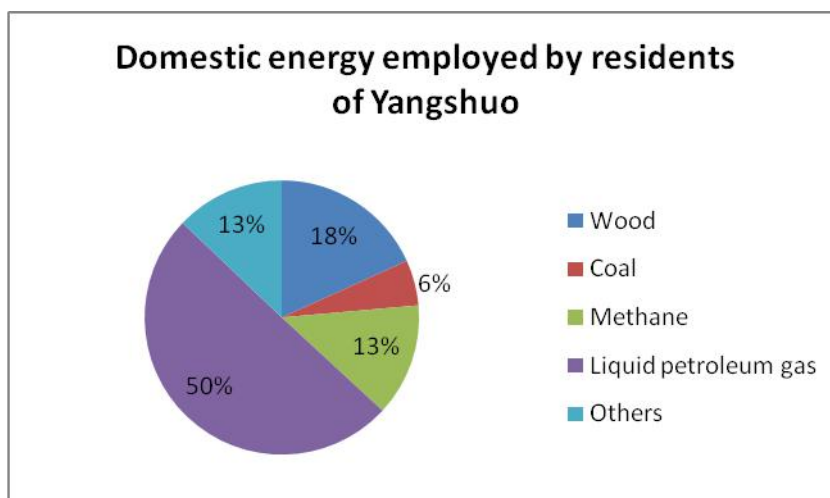


Figure 26 Survey on domestic energy used by residents of Yangshuo

Source: survey done by the investigation group in 2007

6.5 Noise

Noise is a source from nature, but is generated through daily life and travel activities. It is part of the system of environment.

Table 25 below shows that the noise control zones of the second and fourth grades have met the required standards in 2007. 其中二类噪音区的相比 2005 年都有所上升, 而四类区的有所下降。The noise level for the second grade control zone was higher than that in 2005, while that for the fourth grade zone was lower than that in 2005. During the investigation, 20 bars in West Street, which are in the Grade II noise control zone, were found noisy at 24:00; while in 2005, only 14 were found.

The satisfaction level from domestic and international tourists on noise of Yangshuo is respectively as low as 40.49% and 38.76%. This manifests that not so many tourists are satisfied with the noise control level. It also suggests that it is necessary for the government to strengthen supervision on bars to reduce noise.

Table 25 Monitoring of noise in Yangshuo in both daytime and nighttime

Item		Grade II noise control zone (dB)	Grade IV noise control zone (dB)
Daytime	Noise level in 2007	54.6	59.6
	Noise level in 2005	53.4	63.7
	National standard	60	70

Nighttime	Noise level in 2007	46.7	55.0
	Noise level in 2005	45.9	58.9
	National standard	50	55

6.6 Ancient buildings

In a survey on the planning of Yangshuo, 88.89% of the interviewees thought that the buildings in West Street are the most attractive; 67% said that buildings in West Street were their favorite; 87.8% agreed that buildings in Yangshuo has special with local characteristics. These indicate the value of the ancient buildings in Yangshuo.

White, grey and patina are the dominant colors of ancient buildings. The new buildings surrounding West Street also use them as the main colors for consistency

6.7 Diet

Delicacies always play an important role in Chinese culture. The two figures below show that the satisfaction level from domestic (the left figure) and international (the right figure) tourists on the local food are respectively 54.10% and 78.72%. These mean that as part of the culture, the delicacies of Yangshuo won favor from tourists.

However, it is found that food and beverage on the main roads of West Street, especially those in its core area, are of international flavor, such as pizza and bars. Restaurants featuring local food are mainly located in the surrounding areas. Consequently, the promotion of local delicacies and strengthening of their status would demand more effort.

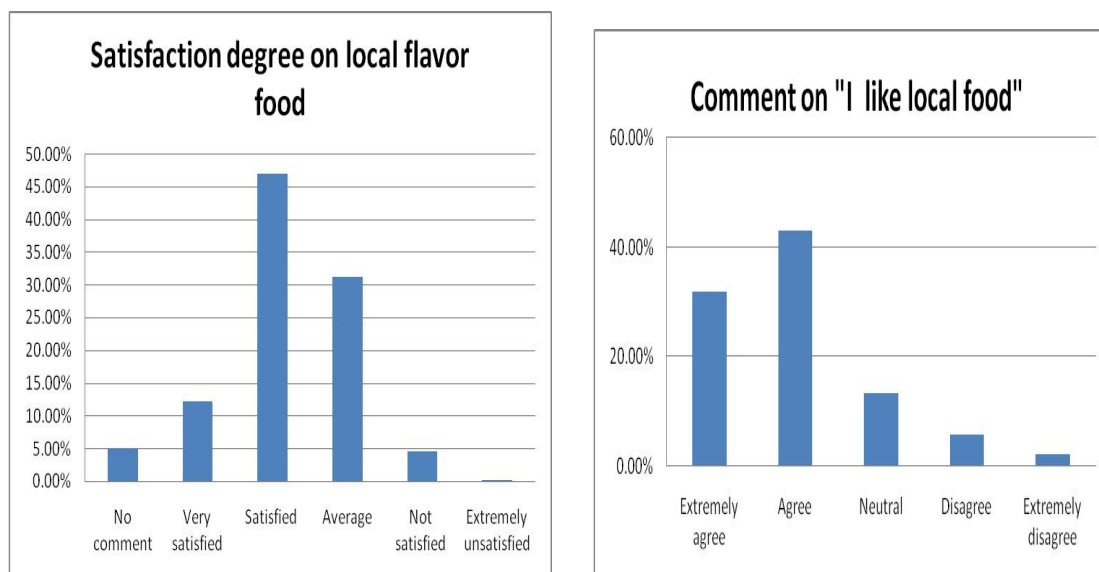


Figure 27 Satisfaction level from tourists on the local food

7. Conclusion

This investigation on sustainable tourism for Yangshuo is conducted through interviews and questionnaires designed for domestic tourists, international tourists, residents and business owners. Analyses of data in the investigation give evidences to the following conclusions.

(1) In general, the residents agree that the tourist boom has brought benefits to Yangshuo, especially to Yangshuo’s economy. They are also aware of the improvement of the communities and the environment as a result. The introduction and integration of foreign culture helps to strengthen residents’ consciousness of gender equality. However, they also complain that tourism has lead to the rise of divorce rate, the rise of prices and the widening of the gap between rich and poor.

(2) The communities are more willing to participate in tourism. As tourism develops, more and more residents and enterprises are involved in tourism industry. They show increasing enthusiasm to tourism and welcome the arrivals of tourists. They are mainly involved in tourism through working in restaurants or selling small commodities such as handcrafts. On the other hand, due attention should be paid to the conflicts between communities and the government as well as that between communities and tourists.

(3) Tourists to Yangshuo all gave quite good evaluation to their experience there. Their satisfaction levels in nearly all factors in the investigation are over the middle

level, and even much better. However, their satisfaction level on the public signs in scenic spots is quite low, which should be addressed in the future.

(4) On the category of health care and security in Yangshuo, tourists' satisfaction level on security is quite high, while that on the perception of fire control facilities is just "average". During the interviews, tourists who made the choice of "average" explained that it is because they cannot experience the facilities. In the category of health and sanitation, the percentages of the tourists choosing "satisfied", "average" and "unsatisfied" are 50% : 40% : 10%. These results manifest the satisfactory result of Yangshuo Government's efforts in health care and security.

(5) Tourism's contribution to the economy of Yangshuo, in particular, to the annual increase of GDP, is remarkable. At the same time, it also creates numerous job opportunities, and demonstrates effects on boosting Yangshuo's economic development as well as the residents' living standard. However, the higher economic volume is accompanied by the increase of family lodges and restaurants, which brought the increasing problem of water pollution. Therefore, work for educating residents on issues of environmental protection should be stressed, and the establishment of system to handle water pollution should be given priority. During interviews, it is found that measures were taken to address this issue, but implementation was not effective due to disagreement between the government and the residents. Therefore, effective coordination of interests is also a focus for the future development of Yangshuo.

(6) Monitoring on mountains and forests, water, air, energy and ancient buildings shows that there has been improvement in these areas, although the progress shown in different fields is different. However, monitoring on noise show opposite result and this should be dealt with in the future.

(7) Yangshuo government is seeking approval from higher authority on the project of tourism planning for the periods of 2005 to 2025. This shows that the government has been making more efforts for better impacts of tourism development on Yangshuo.

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Appendix

Questionnaires for domestic tourists

Sustainable tourism of Yangshuo (for domestic tourists)

Entrusted by World Tourism Organization, the investigation group from School of Tourism Management, Sun Yat-sen University, conducts this survey to monitor the sustainable development of tourism in Yangshuo. You are invited to spare a few minutes to fill in this questionnaire. Please choose the best answer for each question, unless multiple choices are accepted. Your cooperation and support are highly appreciated. Thank you.

1. How many times have you been to Yangshuo?
Once. Twice. Three times. more than three times.
2. You came to Yangshuo as
by joining a tour on your own. by joining a tour group with friends or families.
by joining a tour organized by your work unit. during a conference an independent traveler. Others.
3. How did you come to Yangshuo?
By Self-driving. By coaches. By bike. By boat. Others.
4. How did you travel in Yangshuo during you stay? (Multiple choices accepted)
By Self-driving. By bike. By taxi. By boat.
By sightseeing tour bus. Others.
5. How long do you plan to stay in Yangshuo?
1-3 days. 4-7 days. 7-15 days. More than 15 days.
6. What's you travel budget, including food, accommodation, transpiration, entertainment, shopping and fee to pay the tour group, etc?
<300 Yuan. 300-600 Yuan. 600-1000 Yuan.
1000—2000 Yuan. >2000 Yuan
7. The scenic spots you are going to visit: (multiple choices accepted)
Li River Yulong River Tianjiahe Nature Gallery Peach Resort
Fuli Town Moon Hill West Street Big Banyan Tree the Mural Painting Cliff
Liu Sanjie Water Park Moonlight Island Xingping Fishing Village
Karpas Landform in Putao Town Butterfly Fountain Longxiang River Drifting Resort

8. Please give your comment on the following items to show your level of satisfaction

	Very satisfied%	Satisfied%	Averaged %	Unsatisfied %	Extremely unsatisfied %
A. On natural landscape					
Beauty of the view in scenic pots					
Cleanness of the environment					
Congestion of scenic spots					
Culture value of the scenic spots					
Water quality of Li River					
Water quality of Yulong River					
B. On social services					
Convenience of local transportation					
Facilities of catering and accommodation					
Quality of domestic water					
Hygiene of food					
Hygiene of accommodation facilities					
Hygiene of restaurants					
Local food					
Services of tourism practitioners					
Tourist souvenirs and handicrafts					
Sign system for travel					
Administration of scenic spots					
Local security					
Health care facilities					
Fire control facilities					
Friendliness of local residents					
C. On prices					
Ticket prices of scenic spots					
Prices of catering and accommodation					
Prices of transportation					
Prices of tourist products					
Prices of entertainment					

D. On other aspects					
Noise					
Your health in tour					
Experience of local culture					
Commercialization					
Overall evaluation on Yangshuo's tourism					

9. Does Yangshuo meet your expectation?

- Exactly as my expectation. Meet my expectation.
 Better than my expectation. Lower than my expectation.

10. Will you recommend Guilin to your friends?

- Yes. Not sure. No.

11. Will you r visit Yangshuo again?

- Yes. Not sure. No.

12. On what aspects do you think Yangshuo need to improve itself for tourism development?

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Please fill in your personal information for classification of data for our analyses. Your personal information will be kept as confidential.

- Gender: Male Female
- Age: <14 15-24 25-44 45-64 >65
- Place of your residence: _____
- Your educational level: primary school junior middle school senior middle school or technical secondary school Bachelor higher than bachelor
- Your occupation: _____
- Your monthly income:

<800 Yuan <801—1500 Yuan 1501-2500 Yuan
 2501-3500 Yuan 3501-5000 Yuan <5000 Yuan

Thank you for your support!