

# 2018 Monitoring Report on the Sustainable Tourism Development of Zhangjiajie

Monitoring Centre for UNWTO Sustainable Tourism Observatories

People's Government of Zhangjiajie City



## **Acknowledgement**

**General Director:** BAO Jigang

**Technical Director:** ZHANG Chaozhi

**Members of Technical Group:**

WANG Zhaoguo, XIONG Jia, CUI Dehua, GUO Yinhui, JIANG Sixian, JIANG Xinru, LI Dan, LIU Qiangwei, LIU Shasha, LIU Shushu, LUO Junye, MAYueyue, TANG Jiaqi, ZHANG Yuliang, ZHAO Weiyan, ZHENG Yujia, ZHENG Zhimin

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**And all those who helped with the monitoring work.**

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## 1. Foreword

From July 21st to July 30th, 2018, led by Zhang Chaozhi, the deputy dean of the School of Tourism Management of Sun Yat-Sen University, a associated research fellow, a doctoral student, and 15 undergraduates went to Zhangjiajie for the monitoring activity. After the past seven years of monitoring, the Zhangjiajie monitoring site has formed a relatively mature monitoring program. This is the eighth monitoring of Zhangjiajie observatory. The monitoring work is carried out around the three subjects of government, scenic spots and communities, collecting information about government departments, tourists and residents. Under the active cooperation of the Zhangjiajie Municipal People's Government and the Yongding District and Wulingyuan District People's Government, the monitoring team visited relevant government departments to collect data related to sustainable tourism development of the past one year, focusing on the core scenic spots and residents' communities in Zhangjiajie.

The monitoring distributed questionnaires and conduct interviews with residents and tourists. The investigation for residents is conducted among scattered residents in the Wujiayu community, Baofeng Road community under the jurisdiction of the Jundiping Street Office, and the Zhangjiajie Forest Park. 500 questionnaires were distributed, and 485 questionnaires were collected, of which 477 questionnaires are valid. The rate of validity is about 98.4%. The investigation for residents is carried out in Tianmen Mountain National Forest Park, Zhangjiajie National Forest Park, Baofeng Lake, Huanglong Cave and other places. The main task is to issue tourist questionnaires, interview employees of forest park, and observe and record environmental problems in the scenic spots. A total of 800 Chinese questionnaires were distributed to the tourists, and 767 questionnaires were collected, 717 valid questionnaires, and the rate of validity is about 93.4%; 100 English questionnaires were distributed, and 98 questionnaires returned, of which 95 valid questionnaires are valid. The rate of validity is about 96.9%. On the basis of the questionnaire survey, the monitoring team interview tourists, residents and tourism practitioners (including local restaurants, hotels and scenic workers) on the sustainable tourism development, and supplement the questionnaire analysis with the interview data.

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## 2. Tourism and Community

### 2.1 Community Residents' Attitude Towards Tourism Development

Most community residents agree that tourism is conducive to the development of Zhangjiajie and support the tourism development. The data shows that 92.8% of the respondents believe that the development of tourism is conducive to local development, and 79.7% of the community residents believe that they can benefit from the tourism industry. 92.6% of residents say they will continue to support Zhangjiajie to develop tourism. 36.0% of the residents believe that they can benefit from the tourism industry, but more than half of the residents are neutral, and a few residents are dissatisfied with the tourism development of Zhangjiajie due to the chaotic tourism market and the imbalance of price and wage levels. Residents of different communities have different concerns about tourism development. For example, residents of Baofeng Road community pay more attention to transportation and living facilities, while residents of Wujiatun community highlight income, employment and quality of life.

### 2.2 Community Residents' Perception of the Impact of Tourism

In terms of the positive economic impact of tourism, in terms of “the tourism industry brings us more employment opportunities” and “the tourism industry attracts more investment and consumption”, the perception of community residents is above 4.20. 83.2% of the community residents believe that their living standards have improved due to the continuous development of tourism. It can be seen that the majority of residents have a positive attitude towards the positive economic impact of the tourism industry. In terms of the negative economic impact brought by tourism, the average value of the recognition of “tourism causes the price to increase” and “tourism leads to the increase in housing prices” exceeded 4.00, indicating that the proportion of approval reaches 81.8% and 80.2% respectively. In recent years, the average of these two indicators and the proportion of residents' approval have increased, indicating that in the impact of tourism on prices and housing prices, residents' negative perceptions are getting stronger and stronger. The prices and housing prices are too high, which becomes an important factor affecting their happiness. On the whole, residents' perception of positive and negative impacts on tourism development is stronger, indicating that the economic impact of tourism development in Zhangjiajie is becoming more and more obvious. In recent years, The difference of the average value between positive and negative

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impacts has gradually become smaller, indicating that residents have a more comprehensive and clear understanding of the impact of tourism economy.

In terms of social and cultural influences, the perception of the positive impact of most residents on culture of tourist society is more obvious than the perception of negative influence. Among the three indicators of negative impact: “tourism leads to an increase in crime rate”, “tourists have disrupted our original life”, and “folk and traditional culture has been destroyed and forgotten”, the proportions of agreement are 19.1%, 22.3%, 36%, respectively, which is low, and the average value of residents’ attitude towards various negative indicators is not high, respectively 2.57, 2.78, 3.02, which shows that most residents believe that the negative impact of tourism development on the society and culture is significant. In terms of “public services such as medical facilities have been greatly improved”, “tourism has improved the local infrastructure”, “tourism has led to the demolition of old houses, and the number of new houses has increased”, “tourism is conducive to the protection and development of traditional culture”, “cultural activities or traditional festivals have increased” and “more people participate in the promotion of traditional culture”, the proportion of residents who agree with these indicators exceeds 60.0%, and the average value of the attitude towards the six indicators is above 3.6. Among them, “tourism has improved the local infrastructure” has an approval rate of 83.6% and an average value of 4.06, indicating that tourism development has greatly improved the local infrastructure. On the whole, local residents believe that in terms of culture, tourism has improved local living conditions and helped more people inherit traditional culture. However, respondents indicate that the Zhangjiajie government should focus on upgrading local medical facilities, educational facilities, and residents' leisure facilities to solve the problem of “difficulty in seeing a doctor”, “difficulty in going to school”, and “difficulty in daily leisure”.

In terms of impact on the environment, the average value of four basic indicators "tourism development causes more traffic jam", "tourism development makes noise pollution worse", "tourism development makes environmental pollution worse" and “construction of hotels and other tourism facilities destroys our natural environment” are 3.73, 3.57, 3.54, and 3.27, respectively. The percentage of residents who agree with the indicators is 67.9%, 60.1%, 59.3%, and 43.5%, respectively. Among them, residents' perception of “tourism causes traffic jam” is relatively high, with an average value of 3.73, indicating that Zhangjiajie still has a large room for improvement in road traffic. In terms of noise pollution and environmental pollution, resident’ agreement is relatively low compared to the problem of traffic jam, and the government has set relevant standards on the indicator that “construction of hotels and other tourism facilities destroys our natural environment”. Therefore, the damage to the natural

environment during the construction process is small, so the residents have the lowest perception of it, and the average value is only 3.27. Regarding the view that “protecting the natural environment is important”, the proportion of residents who agree (including agree and strongly agree) is as high as 92.9%, which indicates that the local residents have basically reached a consensus that “protecting the natural environment is very important”. On the whole, most of the local residents are satisfied with the existing urban style and sanitary environment, and gradually realize the hidden environmental problems of tourism development. However, how to coordinate the development of tourism and environmental protection is still a long-term problem that needs a joint cooperation, on the basis of considering the interests of the community residents, to work together for the local sustainable tourism development.

As far as the happiness of the residents is concerned, the average value of the two items “My life is full of joy” and “I am very satisfied with my life”, is above 3.9, and the number of residents who choose “Agree” account for 75.0% and 77.6% respectively. Most community residents have a high level of happiness. Residents' understanding of "happiness" and "unhappiness" mainly involves the material conditions and mental state of personal life. In terms of material, residents believe that life is guaranteed and living conditions are improved; there are more jobs and incomes are rising. However, prices and housing prices continue to increase; traffic congestion; increased environmental pollution; medical security has not been implemented; the gap between the rich and the poor has increased; and the demolition policies of the government are poor, which make residents feel "unfortunate".

### **2.3 Community Residents' Perception of Participation and the Degree of Participation**

Residents' overall perception of community participation is more positive, which can be reflected in both subjective and objective aspects. In terms of subjective aspects, nearly 80% of residents feel that they can “benefit from tourism”, with an average value of 4.01; the attitude of residents towards “I think it is important to protect the natural environment” and “support the development of Zhangjiajie tourism” is very positive, with an average of 4.45 and 4.29 respectively, and 92.6% of respondents indicate that they would support the development of tourism. Although the average value of “Government's implementation is satisfactory to me” has improved slightly compared with 2017 (3.08), the average is still low (3.47), and the average of “I am willing to make recommendations for the development of the scenic spot” is only 3.98. In terms of objective aspects, the proportion of residents who agree with “when the

scenic spot managers makes some decisions, they will adopt our opinions” and “I have obtained relevant information on policies implemented by the government” is not more than half, and the average value of their attitudes is low, which is 3.31 and 3.36 respectively. In general, residents are subjectively enthusiastic about participating in tourism development. However, in terms of objective conditions, the accessibility of community participation in decision-making is general. Therefore, on the basis of improving the participation capacity of residents in the community it is necessary to raise the enthusiasm of residents to participate in tourism through appropriate channels and promote the sustainable development of scenic spots.

Tourism employment of residents in the community reflects the residents' benefit of participating in tourism development, which is an important indicator to measure community participation in tourism development. In terms of the impact of tourism on the employment of community, the average value of attitude of residents towards “tourism attracts more investment” and “tourism attracts more foreign consumption” is above 4.0, which shows a positive attitude. Most residents are optimistic about the employment prospects of Zhangjiajie tourism and recognize the positive impact of tourism on community employment. In addition, the age of tourism practitioners is mainly distributed between 25 and 44 years old (56.1%). The education level is mostly concentrated in high school degree or secondary school degree(41.6%). Most residents who engage in tourism-related work have lived in the country for more than 10 years (58.2%). The monthly income is concentrated at 2001-5000 yuan (29.6%). Local people are mostly engaged in operating family hotels or restaurants, specialty shops, and work as tour guides, ticket sellers, ticket inspectors, scenic security guards, drivers, store guides and so on.

## **2.4 Community Residents' Views on Tourism Development**

Residents believe that the changes in Zhangjiajie caused by tourism development are mainly reflected in the four aspects of development and construction, living standards, environmental sanitation and urban development.

The tourism development and construction of Zhangjiajie has led to negative impacts such as demolition, land acquisition, occupation of some resources, traffic congestion caused by rectification of some roads, some facilities under construction affecting the city image. In terms of living standard, tourism development has increased the employment rate and the income of residents, and the quality of life of residents has improved. At the same time, the gap

between the rich and the poor has been widened to a certain extent, resulting in rising prices and housing prices. Household incomes fluctuate greatly and pressure of competition increases. In terms of environmental sanitation, with the government's environmental protection publicity and supervision are strengthened, residents' awareness of environmental protection has gradually increased, but the city still has problems such as noise pollution and inadequate sewage disposal. Among these four aspects, residents are most concerned about issues that involves their own interests, but some residents realize that tourism of Zhangjiajie should not be too hasty and should maintain a good momentum of sustainable development. It can be seen that residents' perceptions of tourism development are clearer and more objective.

In the view of community residents, the development of tourism has greatly promoted the development of Zhangjiajie, not only in the significant increase in GDP, but also in the improvement of urban civilization and urban fame. They believe that Zhangjiajie's current tourism development is at a stage of steady development, but there are still many hidden dangers. According to the comparison and analysis of the monitoring data of Zhangjiajie in recent years, residents are gradually aware of their personal interests and are more willing to participate in tourism development, related decision-making and management. It can be seen that in recent years, the tourism participation of Zhangjiajie residents has been deepened, and residents have closely integrated personal development with regional tourism development. However, the development of Zhangjiajie in the future should incorporate the interests and opinions of residents into the decision-making scope and narrow the gap between residents and the government.

### **3. Tourist Behavior and Satisfaction**

#### **3.1 Visitor Demographics**

In this sample of visitor surveys, the sex ratio of domestic and foreign tourists is relatively balanced, and the age distribution of tourists is concentrated in the range of 15-45 years old (ie, 15-25 years old and 26-45 years old), but the main force of foreign tourists is younger and the main group of domestic tourists is older.

The education level of domestic tourists is mainly undergraduate, accounting for 46.3%; followed by high school degree or technical secondary school degree, accounting for 22.7%; the number of primary and lower tourists with primary school degree or below is the lowest, accounting for 0.6%. Foreign tourists have a higher proportion of master degree or above than

domestic tourists, of which master degree and above account for 44.2%; followed by bachelor degree, accounting for 36.8%.

Chinese and foreign tourists surveyed are concentrated in middle- and high-income groups and low-income groups. The proportion of high-income groups of foreign tourists is higher, and more than half of the tourists earn more than 5,000 yuan a month. The occupations of Chinese and foreign tourists are mostly students, engineers/teachers/medical staff, and students are one of the main groups in Zhangjiajie.

In terms of source of tourists, domestic tourists are mainly from Hunan Province and its surrounding provinces and coastal provinces, with the sources of Hunan, Guangdong, Hubei, Jiangsu and Shandong accounting for more than 5.0%. The sources of foreign tourists are mainly the United States, Spain, France, the Netherlands, South Korea, followed by the United Kingdom, Belgium, Israel and other places, and fewer tourists come from the rest of the countries and regions.

### **3.2 Tourist Behavior Preferences**

84.6% of domestic tourists and 94.7% of foreign tourists visit Zhangjiajie for the first time. Compared with the 2017 revisit rate of Chinese tourist (13.7%), this year revisit rate of Chinese tourist (15.4%) has increased this year.

Word-of-mouth publicity and online communication are the main channels for domestic and foreign tourists to obtain information. The channels for domestic tourists to obtain Zhangjiajie tourism information are mainly network (53.2%), relatives and friends (40.3%), and information acquisition from travel agency brochures is also common, accounting for 22.4% of the total sample; in addition, tourists access to tourism information of Zhangjiajie from newspapers and magazines, television broadcasts, and other visitors account for 6.2%, 13.5%, and 5.65% of the total sample, respectively. At the same time, more than half of foreign tourists obtain information of Zhangjiajie from the Internet (57.4%); some foreign tourists obtain information from relatives and friends (24.0%); the proportion of tourism information obtained from travel agency brochures, newspapers and magazines, and television broadcasts is relatively low.

Among the tourists visiting Zhangjiajie, domestic and foreign tourists are more inclined to independent travel. Foreign tourists are still mainly self-help travel, accounting for 87.2%; the proportion of domestic independent travel (52.3%) is closer than that of 2017 (53.5%), showing that the domestic market of independent travel has good prospects.

The travel companions of domestic and foreign tourists are mainly family and friends. 55.3% of domestic tourists travel to Zhangjiajie with their family member, and 27.5% of tourists travel with friends. 41.4% of foreign tourists travel with their families, and 25.3% of tourists choose to travel with friends.

The transportation of tourists is mainly airplanes and trains. 33.8% of Chinese tourists arrive in Zhangjiajie by plane, 27.9% of tourists arrive in Zhangjiajie by train, and 24.4% of tourists arrive in Zhangjiajie by car. 44.7% of foreign tourists arrive in Zhangjiajie by train; 35.1% of tourists arrive in Zhangjiajie by plane.

The (estimated) length of stay of Chinese and foreign tourists in Zhangjiajie is mainly in the medium and long term of 3 days and above. There are fewer tourists on one-day and two-day trips, and the (estimated) length of stay of domestic tourists is relatively longer. 81.6% of domestic tourists stay in Zhangjiajie for a period of 3 days or more, of which 32.5% (expected) stay for 3 days and 30.6% (estimated) stay for 5 days or more. In addition, most foreign tourists (83.3%) have an estimated (scheduled) stay in Zhangjiajie for 3 days or more.

The (expected) spending of domestic tourists in Zhangjiajie is higher than that of foreign tourists. Among them, total the spending amount of 40.2% of domestic tourists (estimated) is more than 2,500 yuan, and the total spending amount of 20.2% of tourists (estimated) is 1501 - 2000 yuan. More than half of foreign tourists (57.5%) spend less than 1,500 yuan, of which 33.0% (estimated) total spending is less than 1,000 yuan.

The top three popular attractions for Chinese tourists are Tianmen Mountain National Forest Park, Zhangjiajie National Forest Park and Tianzi Mountain, with the proportions of 82.4%, 82.1% and 66.3% respectively. The top three scenic spots for foreign tourists are Zhangjiajie National Forest Park, Tianmen Mountain National Forest Park and Tianzi Mountain, with the proportions of 82.1%, 81.1% and 49.5% respectively. The popularity of Tianmen Mountain National Forest Park has increased slightly compared with last year, and the popularity of Zhangjiajie National Forest Park has declined relatively. The Grand Canyon has a lower status in the mind of domestic tourists, falling from fourth place of last year (ranked in 2017) to seventh.

### 3.3 Tourist Satisfaction Level

Overall, tourists are more satisfied with the tourism resources of Zhangjiajie. More than 90% of domestic tourists are satisfied with the overall beauty of the scenic spot and the natural scenery characteristics of the scenic spot, and satisfaction of the natural ecological value

(87.3%), the scenic air quality (85.3%) and the scenic river water quality (81.5%) reaches 80%. In contrast, foreign tourists are more satisfied with the overall beauty of the scenic spot, the natural scenery characteristics of the scenic spot and the natural ecological value, respectively, 97.9%, 97.9%, 88.3%, but only less than 50% of foreign tourists are satisfied with the comfort of the sound environment of Zhangjiajie scenic spot

Tourists are basically satisfied with the quality of tourism services in Zhangjiajie. In terms of scenic service, the scores of domestic tourists are higher than the average level (3.00). Domestic tourists have the highest satisfaction with the clarity of the mark system of scenic spot, scenic infrastructure and consulting services, which are 68.3%, 67.6% and 69.0% respectively; the satisfaction level with the toilet hygiene and population density of the scenic spot is the lowest, only 47.1% and 53.3%. The scores of the scenic spot service from foreign tourists are quite different, and the overall satisfaction is low. Only the satisfaction degree of the scenic spot mark system, infrastructure of the scenic area and the consulting service is more than 50.0%, and the satisfaction degree of the other indicators is less than 50.0%, in which the lowest is the indicator of the scenic spot population density and toilet hygiene, only 29.7% and 36.2%. In terms of support services, the scores of Chinese tourists are higher than the general level (3.00), and the evaluation of transportation service and accommodation service is the highest, and the satisfaction degree of each indicator is higher than 60.0%; the evaluation of catering service is the lowest, and the satisfaction degree of each indicator is about 50.0%. Foreign tourists' ratings for support services are mostly above 3.50, with the highest evaluation of accommodation, followed by traffic evaluation and catering evaluation. In terms of shopping and entertainment projects, the scores of domestic tourists are all above 3.50, and the satisfaction degree of indicators is between 50.0% and 65.0%. Among them, the overall evaluation of entertainment projects by tourists is slightly higher than that of shopping projects. Foreign tourists' scores on shopping and entertainment items are all greater than 3.20, indicating that the satisfaction degree fluctuates between 35.0% and 60.0%.

Tourists are basically satisfied with the environmental protection of Zhangjiajie. The indicators that domestic tourists are satisfied with are residents' friendship level and scenic area safety facilities, which are 70.4% and 68.2% respectively, while the satisfaction with scenic medical facilities is relatively low (55.5%). The indicator that foreign tourists are satisfied with is the residents' friendship level (75.8%).

Tourists have a high overall satisfaction with Zhangjiajie. The overall satisfaction of Chinese and foreign tourists to the scenic spot has reached 80%, and the overall satisfaction of foreign tourists to the scenic spot is slightly higher than that of Chinese tourists.

In terms of willingness of revisiting and recommending, positive sentiment of tourists is higher. The proportion of Chinese tourists clearly who show the willingness of revisiting (33.8%) is lower than that of foreign tourists (64.2%); The proportion of Chinese and foreign tourists who say that they would recommend Zhangjiajie to friends is more than 85%. Compared with Chinese tourists, the attitude of foreign tourists is clearer, and the willingness to revisit and recommend is higher.

### **3.4 Tourism Education**

Domestic tourists mainly obtain relevant information through tour guides (67.30%), and the scenic is a secondary source of information (37.90%). Foreign tourists mainly obtain relevant information through the NAVIGATION (62.80%), the scenic commentary card (49.50%), and a secondary source of information is the tour guide (32.60%).

Domestic tourists have improved their understanding of natural landscapes such as the peaks and canyons, accounting for 90.30% of the total, and the understanding of local customs are secondary, which is 60.80%. Foreign tourists believe that the understanding of the natural landscape of stone peaks and the canyon has been improved, accounting for 78.30% of the total. The knowledge of quartz sandstone and the corrosion landforms is secondary (47.80%). Chinese and foreign tourists lack understanding of local religious beliefs. For the protection of Wulingyuan, more than 90% of Chinese and foreign tourists agree that Wulingyuan should be protected as a natural heritage of the world.

### **3.5 Cognition of Government Behavioral**

Chinese tourists are more aware of the government actions than foreign tourists. Most of the Chinese tourists surveyed (75.8%) said that they had never heard of the “Safety and Satisfaction in Zhangjiajie” special campaign, and a small number (24.2%) said they had heard of the campaign. The vast majority of foreign tourists surveyed (95.7%) said that they had never heard of the “Safety and Satisfaction in Zhangjiajie” special campaign, and only a very small number of tourists (4.3%) said they had heard of the campaign. Among the 86 Chinese tourists who have an understanding of the event, the channels for them to obtain information are mainly newspapers and magazines (38%) and scenic spots (26%). The four foreign tourists who had heard the campaign have different channels of the information, namely, the promotion of the scenic spot, the brochure of the travel agency, the network, and the promotion of friends and relatives.

“Andaotong – Security Guarding Navigation System of the Scenic Area” is more popular among Chinese tourists than foreign tourists. Most Chinese tourists (83.8%) said they have never heard of “Andaotong”. Some Chinese tourists (12.8%) said that they had heard about it but never used the system, and only a very small number of Chinese tourists (3.20%) said that they had known and used the system. Foreign tourists have less understanding of Andaotong. Most foreign tourists (95.8%) said that they have never heard of the system. Very few foreign tourists (3.2%) have heard of it but they never used the system.

In general, domestic and foreign tourists have little knowledge of the government's special campaign and construction of smart tourism.

## **4. Tourism Economic Impact**

### **4.1 Overview of Tourism Development**

#### **4.1.1 Tourism Income**

In 2017, Zhangjiajie Tourist Area received 73.358 million tourists, a year-on-year increase of 19.41%, including 3.55 million overseas tourists, an increase of 6.5% year-on-year. Overseas tourists accounted for 4.9% of the total. The number of overnight visitors was 34,494,400, an increase of 21.45% over the same period of 2016; in 2017, the total tourism revenue was 62.378 billion yuan, a year-on-year increase of 21.86%, of which the ticket revenue was 3.75 billion yuan, a year-on-year increase of 13.6%.

#### **4.1.2 Impact of tourism on GDP**

In 2017, the gross domestic product of Zhangjiajie (GDP) was 54.24 billion yuan, a year-on-year increase of 8.7%. According to the population of residents, the per capita GDP of the city was 35,442 yuan (current price), an increase of 8.4%. The contribution rate of tourism revenue to gross domestic product (GDP) has been increasing. The added value of tourism reached 17.445 billion yuan, accounting for 32.16% of GDP.

#### **4.1.3 Composition of tourism income**

In 2017, Zhangjiajie's revenues of tourism projects were: 1.52 billion yuan in accommodation, 2.49 billion yuan in catering, 14.27 billion yuan in retail sales, 710 million yuan in transportation and 0.4 billion yuan in entertainment. The consumption of tourists is

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mainly in the three aspects of accommodation, catering and shopping.

## **4.2 Seasonal law**

The tourist season in Zhangjiajie is very obvious. In 2017, the tourist season in Zhangjiajie was concentrated in July, August, September and October, while the off-season was December, January and March, in which the overall tourist reception volume in October was the largest, reaching 9,709,900, an increase of 27.2%; the tourist reception volume was the smallest in January, reaching 2,836,500 in 2017, an increase of 98.4%. In 2017, the disparity between the tourist season and off-season was reduced by 800,000 compared with 2016. However, The problem of unbalanced reception in different seasons among tourists has become more prominent.

In October 2017, the number of foreign tourist receptions was the largest, which was 651,100, an decrease of 48.84% year-on-year; in August, the number of overseas tourist receptions was the smallest, only 10,300, an decrease of 22.7% year-on-year. In 2017, the average monthly per capita consumption of Zhangjiajie tourism was about 792 yuan. The per capita consumption was more in March, August, October and December, and less in January, April and July. The per capita consumption of tourists in the off-season was generally higher than that in the peak season.

## **4.3 Tourism and employment**

In 2016, tourism and employment reached 214,200, and the contribution rate of tourism employment was 26.83%. In addition, there are currently 2,508 registered tourism enterprises in Zhangjiajie, and 531 newly registered tourism enterprises in 2017, creating more than 1,000 jobs.

In terms of poverty alleviation in tourism, at present, more than 40% of the poor in Zhangjiajie participate in the poverty alleviation of rural tourism, and more than 200,000 poor farmers are engaged in tourism. In 2016, tourism of Zhangjiajie helped 21,505 poor people, and the contribution rate of alleviating poverty through tourism was 39.45%.

## **4.4 Tourism Industry**

### **4.4.1 Accommodation and Catering Industry**

The accommodation and catering industry in Zhangjiajie is in a period of rapid

development. The details are shown in the table below.

**Table 4-1 Development of accommodation and catering in Zhangjiajie**

<b>Project (the following projects are all in Zhangjiajie)</b>	<b>Time</b>	<b>Number</b>	<b>Year-on-year Increase</b>
The number of hotels	2017	1410	118.9%
The number of hotel bed	2017	130,000	26.8%
Total retail sales of the accommodation industry	January-May, 2018	567.72 million yuan	23.6%
Total retail sales of the catering industry	January-May, 2018	103,613 million yuan	15.9%

#### **4.4.2 Travel agency**

By August 2018, there are a total of 131 travel agencies in Zhangjiajie, an increase of 5.65% compared with 124 in the first half of 2017, including 128 in Yongding District and 3 in Wulingyuan District. At present, the number of tour guides in Zhangjiajie is 8,150, an increase of 11.16% compared with 7332 people counted in 2017. Among them, there are 11 senior tour guides, 261 intermediate tour guides, and the rest are junior tour guides.

In order to regulate the market order of the travel agency industry and reinforce the supervision of the travel agency industry, the Zhangjiajie government carried out various special rectification work in 2017.

#### **4.4.3 Transportation Industry**

In recent years, the transportation industry in Zhangjiajie has developed rapidly. In 2017, the transportation industry revenue of Zhangjiajie was 710 million yuan. From January to May 2018, the transportation industry revenue was 240 million yuan.

In terms of air transportation, in 2017, Zhangjiajie Hehua Airport had a total of 17,262 flights. Compared with last year, the total number of aircraft movements increased by 2.3%. Passenger throughput reached 1,773,700, an increase of 4.2% from 1,702,200 of last year. In addition, in order to improve the level of internationalization of tourism, in 2017 Zhangjiajie opened direct flights to Thailand, Jakarta, Indonesia, Jeju Island and Hong Kong. As for domestic flights, the number of direct flights to Yantai, Taiyuan, Fuzhou, Nanning and Zhengzhou were increased.

In terms of railway transportation, in 2017, the number of passengers sent by Zhangjiajie Railway Station and the amount of goods were 2,130,800 and 73,200 tons respectively, an increase of 7.4% (146,800) and 118.5% (39,700 tons) respectively compared with last year.

In terms of road transportation, volume of road passenger transportation of Zhangjiajie Highway in 2017 was 60.28 million; the volume of passenger turnover was 28,194,600,000 passengers per kilometer; the volume of cargo transportation was 220.32 million tons, and the cargo turnover was 472.17 million tons per kilometer, which compared with 2016, increased by 11%, 4.6%, 5.5% and 6% respectively. In addition, the mileage of highways in Zhangjiajie in 2017 was 8997.91 km, an increase of 2.1% compared with the same period of last year.

#### 4.4.4 Tourism goods

At present, tourism products of Zhangjiajie are traditional tourism products mainly which mainly are local products and national costumes. In recent years, Zhangjiajie has developed many novel tourist souvenirs for the enrichment of tourism commodities. The official tourism products developed by the Post Office are the most popular with tourists. By August 2017, Zhangjiajie Post Branch had developed more than 130 kinds of products independently developed with Zhangjiajie scenery, culture and folk customs as its main design materials, including 56 kinds (set) of seals, pieces and card products. There are 42 stamp albums and more than 30 kinds of cultural and creative products.

In addition, in terms of enterprises of tourism commodity, the number of enterprises of tourism commodity was only 75 in 2000, and it grew to 115 in 2011. The annual output value of enterprises of tourism commodity has reached 920 million yuan in 2011 compared with 1.1 billion yuan in 2000, with sales revenue of 5.1 billion yuan and 53 sized enterprises.

Despite the rapid development of the tourism commodity industry in Zhangjiajie, there are still problems such as chaotic tourism market and the poor environment of tourism and shopping

Overall, tourism development in Zhangjiajie in 2017 was good, the domestic market developed steadily, and the number of visitors and tourism revenues rose steadily, with growth rates of 19.41% and 21.86%, respectively. The tertiary industry has a dominant position in the economy of Zhangjiajie. The added value of tourism accounts for 32.16% of GDP. The driving effect of tourism is obvious. It has a significant effect on promoting local employment, completing tasks of poverty alleviation and improving infrastructure such as transportation. Tourism of Zhangjiajie is in the stage of upgrading. It is expected that Zhangjiajie will become a more orderly and diverse tourism destination in the future.

## **5. Tourism Marketing**

Tourism marketing strategy of Zhangjiajie is an important driving force for tourism development, which can be combined with the urban tourism natural resources, traditional cultural symbols and representative brand activities to play its role. The following is a detailed analysis of 2017 Zhangjiajie tourism marketing initiatives from four aspects: product, price, place, and promotion.

### **5.1 Product**

In product marketing, Zhangjiajie relies on diverse Xiangxi cultures to develop in the direction of diversified and comprehensive products through brand activities, traditional festivals and innovative exhibitions.

#### **5.1.1 Brand activities**

The 2017 brand event includes the following two. 1. The first parent-child tourism festival with Golden Eagle Cartoon TV, and the theme of the event is “Enter Zhangjiajie, close to nature”, which will lay the foundation for the cooperation with the media of future outdoor and reality-oriented tourism activities; 2. The second China Zhangjiajie folk culture activity month and the first international celebrity of live broadcast tourism festival continues to promote the deep integration of tourism culture and creates a folk cultural tourism brand in Zhangjiajie.

#### **5.1.2 Traditional festivals**

Zhangjiajie is a multi-ethnic gathering place. There are many traditional festivals within various ethnic groups. Taking advantage of traditional festivals to hold celebrations with folk

characteristics is an important part of product marketing of Zhangjiajie.

(1) Gannian Culture Festival: in order to promote local culture and enrich the festival life, the 2017 Zhangjiajie Chronicle Folk Culture Festival is held to send a cultural feast to the local citizens and tourists, and at the same time to create the iconic cultural brand of winter tourism in Zhangjiajie.

(2) March 3: the "March Street" Culture and Art of Bai Nationality Festival is held for ten thousand residents from the Bai Nationality Township of Furong Bridge in Sangzhi County and tourists.

(3) Sangzhi Folk Song Festival: The Sangzhi Folk Song Festival of Zhangjiajie, which was undertaken by the Sangzhi County Government and implemented by the Publicity Department of Sangzhi County Committee, was successfully launched on October 20, 2017.

### 5.1.3 Exhibition

Zhangjiajie keeps pace with the development of online social networking in the tourism marketing approach. Comparing the holdings of exhibitions in Zhangjiajie in 2016 and 2017, we can find that the long-term events include: wing-mounted flight competition, folk culture month, winter swimming tourism festival, etc., which are nearly 10; in 2017, five international event exhibitions, such as International Celebrity of Live Broadcast Tourism Festival and the Parent-Child Tourism Festival, were added. The characteristics of the event and exhibition are: packaging the exhibition activities in a fashionable and trendy style to make it more vital.

## 5.2 Price Marketing (Price)

(1) **Low season preferential fare policy.** During the off-season in winter (December 1st, 2017 to February 28th, 2018, except for the Spring Festival Golden Week), core scenic spots of Wulingyuan carried out (including Huangshi Village, Jinbian River, Tianzi Mountain, Yuanjiajie, Yangjiajie, ten-mile Gallery, four rivers around the gates the same below, similarly hereinafter) the winter ticket price preferential policy for tourists (the preferential margin is about 44.5%); at the same time, the ticket is free for labor model, excellent sanitation workers and teenagers under the age of 18.

(2) **Special group discounts.** According to the NDRC's documents, from January 1, 2017 to January 1, 2019, the following preferential policies apply to the scenic spot tickets for government-guided price management: 1. children below 6 years old (excluding) or below 1.3 meters in height (inclusive), the elders of 70-year-old or older and disabled persons with valid

certificates are free of charge; for 6-year-old (including) to 18-year-old (excluding) minors, full-time undergraduate and below, and the elderly from 60 years old to 70 years old (excluding), active duty military, and military retired cadres will be given a half-ticket discount with valid documents. Teenagers from Hong Kong, Macao, Taiwan are entitled to the same ticket price concessions with valid identification. Religious faculty members and their staff members of religious activities in the scenic spot, as well as religious faculty members belonging to the same religion, entering the scenic spot to religious sites with valid documents are free of charge. 2. The price of transportation vehicles in the scenic spot will be half-price concession for the above-mentioned ticket concession objects.

In addition, the Wulingyuan core scenic spot has launched a series of preferential policies for specific holidays and some special groups. During the winter or summer vacation and Teacher's Day, the national teachers, faculty and staff can purchase the preferential tickets for the core scenic spots with valid certificates (the preferential margin is about 33.4%); the preferential policies for the residents of the 71 counties in the four provinces and cities of Wulingshan District (the preferential margin is about 34.3%).

### **5.3 Channel Marketing (Place)**

#### **5.3.1 Media Marketing**

In 2017, Zhangjiajie continued to increase the intensity of media marketing and broaden the breadth of publicity. Media marketing mainly includes traditional film and television media, online media and smart marketing.

(1) Traditional film and television media: Zhangjiajie pays more attention to the use of high and new technology in the promotion of film and television media to create a unique and avant-garde film and television program, showing the beautiful scenery of Zhangjiajie to making people feel as if they were there; promote local culture by increasing the participation of local people; display the local history and culture through TV programs to stimulate the motives of potential tourists.

(2) Online media: In 2017, Zhangjiajie made full use of various online media, such as Weibo, online social apps, and network programs to promote destinations. In addition, the online media marketing in 2017 pays more attention to the participation of netizens, and attracts netizens to participate in the activities to achieve the purpose of publicity.

(3) Smart Marketing: In 2017, Zhangjiajie held “2017 Create New Age, Smart Tourism in Hunan” Internet + Smart Travel Customer Recommendation, launched a global tourism

information management system. Relying on China Mobile's network and advantages of information technology, in combination with Zhangjiajie's tourism and needs for tourism information development, promote the construction and trainings of tourism informationization profession groups focusing on the specific projects like the “construction of tourism information infrastructure” , “quality resource service in tourism cloud platform” smart tourism, “Internet + tourism” and “broadband China” special actions. Various forms of cooperation in the fields of informationization profession groups team building and training, information technology research and development, and promotion and application to realize the leap-forward development of tourism informationization in Zhangjiajie.

### 5.3.2 Communication and cooperation

In 2017, the tourism development in Zhangjiajie still attached great importance to the communication and cooperation with domestic and foreign countries. Through cooperation with other tourism destinations and media, Zhangjiajie has increased its exposure both at home and abroad, further widening the tourism market.

### 5.3.3 Partition Marketing

In 2017, Zhangjiajie City took Wulingyuan District as the core and actively promoted partition marketing through joint media, promotion activities, communication and cooperation.

## 5.4 Promotion

(1) **Advertising.** In 2017, Zhangjiajie strengthened the tourism publicity and marketing work from three aspects with the principle of “government guidance, enterprise main body, market operation and unified marketing”: 1. Strengthen cooperation with mainstream media. On July 20, 2017, the CCTV China Channel broadcasted the “Promoting for Hometown” Wulingyuan promotional film. 2 Fully play the role of the official media with the help of online new media operations. 3. Promote image communication through innovative marketing channels such as self-produced promotional videos and songs. On November 28th, 2017, Wulingyuan News Network launched "Science of Wulingyuan", which is aimed to strengthen the promotion of Wulingyuan through the popularization of "Zhangjiajie Landform" and other theoretical knowledge.

Throughout Zhangjiajie's recent tourism promotional films, there are various styles and

forms, including landscape editing, documentary films, micro-movies, etc.; content is gradually expanded from natural scenery, folk customs to geological and geomorphic values, overall construction and tourism services. The coverage is more comprehensive. It is suggested that in the future, the promotional film should focus on the geographical value and tourism quality of Zhangjiajie and uses new forms such as melodrama and microfilm in style and form to adapt to the fast-paced life of the new era and enhance the sense of participation of the audience.

(2) **Customer source marketing.** In 2017, Zhangjiajie led by the district and bureau leaders to Changsha, Guangzhou, Hong Kong, Macao and Taiwan, overseas countries and other tourist sources carried out publicity and promotion, held a tourism promotion meeting, conducted marketing or business cooperation to ensure the stability of the source market and open up new business market.

### 5.5 Marketing effectiveness

From the perspective of marketing activities, Zhangjiajie has formed a brand effect with significant influences of the major large-scale marketing activities of the tourism industry, which are the Folk Culture Month, the six major activities of the Golden Autumn, the six preferential policies and the five major activities in the winter. The new type of online and offline gathering activities is innovating marketing content that forms a combination of traditional activities and innovative activities.

From the perspective of marketing methods, tourism marketing is more in line with the new life styles of the people, attracting users of live broadcast platforms, audiences who watch reality show of parent-child activities, etc., and makes full use of the traffic spike of new media to further expand the target market.

Overall, in 2017, Zhangjiajie mainly promoted marketing through four aspects: product, price, channel and promotion. All kinds of marketing methods complement and promote each other, which has brought about a significant positive effect on the marketing and promotion of Zhangjiajie tourism. The visibility of Zhangjiajie at home and abroad has further enhanced.

## 6. Tourism and Environmental Protection

Zhangjiajie is a tourism city with tourism as its leading industry. It is also a world natural heritage site. Environmental protection is especially important for it. In 2017, the Zhangjiajie Municipal Government's work report state that it is necessary to continuously improve the

ecological environment and build a “beautiful Zhangjiajie”. In 2018, Zhangjiajie carried out environmental remediation and environmental supervision, and increased the transparency of information disclosure. The monitoring interviews residents of Zhangjiajie, forest park employees, hotels and restaurant staff to truly reflect the environmental protection of Zhangjiajie.

## **6.1 Status of Environmental Protection**

### **6.1.1 Protection work**

By the middle of 2018, Wulingyuan District had achieved fruitful results in forest resource monitoring and protection, wildlife protection and forest fire prevention. In the monitoring and protection of forest resources, the forest greening rate is 85%, and the forest coverage rate of the core scenic area is increased to 98%. In terms of wildlife protection, Wulingyuan District adopts various means which has remarkable effects; In terms of forest fire prevention, a complete fire prevention network of scenic spot is established and insists on conducting forest fire prevention knowledge training and exercises to enhance emergency rescue capabilities. However, in terms of tourist management, the results of this monitoring show that there are still loopholes in measures and facilities of bans on smoking and fires in scenic spots.

### **6.1.2 Energy use**

#### **(1) Energy in use**

The energy sources used in Wulingyuan District mainly include electricity, liquefied gas and coal. Statistics show that the energy consumption in Zhangjiajie has increased year by year and the discharge of major pollutants has dropped. Interviews with hotels and restaurants showed that the energy used in restaurants includes liquefied gas, natural gas, environmentally friendly oil and electricity. The hotel’s hot water supply is usually heated by air and other uses are mainly electric energy. In the interviews, only a small number of hotels or restaurants used solar energy as a single renewable energy source due to the high cost of renewable energy and limited access to information and equipment. In contrast, the type of energy use of residents is more concentrated, mainly liquefied gas, natural gas and electricity, and the frequency of use of coal and firewood is gradually decreasing.

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## **(2) Energy-saving measures**

The survey results show that restaurants and hotel employees in Wulingyuan District generally agree with the importance of energy conservation and environmental protection. However, due to limitations of economic benefits and lack of access to relevant information, energy conservation is mainly reflected in individual behaviors. The overall characteristics can be summarized as: The hotel's awareness of energy conservation is stronger than that of restaurants. Medium and large restaurants are stronger than small and medium sized restaurants. Individual groups are stronger than chain groups, and the boss is stronger than employees. At present, in terms of energy saving, there are a series of problems such as less access to information and high cost of introduction of equipment.

### **6.1.3 Climate conditions**

Zhangjiajie is the archetypal monsoon humid climate of central Asian tropical mountains. Most of the scenic climate is very suitable for sightseeing. However, there are occasional extreme weather such as heavy precipitation, freezing, thunderstorm and rain, which affect the operation of the scenic spot. Correspondingly, Zhangjiajie has rich experience in responding to weather changes and sufficient pre-plans, and it can basically maintain the order of reception in extreme weather. The survey of residents and scenic spots shows that the frequency of extreme weather in Zhangjiajie is low, and the challenges to scenic spot operation and economic losses caused by extreme weather are within a controllable range.

## **6.2 Environmental Monitoring and Assessment**

### **6.2.1 Atmosphere and water environmental quality**

The air quality in Zhangjiajie City is superior, and the current air pollution sources mainly include motor vehicle exhaust, dust of construction sites and traffic engineering. The indicators of PM10, SO<sub>2</sub> and NO<sub>2</sub> in Wulingyuan District were basically the same as last year. The air excellent rate was 92.3%, which increased by 5.18 percentage points year-on-year.

Taking Wulingyuan District as an example, the water quality monitoring indicators of the four centralized drinking water sources are better than the Class II standard limits, which meets the standards of the first-grade protection zones of centralized drinking water sources. It can be seen that the drinking water quality in Wulingyuan District is better and of stable quality. The water quality of Wulingyuan Scenic Area is better, but it is necessary to care about the problem

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of sewage discharge in the Lin River commercial area.

### **6.2.2 Acoustic environmental quality and solid waste management**

In the first quarter of 2016 to 2018, Zhangjiajie maintained an excellent compliance rate of noise and maintained 100% compliance for most of the time. In 2017, the acoustic environment quality of Wulingyuan City is second-class, and the evaluation of regional acoustic environment quality is relatively good, while the intensity level of urban traffic noise is second-class, corresponding evaluation of road traffic noise is relatively good, but the noise in busy traffic sections will have a certain impact on tourists and the surrounding residents, and the traffic order and driver quality need to be improved.

In 2017, the prevention and control of solid waste pollution in Zhangjiajie was good. The comprehensive utilization rate of industrial solid waste reached 99.4%. Industrial hazardous waste and medical waste were safely disposed, and the harmless treatment rate of urban domestic garbage reached 100%. It has been observed that the awareness of garbage classification of hotels, restaurants and tourists in Zhangjiajie still needs improving, and construction waste in some areas of the street has not been processed in time.

## **6.3 Environmental Protection Policies and Measures**

### **6.3.1 Environmental Construction Institutions and Policies**

From 2017 to 2018, Zhangjiajie Environmental Protection Bureau has well maintained the environment of the city, and all indicators are at an excellent level. According to the official website and residents' survey, the government often inspects the environmental protection status and has punishment and records the environmental protection implementation of the company. This reflects that Zhangjiajie has high requirements for the implementation of environmental protection work and environmental protection policies, but for individuals or certain small groups there are fewer environmental regulations. Based on this, Zhangjiajie Environmental Protection Bureau can reinforce the individuals' awareness of environmental protection by enacting and implementing relevant environmental protection regulations.

### **6.3.2 Environmental Protection Promotion**

Zhangjiajie City has adopted various channels to promote environmental protection publicity. In 2017, it has launched the official WeChat account of the Environmental Protection

Bureau and organized a variety of environmental protection publicity activities to attract people to participate. However, the public's awareness of environmental protection has not improved much. The public does not know much about the functions of environmental protection agencies, or lacks practical actions to maintain environmental protection. There is a long way to go for relevant publicity and education. In addition, the targets of environmental protection publicity activities in Zhangjiajie are mostly limited to the residents of this city. The education and publicity for tourists is less, which are static publicity methods such as slogan display. The government should further use the special resources of the World Natural Heritage Site to provide environmental education to tourists in combination with tourism activities.

Overall, the ecological environment of Wulingyuan District has been continuously improved, and various government departments have cooperated to achieve a series of achievements in energy control, animal and plant protection, forest fire prevention and pollution remediation. Zhangjiajie has established a relatively complete environmental construction system, but there are still many problems that need to be solved: pollution problems such as dust, noise and construction waste are severe; the proportion of renewable energy is small; the management and update of data on the official website is not in place; people are lack of awareness of environmental protection.

## 7. Conclusions and Recommendations

### 7.1 Conclusion

**(1) Residents generally have a positive attitude towards tourism development, and their perception of impacts of tourism is clearer and more comprehensive.**

Community residents are more aware of the positive and negative impacts of tourism development, and their environmental awareness has been further enhanced. On the whole, as the policies and management related to residents and urban development lag behind the speed of tourism development, residents will benefit more from tourism while the negative impacts on them are more concerned and sensitive.

**(2) Tourists are satisfied with the scenic spot and there is still room for improvement in management**

Chinese and foreign tourists are positive in their overall satisfaction with the scenic spot. The unique natural landscape value of Zhangjiajie leaves a deep impression on the tourists. However, most tourists reflected that the humanistic value of Zhangjiajie was lacking, which

mainly reflected in the lack of guide system and the cultural characteristics were not obvious enough. In addition, there is still room for improvement in the fees, catering features, crowd control, the toilet hygiene and ability to speak foreign language of staff in the scenic spots. These problems are similar to those in previous years and should be brought to the attention of relevant stakeholders.

**(3) The tertiary industry dominates Zhangjiajie and tourism development maintains a good momentum**

The tourism industry in Zhangjiajie has become the main driving force and pillar of its development. In 2017, the city scenic spots received a total of 73.358 million tourists, an increase of 19.41% over last year. In the whole year, the tourism revenue was 62.378 billion yuan, an increase of 21.86% over the previous year. The proportion of ticket income to the total tourism revenue of the whole year decreased. It can be seen that with the change of people's consumption concept, other consumer income increased further other than tickets.

**(4) The environmental protection system is perfect, residents' awareness of environmental protection needs to be deepened**

The Zhangjiajie Municipal Government spares no effort to protect the natural landscape environment, create a good tourism environment, and establish a relatively complete environmental construction system. According to the data of Environmental Quality Bulletin of Wulingyuan District Environmental Protection Bureau, the air quality, water quality and sound environment quality of Wulingyuan District are in good condition.

However, dust, noise and air pollution caused by urban development and construction still exist and need to be resolved. In terms of energy use, the utilization rate of new energy and renewable energy in Wulingyuan District is very low, and further promotion is needed in the future. Local residents have the environmental awareness, but their awareness of environmental protection is still insufficient. Most of them do not understand environmental protection agencies and their work. Therefore, the local environmental protection department should strengthen the publicity of environmental protection, and focus on cultivating the environmental awareness of local residents while carrying out environmental protection projects.

## **7.2 Recommendation**

**(1) Support the development of local people, standardize the order of the tourism market, and improve the satisfaction of residents**

In the process of tourism development in Zhangjiajie, local enterprises and residents should be given more attention, providing preferential policies, business guidance and employment counseling, so that local people can really benefit from tourism. Improve real wages, and thus enhance residents' sense of happiness. Standardize the price and house price of the market, so that the business operators and residents can provide services to tourists at a relatively reasonable price, avoiding the transfer of rent and other expenses to consumers, and at the same time combating the phenomenon of overcharging, thereby enhancing the satisfaction of tourists to consolidate good reputation of Zhangjiajie.

**(2) Improve the sanitation of the scenic spot and improve the supporting facilities of the scenic spot**

In the sanitary situation of the scenic spot, tourists often reflect the problem of toilets, and the scenic spot should put more effort into keeping the toilets clean. In terms of catering, pay attention to food hygiene and quality, and convenience of consumption. In terms of the supporting facilities of the scenic spot, further improve the tourism guide system and focus on solving the problem of unclear Chinese and English marking systems. In the control of passenger flow and employee management of the scenic spot, optimize the diversion of the scenic interval; strengthen the vocational training of employees, such as improve their ability of speaking English, and thus improve the service level of employees.

**(3) Accelerate the construction of internal and external transportation networks in cities such as high-speed rail, and develop ethnic special products**

Accelerate the construction of external transportation such as high-speed rail and improve traffic accessibility. In terms of the internal traffic of Zhangjiajie, it is necessary to standardize traffic management and reduce traffic congestion.

In the development of tourism products, the scenic spots and the public are encouraged to build its own brands to highlight the locality, commemoration and practicality of products, so as to enhance the tourism image of Zhangjiajie and increase the shopping consumption of tourists.

**(4) Strengthen marketing efforts and adhere to the road of sustainable tourism development**

While maintaining the original brand activities, tourism marketing can try to combine the mode of film and television works, filming movies with theme of Zhangjiajie; use the network to promote the popularity of Zhangjiajie through the media platform; in addition, in the process of marketing promotion, respond to the issues which are most concerned by tourists like environmental sanitation, ticket prices, the mark system and other issues to enhance the

public's interest in Zhangjiajie.

In terms of sustainable development, the government, community residents, enterprises, and tourists should work together to do the following environmental protection work: First, we should strengthen the promotion of knowledge of forest fire prevention, environmental friendly energy, and knowledge of environmental protection. Second, the government can provide more guidance and assistance to restaurants and hotels on energy-saving measures or products, such as subsidies or the introduction of quality technology, thereby reducing the economic cost of energy savings; in addition, the government can carry out more trainings for employees of restaurants and hotels, develop waste sorting standards and regularly monitor the implementation; finally, adhere to follow the annual environmental quality issues of Zhangjiajie and develop more complete environmental standards and systems.