

# **Monitoring Report on the Sustainable Tourism Development of Xishuangbanna**

**Culture and Tourism Bureau of Xishuangbanna Dai Autonomous  
Prefecture & Monitoring Centre for UNWTO Sustainable Tourism  
Observatories**

September 2019

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

**Postcode:** 510275

**Tel:** +86-20-84114683

**Fax:** +86-20-84113621

## 目录

<b>1. Introduction.....</b>	<b>1</b>
1.1 Monitoring process.....	1
1.2 Main problems and key indicators.....	1
<b>2. Tourism and resource protection and utilization.....</b>	<b>3</b>
2.1 Environmental protection of resources.....	3
2.2 Tourism and land use.....	3
<b>3. Economic impact of tourism.....</b>	<b>4</b>
<b>4. Resident perceptions and attitudes.....</b>	<b>6</b>
4.1 Sample information of interviewed residents.....	6
4.2 Status of residents' participation in tourism.....	6
4.3 Residents' Perception of the Impact of Tourism Development.....	7
4.4 Gaozhuang Xishuangjing Business Status.....	7
<b>5 Visitor behavior and satisfaction.....</b>	<b>10</b>
5.1 Sample information of interviewed tourists.....	10
5.2 Analysis of Tourist Behavior.....	11
5.3 Tourists' perception of Xishuangbanna.....	11
5.4 Overall Evaluation of Tourists on Xishuangbanna Tourism.....	12
5.5 Tourists' Willingness to Revisit and Recommend it to friends.....	12
<b>6. Conclusions and recommendations.....</b>	<b>13</b>
<b>Topic 1 Tropical Rainforest Products.....</b>	<b>14</b>
<b>Topic 2 Ethnic Tourism.....</b>	<b>16</b>
<b>Topic 3 Border Tourism.....</b>	<b>18</b>
<b>Topic 4 Tea Industry Development and Rural Rejuvenation in Yiwu Town....</b>	<b>21</b>
<b>Topic 5 Tea Tourism.....</b>	<b>23</b>

# 1. Introduction

## 1.1 Monitoring process

From July 14 to July 22, 2019, with the strong support and cooperation of the Culture and Tourism Bureau of Xishuangbanna Dai Autonomous Prefecture (hereinafter referred to as the Cultural Tourism Bureau), the monitoring team of the School of Tourism of Sun Yat-Sen University successfully completed field research on the sustainable tourism development in Xishuangbanna this year.

The monitoring work is divided into two parts. One is to monitor the current status of sustainable development of tourism in Xishuangbanna based on the basic indicator system of sustainable development in Xishuangbanna, and the other is to conduct a special tourism research on Xishuangbanna. During the field survey phase, the monitoring team used observation, questionnaire survey, interview, and other methods. A total of 749 questionnaires for tourists and residents were distributed, and 723 valid questionnaires were recovered, with an efficiency of 96.5%. 41 Stakeholders (including representatives of the relevant departments of the Xishuangbanna Prefecture Government, local residents, tourists, etc.) were interviewed, and the effective interview was recorded for 1809 minutes.

The monitoring scope includes the main tourist spots (areas) such as primitive forest park, wild elephant valley, Keno cottage, Dai nationality park, Jingjinglai Scenic Area, Motuo Port, Shanggang Village, ancient tea mountains such as Yiwu Town and Nannuo Mountain. And Jinghong City.

## 1.2 Main problems and key indicators

The monitoring combined the index method of the United Nations World Tourism Organization (UNWTO) and the actual situation of tourism development in Xishuangbanna to formulate a basic indicator system for sustainable development in Xishuangbanna.

**Table 1 The basic indicator system of sustainable tourism development in Xishuangbanna**

theme	Central issue	Basic indicators
Tourism, resources and environmental protection	ecosystem protection	forest coverage Protection of important species  Area of protected area

		Impact of tourism development on protected areas Land utilization
	Land use	Tourism and community Residents' perceptions and attitudes towards tourism Overall
		Evaluation of residents' influence on tourism economy
	attitudes of residents towards tourism development	Residents' Evaluation of Tourism Social and Cultural Impact
		Evaluation of residents' impact on tourism environment
Tourism and community	Residents' use of tourism resources	Residents' Evaluation of Tourism Social and Cultural Impact Residents' visits to tourist attractions
		Evaluation of residents' impact on tourism environment
	residents' participation in tourism	Degree of community involvement Awareness of community involvement
	Destination image	Destination resources, overall image, infrastructure, safety and health related conditions, etc.
Perception and satisfaction level of tourists	Service evaluation	Tourists' evaluation of five basic services including scenic spots, catering, transportation, accommodation, shopping and entertainment
	Complaints and consultations	Evaluation of Tourist Complaints and Advisory Services
Tourism and economic	Current Tourism Development Status	Tourism statistics (total tourism income and composition, total number of tourists, number of domestic tourists, number of international tourists)

---

---

Tourism and economic growth	The proportion of tourism income as a share of GDP
	The overall development trend of the tertiary industry driven by tourism
Tourism and investment	Overall tourism investment trends
	Tourism investment direction

---

## 2. Tourism and resource protection and utilization

### 2.1 Environmental protection of resources

In recent years, under the guidance of the environmental development concept of "green mountains are gold mountains and silver mountains", Xishuangbanna has achieved good results in environmental governance. At present, the quality of the ecological environment in Xishuangbanna is generally good, the ecosystem is stable, and the air quality in the three counties and cities is relatively good.

**Table 2 Number of days when the air quality in Jinghong City reached above Grade 2 (unit: day)**

Year	2014	2015	2016	2017	2018
Jinghong city	334	332	328	345	362
Compliance rate	94.1%	96%	90.0%	94.5%	99.2%

Source: Xishuangbanna Environmental Status Bulletin 2014-2018

### 2.2 Tourism and land use

In 2018, Xishuangbanna area provided a total of 1210.4 hectares of land, including 93.4 hectares of commercial land, 86.0 hectares of industrial and mining storage, 139.9 hectares of residential land, 138.6 hectares of public service land, 2.3 hectares of special land,

699.6 hectares of land for transportation and 50.5 hectares of land for water and water conservancy facilities.

From 2014 to 2018, Xishuangbanna generally showed an increase in the proportion of industrial and mining land, residential land and transportation land. Commercial consumption land and public service land increased first and then decreased. The overall shape and trend reflect the development of commercial and public services in Xishuangbanna, which has formed a relatively solid foundation system, which is currently in a stable stage. At the same time, the increase in the number of migrants has also raised new requirements for the level of urban construction and development. With the continuous advancement of cultural tourism, global tourism, smart tourism, and boutique tourism in Xishuangbanna, the comprehensive strength of the region has increased. It is expected that the proportion of construction land in Xishuangbanna will continue to rise in the future. How to coordinate the relationship between economic development and natural ecological protection, and better implement the scientific development concept will be the focus of future work.

**Table 3 Land types and their proportions in Xishuangbanna, 2014-2018**

Year	business	Industrial use and storage	Accommodation	Public service	Special use	transportation	Water, water conservancy facility	Other
2014	29.6%	3.6%	45.7%	8.4%	1.2%	10.9%	0.7%	0
2015	41.8%	4.9%	22.9%	14.6%	12.7%	3.1%	0	0
2016	9.2%	6.1%	18.4%	36.6%	2.2%	24.9%	2.6%	0
2017	10.6%	4.2%	14.3%	8.3%	0	54.7%	7.7%	0
2018	7.7%	7.1%	11.6%	11.5%	0.2%	57.8%	4.2%	0

Source: Xishuangbanna Natural Resources and Planning Bureau

### 3. Economic impact of tourism

In terms of the number of tourists received, in 2018, Xishuangbanna received 40,434,100 domestic and foreign tourists throughout the year, an increase of 21.55% over the

previous year, maintaining a steady development trend. Among them, 39.124 million were domestic tourists, an increase of 22.13% over the previous year; the number of overseas tourists fell to 587,200, a decrease of 3.09% over the previous year. Unlike the sharp decline in the number of one-day arrivals at the port in 2017, the number of one-day arrivals at the port in 2018 was 700,400, an increase of 15.79% over the previous year, showing a slow growth trend.

The seasonality of Xishuangbanna tourism industry gradually increased from 2011 to 2017, and it improved in 2018. The standard deviation of the number of monthly tourist receptions in Xishuangbanna decreased in 2018, from 48.60 in 2017 to 39.16 in 2018. This is mainly because the relevant departments of Xishuangbanna have noticed the intensification of the off season. Corresponding measures should be taken to improve obvious seasonal problems and promote sustainable tourism development.

The number of tourists in some scenic spots that have been affected by the "toughest 22 historical articles" and tourism market has gradually declined. Except for the number of tourists in the two scenic spots in Jingjinglai and Yuanyuan Fairyland, the number of tourists in other scenic spots has continued to decline. Among them, the number of tourists in the Mengla Grand Buddha Temple and the Dai Nationality Park continued to increase sharply from 2016 to 2018. The number of tourists received in 2018 has greatly exceeded the level of 2016. Wild Elephant Valley, Tropical Botanical Garden, Manting Park, and Tiantian Tree have returned to the 2016 level. The original forest park needs to take further measures to attract tourists to return to the original level.

In 2018, the total tourism revenue of Xishuangbanna reached 67.114 billion yuan, an increase of 32.18% over the previous year and an increase from the growth rate of 2017. The total tourism revenue showed an increasing trend. The total tourism revenue in 2018 was mainly domestic tourism, which was 63.754 billion yuan, accounting for 94.99% of the total tourism revenue.

From the perspective of tourism income contribution, tourism is one of the important industries in the tertiary industry in Xishuangbanna, which has a significant impact on the economic development of Xishuangbanna. This report uses the ratio of tourism income to GDP to measure the contribution of tourism to GDP. In 2018, the total tourism income of Xishuangbanna reached 67.114 billion yuan, equivalent to 160.64% of GDP.

In recent years, Xishuangbanna has entered a period of great development of tourism

investment. Xishuangbanna Cultural and Tourism Bureau upholds the idea of large-scale investment to drive regional development, and has carried out a large number of investment invitations. As of December 2018, the state's promotion of key tourism projects: 41 major tourism (point) projects across the state have been included in the tracking statistics, with a total investment of 112.957 billion yuan. In 2018, the investment was RMB 6.559 billion, and the accumulated investment was RMB 30.898 billion.

**Table 4 Promotion of government tourism projects in counties and cities of Xishuangbanna Prefecture in 2018 (as of December 2018)**

Number	County/city	number of projects	investment (100 million yuan)
1	景洪市 Jinghong city	13	31.00
2	勐海县 Erhai county	6	11.83
3	Mengla county	14	9.66
4	Xishuangbanna Tourism Resort Management Committee	8	13.10
	total	41	65.59

<sup>1</sup>Source: Cultural Tourism Bureau of Xishuangbanna Dai Autonomous Prefecture

## 4. Resident perceptions and attitudes

### 4.1 Sample information of interviewed residents

A total of 294 questionnaires were collected for this monitoring, of which 282 were valid questionnaires, with an effective rate of 95.9%. The questionnaire were distributed from July 15, 2019 to July 22, 2019. The distribution scope includes tourist attractions (spots) such as Gaozhuang West Shuangjing, Wild Elephant Valley, Primitive Forest Park, Nannuoshan, Yiwu Town and other villages (towns) that carry out tourism activities, as well as in Jinghong City and Moao Port, etc. Regions where atypical tourism activities take place. The distribution method is random sampling. The collected sample of the residents is balanced between men and women, and the ethnic groups are rich. The residents are mainly young and middle-aged. The resident locations are more evenly distributed, the residence period is longer, the education level is higher, and the sample distribution is more balanced.

### 4.2 Status of residents' participation in tourism

According to the questionnaires collected this time, residents did not know much about the concept of sustainable tourism development. Only 30% (29.4%) of the residents in this questionnaire knew about sustainable tourism development. In terms of ecological protection, cultural heritage, or economic development, only some residents will associate the three elements with each other. The degree and ability of residents to participate in the tourism industry needs to be improved; there are 56 enterprises operated by tourism-related business operators or individual business owners, mostly in the types of tourism commodities, accommodation and catering. Residents are supportive of tourism development, and they are more enthusiastic about participating in tourism. Most residents hope that more tourists come to visit the local area, and warmly recommend relatives and friends to travel. Residents are willing to cooperate with the government, but they still need to be more proactive. Perceived by residents, there is still much room for overall tourism development in Xishuangbanna.

### **4.3 Residents' Perception of the Impact of Tourism Development**

In general, most residents of Xishuangbanna affirmed the tourism value of Xishuangbanna and its tourism development potential, but at the same time they also think that the transportation convenience and infrastructure construction in Xishuangbanna need to be improved.

From the perspective of perception of economic impact, compared with the monitoring data of 2018, residents' perceptions of the increase in tourism development's local financial expenditure indicators have significantly improved, but due to the consolidation of the Xishuangbanna market in recent years, residents' perceptions of tourism's promotion of overall economic development have fallen significantly. From the perspective of social and cultural impact perceptions, residents have a stronger perception of the positive social and cultural impacts caused by tourism development, and relatively weak perceptions of the social problems brought about by tourism development. However, residents' perceptions of tourism promoting the cohesion of local communities are low. Therefore, in the development of tourism in Xishuangbanna, we should still pay attention to the construction of social atmosphere and the construction of community atmosphere. From the perspective of the perception of resources and environmental impacts, similar to 2018, overall, nearly half of the residents believe that tourism development is conducive to the protection of local natural resources, but it will also bring some environmental problems.

### **4.4 Gaozhuang Xishuangjing Business Status**

The Gaozhuang Xishuangjing Tourism Commercial Real Estate Project is rooted in the Xishuangbanna Dai culture, and integrates "tourism, culture, and real estate", and adopts a "government-led, enterprise-implemented" trial-and-first market development model and is a Dai leisure cultural tourism complex. Since its opening in 2012, Gaozhuang Xishuangjing has become the new business card of Xishuangbanna city. In order to specifically understand the current state of tourism business development of Gaozhuang Xishuangjing, investigators conducted a survey of the business situation of Gaozhuangxi Shuangjing from July 19, 2019 to July 21, 2019 in twelve villages and shops around Jinglan Hotel. The survey content includes graphic collection of shop locations, shop names, and characteristics. Based on the shop distribution and business content information, the commercial distribution map of Gaozhuang Xishuangjing was drawn up, and related databases were established.



Figure 1 Gaozhuang Xishuangjing monitoring area

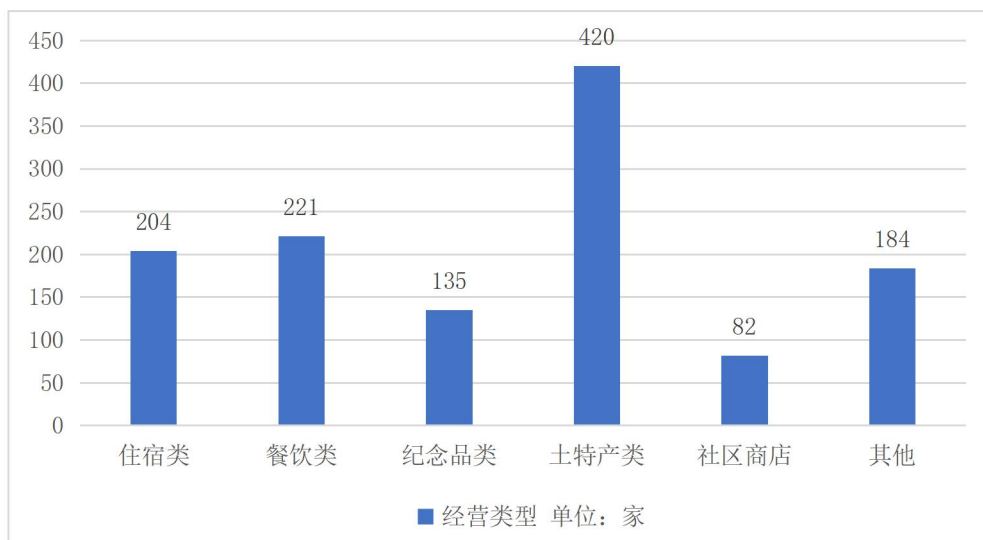
The commercial monitoring has conducted a check and information registration of 1,246 shops in Gaozhuang Xishuangjing, compared with 2018, an increase of 329 shops. The specific changes in each village are shown in Table 5.

**Table 5 Changes in the number of shops in Gaozhuang West Shuangjing from 2018 to 2019**

Village name	Number (house) in 2018	Number (house) in 2019	growth rate
Jingbao Village	76	70	-8%
Jingde Village	139	165	19%
Jinghan Village	218	230	6%
Jingzhai Village	76	83	9%
Jinglan Village	78	92	18%
Jingliang Village	39	89	128%
Jingdong Village	58	98	69%
Jingfa Village	109	127	17%

Jingkuang Village	9	36	300%
Jingzai Village	33	99	200%
Jingzhen Village	54	101	87%
Jingdai Village	37	2	-95%
Jinglan Hotel	-	54	-

Commercial distribution is closely related to tourist routes and tourists. Judging from the total number, Jinghan village and Jingde village are located near the core tourist attractions (Daijin Pagoda, Starlight Night Market, and Night Market), with densely distributed shops and rich business forms. In terms of quantity changes, the number of shops in most villages has increased significantly. Among them, the number of shops in Jinghan village, Jingliang village, Jingzhen village, and Jingdong village has increased rapidly, while the number of shops in Jingbao village and Jingdong village has shown a downward trend. Various types of business are densely distributed on both sides of the main tourist route, and are mainly catering and local specialty shops with local characteristics. In areas with a small number of tourists, the number of shops is decreasing. But because they serve tourists residents at the same time, the shops in this area are mainly accommodation and other business forms. From the perspective of the types of shops (as shown in Figure 2), the commercial types of Gaozhuang Xishuangjing are mostly local specialty shops, followed by catering shops and accommodation shops, with 221 and 204 shops, respectively. The total number of these three types of shops is 645, accounting for more than half of the total number of shops in Gaozhuang Xishuangjing.



**Figure 2 business types in Gaozhuang Xishuangjing**

**(accommodation; catering; souvenir; local specialty; community shop; other )**

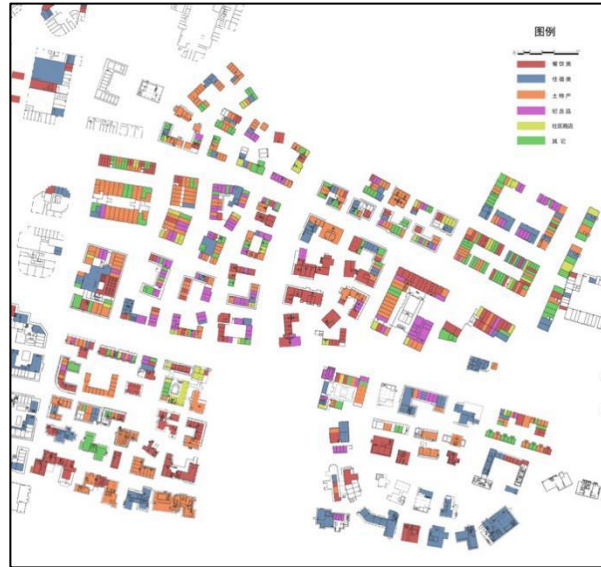


Figure 3 Distribution pattern of different business in Gaozhuang Xishuangjing

On the whole, Gaozhuang Xishuangjing's portfolio of business formats is reasonable, with a variety of business types to meet the diversified needs of tourists; there are many comprehensive shops and a variety of business categories, which can effectively improve profitability; In particular, most of the local specialty shops have similar decoration styles and similar product types, which makes the market fiercely competitive. The type of business and the number of shops are hierarchically differentiated due to location. The path of commercial distribution is likely to make the profit gap of shops in different locations increasingly wide. Therefore, it is necessary to reasonably guide tourist routes and coordinate the interests of multiple parties.

## 5 Visitor behavior and satisfaction

### 5.1 Sample information of interviewed tourists

A total of 455 questionnaires were issued for this monitoring, and 441 valid questionnaires were recovered, with an effective rate of 96.9%. The convenience sampling method is adopted. The questionnaire distribution scope includes Gaozhuang Xishuangjing, Wild Elephant Valley, Primitive Forest Park, Xishuangbanna Dai Nationality Park, Keno Village, and Jingjinglai Villages (towns) that carry out tourism activities, as well as areas without tourists activities such as Modao Port and Kunming South Railway Station.

## **5.2 Analysis of Tourist Behavior**

In terms of the channels for tourists to obtain information, compared with 2018, the introduction of relatives and friends has surpassed online channels to become the first source of information, and together they have become the most important way for tourists to obtain information. The proportion of traditional media channels such as travel agency introductions, newspapers and magazines, and television broadcasting has further declined.

In terms of tourist travel forms, most of them are self-guided tours, but we have seen a decrease from 2018. The proportion of group tours with friends or family has increased, and the number of individual group tours has continued to decrease.

In terms of tourist motivation, tourists' motivations for travelling to Xishuangbanna are mainly relaxation, cultural and food tourism, and enjoying the climate. The proportion of other tourism motivations is less than 15%, including "education goals", "business", "Visit relatives and friends", "Adventure" and so on.

In terms of tourist traffic, airplanes are still the main mode of transportation, followed by cars, long-distance buses and trains, all of which have declined in proportion from 2018.

In terms of length of stay, Xishuangbanna tourists mainly stay for 2-7 days, with day trips accounting for 4.6%, an increase from last year. More than half of tourists choose to stay in star-rated hotels, followed by family hotels and youth hotels. The proportion of accommodation types is the same as last year, and the tourism and accommodation industry market is relatively stable.

## **5.3 Tourists' perception of Xishuangbanna**

Overall, tourists' awareness of Xishuangbanna's tourism services is at a medium level, but satisfaction with most indicators has increased from last year.

In terms of scenic area services, overall tourist satisfaction is at a moderately high level. Tourists are most dissatisfied with the unreasonable ticket prices and the crowd in the scenic area, with satisfaction levels of about 60%, but both have increased from 2018.

In terms of catering services, tourists are most satisfied with the taste, variety and characteristics of catering, and have the lowest satisfaction with the reasonableness of catering prices. Compared with the 2018 data, indicators in all aspects have increased, and the level of catering services has increased.

Tourists' satisfaction with transportation services is average. The highest satisfaction

indicator is the traffic sign system (71.3%), and other indicators are lower than 70%. Compared with last year, tourists' satisfaction with all aspects of transportation services has increased.

Tourists are generally satisfied with the tourist accommodation services in Xishuangbanna, with satisfaction in all aspects exceeding 75% and an increase. The highest satisfaction index was convenience (81.4%).

In terms of shopping experience, the overall evaluation of tourists is average, but it has improved from last year. Tourists are most satisfied with the diversity and uniqueness of products (both are about 72%), but they need to pay more attention to product prices, cost performance and market order.

In terms of entertainment services, the satisfaction of various indicators is basically between 60% and 70%, and most of them have increased from 2018. Tourists are most satisfied with the safety of entertainment facilities or projects (70.6%) and least satisfied with the reasonableness of entertainment project prices (60.7%).

In terms of consulting and complaint services, tourists are most satisfied with the convenience of understanding tourist information (73.8%), an increase of 8.9% over last year. The attitudes to “providing consulting services” (68.2%) and “efficiency in handling complaints” (59.2%) are similar to last year.

#### **5.4 Overall Evaluation of Tourists on Xishuangbanna Tourism**

Most tourists are satisfied with the Xishuangbanna tour, which meets or exceeds their expectations. Compared with the data from 2015-2019, the proportion of expressing very satisfied and higher-than-expected experiences reached the highest in history. Overall, Xishuangbanna tourism development is relatively stable and there are bright spots.

#### **5.5 Tourists' Willingness to Revisit and Recommend it to friends**

On the whole, tourists have a higher willingness to revisit and recommend the area to their friends and family, and the proportion has reached the highest in the past three years. At the same time, the number of tourists who are not willing to revisit and recommend it to friends has increased, and it is necessary to explore the dissatisfaction of these tourists and solve related problems.

## 6. Conclusions and recommendations

### **(1) Railways and public transportation within the city need to be further improved to facilitate tourists' travel**

From the perspective of external accessibility, at present there is only one airport, namely, the Xishuangbanna Gasa International Airport in Xishuangbanna, the railway station is still under construction, and external traffic accessibility is low. From the perspective of the city's internal transportation, there is no public transportation in Xishuangbanna area. Therefore, most individual passengers go to attractions by car. In the future, tourism development should make great efforts to improve transportation.

### **(2) The price of tickets and entertainment activities is high. In the future, the price should be adjusted appropriately to promote tourist consumption.**

According to the survey, most tourists are not satisfied with the ticket price of Xishuangbanna tourist attractions, and they think the price is not high. In the future, Xishuangbanna Prefecture should comprehensively consider the local economic conditions, fiscal revenue, expenditures, tourist psychology and other factors to rationally set price standards for tickets and entertainment projects.

### **(3) Infrastructure needs to be strengthened, and the quality of basic services needs to be further improved**

The hot climate has caused many tourists to feel uncomfortable during the summer season. Many tourists mentioned it's "too hot", and expressed their willingness to install air-conditioning in indoor spaces such as scenic spots or shops. However, few scenic spots or shops in Xishuangbanna Prefecture have air conditioning. Secondly, the public toilets and trash cans in the scenic area are improper and inadequate. Tourists often need to walk a long distance to find public toilets or trash cans. Therefore, Xishuangbanna should further improve and optimize the infrastructure to improve the travel experience of tourists and form a good reputation to attract more tourists to travel.

### **(4) Tourism as a pillar industry in Xishuangbanna has challenges such as seasonality**

There are many factors of instability in the tourism industry itself, which make the overall economy of regions that depend on tourism unstable. First of all, the seasonality of the tourism industry is becoming more and more obvious, and the resulting tourism income

also makes the overall local economy seasonal. Secondly, affected by factors such as the regulation of the tourism market, the number of tourists in some scenic spots has fallen; at the same time, under the pressure of the possibility of declining ticket prices in the future, it will bring huge challenges to the operation and development of the scenic spots and the local economic development. Therefore, the tourist attractions should transform from a ticket economy to a diversified income structure, and the tourism product system should be transformed from relying on tourism to a leisure and holiday complex system. The innovation and upgrade and diversified development of tourism products need urgent attention.

## **Topic 1 Tropical Rainforest Products**

This topic focuses on examining tropical rain forest tourism products. Through questionnaire survey, participatory observation, interview, and online review data crawling to understand the current status, image positioning, and development prospects of tropical rain forest scenic spots.

The overall reduction in the ticket prices of tourist attractions across the country in 2018 poses challenges for the tourist attractions to get rid of the ticket economy as soon as possible and realize transformation and upgrading. Under such a policy situation, the reception volume of various tropical rainforest scenic spots in Xishuangbanna generally recovered, and the operating income for the year also increased year-on-year. According to

the interview, the increase in operating income not only benefits from the increase in the number of tourists, but also the result of the strengthening of image features and innovative product forms in various scenic spots, which in turn promotes the increase in tourists' per capita consumption. At this stage, the development of tropical rain forest scenic spots in Xishuangbanna still maintains its own characteristics and homogeneity. The nature tour and study tour are gradually becoming advantageous tourism products.

The development potential of tropical rain forest scenic areas mainly lies in unique tourism resources, mature and orderly scenic area operations, and a large number of employees. The shortcomings and challenges mainly lie in the poor quality of supporting services, the problem of homogeneity, and the reduced price of tickets. Regarding the status quo of tropical rain forest scenic products, the suggestions for this topic are as follows: reasonable use of tourism resources to achieve sustainable development; establishing the image of scenic spots and creating a new tourism business card for nature tour and study tour; maintaining the characteristics of study tour and sightseeing tourism products, and actively develop vacation tourism, explore the tourism market, implement a diversified strategic shift in products, and actively respond to the downward adjustment of tickets; realize differentiated positioning and complete the transformation of scenic spot characteristics into competitiveness.

Table 1-1 Product characteristics and product development directions of the main tropical rainforest scenic spots in Xishuangbanna

Main tropical rain forest scenic areas	Original product	Product development direction
Xishuangbanna Tropical Botanical Garden, Chinese Academy of Sciences	Rain forest trekking, multiple specialized botanical gardens,	plant kingdom, general educational projects, trekking and leisure
Wild Elephant Valley Scenic Area	High-altitude elephant walkway, rainforest sightseeing cableway, Asian elephant museum, Asian elephant performance school, tree hotel, walking path, artificial butterfly breeding park, etc.	Endangered animal conservation, parent-child experience, amusement show

		(elephant show)
Primitive Forest Park Scenic Spots	Peacock flying, Aiqiang cottage, Kowloon waterfall, large ethnic style performance, barbecue field, primitive gully rainforest, monkey garden, peacock garden	rainforest vacation, rainforest adventure, night sightseeing (evening party)

## Topic 2 Ethnic Tourism

### 1. Analysis of the status quo of ethnic tourism in Xishuangbanna

The Dai Nationality Park, Jinuo Cottage and Li Jinglai are all ethnic tourism products. The three common problems in the three scenic spots are: backward products and insufficient innovation; single income source and heavy dependence on tickets; short stays of tourists.

## **2. Community participation**

The Dai National Park, Jinuo Cottage and Li Jinglai all adopt the management model of "enterprise + farmers".

Existing problems: The scenic spots provide employment opportunities for villagers, but because the villagers are not educated, most of them are still engaged in front-line positions with low technical and knowledge content, and it is difficult to get promotions; The backward thinking of most local villagers has hindered further development. Under the dominance of scenic spots, changes in attitudes and behaviors of local communities have a negative impact on the authenticity of national culture, and meanwhile, scenic spots present authenticity to villagers. The lifestyle of ethnic minorities is difficult to regulate and manage.

Future cooperation direction: Scenic area operating companies should improve the training system, increase the number of trainings and enrich the training content, and provide more promotion channels for front-line employees, especially local villagers; under the development model of "company + farmer". Companies should strengthen the cultivation of tourism community awareness and promote community development; the development of tourism cannot be separated from the development and consumption of ethnic customs resources, and the company should increase its investment in the protection and inheritance of national culture.

## **3. Analysis of ethnic tourism market**

Summary of marketing status: The main marketing body is dominated by the enterprise and supported by the government; the target market of the marketing is mainly the domestic market, and there are few marketing strategies for the international market; the marketing investment in the marketing investment accounts for a small proportion of the investment in the operation management of the scenic spot, and the funds are very limited; marketing methods are mainly tourism exhibitions, media platform cooperation and social media.

Promotion plan: Dai nationality garden and Jinuo cottage basically maintain the existing marketing methods, with little change. The Jingjinglai Scenic Area, under the management of Bao Cui Xianglian Company, has planned some new marketing measures in cooperation with the "Perfume Lotus Rice Field Manor" rural complex project.

Suggestions for product upgrades: dig deep into the national culture and enhance the tourist experience; optimize the structure of the format and expand the participation of

residents; push for regional resource integration, industrial integration and innovation.

## **Topic 3 Border Tourism**

### **1. The status quo of border tourism development at Momo Port**

"World Famous Tourism City" further clarified the importance of port development of cross-border tourism. With the launch of the National Immigration Administration's government service platform on April 1, 2019, cross-border tourism was further developed. In 2018, Mohan received a total of 541,100 tourists, of which 30,600 were overseas tourists and 368,900 were domestic tourists. The total tourism revenue was 526 million, a year-on-year decrease of 15.02%, and the number of groups that crossed the border was 6510, a year-on-year decrease of 12.91%.

## 2. Changes in tourism construction investment

Table 3-1 New key tourism investment construction projects in 2018

project	Area of land	overview	phases and progree	Future plan
Mohammed International Health & Wellness Center	0.13 square kilometers	Adjacent to Mohammed's Management Committee, Phase I and Phase II of the project	Phase I commercial complex is completed	Investment promotion, phase II of the project in Kangyang District pending approval for staged development
China Laos Moao-Motin economic cooperation fence area	4.086 square kilometers	Molong Commerce and Trade Logistics Processing Group, Nanpo Railway Import and Export Processing Group, New Freight Corridor Attachment Area as the fence area	Basically complete the first phase of the fence protection network	Accurate planning, coordination and cooperation among transnational administrative agencies
Motin Special Economic Zone	34.3 square kilometers	located in Luang Namtha Province, Laos. The international comprehensive commercial economy and recreation and tourism center	have basically completed the construction of the international financial zone and the international residential area	Attract investment and develop the international recreation and tourism zone and green industry processing zone.

The natural tourism resources of Motuo have not changed much compared with previous years, but new tourism investment and construction projects have been added.

## 3. Summary and recommendations

Xishuangbanna should emphasize its important role in the Lancang river-Mekong subregion. Internally, it should actively promotes the joint development of ports and cities; externally, Xishuangbanna still plays the role of a talent, medical and organizational distribution center in the subregion.

Xishuangbanna should accelerate the development of border tourism and cross-border

tourism. Strengthen international exchanges and cooperation, and promote the construction of the purse seine area and the Moding Special Economic Zone; promote the construction of Moyao as a tourist destination by improving the facility system and creating tourist products.

# Topic 4 Tea Industry Development and Rural Rejuvenation in Yiwu Town

As a remote village represented by farming culture, the development model of Yiwu Town has typical significance. Therefore, this topic starts with the development of Pu'er tea industry in Yiwu Town, the achievements of urban construction and development, the mechanism of tea industry promoting rural rejuvenation, and current problems. It uses first-hand interview data and some second-hand data to analyze Yiwu Town in depth and to understand the interactive course of tea industry development and rural revitalization.

Pu'er tea industry development process: Since the Qing Dynasty, it has experienced an obvious development path of prosperity-decline-renewal.

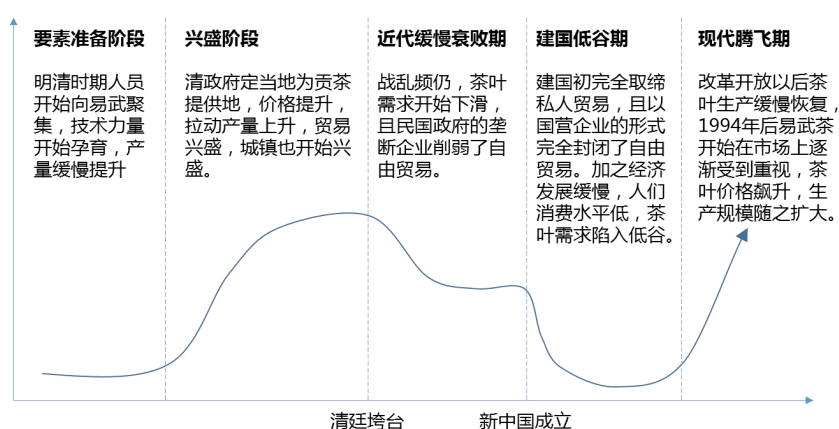


Figure 4-1 Development stage of Yiwu tea industry

(preparation stage: in the Ming and Qing dynasty, people started to aggregate in Yiwu, more sophisticated techniques started to appear and sale volume started to rise gradually; the prosperous stage: the Qing dynasty appointed Yiwu as the supplier of tribute tea, sale and prices increased, business and town gradually became prosperous. Declining stage: war-ridden, the need for tea decreased, and the government started to monopolize business, hurting the free market and other private businesses; all-time low stage: state-owned enterprises totally cut of private deals, at the same time the economy was developing rather slowly, people's need for tea decreased dramatically; revival stage: since the reform and opening up of China, tea production has resumed and Yiwu tea started to gain influence from 1994. The price rose and the scale of production also increased.)

Achievements in urban construction and development: including overall economic growth; development of agriculture and agricultural product processing industries; continuous construction and improvement of transportation, health care facilities, and other infrastructure; protection of ecology, environmental protection, culture, and people's livelihood; and promotion of retail, accommodation, catering, etc. The prosperity of the tertiary industry.

The mechanism of the tea industry to promote rural rejuvenation: (1) the diversity of the rural industry can withstand the basic impact of the external environment; (2) the presence of diversified capital will create brand value, and drives related employment, commerce, education and infrastructure development of cities and towns; (3) the diversity of rural governance, farmers have the ability to solve basic problems such as house construction and road maintenance, and the town government plays a more service-oriented role; (4) Cultural diversity, including the protection of rural land buildings, the promotion of regional culture, and the inheritance of intangible cultural heritage.

## Topic 5 Tea Tourism

This topic takes the famous tea mountain Nannuo Mountain and Dayi Manor Scenic Spot in Erhai County, Xishuangbanna as the main case, and conducts field research on the demand and supply of the local tea culture tourism market, and attempts to analyze the tea culture tourism development model from the perspective of stakeholders. Based on this, we will learn from the successful case of the combined development of tea and tourism, and explore the mode of integrated development of tea and tourism.

Erhai County Tea Culture Tourism Demand: Tourists' overall evaluation of Erhai tea cultural tourism destinations is quite different from the overall evaluation of Xishuangbanna. For tea culture tourism destinations in Erhai County, the infrastructure and transportation services scores are the lowest, indicating that infrastructure needs to be further improved; the resource characteristics score is the highest, and is higher than the overall level of Xishuangbanna, indicating that the differentiation characteristics of Erhai tourism resources are obvious and attractive.

Tea culture tourism supply in Erhai County: At present, Nannuoshan tea culture tourism projects are relatively simple. The only mature project is the visit to the tea king tree, but there are still inadequate road facilities and signage systems. Some tea farmers have not provided tea experience services. In contrast, the Tea Culture Tourism Project of Dayi Manor is more diversified. It not only opens full-view tea-horse routes, but also has facilities such as the Tea Museum and Pu'er Research and Experience Center.

Development mode of tea culture tourism in Erhai County: At present, Nannuoshan Tea Garden mainly has two modes: independent retail operation and cooperation between tea farmers and enterprises. The tea garden in Dayi Manor Scenic Spot adopts a third-party outsourcing model.

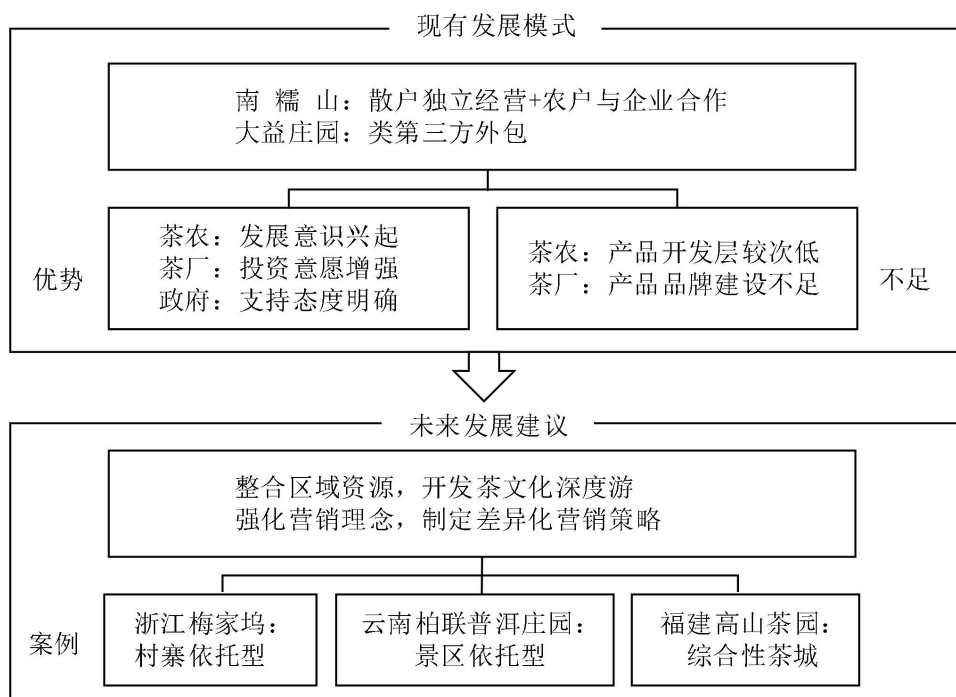


Figure 5-1 Tea culture tourism development model and suggestions in Erhai County (current development mode:

Nannuo mountain: independent retail operation and cooperation between tea farmers and enterprises; Dayi Manor Scenic Spot: a third-party outsourcing model.

Advantages: farmers: rising awareness of development; factories: increased willingness for investment; the government: public support.

Shortcomings: farmers: low product development level; factories: insufficient brand-building

Future development suggestions: Integrate regional resources and develop in-depth tea culture tourism; Strengthen marketing concepts and formulate differentiated marketing strategies

Cases: Zhejiang Meijiawu: based on village; Yunnan Bolian Pu'er Manor: based on scenic spots; Fujian Gaoshan Tea garden: a comprehensive tea city)