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2015 Monitoring Report on Yangshuo Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

July, 2015

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Acknowledgement:

People's Government of Guilin City, Guilin Tourism Development Committee, People's Government of Yangshuo County, Yangshuo County Tourism Bureau, Yulong River Scenic Area, Butterfly Spring Scenic Area, Big Banian Scenic Area, Guangweiwenhua Tourism and Culture Industry Ltd., The Ancient Tea Horse Road Scenic Area, Hideaway Scenic Area, Yangshuo County Industrial and Commercial Administration, Yangshuo County Land Resources Bureau, Yangshuo County Investment Promotion Bureau, Yangshuo County Public Security Bureau, Yangshuo County Meteorological Bureau, Yangshuo County Local Tax Bureau, Yangshuo County Environmental Protection Bureau, Yangshuo Hydroelectric Bureau, Yangshuo County Price Bureau, Yangshuo County Road Transport Bureau, Yangshuo County Culture and Sports Bureau, Yangshuo Construction and Planning Bureau, Yangshuo County Disease Control Center, Yangshuo County Employment and Service Center, Yangshuo County Literature and Arts Association, Rosewood chain stores, Yangshuo Sister Liu

International Travel Agency, Xi Tang Outdoor Sports Planning. Ltd, Secret Garden Boutique Hotel, Moondance Bout, Lisa's Hotel, West Street Foreign Language School, Snow Lion Riverside Resort, Chef Beer Fish Restaurant, Mama Moon Hotel

And all those who helped with the monitoring work.

1. Foreword

The monitoring period is from July 8 to 15th, 2015. The 18 members group includes 1 teachers, 4 PhD students, 2 masters and 11 undergraduates from Centre for Tourism Planning and Research, Sun Yat-sen University. The group has investigated West Street, and Ten Miles Gallery Scenic Resort (Butterfly Spring, Tall Banyan Tree, Julong, Moon Hill), Yu Long River, Arcadia and Xing Ping Ancient Town. The members conducted questionnaire surveys and interviews of domestic and foreign tourists, community residents, owners and employees of tourism small enterprise, with a total of 978 tourists questionnaires, including 694 of 858 domestic tourists copies are valid, accounting for 80.88%, 111 of 120 foreign tourists copies are valid, accounting for 92.5%. 410 of 450 questionnaires for the community residents are valid, accounting for 95.3%. 142 of 150 questionnaires for the employees are valid, accounting for 94.7%. 72 of 80 questionnaires for the small tourism enterprise owners are valid, accounting for 90%. In addition, the group has conducted general survey on over more than 2000 shops along the 26 primary and secondary streets in Yangshuo county, and record and analyse its commercial activities changes. The Yangshuo catering survey has also been conducted, mainly on the renowned local cuisine - Beer Fish, with 210 valid questionnaires and intensive interviews with the managers of the beer fish restaurants.



Figure 1-1 Group photo of monitoring team

While the monitoring activities are completed, the 2015 Yangshuo Sustainable Tourism Development Observatory Report has been produced by the group, based on “Indicators of

Sustainable Development for Tourism Destinations: A Guidebook”, with the on-the-spot study data, interview content, questionnaire data and comprehensive analysis of secondary information. It mainly includes seven topics about tourism and community, tourists satisfaction, health and safety, tourism planning and control, economic benefits of tourism, tourism and resources environment protection, and tourism products and services and so on.

The monitoring in 2015 is a continuation and deepening of the previous monitoring, reflecting the current key problems in the sustainable tourism development of Yangshuo, and putting forward some countermeasures, which is to provide reference in the application of relevant indicators for the UNWTO and other research institutions committed to sustainable tourism development.

2. Tourism and Community

450 questionnaires were distributed for residents from July 9th to 13th, a total of 5 days, and 410 of 430 copies collected are valid, accounting for 95.3%. The places include parks in Yangshuo county, West Street, Bilian Lane, urban markets, the war road, the gas station, and the surrounding towns and villages like Longtan ancient village, Chuanyan village, Zhudou village, Xingping town and other areas. Questionnaire consists of five parts, the overall perception of Yangshuo tourism development, the residents' perception of tourism economic impact, the residents' perception of tourism impact on local social and cultural, the residents' perception of the tourism environment and the collection of interviewees' basic personal information.

Overall, Yangshuo residents have high satisfaction on the local tourism development. The residents generally consider that the local economic development has been largely driven by Yangshuo tourism development which also has a greater positive impact on the social culture. The vast majority of residents believe that tourism development can enhance the local development and they can also benefit from it, so the local residents actively support the development of tourism in Yangshuo. Yangshuo residents affirmed that tourism could promote the economic development, and it will create more jobs, attract investment, increase consumption and improve living standards. But the residents also have strong perception that tourism development leads to commodity price rising, house price rising and other negative economic impact. The proportion of residents, who are against that tourism development could enhance the local development and they could benefit from it, is gradually growing. Residents have highly positive comments on the social culture impact of tourism, while their perception on negative impact is not obvious. They widely believe that tourism promotes cultural exchanges, so that local crafts have been developed, sense of pride has been enhanced, cultural

events and festivals have been increased. More and more people are involved to carry forward the traditional culture. Relationship between residents and tourists is relatively harmonious, and there is no obvious interest conflict with each other. In environmental terms, the residents interviewed said that the tourism development drives the air, water, noise, solid waste pollution to a serious state. But compared with the years before developing tourism, street sanitation has brought under attention and people are less dissatisfied. Meanwhile, residents have strong perception of the traffic congestion that traffic problem is serious and travel is inconvenient during tourist season. The current situation of Yangshuo tourism development is that, Yangshuo residents have intense willingness and awareness to participate in the development of local tourism, but they can still further enhance the level of participation. The residents are lack of the real right to make recommendations and decision-making right, the opinions of residents draw insufficient attention, and residents have great obstacles to obtain the policies and guidelines information from government. Analysing the typical cases of Longtan Village and Old Street of Xiping Village, the monitoring group draws the conclusion that the tourism development of Yangshuo promotes the local economy, social culture, environment and residents to participate in the tourism decision-making, based on the analysis of four aspects namely economic impact, social culture impact, environmental impact and residents to participate in decision-making.

3. Tourist Satisfaction

The assessment of the Yangshuo tourists satisfaction mainly depends on the questionnaire, including several aspects of tourism modes, tourism motivation and consumer preferences, in order to understand the structural characteristics and preferences of tourists in Yangshuo. In terms of the tourist satisfaction, questionnaire mainly includes three aspects of tourism resources evaluation, tourism service evaluation and overall tourism environment, to comprehensively measure the Yangshuo tourism indicators of tourists satisfaction. In addition, an overall rating of Yangshuo tourists travel experiences and their willingness to revisit and to recommend has been considered as an important indicator to measure the sustainable development of Yangshuo tourism.

Currently the majority of Yangshuo tourists still choose the independent travel, but the small-scale family or friends tour travel is also rising. Domestic and foreign tourists obtain the main tourist information from network and recommendation from friends and family. These two information channels is critical for Yangshuo to establish its image as a tourist destination. Therefore, it's better for publicity to consider these as the focus, to build a more renowned reputation to attract tourists. Meanwhile, the local government should enhance the publicity and publication of Yangshuo's travel information.

The three main means of transportation to Yangshuo is train, plane and bus while others also include car, boat, high-speed train and so on, which distribute the tourists in a balanced way. In Yangshuo County, transportation mainly includes car, bicycle, taxi, tour bus, walking and boat, and among which bicycle, tour bus and walking are three main means of transportation. Guesthouse, youth hotel and star are the three main accommodation, of which domestic tourists prefer guesthouse and foreign tourists are in favour of youth hotel. The star hotel in Yangshuo, where accommodation competition is quite fierce, has lost its competitive advantage. Moreover, local specialties price should be guaranteed in transparency in terms of catering, and infrastructure construction should be strengthened to provide more convenient transport services in terms of public transportation.

The current tourism spending of domestic and foreign tourists in Yangshuo is relatively low, while more concentrated in less than 1,000 yuan and most are from 500 yuan to 1000 yuan. Although the tourism spending of tourists in Yangshuo has a slight upward trend compared to previous years, the overall is still low. Meanwhile, more and more people choose independent



Figure 3-1 A foreign tourist filling questionnaire

tour and dislike the over-commercialised experiences and sales practices. They pay more attention to cost performance of travel experience. The foreigners travel here are mostly backpackers for leisure, wild adventure and hiking, which means that they will not spend too much on consumption goods other than necessities due to their motivations.

Another important limit factor is the stay time. Tourists stay in Yangshuo mostly for 1 to 3 days, which to some extent limits the tourists spending in Yangshuo. So the quality and features of tourism products should be improved, and combination marketing should be promoted based on the tourists types, to extend the tourists stay in Yangshuo through creating better travel experience.

The tourists have higher satisfaction on Yangshuo natural environment, and their travel experience most meets or exceeds their expectations. But these indicators show a downward trend compared with previous years, which warns that natural environment and human environment protection should be enhanced and sustainable development should be promoted.

4. Health and Safety

Health and safety is an important criterion to measure the sustainable development of tourist destinations. The monitoring of health and safety mainly relies on secondary materials, combined with questionnaire data and interview materials to complete. Monitoring of the primary materials includes tourists' attention, tourists and residents' perception as the main indicators. Health mainly includes catering hygiene and environmental health, and safety mainly includes the safety of tourists and local public safety. According to the survey results, the current health and safety situation in Yangshuo is above the middle level. Tourists are relatively satisfied with catering hygiene, accommodation safety and local public security. Foreign tourists have higher satisfaction than domestic tourists. Residents hold a satisfactory attitude towards local public security and health care in Yangshuo. In addition, the relevant government departments further strengthen the regulation and administration of local catering and environment, continue to improve the security situation, and create a safe travel environment.

In order to ensure food quality and tourists' dining safety, Yangshuo relevant departments have conducted a number of inspections on the local catering industry, and effectively protect the legitimate rights and interests of tourists. Sanitation monitoring operations have also been effectively conducted in Yangshuo, to carry out a full range of daily and occasional inspections in places including public areas, restaurants, farmhouses and hotels. Meanwhile, public health emergency plan has been improved and implemented and health education has been enhanced. In terms of medical disease control safety, positive and effective measures have been taken to prevent infectious diseases, and positive preventive measures have been adopted for Dengue and Ebola. Prevention work has been actively carried out to implement immunisation programs in fixed vaccination clinics, steadily promote the prevention of tuberculosis, enhance the disease prevention education for primary and secondary school students, and standardise the basic public health service management. In 2014, the number of accidents involved 11 bus cases, 7 cases that tourists were injured, 1224 cases that police were registered, which is growing compared with 2012 and 2013.

In terms of catering hygiene, domestic and foreign tourists' evaluation mainly lies in neutrality and endorsement, accounting for more than 70% of the sample. Foreign tourists have slightly higher satisfaction than domestic tourists. It is seen that Yangshuo tourism catering is above the middle level, and there is still some room for improvement and progress. In terms of accommodation security, domestic tourists' evaluation lies between neutrality and endorsement, and only about 4% of tourists disagree or strongly disagree. While foreign tourists are mainly concentrated in the strong endorsement and endorsement and tourists' accommodation satisfaction is higher than catering hygiene. The overall accommodation condition in Yangshuo is good, and foreign tourists hold higher satisfaction. In terms of the

security, domestic and foreign tourists generally stay above neutrality, while domestic tourists have higher satisfaction than foreign tourists, and only 7% of tourists do not agree. This suggests that domestic and foreign tourists are generally satisfied with security in Yangshuo, and it is widely recognised that "Yangshuo is a safe tourist destination." For the statement that "Tourism increases the number of crime", more than 70 percent of residents stays in neutrality, disagreement or strongly disagreement, which means that the number of crime is greatly reduced in Yangshuo, and the security has been improved. However, there are still about 30 percent of residents feeling that the crime rate has increased. Therefore the government has further promotes the campaigns for the security, to ensure the personal and property safety of residents. Tourists agree that the medical environment in Yangshuo is better.

5. Tourism Planning and Control

The tourism planning and control in the monitoring of Yangshuo sustainable tourism development includes the following three aspects: tourism traffic planning and control, tourism resources planning and control, and utilisation of tourism land. In terms of tourism traffic planning and control, the increasing number of tourists every year put greater pressure on Yangshuo traffic, and raise a higher standard for roads and traffic stations. In recent years the construction of new roads and traffic stations to some extent release the pressure of increasing tourists, but it does not fully respond to the needs of a large number of tourists. Standards of roads and traffic stations should be further improved, and transportation demands of foreign tourists should be brought into consideration, especially for the traffic sign system. For Yangshuo external transportation construction, it's obvious that the railway will gradually replace the coach. Since train will gradually replace coach, and the proportion of self-driving tour remains at a lower level, to improve the highway system can be maintained at a stable level in Yangshuo external traffic. The internal transportation construction should consider the demand of tourists. Since tourism of Yangshuo has stepped into the stage of mass tourism, taking the demand of mass tourists into account, especially the group inclusive tourists, Yangshuo County government should not only solve the problems of bicycle path planning and traders occupying sidewalk, but also further improve the internal road system.

The unique natural tourism resources is currently the core attraction in Yangshuo tourism development, which should not be destructed or over-exploited. As for different demands for domestic and foreign tourists, cultural customs should be developed for domestic tourists and original community should be preserved for foreign tourists, focusing on the development of community tourism. With continuous increase of tourists every year, other attractions can not share the burden of tourists with West Street and the Li River rafting , and it is overcrowded in

some attractions. Thus government should control the number of tourists in some overcrowded attractions, maintain the local facilities and prevent some crisis events.

With the general idea of tourism development in spatial planning, the use of land varies from their own characteristics and development direction of tourist towns and villages. Throughout the land use allocation of Yangshuo County, land of scenic and natural and cultural protection occupies the highest proportion, and the direction of their land use is to guarantee the urban development, the construction of infrastructure and tourism service facilities. The local economy benefits from the rapid development of tourism, and more and more land has been converted to tourist sites, which may cause the destruction of the local ecological environment and the unbalanced development. Due to the scarcity of land, Yangshuo government should strictly enforce the planning of land use. The tourism planning and control of Yangshuo must be in accordance with its own actual situation. Practical plan should be carried out with the vision of development, and the implementation of plans should be strictly controlled and required. The function transition of land and use of land are the basis for sustainable development of tourist destinations. In the planning and control process, tourism traffic, tourism resource endowments, use of land and urban landscape architectural style and other factors should all be combined, with avoiding disadvantages and controlling the impact of negative factors in the plan to ensure its scientific nature and rationality, to build a solid foundation for the tourism development of Yangshuo.

6. Economic Benefits of Tourism

The comprehensive analysis of Yangshuo tourism economic benefits mainly relies on questionnaire data, interviews and other primary sources, government report documents related to the tourism economic impact of Yangshuo, news reports and other secondary data, from the perspective of government, residents, businesses, tourists and others, and refers to economic indicators as part of the monitoring system from “Indicators of Sustainable Development for Tourism Destinations: A Guidebook” by UNWTO. The analysis includes the following seven major aspects: tourism revenues, the contribution of tourism to GDP and finance, the impact of tourism on industrial structure, the impact of tourism on the commercial development of Yangshuo, impact of tourism on social employment, the impact of tourism on Yangshuo investment environment and tourism seasonality.

With the comprehensive analysis, the economic benefits of Yangshuo tourism demonstrates the following five major trends.

Firstly, tourism has effectively promoted the overall economic development of Yangshuo. In recent years, Yangshuo tourism market has developed in a stable way, and the number and structure of tourists has been continuously evolved and optimised; the growing number of tourists to stay overnights and more days contributes much to the economy and the local fiscal revenue is increasing year by year; tourism has driven the development of agriculture, commerce, crafts and other related industries; tourism has created more employment training and opportunities for local residents; local investment has been promoted. Yangshuo is gradually becoming an independent tourist destination and a tourist hub, to promote the rapid development of the local economy.

Secondly, the effect of tourism on industrial leading and restructuring is obvious. Although the base of secondary industry of Yangshuo is poor and limited, the secondary industry is continuously growing from 2008 to 2014 with the development of tourism, and the proportion of primary industry is gradually declining. In the Twelfth Five-Year Plan of Yangshuo, the government is expected to optimise the industrial structure to 18.0: 31.8: 50.2 by 2016, so that the industry structure is more reasonable and the service industry will become the dominant industry in Yangshuo.

Thirdly, the tourism continues to strengthen the boost of investment. By the first half of 2015, Yangshuo County has implemented 10 investment projects, mainly in the tourism product and infrastructure construction. The capital reaches 4.571 billion yuan, and most of the investment projects start between 2014 and 2015. From investment amount and types, high-end projects will be the major investment in Yangshuo the next few years, and future tourism development in Yangshuo aims at fine and high-end market positioning.

Fourthly, Yangshuo tourism business is conducting its structural adjustment. The data of store changes from 2013 to 2015 indicates that tourism business of Yangshuo is self-restructuring in the constantly changing policy and economic situation; and among six categories of shops which are closely related to tourists (hotels, restaurants, western restaurants, bars, tourism souvenirs, tourism consulting services), only the proportion of restaurants and tourism consulting services has increased, while the others witness a small decline, which indicates that commercial tourism of Yangshuo changes with self-restructuring according to the specific demands of tourists.

Fifthly, the operating pressure for business owners increases, and small tourism business operates in diversified manners. With rising of rents, wages and other operating expenses, some small tourism enterprises in Yangshuo are facing difficulties, and the specific performances include low operation stability and shorter survival period. Therefore, many small businesses begin to develop in diversified manners. Despite the opinion that the West Street is too

commercialised and less attractive to tourists, business owners still have confidence in the tourism development of Yangshuo in a general way. Small business employees have an overall higher satisfaction on their jobs, but they think that wages should be increased.

7. Tourism and Resource Environment Protection

The comprehensive analysis of Yangshuo tourism and resources environment protection mainly relies on questionnaire data, interviews and government report documents and news reports related to tourism resources and environment protection of Yangshuo, from the perspective of government, residents and tourists. The analysis includes six major aspects of atmospheric environment, water resources utilisation and water environment protection, noise environment, solid waste, tourism on landscape and visual images, energy management.

Overall, the tourism resources and environment protection of Yangshuo County is in a fairly good condition, but it still needs more attention from the government.

Firstly, government perform well on protecting the environment and resources. The five special operations on ecological environment of upstream region of Li River have been further promoted by the government, and specific systems and initiatives on waste treatment, ecological management, illegal construction and other aspects have been introduced, which has achieved certain results especially in the maintenance of the cultural landscape. Powerful means have been taken to restrict the constructions and to maintain the cultural landscape, so that most residents do not believe that hotels and other tourist facilities destroy the beauty of the landscape, while more than half of both domestic and foreign tourists agree that cultural attractions have been properly maintained.

Secondly, residents and tourists hold obviously different views on the evaluation of air and water environment. Nearly 60 percent of residents believe that tourism development influence the air and water quality in Yangshuo, but a considerable part of residents does not think this is the cause of tourism development. However, domestic tourists agree that air and water quality in Yangshuo is fairly good, accounting for 74.7% and 66.8% respectively. The reason may be that local residents see the changes of the water and air quality, while the tourists know little about the changes. The only reference for the tourists is the air and water quality from their source places, so they are generally optimistic and satisfied with environment in Yangshuo. In addition, the evaluation from the foreign tourists on air and water quality is slightly lower, probably because of their different reference.

Thirdly, noise pollution has been improved, but still needs continuous improvement. 63.8%

of residents believe that the noise pollution is caused by tourism. And 35% of foreign tourists thinks that the noise is too loud, especially living near to the West Street. The shouts from vendors, radios and noise from the bars in the West Street influence their lives and visits. Noise not only disturb the surrounding residents and tourists to rest, but also lower the tourists satisfaction, which is against the development of West Street. Therefore the sources of noise should be strictly controlled.

Fourthly, the top priority is to clean up the solid waste, and it is difficult to keep the scenic spots clean. With the growing population and the flushing of tourists, the waste produced from daily life and tourism activities make Yangshuo and many large cities the same, facing with the crisis of "besieged by garage". In this regard, the government has formulated corresponding measures to tackle with it. The cleaning work has always been a worry for most scenic spots managers. The rising number of tourists is challenging the capacity of scenic spots and management abilities of operators. Additional number of cleaning staff is required, while the resorts also need to actively carry out publicity to all tourists.

Fifthly, the government is improving the energy infrastructure construction, meanwhile the enterprises also need to strengthen their energy management. A few years ago, Yangshuo county government invested the project to optimise the rural power grids, and to promote the tourism enterprises to use clean energy and to encourage energy-saving measures. But it has been restricted because of the fund and publicity. The energy-saving measures have not been deeply implemented, and less attention were focused on the importance of energy conservation by the enterprises.

8. Tourism Products and Services

"Tourism products and services" mainly relies on questionnaires, interviews and observations to investigate the development of tourism products and services in Yangshuo, the supplementary data and evidence also include secondary information from the local administrative departments. Through tourists questionnaire, the main motivations, itineraries and other information of the tourists to Yangshuo have been collected to monitor the demand characteristics of tourism market in Yangshuo; by observing the recording, survey on the supply condition of accommodations, facilities and other tourism necessities in Yangshuo, draws a clearer understanding of the ability to provide tourism services and future tourism development potential. This chapter includes the expected tourism products from tourists, choice of tourism products, scope of tourism services, the destination image / tourists response to tourism products.

After analysis, supply and demand of tourism products and services in Yangshuo presents four characteristics.

Firstly, sightseeing is still the main tourism purpose. The tourists consumption is expected mainly on natural sightseeing, leisure and other related products and the expectation of domestic and foreign tourists generally remain consistent. The tourism motivation of part of the group is diversified, and domestic and foreign tourists have some differences in motivation. The diversity of tourism products and services in Yangshuo still hold much room for improvement, such as exploration, rock climbing, photography, and other tourism products as the point to explore new tourist motivation.

Secondly, iconic products are attractive and specialty commodities are more popular. The store types and travel itineraries and others are fairly complete, to better satisfy the demands of domestic and foreign tourists. Domestic and foreign tourists have little differences on the choice of must-go attractions, while West Street, Li River rafting, Yulong River are still the most attractive and iconic tourism products. But for the choices of other attractions, domestic group tourists more like to choose artificially built public areas (such as Tall Banyan Tree), while the foreign tourists prefer to enjoy the natural scenery of Yangshuo, local culture, and more interests in sports and adventure attraction. In terms of shops, shops with local features are more attractive and foreign tourists are more in favour of Chinese restaurants. For both domestic and foreign tourists, the handicrafts with cultural characteristics and specialty food are always their first choice as a souvenir or gift.

Thirdly, the service facility areas are more concentrated, and the central area undertakes too much pressure. Service facilities in Yangshuo county are varied and complete, which can largely meet the demands of tourists and residents. However, its regional distribution is not reasonable. On one hand, shops are concentrated in the highly commercialised regions and regions with overcrowded tourists, which has brought enormous pressure to the local traffic and security management; on the other hand, in a residential areas as well as the districts mixed with tourists and residents, there is only a limited number of shops, which is less attractive to tourists and is not able to distribute the total number of tourists in a balanced way.

Fourthly, information dissemination is based on the network and reputation. The tourism image that “Guilin landscape is the best in the world, while Yangshuo landscape is even better” is quite impressive. Currently, the recommendation of Yangshuo resort is mainly based on its reputation, while network communication is also becoming an important way to promote the image. As for the information collection, domestic tourists need to obtain the scenic spots introduction, accommodation and such basic travel information, while foreign tourists pay more attention to local tourism resources and cultural information.

9. Conclusion

Through the comprehensive analysis, the following key learnings have emerged:

Firstly, the community residents hold overall positive evaluation on the tourism development, while negative perception still exists. Most residents have high satisfaction with local tourism development and believe that tourism is beneficial to local development and they can also benefit from it. Residents appreciate the positive impacts on job opportunities and investment prospects created by tourism, and on social culture including improvement of local infrastructure and conservation of traditional culture. However, residents still have strong negative perception on environment protection even if the government has undertaken some measures to improve the eco-environment and living environment.

Secondly, community residents have high tourism participation awareness but their actual participation is still low. Yangshuo residents have high awareness to participate, mainly in tourism operation and tourism development decision-making, which could be easily seen from both questionnaire data and random interviews. Although residents have higher enthusiasm, most of them are lack of ability and lack of rights to make recommendations or participate in the decision-making process. On one hand, government and resort managers should further broaden the channels for residents to participate in, and protect the residents' right to know; on the other hand, residents also need to constantly enhance their own personal abilities and decision-making ability to participate.

Thirdly, travel forms of domestic and foreign tourists have transformed, and the travel demand between domestic and foreign tourists is obviously different. Market characteristic of



Figure 8-1 Yangshuo Hideway Scenic Area

domestic and foreign tourists in Yangshuo is changing, lying on the continuing increase of small-scale family or friends tour and decline of independent travel tourists. In addition, tourists tend to be more dependent on the Internet for travel information and the low-end economy hotel is still the main choice for tourists' accommodation. Differences between domestic and foreign

tourists lie in Yangshuo tourism products, services and facilities. Domestic tourists prefer scenic spots with more artificial constructions, while foreign tourists tend to natural attractions; Chinese restaurants and health clubs are more attractive to foreign tourists, while arts and crafts attract more domestic tourists; domestic tourists are more willing to buy arts and crafts, specialty food and ethnic costumes, while foreign tourists are for specialty food, arts and crafts and daily necessities; domestic tourists stay shorter than foreign tourists.

Fourthly, health and safety are in a better state, but tourism traffic safety should be taken into consideration. The current health and safety condition in Yangshuo is fairly good. In terms of catering hygiene, satisfaction of foreign tourists is slightly higher than domestic tourists influenced by their lifestyle and cultural context. In accommodation, tourists can guarantee their basic personal and property safety despite of varying quality of the current Yangshuo guesthouses and youth hostels. In addition, local security and medical environment has been improved with development of tourism and enhancement of Yangshuo's image as a tourism destination. However, the traffic accident in 2014 is growing compared with the number of previous years, which means that tourism traffic safety should be taken into more concern in the future.

Fifthly, some attractions are overcrowded, while the disorderly growth of tourism land should be avoided. The current number of tourists is not evenly distributed in attractions of Yangshuo. West Street and Li River rafting, as the most central tourist attractions, has attracted the majority of tourists, while other spots of Yangshuo can not share any tourists with West Street and Li River. It is not an effective means to solve this problem by developing a number of low-quality, low-cost and similar small scenic spots in the surrounding counties. The small spots are impossible to continuously attract tourists, which contrarily lead to the disorderly growth of tourism land and irreversible damage to the local natural environment.

Sixthly, implementation of tourism traffic planning should be enhanced according to travel features of foreign tourists. As new roads continuing to be built and sign systems (especially for the cyclists) lagging behind, the satisfaction of most tourists to Yangshuo traffic sign system is declining. Although new roads and traffic stations have been built to ease the traffic pressure in recent years to some extent, it could not respond to the need of a large number of tourists. The crowded county centre and intense traffic pressure is challenging the management capabilities of local government. Therefore, Yangshuo County Development and Planning should include raising the standard of building roads and traffic stations, and focusing on the travel needs of foreign tourists.

Seventhly, tourism has growing widespread effects on Yangshuo's economic development, and the industrial structure is being adjusted. Tourism has an extremely important role in

economic development in Yangshuo, and promotes the comprehensive development of the social economy. Yangshuo tourism investment mainly lies in the hotel industry, agricultural development level, which means that the investment account and mode are in favour of high-end consumer level. Tourism has particularly evident function to promote commercial development and the number of tourism-related stores is growing compared with last year. And eco-tourism, as tertiary industry, can drive the agriculture of Yangshuo in the direction to characteristic agriculture to some extent. Meanwhile, fund and technology improvement has greatly enhanced the production efficiency of the first industry.

Eighthly, overall satisfaction of tourism business owners and employees is high, and the function of commercial shops is transforming. The current overall satisfaction of employees and owners of Yangshuo small tourism businesses is fairly high, especially on the living and working environment. Despite the evident growth in the number of small businesses, the growing rental expenses and declining tourist consumption affect the stable operation of business owners. Employees are more concerned about wages. In recent years, the owners and employees work for the purpose of making a living, which seems "rational" but actually a kind of investment decision following the trend. It not only drives Yangshuo increasingly commercialised, but also has negative impact on investors and employees. In addition, it is mainly manifested in the transformation of the customers of the commercial shops in Yangshuo from residents to tourists, and of the function from shopping and entertainment to catering and accommodation. It is closely related to the change of tourists and market independent adjustment.

Ninthly, environmental governance and the awareness of energy conservation should be enhanced, and solid waste and noise pollution should be controlled. Tourism Resources and Environmental Protection of Yangshuo County is generally good, but the relevant index is declining compared with previous years. Government introduces relevant policies and programs on the environment protection and landscape style, which has made some achievements. Noise has affected the lives of residents and tourists, especially in the West Street. In terms of solid waste, the rising number of tourists each year to Yangshuo brings intense pressure to the ecological environment and attractions management. Enterprises pay less attention to the energy conservation and emission reduction due to the limit of fund and publicity, so the energy-saving measures are not well implemented.

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July, 2015

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Acknowledgement:

Huangshan Municipal People's Government, Huangshan Tourism Committee, Management Committee of Huangshan Scenic Area

And all those who helped with the monitoring work.

1. Foreword

1.1 Background

Mt. Huangshan is an outstanding representative of mountain-type tourist destination in China. As a tourist destination integrated with many domestic and foreign credits, including first batch of top ten scenic zones in China, World Cultural and Natural Heritage, and World Geological Park, sustainable tourism development in Mt. Huangshan draws the attention of China and the world. On February 26, 2008, the World Tourism Organization and United Nations Educational, Scientific, and Cultural Organization formally established Mt. Huangshan observatory for WTO sustainable tourism destination and (Huangshan) observation area for sustainable tourism development of World Heritage Sites. The purpose is to explore a development pattern that maximizes tourism economy and community benefits and minimizes negative environmental impacts at world heritage sites by long-term monitoring various indicators such as tourist perception and satisfaction and tourism's impact on communities and by collecting a variety of indicators on the sustainable tourism development of Mt. Huangshan. On May 30, 2011, Mt. Huangshan scenic spot Administrative Committee formally signed a cooperation agreement regarding the construction of monitoring center with Sun Yat-Sen University and joined technology assessment system of GOST project under UNWTO. With great support and active cooperation of Mt. Huangshan scenic spot Administrative Committee, Sun Yat-Sen University sent a monitoring group to conduct field surveys in Huangshan from June 30 to July 7 in 2014. Through a comprehensive survey of environmental, social and economic impacts of Huangshan tourism development, its management experience of sustainable tourism development can hopefully be summarized and promoted around the globe.

1.2 Monitoring process

This project monitors the scope of the overall planed Huangshan scenic spot (2006) and its buffer, specifically including the Huangshan scenic spot of 160.6 km² and the surrounding five towns and one farm (Tangkou, Tanjiaqiao, Sankou, Gengcheng and Jiaocun Towns and Yanghu Forest Farm in Huangshan District, with a total administrative area of about 490 km²).

Based on the summary of the monitoring results in the past rounds, from July 10 to July 19 in 2015, the monitoring group, composed of one professor from Center for Tourism Planning Research of Sun Yat-Sen University (hereafter referred to as the “CTPR”), one doctoral student, one post-graduate students and 4 undergraduate students, through questionnaires, field surveys and interviews, completed the following studies: 1) Evaluation of Mt. Huangshan tourism and protection of resources and environment; 2) Environmental, social and economic impacts of tourism in Mt. Huangshan on the five towns in buffer zone; 3) Mt. Huangshan tourism

satisfaction of residents in the five towns of buffer zone; 4) Perception and satisfaction of tourists, and the following monitoring reports: 5) Investigation of garbage disposal system in the scenic spot and Tangkou Town. 6) Tourists' education interpretation system in the scenic spot. In this survey, 329 questionnaires were sent to the tourists and 384 effective ones were sent to the community. Residents in the buffer zone, tourism employees, small-business owners, retirees and migrant workers were interviewed in various forms and a large amount of second-hand data was collected through interviews with relevant government departments.

1.3 1.3 Monitoring indicators

Based on the monitoring experience from the first to the fourth rounds, basic indicators for sustainable tourism development of Huangshan scenic spot have been developed, combined with UNWTO's indicators and methods, and "the General Plan of Huangshan scenic spot" and the reality of the development of Huangshan scenic spot, specially as shown in Table 1-1.

Table 1-1 Summary of key topics and basic indicators of sustainable tourism development monitoring of Huangshan scenic spot

	Key topics	Basic monitoring indicators	Regular monitoring	Regular monitoring
Tourism and protection of resources and environment	Biodiversity conservation	1. Number of national key species	Yes	5 years
		2. Endangered species and quantities	No	5 years
		3. Quantity, distribution and degree of protection of famous ancient trees	Yes	5 years
		4. Forest coverage	Yes	5 years
		5. Cooperative scientific research projects on resource conservation, tasks, cooperative agencies, duration	No	1 year
		6. Additional protection measures	No	2 years
	Conservation of cultural	7. Quantities of cliff stone inscriptions and cultural relics, and protection	Yes	5 years
		8. Funds used for cultural relic	No	1 year

	Key topics	Basic monitoring indicators	Regular monitoring	Regular monitoring
	resources	protection (restoration, protection and maintenance), and proportion thereof		
		9. Additional policies and protection measures	No	5 years
	Tourist diversion	10. Proportions of entering tourists at different gates	Yes	1 year
	Aquatic environment	11. Conformance to standard of surface water quality	Yes	1 year
		12. Conformance to standard of drinking water quality	Yes	1 year
		13. Annual domestic sewage treatment capacity and peak daily treatment capacity in season	Yes	1 year
	Acoustic environment	14. Conformance to standard of domestic and traffic noise	Yes	1 year
	Atmospheric environment	15. Conformance to standard of air quality	Yes	1 year
	Solid waste	16. Annual output of solid waste	Yes	1 year
		17. Methods of waste disposal	Yes	5 years
		18. Proportion of recycled waste to total waste	Yes	1 year
	Reputation of main attractions	19. Reputation of main attractions	No	3 years
	Construction area of reserves	20. Construction area and concentration in reserves	Yes	3 years
Tourism and community	Tourism development	1. Community's population (locals and non-locals)	Yes	3 years
		2. Number of attractions	Yes	1 year
		3. Number of accommodation facilities	Yes	1 year

	Key topics	Basic monitoring indicators	Regular monitoring	Regular monitoring
		4. Number of tourists received	Yes	1 year
		5. Overall impact of tourism on local communities	No	2 years
	Residents' attitude and perception of impacts	6. Overall attitude of residents towards tourism development (questionnaire)	No	1 year
		7. Residents' perception of economic, social and cultural impacts of tourism	No	1 year
	Community's participation and awareness	8. Percentage (quantity) of community residents doing tourism-related jobs and main types	No	1 year
		9. Community residents' perception of their participation in tourism	No	1 year
		10. Community residents' perception of the concept of “sustainable tourism development”	No	1 year
		11. Issues on tourism development concerned by community residents	No	1 year
	Business partners' satisfaction	12. Satisfaction of tour guides and travel agencies	No	1 year
	Tourist perception and satisfaction	1. Tourist satisfaction degree on sources, services, overall environment and other aspects in Mt. Huangshan	No	1 year
		2. tourist overall satisfaction	No	1 year
		3. Tourist perception of whether the tourist experience is as expected	No	1 year
		4. tourist revisit rate and recommendation intention	No	1 year

	Key topics	Basic monitoring indicators	Regular monitoring	Regular monitoring
		5. Tourist complaint rate in the Huangshan scenic spot	Yes	1 year
	Tourist safety	6. Incidence of tourist accidents	Yes	1 year
		7. Tourist perception of safety in Mt. Huangshan	No	1 year
	Tourist education	8. Proportion of tourists participating in interpretive and educational programs held in Huangshan scenic spot	No	1 year
Economic impacts of tourism	Tourism revenue	1. Total number of tourists received by the Huangshan scenic spot	Yes	1 year
		2. Tourism statistics (gross tourism revenue, number of beds, number of tourists staying overnight, per capita spending, etc.)	Yes	1 year
		3. Number of tourists received by surrounding low-altitude attractions	Yes	1 year
		4. Tourism statistics of surrounding low-altitude attractions	Yes	1 year
	Tourism seasonality	5. Ratio of tourists in busy months to slack months	No	1 year
	Tourism and employment	6. Job opportunities created by tourism	No	1 year
		7. Satisfaction of tourism employees	No	2 years
	Tourism's role in driving economy	(specialized research)	No	3 years
Organization and management	Achievements and social recognition	Recognition in the industry and society	No	3 years

	Key topics	Basic monitoring indicators	Regular monitoring	Regular monitoring
	on organization and management			

2. Tourism and Protection of Resources and Environment

2.1 Evaluation of biodiversity conservation

According to the monitoring data, there are 456 species of vertebrates and 1,405 species of plants in Mt. Huangshan, including 60 families, 240 species of bryophytes (a little more than one third of the superfamily in China); 21 families, 110 species of ferns; 6 families, 14 species of gymnosperms and 130 families, about 1300 species of angiosperms. Among them, 28 species of animals and 37 species of plants are under State key protection. It proves that biodiversity in Mt. Huangshan area is of great importance to the globe.

In 2014, set up by the Nanjing Environmental Science Institute of Environmental Protection Ministry, the management committee of Mt. Huangshan and Nanjing Forestry University, the Research Base of Biodiversity in Huangshan was established and protection measures were taken, including general investigation of the forestry pest, propaganda of the International Day for Biological Diversity on May 22, remote detection of wildlife by infrared camera. Biodiversity conservation of Huangshan is approved by International and domestic. In 2014, based on the protection measure of sealing and alternative open, Huangshan was selected as a typical case in the Fifth National Report on China's Performance of "Convention on biological diversity" and became one of the first six nature reserves included in the green list of IUCN.



Figure 2-1 Huangshan alpine meadow

2.2 Evaluation of cultural resources

According to general survey data of cultural relics, there are more than 300 Cliffside inscriptions left in Huangshan and there are 148 remnants of ancient structures including ancient

roads, stone bridges, old temples, ancient pavilions and ancient tombs.

In 2014, field surveys were conducted on 4 ancient roads, 6 old houses, 1 ancient fortress, 5 ancient pavilions, 12 old bridges, 2 ancient springs, 1 old cave portal, 3 ancient tombstones and some of the Cliffside inscriptions. Historical records of some cultural relics and Cliffside inscriptions are complemented. Impurity-clearing protection were conducted on the Two Dragon Bridge (North Bridge) constructed during Chenghua Period of Qing Dynasty (1465-1487) and The completion of the project design of renovation of the East and West wings of Mercy Light Pavilion is entrusted to a professional and qualified unit. The whole year's expenditures for the cultural relic preservation is 3.69 million Yuan accounting for 5.83% of the heritage conservation fund.



Figure 2-2 Huangshan CiGuang Pavilion

2.3 Environmental protection indicator monitoring

The monitoring data in this round suggests that all environmental indicators of Huangshan keep in a good level. As for the aquatic environment, surface water and the four major Reservoir, Wuliqiao Reservoir, Yungu Reservoir, Tianhai Reservoir and Xihai Reservoir were monitored for four times in 2014, the water quality of which achieved attainment rate of 100%. In terms of domestic sewage, 13 sewage treatment facilities have been built in the scenic spot, with a yearly treatment of domestic sewage of 700,000 tons, which have realized automatic control and 24-hour video monitoring. When it comes to the acoustic environment, the monitoring result shows that noise in the Huangshan Scenic Spot comes from hotels, restaurants, stores, cultural and recreational facilities, residents' living and vehicle running, which can be divided into domestic and traffic noise. As for the atmospheric environment, statistics suggest that main monitoring indicators of the ambient air quality in Mt. Huangshan Scenic Spot are better than the national Class I standard.

2.4 Solid waste disposal

Based on the statistical data in this round, solid waste in the scenic spot is primarily domestic waste, with an output of 4,000-4,500 tons in 2014. Solid waste can be classified into recyclable waste (e.g. glass), open waste (e.g. peels) and non-recyclable waste. Among them,

recyclable waste accounts for 20% of the total waste, while open waste accounts for 40% and non-recyclable waste accounts for 40%. The practice of solid waste disposal in Huangshan scenic spot has demonstrative effect on other scenic spots in China and the waste disposal of Huangshan is introduced in the following special study in detail.

3. Tourism and Community

3.1 Basic information of community tourism questionnaire survey

Residents in the five towns of the buffer zone were monitored in this round, with questionnaires as the main form of investigation and interviews as the secondary one. From July 10 to July 19, 382 effective community questionnaires were collected, including 80 from Tangkou Town, 74 from Jiaocun Town, 73 from Jincheng Town, 77 from Sankou Town and 74 from Tanjia Town. Community questionnaires of the sustainable development of Mt. Huangshan tourism involve the impact of Mt. Huangshan tourism development on the economy, society, culture and environment as well as residents' attitudes, and mainly distributed to villagers of administrative villages with relatively high level of tourism development and where town governments are located. Likert 5-grade Scale is used in the design of these questionnaires. Besides, monitors have interviewed some residents in the community while sending out questionnaires.

3.2 Statistics of community demographics questionnaire

Table 3-1 Demographic characteristics of residents' attitudes and perceptions Survey in Huangshan scenic spot

Alteration	Category	Number	Percentage
Gender	Male	108	47.1
	Female	202	52.9
Age	Under 15	7	1.8
	15 to 24	54	14.2
	25 to 44	197	51.8
	45 to 60	97	25.5
	Over 60	22	5.8
Educational Background	Lower secondary education or less	25	6.6

Alteration	Category	Number	Percentage
	Senior High School or vocational secondary school	162	42.9
	Junior College	105	27.8
	Bachelor Degree	83	22.0
	Above	3	0.80
Dwelling Time in the Region	Less than 1 Year	13	3.4
	1 Year to 3 Years	15	4.0
	4 to 6 Years	22	5.8
	7 to 10 Years	17	4.5
	More than 10 Years	302	79.9

3.3 Residents' attitudes and perceptions in the buffer zone

3.3.1 General attitude of residents

From the overall indicators, 69.6% of residents agree or strongly agree that Mt. Huangshan Scenic Spot has contributed a lot to local development and the average value of this indicator is 4.03. According to the data collected in the five-grade scale, the average value of this indicator is 3.74, suggesting that residents in buffer zone by and large recognize the positive impacts of Mt. Huangshan Scenic Spot on local development. According to the data collected from different regions, Tangkou Town has the highest level of agreement on the contribution by Huangshan Scenic Spot, while Tanjiaqiao Town has the lowest. 64.8% of residents are very pleased with the tourism development of Mt. Huangshan and the average value of this indicator is 3.57, suggesting that residents in buffer zone by and large are pleased with Huangshan's current development but their satisfaction is not high. Among them, Jiaocun and Tangkou are the least satisfied, with the indicator of 3.37 and 3.47 respectively. The data indicates that Huangshan tourism promotes the development of the five towns in buffer zone, with 89.8% of community residents longing for tourism development and 91.6% saying that they will continue to support the development of Huangshan tourism.

3.3.2 Residents' perceptions of economic, social, cultural and environmental impacts of tourism

(1) As for the economic impact, 88.4% of community residents agree the promotion of tourism to local economic development and 72.6% of residents hold that tourism development also brings about more job opportunities. At the same time, 63.9% believe that the tourism development results in the rising prices and 59.6% think that widened gap between the rich and the poor have emerged.

(2) In terms of the social impact, 82.9% of residents agree that tourism development has improved roads, hydropower and other facilities, 83.2% think it also leads to demolition of old houses and increased new buildings and 51.7% of residents agree that tourism makes traffic heavier. Residents' satisfaction of medical conditions and education are comparatively low.

(3) When it comes to the cultural impact, 73.3% of villagers agree or strongly agree that tourists and migrant workers contribute to cultural exchanges between the local and outside. 64.4% of residents agree that tourism development has increased festival activities and enriched their life and only 33.3% of residents think that tourism development leads to damage and oblivion of local folklore and culture.

(4) The negative impact of Mt. Huangshan tourism on the environment of the five towns in buffer zone is mainly reflected in increasing garbage and water pollution. 76.9% of residents believe that tourism development brings more garbage and 55.4% of people consider that local water is contaminated. 52.5% of residents agree that tourism development causes more noise, while 38.5% of residents believe that the air is polluted, which accounts for the less. Besides, 70.6% of residents believe that the establishment of natural reserves in the surroundings plays a significant role in environmental education and biodiversity conservation and 65.3% say that the killing of protected animals or hewing of protected plants are markedly reduced at present.

3.3.3 Residents' perceptions of tourism involvement

Among the community residents, 72.6% of them express their willingness to engage in tourism-related jobs. 75.1% are willing to take the initiative to give some advice for the development of Huangshan Scenic Spot, but only 33.1% say that the scenic spot will listen to views from community residents when making a decision. The data indicates that most residents of the five towns in buffer zone are willing to offer their ideas and energy for the development of Mt. Huangshan tourism, but the scenic spot seldom solicit views from community residents when making a decision.

3.3.4 Daily life of community residents

60.2% of residents are satisfied with the living environment, but prices and employment are the greatest facing difficulties for residents of the five towns in buffer zone, respectively

accounting for 33.9% and 26.8%. In addition, 23.9% are dissatisfied with the medical treatment at present. The data shows that the residents are highly satisfied with their living environment, but the development of tourism also leads to rising prices and increasing employment pressure. Moreover, medical treatment isn't improved with the development of the scenic spot, which leads to residents' dissatisfaction.

3.4 Summary

The spatial distribution of satisfaction degree of residents in buffer zone of Huangshan with Huangshan development doesn't match exactly with that of affection degree of Tourism. As the West Gate of Huangshan, Jiaocun doesn't developed well and tourists seldom climb mountains from that gate, which leads to residents' limited profit and low satisfaction of the tourism development. Meanwhile, with tourism development and the influx of tourists, Tangkou Town, as tourists' main entrance of mountain-climbing, is facing many problems including polarization between the rich and the poor, rising price and environmental pollution, which results in residents' low satisfaction.

Huangshan tourism development promotes the economic, social and cultural development of the buffer zone and residents' perception of negative environmental impact is strong. The data indicates that the majority of residents highly agree the promotion of tourism to local economic development, increase of job opportunities, improvements of basic infrastructure and enrichment of their cultural life. At the same time, residents' negative perception of Mt. Huangshan tourism on the environment is mainly reflected in increasing garbage and water pollution. Most of the residents show their concern about the environmental protection and the status quo of lack of knowledge about environmental protection at present.

Residents in buffer zone are in support of Huangshan tourism, but their involvement in tourism could improve. In spite of the fact that most of the residents agree with the small promotion of tourism development to medical treatment and education as well as the negative impact it brings, most of the residents show their support to Huangshan tourism and strong will to take part in the tourism development. However, conditions created for residents' participation by Mt. Huangshan scenic spot and the governments around are limited and the level of residents' participation of tourism also remains to be improved.

4. Tourist Perception and Satisfaction

4.1 Basic information of tourist questionnaire survey

The monitoring questionnaire aimed at tourist satisfaction and involved survey of 9 aspects

including destination landscape, accessibility, tourist information, destination environment, destination safety, service quality, attitude towards local people, tourism education and overall satisfaction. Different evaluation projects were divided into 36 different subprojects. Tourist evaluation of these indicators employs Likert 5-grade scale and questionnaires were given out at the Mercy Light Pavilion tourist center and Cloudy Valley Temple tourist center in Huangshan Scenic Spot and the survey report in this round mainly aimed at this 329 questionnaire, 307 of which were effective.

4.2 Demographic characteristics of tourists

Table 4-1 Demographic characteristics of tourist perception and attitudes survey in Huangshan scenic spot

Alteration	Category	Number	Percentage
Gender	Male	162	54.5
	Female	135	45.5
Age	15-24	130	44.1
	25-44	129	43.7
	45-64	33	11.2
	Over 65	3	1.0
Educational level	Lower secondary education or less	33	11.4
	Senior high school or vocational secondary school	66	22.8
	Junior college	45	15.6
	Bachelor degree	116	40.1
	Above	29	10.0
Occupation	Public servant	17	5.8
	Employee of enterprises	44	15.1
	Farmer	4	1.4
	worker	23	7.9
	Private business	21	7.2
	Employee of government departments and institutions	42	14.4
	Student	110	37.8
	Others	24	8.2
Income (Yuan)	3000 or less	141	50.7
	3001-6000	81	29.1
	6001-9000	36	12.9

Alteration	Category	Number	Percentage
	9001-12000	12	4.3
	Above 12000	8	2.9

4.3 Tourist behavior preference

4.3.1 Travel purpose

307 effective questionnaires about the purpose of tourists' travel are collected. 86.3% of them travel for sightseeing and 51.8% for the visit of world heritage. Traveling for health and experience culture also account for a big proportion, with a percentage of 48.2 and 33.2 respectively. Sightseeing and leisure travel account for most of them and only a few tourists travel for religious pilgrimage and visiting friends and relatives.

4.3.2 Travel mode

275 effective questionnaires are collected about tourists' travel mode in Mt. Huangshan. 57.5% of them are self-guided tourists, while 42.5% are group tourists. Self-guided tourists are in greater numbers than group tourists.

4.4 Tourist satisfaction degree

4.4.1 Tourist evaluation of destination landscape

Tourists are highly satisfied with the natural landscape in Huangshan, with 95.4% agree or highly agree that the natural landscape is very beautiful; 78.5% hold that cultural connotation of Huangshan is rich; 76.8% agree the great fusion between nature and culture. It indicates that Tourist speak highly of the natural landscape in Huangshan and especially, their recognition to natural landscape of Huangshan is higher than its cultural connotation.

4.4.2 Tourist evaluation of accessibility and tourism information

71.3% of tourists are pleased with the traffic outside while 63.6% are pleased with those in the Huangshan scenic spot. At the same time, 59.0% of tourists agree or highly agree that the scenic zone provides convenient facilities and tools, while 41% show their objection or neutrality. 60%-70% tourists are satisfied with convenience and clarity of tourism information accessibility, directional signs and scenic spot introduction during the tour.

4.4.3 Tourist evaluation of destination environment and experience

During the tour, tourists' average indicators of environment (cleanliness, condition of public toilet, harmony index of artificial facilities and natural environment from tourists, distribution of trash can, crowdedness) are about 4, which indicates that tourists by and large are satisfied with the environmental hygiene in Huangshan scenic spot. However, the average indicators of travel experience, including local cultural experience, local food degustation, tourist souvenir and quality of service, are all below 4 and the overall evaluation is low. Only the average indicator of local cultural experience is over 4, which means tourists' cultural experience in Huangshan is good.

4.4.4 Tourist evaluation of service in the scenic spot

In the evaluation of the quality of reception and accommodation, 39.1% of tourists consider the quality of accommodation in scenic spot so-so while only 51.1% consider it good. Through interview, it shows that the low evaluation of food and accommodation quality results from the high price. Tourist evaluation of service of staff members (tour guides) is comparatively high, with 66.1% agree or highly agree the good quality of staff members' services

4.4.5 Tourist evaluation of destination safety

Safety indicators are reflected by sight-seeing order, facilities like security in cableway and fence, and timeliness of medical rescue in the accident. 76.9% tourists agree that the order in Huangshan sight-seeing is good, while only 5.9% don't. Tourists are satisfied with the security of cableway and fence, accounting for 71.6%, and only 4.9% are dissatisfied. Only 45.9% tourists are pleased with the timeliness of medical rescue and 48.2% show their neutrality mostly because of lack of related needs and perceptions during the visit.

4.4.6 Tourist evaluation of tourism education in the scenic spot

Tourists' recognition degree to the educational function in the scenic spot is high, with 75.9% tourists agreeing that the scenic zone has educational function and 71.4% looking forward to attain relevant knowledge when doing sight-seeing. 59.9% tourists agree or highly agree that the tourist education in Huangshan is good while 33.6% consider it so-so. Specifically, tourists think that education of ecological environment is better than that of cultural heritage, with 80.8% tourists receiving the education of ecological environment and 65.1% receiving the latter in Huangshan. As for the effect of tourist education, respectively 84.7% and 76.1% tourists protect the ecological environment more and concern about the traditional cultural heritage more.

4.4.7 Tourist attitude towards the locals

Five towns are located next to Mt Huangshan scenic spot, but tourists have less chance to contact community or local residents around, instead, more with staff members and business owners. In satisfaction survey, only 45.3% of the tourists consider they have more contacts with the locals; 43.6% show their neutrality while 11.1% tourists have less or no contact with the locals. In the contact with the locals, 58.6% tourists consider the locals enthusiastic and friendly, and 33.6% tourists choose neutrality, perceiving nothing.

4.4.8 Tourist overall satisfaction

Overall, 82.7% tourists are satisfied with Mt. Huangshan Scenic Spot. 79.5% tourists hold that the trip is good value for money, while only 2.6% feel dissatisfied. Tourists' willingness to revisit and recommend could be considered as the indicators of the tourist satisfaction. 89.0% of the tourists are willing to recommend Huangshan Scenic Zone to others, considering it a worthy place to visit, and more than 70% of the tourists are willing to re-visit.

4.5 Summary

In terms of the tourist characteristics, a stable tourist source market has developed in Mt. Huangshan. Compared with the monitoring in the past years, the majority of tourists come from Anhui, Jiangsu, Fujian and Zhejiang Province. From the perspective of occupation, maybe because the monitoring time is in summer holiday, the majority of tourists are students, followed by employees of enterprises and employee of government departments and institutions. About the travel mode, self-guided tourists are increasing year after year, of which the number has been more than group tourists.

When it comes to the tourist satisfaction, the overall tourist satisfaction level is high. The natural landscape of Mt. Huangshan is spoken highly, which, at the same time, means that Huangshan doesn't take good advantage of the cultural resources of itself. Most of the tourists have good perception of the sight-seeing order and safety, while they have low level of satisfaction with local cultural experience, local cate degustation, tourist souvenir and quality of services, which results from the high prices of food and accommodation. Moreover, the contact between tourists and local residents is not enough.

In terms of tourist education, the educational function of scenic spot is approved by tourists, but tourists' satisfaction with it is not good. Compared with the education received from ecological environment, tourists receive less from cultural heritage. From the perspective of the educational effect, tourists concern more about the ecological environment and traditional cultural heritage after the visit of Mt. Huangshan. It indicates that Mt. Huangshan plays a good part in tourist education.

5. Study I Investigation Report of Waste Disposal in Mt. Huangshan Scenic Spot and Surrounding Areas

5.1 Background

As the 5A tourist attraction in China, the good environmental condition of Mt. Huangshan is undoubtedly one of its core competitiveness. As an important factor that affects environment condition, waste has a great impact on tourist experience, community satisfaction, local tourism image and tourism sustainable development and the proper disposal of waste is of great importance to the development of the scenic spot. Therefore, waste disposal in Mt. Huangshan scenic spot and surrounding areas is monitored and investigated in this round.

5.2 Situation of Waste Disposal in Mt. Huangshan Scenic Spot

5.2.1 Status quo of waste output

The annual output of solid waste in scenic spot is 4,000-4,500 tons and the annual output of sewage is 1,000 tons with a daily average of 40-50 tons. Solid waste can be divided into recyclable waste (e.g. glass), open waste (e.g. fruit peels) and non-recyclable waste. Among them, recyclable waste accounts for 20% of the total waste, while open waste accounts for 40% and non-recyclable waste accounts for 40%. The waste in the scenic spot of the mountain results from the tourism and services.

5.2.2 Manpower and material equipment of waste disposal

The equipment of trash bin in Huangshan mainly divided into the scenic-spot equipment on the mountain and living-area equipment. In order to maintain original ecological landscape and promote the harmony between waste disposal and the surrounding areas, the scenic-spot equipment of waste bin are waste ponds and wooden boxes on the mountain, with the number of 1500 and 100 respectively; and the living-area equipment are plastic waste bin down the mountain, the number of which is 100.



Picture 5-1 Waste Pond/ Waste Bin in Huangshan

In terms of transfer facilities of waste disposal, 80 garbage rooms are distributed at the foot of the mountain in the scenic spot, collecting waste on a small scale and 8 transfer stations are built. Among them, 4 class I comprehensive transfer stations, including Xihai, Laodaokou, Beihai and Tianhai, are on the mountain area, while 4 secondary transfer stations, including Wenquan, Yungu, Songgu and Diaojiao, are at the foot of the mountain (Picture 5-2). Xihai, Laodaokou, Beihai and Tianhai comprehensive transfer stations are respectively responsible for the disposal of perishable organic waste in Xihai, Yuping, Beihai and Tianhai area.



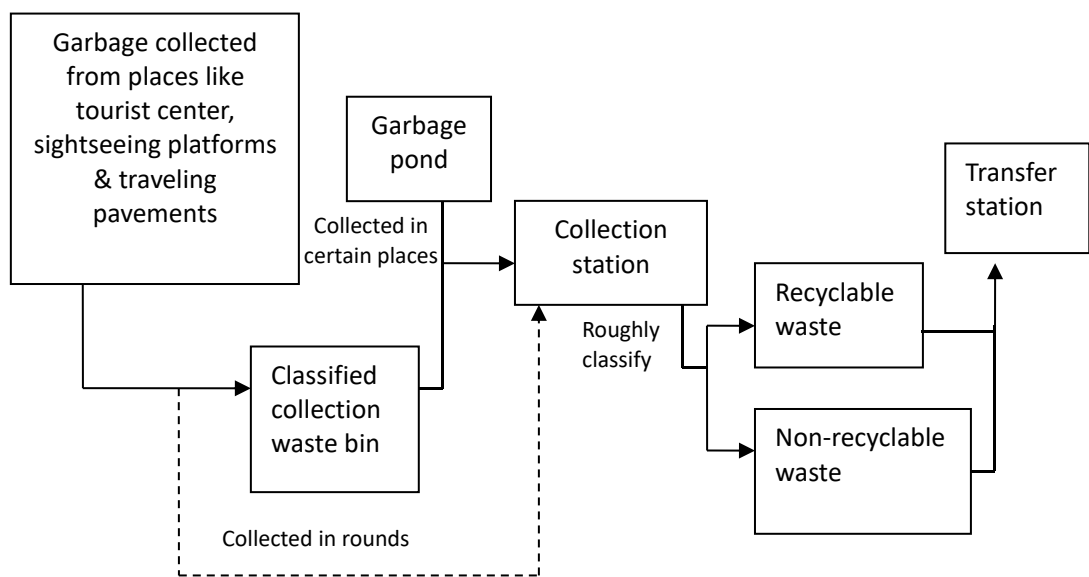
Picture 5-2 Wenquan Waste Transfer Station

The manpower equipment of waste disposal includes the arrangement of cleaning workers, management personnel and institutions. There are 180 cleaning workers in scenic spot in charge of the sweeping, cleaning and waste transfer, including 20 garbage carriers. 23 flushable toilets and 4 ecological ones are in the scenic spot, the cleaning of which is also the responsibility of workers of waste disposal. According to the survey, special environmental management department is set up in the scenic spot and full-time staffs take charge of the waste disposal.

In addition, in terms of the sewage disposal equipment, 13 sewage disposal stations are set up in the scenic spot.

5.2.3 Mode of waste disposal

The collection and transportation mode of the first category of waste that mostly produced by tourists, is mainly as following: first, cleaning workers sweep and collect the waste of different places (e.g. the tourist center) to the classified collection waste bin; next, the garbage from waste pond and the classified collection waste bin is collected to the collection station; and then cleaning workers classify the waste roughly into recyclable waste and non-recyclable waste; In the end, the waste is transported to the transfer station, as shown in Figure 5-3.



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Figure 5-3 The Collection and Transportation Mode of the First Category of Domestic Waste

The second category waste of the domestic garbage is mainly produced and collected by business units (e.g. hotels, restaurants) and offices of management and services. Waste is collected to the classified collection waste bin and then to the garbage house or the collection station. Finally cleaning workers classify it roughly into recyclable waste, non-recyclable waste and transport it to the transfer station.

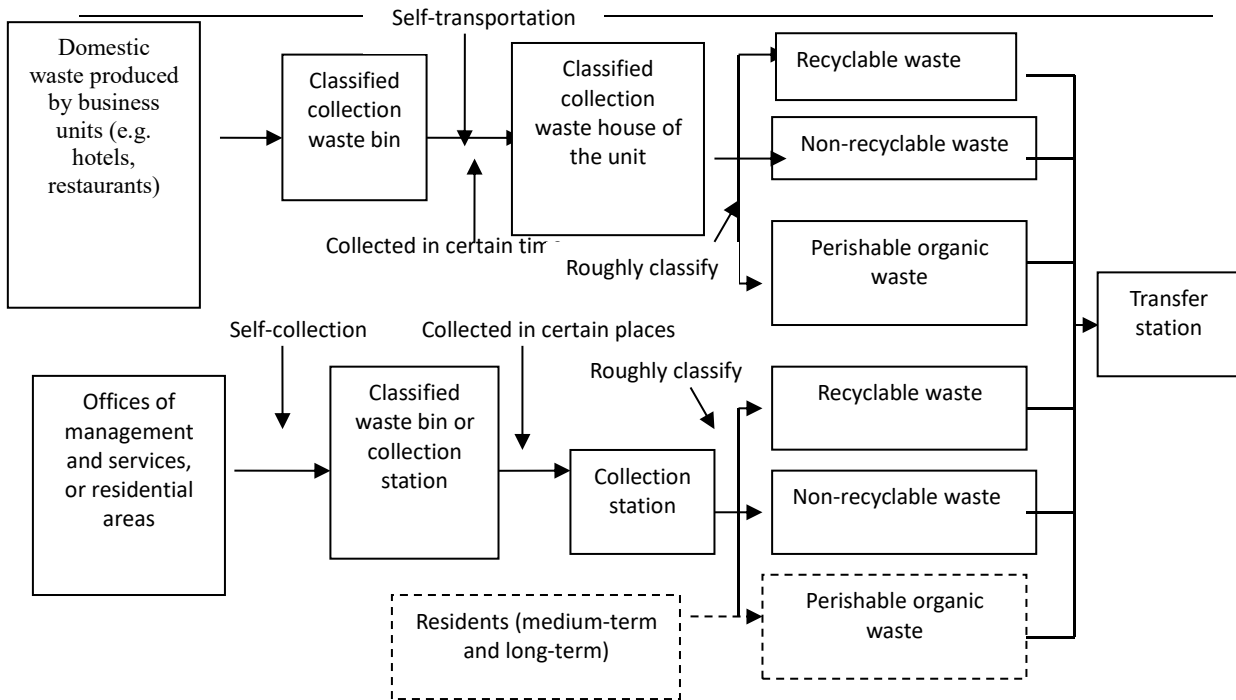


Figure 5-4 The Collection and Transportation Mode of the Second Category of Domestic Waste

Combined with the experience of waste transportation in Huangshan Scenic Spot, human-powered transport is more suitable because of the scattered waste collection stations and spots, the narrow roads and the limited capacity of each waste collection station. Garbage in the planning collection-and-transportation system is transported to various transfer stations all by human-powered carrying.

Level-to-level waste transfer scheme is adopted in Huangshan scenic spot. Transportation and collection of human power, manpower and cableway are the first level of transfer, while vehicles the second and third transfer (external transfer). In order to stagger the peak, the waste in the class I comprehensive transfer stations on the mountain areas are transported to the cableway station by human power during the daily non-opening period of cableway. And then the waste sealed in package is put into the sanitation dedicated cableway container and transported down the mountain, taking advantage of the cableways in the scenic spot (Taiping Cableway, Yuping Cableway and Yugu Cableway). Waste are transported from transfer stations to Tankou Transfer Station by vehicles every day and finally to listed waste disposal center. The detailed process is shown in Figure 5-5.

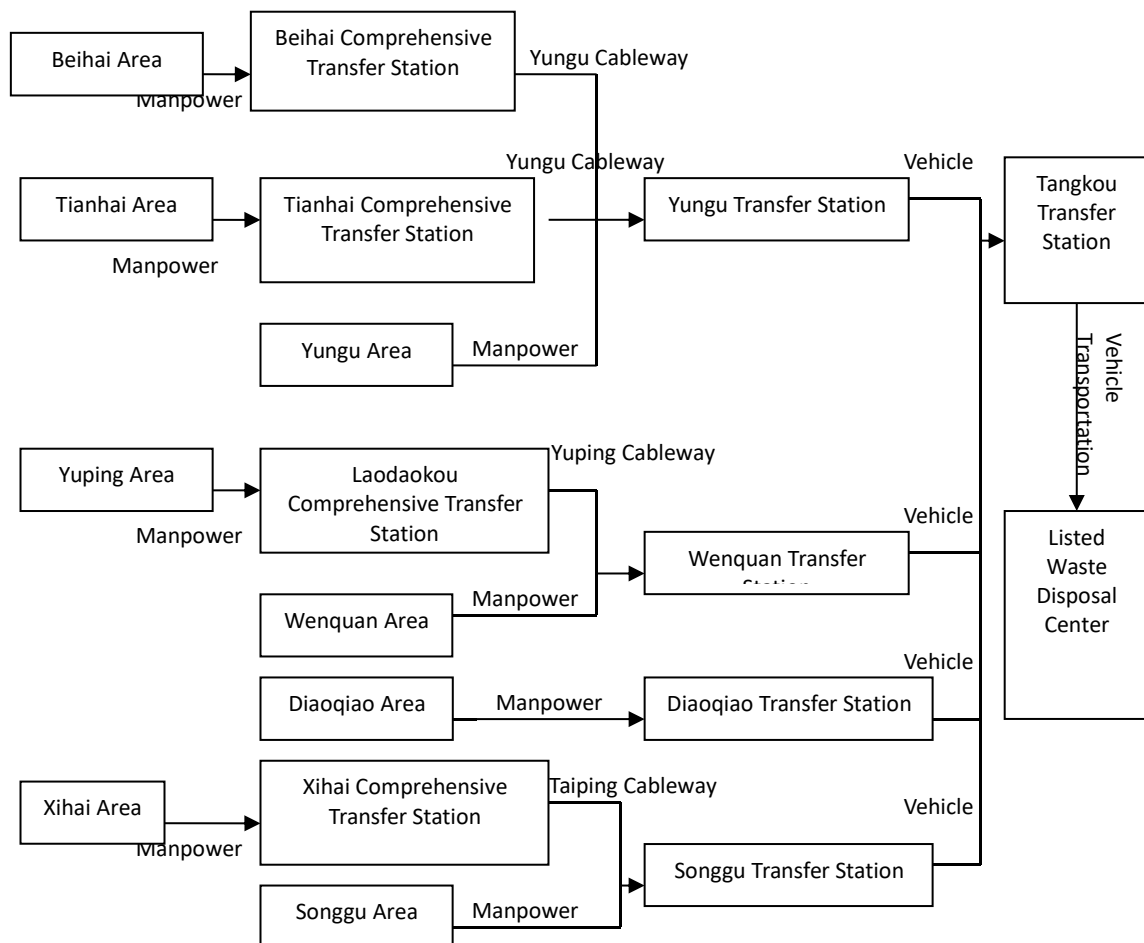


Figure 5-5 The Transfer Flow Chart of Domestic Waste in Huangshan Scenic Spot

In terms of the solid waste, cleaning workers collected the waste from different waste bins and classify the waste roughly. Part of the waste is transported to the garbage houses and then to the garbage transfer station, while part of it is transported directly to the waste transfer station. Garbage vehicles transport the garbage from transfer stations to Tangkou Waste Disposal Station every day and it is gathered and transferred to the Tangkou Waste Disposal Plant.

The sewage in the scenic spot is disposed by the sewage disposal station and a small part of it is reused, while the most part of it drains into the river after disposal.

5.3 Summary

Through the investigation of sewage and waste in Mt. Huangshan Scenic Spot and surrounding areas, the monitoring group develops a comprehensive understanding of the output and category of waste, manpower and material equipment of waste disposal, and the process of waste disposal. The monitoring suggests that, with the growing number of tourists in Huangshan,

the output of waste produced by tourists is increasing, as well as the pressure of waste cleaning. Therefore, a complete process of waste disposal has been set up in Huangshan scenic spot. Enough waste ponds and cleaning workers ensure the cleanliness of scenic spot. The proper disposal of different kinds of waste also reduces the pollution of sewage and waste to the environment. However, it is difficult for cleaning workers to deal with the littering of tourists. Hence, based on the support of material equipment, instruction and education of ecological environmental protection to tourists are necessary. Overall, good results have achieved on the cleanliness and disposal of waste in Huangshan scenic spot, which provides a good example of cleanliness keeping, disposal of sewage and waste etc. for the similar scenic spot.

6. Study II Investigation Report of Tourist Education System of Huangshan

6.1 Background

As the World Cultural and Natural Heritage, Huangshan plays an important role in tourist education. The investigation in this round aims at the status quo of tourist education in Huangshan scenic spot. It involves the satisfaction of tourist education function of Huangshan from the perspectives of tourism information and tourism education, and provides suggestions to perfect tourist education function in Huangshan.

6.2 Status Quo of Tourism Interpretation System

Through observation, the interpretation system in Huangshan scenic spot at present includes interpretation of scenic spot, geology, plants, and interpretation boards of road guide, service facilities (e.g. environmental protection, entrances and exits, toilets), safety warnings and tips. The interpretation boards, which are in large number and bear the responsibility of heritage knowledge education, include interpretation boards of scenic spot introduction, geology and knowledge of plant (Picture 6-1). There are also many interpretation boards of tourist map (Picture 6-2) and road guide. (Picture 6-3)



Picture 6-1 Interpretation board I**Picture 6-2 Interpretation board II****Picture 6-3 Interpretation board III**

6.3 Tourism Information

Tourism information in the monitoring investigation includes the knowledge and information of Huangshan world heritage, traffic signs, guide signs and introduction of the scenic spot. Tourists' overall satisfaction of the convenience and clarity of tourism information in Huangshan are investigated, as well as tourists' real ways and their ideal ways of information obtaining.

6.3.1 Overall satisfaction

According to the statistics, 60.9% tourists agree that "I can easily acquire the knowledge and information of Huangshan world heritage", while almost the rest of them choose neutrality or disagreement, with 33 % choose the former. 74.5% tourists approve the idea that "the information and instruction on the road signs and guide signs are clear", while 13.5% choose neutrality and 12% show their disapproval. In terms of the clarity of the introduction of scenic spot, 67.8% tourists agree with it, while 21.3% choose neutrality and the rest disagree. Combined with the interviews with tourists during the investigation, a great number of tourists show their willing to learn more information about world heritage, ecology and geology.

6.3.2 Ways of information acquirement

In addition to tourists' overall satisfaction of the convenience and clarity of tourism information in Huangshan, tourists' actual ways of obtaining Huangshan tourism information and their ideal ways of educational information acquirement are also investigated. The results suggest that tourists in Huangshan acquire tourism information mainly by 4 ways, including explanations of tour guides and staffs, interpretation boards of scenic spots, guide signs of routes and facilities, and mobile browsers. Interpretation boards of scenic spots are of great importance to tourists' ways of obtaining tourism information, but the satisfaction degree of it needs to be improved. In addition, the scenic spot does not take good advantage of new medias, e.g. Wetchat.

6.4 Tourism Education

From tourists' expectation of tourism education to their satisfaction of the educational function of Huangshan, the educational function of Huangshan is investigated in the survey. The results show that tourists expect to obtain certain knowledge during the visit. However, tourists' satisfaction of the educational function of Huangshan is lower than their expectation of it. Furthermore, the ecological environment education of Huangshan satisfies tourists more than its cultural heritage education, with more tourists in favor of the ecological environment education they gain from Huangshan. Through the interview with tourists, a certain number of tourists show little perception about Huangshan cultural heritage and its value.

6.5 Summary

The investigation of the status quo of tourism education in Huangshan results in the discovery of the following points. First, tourists feel satisfied with the convenience and clarity of tourism information in Huangshan, while the provision of knowledge and information about world heritage and introductions of scenic spots in Huangshan need to be improved. In addition, tourists in Huangshan acquire tourism information mainly by 4 ways, including explanations of tour guides and staffs, interpretation boards of scenic spots, guide signs of routes and facilities, and mobile browsers. Therefore, tourism information provided by these important methods should be controlled in good quality and more interpretation of heritage protection should be provided. Also, Wetchat should be made good use of and its value in use should be improved. Last but not least, it shows that tourists' satisfaction of the educational function of Huangshan is lower than their expectation of it and the ecological environment education of Huangshan satisfies tourists more than its cultural heritage education. Hence, education of cultural heritage in Huangshan Scenic Spot should be strengthened, which helps tourists know more about Huangshan and its value as World Cultural Heritage.

7. Conclusions and Suggestions

Mt. Huangshan continues to play a leading role on sustainable development. As a typical representative of scenic mountains in China, after it joined the Global Sustainable Tourism Council (GSTC) in 2010, Huangshan Scenic Spot was selected to be the global destination for sustainable tourism experimental zone and one of the 100 global sustainable destinations, participated in drafting "Principle of Global Sustainable Tourism Destination", sponsored and set up the Sustainable Destination Leaders Alliance, which mode of protection and development is highly affirmed by UUNESCO, UNWTO, IUCN and GSTC. The monitoring results in this round suggest that a complete and effective management system has been set up in resources and environment protection, co-ordination of profit in surrounding

communities and promotion of tourist satisfaction. Good results have been achieved on biodiversity protection, cultural resource protection, natural environment protection, waste disposal, tourism economy development and surrounding community development. Governments of Huangshan and management institutions, e.g. Management Committee of Huangshan Scenic Area, give high attention to the sustainable work of Huangshan tourism development. Residents in surrounding communities speak highly of the impact of tourism development in Huangshan to the local economic and social development, showing their strong support to tourism development. Tourists have great expectation of Huangshan scenic spot and they feel satisfied after visiting. All these provide good condition for the sustainable development of Huangshan. With continuous practice, Huangshan find its way of sustainable development, which is has “the lightest environmental influence, the biggest economic output, the greatest social impact and the best sightseeing experience”, and become the model example and leading role of global tourism sustainable development.

Meanwhile, we also discover some problems in Huangshan’s further development, which need to be emphasized and solved. Therefore, suggestions are given as following:

7.1 Unremitting protection of environment and resources

As it is mentioned by the managers of Huangshan, it is historical responsibility and historical mission for people of Huangshan to protect this well-known mountain in the world and make it exist and useful from generation to generation. World heritage is like a gilded signboard, the beautiful scenery and profound culture of which is shown to tourist from all around the world through tourism. However, at the same time, “overload of tourism” and over tourism exploitation become a great threat to the world heritage widespread. Protection and usage of resources and environment is exactly the most core part of tourism sustainable development. While enlarging the impact to attract tourists and pursuing economic benefits, Huangshan scenic spot is required to maintain the concern for the protection of resources and environment and help Huangshan tourism keep in a steady and sustainable development.

7.2 Co-ordination of common development in surrounding communities and interests of residents and scenic spot

The investigation results in this round show that the surrounding communities of Huangshan influenced by Huangshan tourism development differently because of some objective reasons, like various locations and traffic conditions. Tankou Town has the highest level of tourism development and is affected most greatly by Huangshan tourism development due to its good location. Although most of the residents agree with the positive role of tourism development and show their support willingness to take part in it, they have little voice on scenic spot exploitation and development and the way for participation is single. The jobs that

provided to the residents are limited and most of the communities still work on the land. Also, the interaction between scenic spots and surrounding communities are limited. In the future, Huangshan scenic spot should promote the participation of surrounding communities and increase the interaction with communities, promoting the sustainable development.

7.3 Continuous improvement of tourism facilities and service quality

Overall, the majority of tourists are satisfied with Mt. Huangshan tourism, considering it a worthy place to visit are willing to recommend Huangshan Scenic Zone to others and re-visit it. Tourists feel most satisfied with the natural scenery of Huangshan as always and they feel less satisfied with the cultural experience. It shows that several aspects need to be promoted: 1) safety- tourists' main concern is that the height and density of the fence can not completely ensure its protective effect; 2) prices- it is reflected mainly on the high price of food; 3) infrastructure- tourists think that the road signs and interpretation boards should be more specific and clear; 4) service- the service of staff in the scenic spots, restaurants and hotels needs to be improved.

7.4 Enhancement of tourist education and promotion of educational function

The investigation results show that tourists feel satisfied with the convenience and clarity of tourism information in Huangshan, with the good information instruction on road signs and instruction boards. However, the provision of knowledge and information about world heritage and introductions of scenic spots in Huangshan need to be improved. In addition, tourists need more access to information and more advanced mode of propagation which is combined with modern technology. What is more, tourists' satisfaction of the educational function of Huangshan is lower than their expectation of it. hence, the education of cultural heritage should be enhanced and help tourist know more about Huangshan and its value as World Cultural Heritage.

2015 Monitoring Report on Hongcun Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

July, 2015

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Acknowledgement:

Huangshan Municipal People's Government, Huangshan Tourism Committee, Yixian Country People's Government, Yixian Country Tourism Development Committee, Zhongkun Investment Group, Huangshan Jingyi Tourism Development Ltd., Hongcun Village Committee, Hongcun Town, Yixian Country

And all those who helped with the monitoring work.

1. Foreword

Promoting the sustainable development of tourism destinations has become a global consensus and finding the concrete techniques for monitoring the sustainable tourism development has been brought into focus. It is a need to carry out a long-term monitoring and adopt necessary preventive and corrective measures to achieve the common goal of the development of sustainable tourism.

The tourism impact on the ancient villages in southern Anhui is not only limited to physical construction, but also their intangible cultures, including local farming lifestyle, community and residents' culture. Hui style architecture is one of the most important styles of Chinese historic architecture which has very high preservation value. In 2012, MCSTO began to set up an observatory in

Xidi and Hongcun in Yi county, Anhui province, to conduct comprehensive monitoring in these areas. While the monitoring in 2015 is mainly based on the experience of the monitoring in 2012 and 2013, continuing to conduct long-term monitoring on protected



Figure 1-1 Observers were doing research

dwelling which have already been documented. There are 53 new preserved houses being documented this year, including 3 key preserved dwellings, 7 preserved houses and 43 common houses. At the same time, the monitoring includes the questionnaire survey and interviews with local residents to learn about and record the changes of cultural heritage. Based on the changes, the aim of the monitoring is to develop a mode that is suitable for the sustainable development and protection of cultural heritage with minimum negative impacts. As the same time, the questionnaire survey on tourists' perception and satisfaction has also been conducted to monitor tourists' impacts on the architecture phenomenon and environment. In addition, this monitoring group has also conducted in-depth research on commercialization behavior in Hongcun. In particular, situation of the treatment of waste water and garbage has been paid attention to, which broadens the way of thinking for the sustainable development of tourism in Hongcun.

2. The Status Quo of Preservation of Heritage in Hongcun

Based on the results of field observation and interviews, the research finds out that old dwellings in Hui style have already suffered a certain degree of damage. Although these dwellings are protected in a certain degrees, many problems still exist which makes the protection situation not positive. For example, the approval procedures are too complicated and the cost of repairing is high, which leads to the failure of renovating damaged old dwellings. Another example, the interior of part of the dwellings is transformed into European style inns with petty bourgeois tone which is quite disparate from the appearance of Hui style architecture. Nowadays, the majority of the dwellings have conducted reform for commercialization. There are mainly several uses of these dwellings: some of the buildings are totally used as residence for local residents; some dwellings use most of the building for residence, and part of the building facing to the street for commerce or rent; some dwellings use one part of the building for residence while transforming the other part into shops or inns; some dwellings all totally used as shops, stores and inns; some of the dwellings use part of building for residence and the other part as visiting spot for tourism. In the monitoring, the files of 35 local houses are set up and these dwellings mainly locate in areas like Tea Alley in Dongbian Street, Front Street, Back Street and the Dongbianjing.

2.1 Renovation and Transformation of Residential Buildings

By visiting local village committee and interviewing with committee members, the Monitoring group learns about the rigorous approval procedure for house renovation: firstly, the villagers submit their applications for renovating old dwellings to local village committee, then the village committee submits the application form to the town government. The deputy secretary of township government will pay a field visit to the dwellings to see whether that it is true. If that is the case, after the deputy secretary evaluating the damage of the house, the village committee will submit the evaluation to the County Bureau of Cultural Relics. When the evaluation is approved then the villager can get the Builder's License. The application procedure is cumbersome with low efficiency. In terms of internal repair, key preserved dwellings should inherit the traditional Hui style. If the house to be repaired is common dwelling then there is no requirement on internal style. In terms of the source of house preservation cost, in this monitoring, the group interviews with local residents and village committee. From 2000 to 2006, all the repair costs were paid by the residents. From 2007 to 2014, the government was responsible for 40% of the repair cost and residents were responsible for 60%. While since 2015, the proportion of cost paid by government has become 30% and that of residents become 70%. Some of the residents say that the government would send specially-assigned people to repair the houses which leads to a lower efficiency and higher cost. As a result, some of the residents are unwilling to pay more money for renovating the houses.

The transformation of 53 filed houses in this monitoring can basically divided into the following types:

First, to improve the life quality and facilitate daily living by adding elements of modern life to ancient houses, such as the installation of air-conditioning, building drainage system, venting smoke system, awnings, covering the patio with glass, etc. Part of the exhaust fans of air-conditioner are covered with wooden shutter boxes to keep the unity of style.



Figure 2-1 Air conditioning exhaust fans

Second, to build new annexes around original dwellings. The new annexes are mainly modern buildings with lavatory, utility room, store, kitchen, etc.



Figure 2-2 New subsidiary building

Third, to add more windows to the outer walls of buildings in order to improve the ventilation system. The ancient Hui style architectures have no windows on the outer walls but to ventilate by patio. The majority of modern houses have already had widows on outer wall to have a better ventilation. But as a result of the restrict of heritage conservation, fewer old houses adds windows to outer walls in recent years.

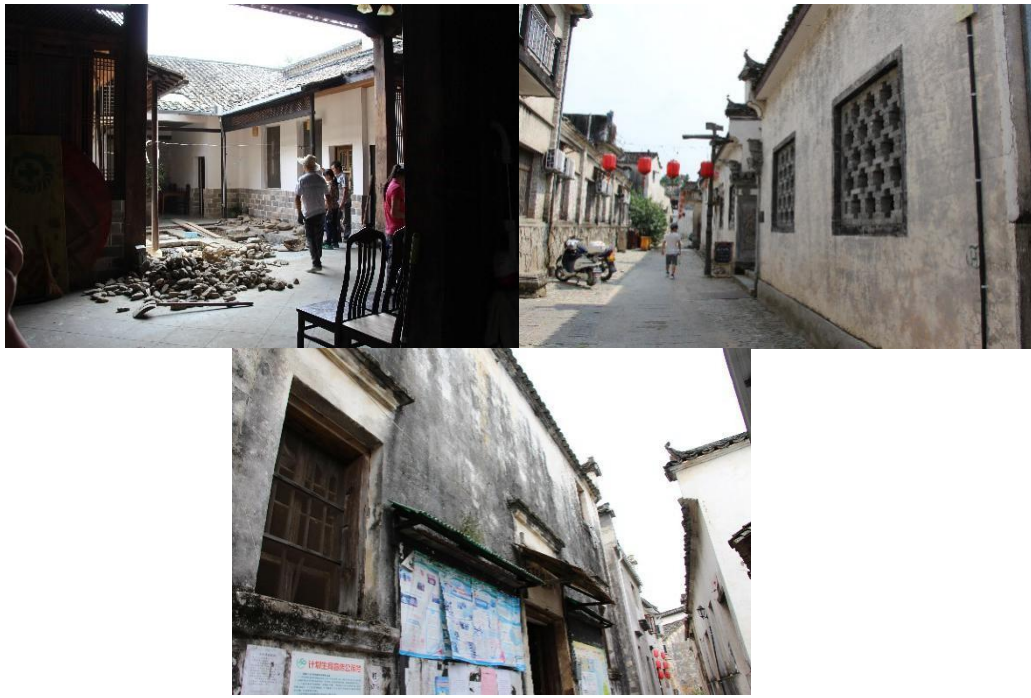


Figure 2-3 The windows on the outer walls

Forth, the transformation caused by the development of local tourism. The impacts of tourism on the renovation of residential buildings are presented as followed: firstly, many inns are two-layer-structure and new stairs are built in the buildings, which is the application of modern interior architecture. Take J6 Tanhua Mansion (European style with petty bourgeoisie tone) as an example, Tanhua Mansion is located in Dongbiantian in Hongcun whose serial number is J6. The origin of the name was that the original owner of this mansion won the third place in national civil examinations in feudal China(which was called “Tanhua”). Tanhua Mansion is owned by a private company, as a consequence, the company is responsible for its repair and renovation. According to the introduction of the staff, the mansion was build around 19th century and was repaired in 2014. The style of Tanhua Mansion’s architectural appearance and pattern belongs to Hui style architecture. Passageways face northwest towards the street while the gate faces the west, which is a characteristic of Hui style architecture with the gate not facing to the street. The style of inner decoration is European, which is fully reflected in the lamps and lanterns, oil paintings on the wall, carving guard bar on the second floor and European style furniture.



Figure 2-4 Entrance gate house and internal decoration of Tanhua Mansion

The ancient dwellings in Hongcun are Hui style architectures. As a result of tourism development, the number of tourist accommodation facilities is increasing. The internal decorations of these tourist accommodation facilities(inns) are various. Some of them remain to be Hui style, some of them introduce European culture with petty bourgeoisie taste, while the majority of them choose to combine Hui style with European style, contradicting with Hui style architecture in the appearance but having its own uniqueness. Whether this phenomenon of adding the factors of western culture to Hui style architectures is negative or is a kind of uniqueness, different people have different opinions.

3. Tourism and Community

Currently, the main tourist areas in Hongcun include Nanhu, Nanhu Academy, Yuezhao, Old Tree in Front of the Pavilion, Leigang Mountain, Shu Ren Hall, Chengzhi Hall, Wang's Ancestral Hall, and Taoyuanju. The objects for this monitoring in Hongcun community are the local residents dwelling in Hongcun scenic area and the people who only work in this community. And the residents include not only the original inhabitants but also those operators and migrant workers who live in this community. This research is in the form of questionnaire survey. 150 copies of questionnaires were distributed, 148 copies were collected, among which 139 copies were valid. The effective rate is about 93.91%.

The male-female ratio of the objects for this monitoring is 0.76:1. The age mainly ranges from 25 to 44 and more than 70% of the residents' educational level is junior high school degree, senior high school degree or technical secondary school degree. More than 60% of residents live in Hongcun for more than 10 years. In terms of career, more than 80% of residents engage in the industry related to tourism, the majority of which are private owners. There are more female residents in Hongcun. The majority of residents are in the middle age and most of them are original inhabitants working as private owners. The residents in Hongcun show great passion and enthusiasm in participating in the development of tourism, but the income level is not high.

Table 3-1 Community Monitoring Indicators

Contents	Topics	Monitoring indicators
Perception of community of tourism impact	Perception of tourism impact on economy	Local economic development; job opportunity; investment and consumption; living standard; commodity price and living cost; house price; gap between the rich and the poor
	Perception of tourism impact on society	Infrastructure; medical condition and service quality; local crime rate; moral level and confidence degree; conflict between tourists and residents
	Perception of tourism impact on culture	Cultural exchange; traditional culture; festival celebration; language study
	Perception of tourism impact on environment	Air quality pollution; noise pollution; water pollution; solid waste; perception of tourism's damage on natural environment
Community attitude to tourism development		Tourism support and active involvement
Community satisfaction to tourism development		Satisfaction to current tourism development
Perception of resident of tourism development		Interference degree; distance between residential place and business district; resident willingness to business district extension; resident attitude to business district extension; resident attitude to home visit; method of resident participation in tourism development
Perception of resident of heritage preservation		Degree of understanding; housing property; preservation and reconstruction modes approved; maintenance attitude; heritage preservation troubles; preservation and development modes approved; most offensive behavior of tourists
Personal information		Sex; age; education level; time of residence; occupation and tourism relevance; monthly income; number of family members and number of family members engaging in tourism;

3.1 Perception of community of tourism impact

In the aspect of tourism impacts on economy, by analyzing collected data, the conclusion is drawn that: local residents have relatively obvious conception of both positive and negative impacts on local economy; residents in Hongcun on the one hand realize that tourism have positively promoting the development of the economy, while on the other hand, they are also worried about bad impacts such as price hike and the rise in the house price. At the same time, many residents in the community also realize that tourism development has accelerated the local gap between the rich and the poor to some extent which mainly depends on result of villager's business capacity of capturing the trend in the development of local tourism.

In terms of tourism impacts on social culture, the data shows that: there exists great divergence in residents' opinions about the positive impacts of tourism development on social culture, quite a few residents even think that the development of tourism have no influence on social culture at all. The divergences mainly exist in two aspects, "the improvement of medical condition and service quality" and "promotion of language study". The majority of the residents believe that tourism has led to heavy traffic but it hasn't led to the increase of crime rate. The traffic congestion is mainly caused by too many tourists and too narrow alleys in the village. What is worse is that residents in the community prefer to go out and to do business by electronic bike or tricycle which leads to a more serious congestion. Residents have a very good impression on local security. There are many surveillance cameras in the village and security personnel often patrol around, as a result, the crime rate is very low. The conflicts between tourists and residents usually happen under two circumstances: the first is that sketching students dump their colored water casually; the second is that tourists intrude into residents' house or take photos without permission. When being asked whether the development of tourism is damaging local traditional culture, most of the residents' answer is no, while some of them say that some traditional folk-customs such as Nuo opera have disappeared.

In the perception of impacts on environment, the statistics show that the majority of the residents are aware of negative impacts of tourism development on environment, among which the perceptions of negative impacts on water pollution and solid waste pollution are the strongest. Residents pay much attention to the water system in their community, as a result, they think it is a pity that the previous drinkable water in the water ways has been seriously polluted. Although the village committee and scenic area development company have conducted effective management to keep the water clear every year, the water is still being polluted by the lives of the residents and the behaviors of residents. Residents believe that the arrival tourists will inevitably produce a large amount of solid wastes, but they also believe that with effective management and the effort of sanitation workers, the development of tourism will not lead to too negative influence.

3.2 Resident's Perception of Tourism Development

The life disturbance brought by tourism varies with places, the majority of residents think that tourism brings little influence on their lives. This is related to the degree of tourism development and relatively low ratio of tourists staying overnight in Hongcun to a great extent. In terms of participating in tourism, residents' choices are diverse. Many residents choose to "stay at where they used to live to operate stores or inns" or "move to new town while operating stores or inns in their old dwellings". Some financially poor residents without enough money to operate stores or some residents around will participate in tourism as itinerant vendors. When it comes to the attitude towards tourists, the majority of the residents welcome the tourists to visit their home, some of them stay neutral on this point and very few residents reject home visit. This indicates that local residents basically have a positive and friendly attitude towards the tourists considering economic interest as well as emotional benefits such self-identification and sense of pride.

The most unsatisfying parts during the process of tourism development are reflected respectively in the following aspects: environmental sanitation, economic interest, policy management of the government, social problems, etc. The most unsatisfying problems are related to economic interests, such as price hike and unreasonable profit sharing of tickets. The second most unsatisfying part is related to the policy and management of the government, for examples, regulations for repairing and renovation of ancient buildings are too rigorous and the management of tickets fails to take tourists' need under consideration. In addition, there are some residents are unsatisfied with some phenomena such as the low quality of tourists, unreasonable planning and development of scenic areas, traffic jams and the insanitation of public toilets. Hongcun, as the world cultural heritage, its value not only lies in its well-preserved ancient architectures but also in its well-planned drainage system. However, as one of the tourist groups which can not be ignored, sketching students form a unique landscape in Hongcun, but at the same time, they bring great challenge and threat to the drainage system.

3.3 Perception of heritage preservation

18.7% of the respondents' houses are preserved, 23.74% of them are old dwellings which are not in the list of protection, 33.09% of the respondents live in the house built by themselves and 24.46% of them live in other kinds of buildings. In terms of the understanding of heritage protection, the majority of the residents know part of the policy of it, but those who are fully aware of the policy counts for less than a quarter, which indicates that the government needs to strengthen the intensity in protection of heritage's education and propaganda and residents are supposed to learn about the situation of heritage preservation more actively. One reason for the lack of understanding about heritage preservation might be that the residents in preserved houses are mostly old people with limited cultural knowledge, while those who live in newly-built houses do not care much about the preservation policy. Although without deep

understanding about heritage preservation, the majority of the residents are still satisfied with the status quo of the heritage preservation in Hongcun.

When it comes to the attitude towards the protection and the renovation of traditional houses, the majority of the villagers prefer all-round or selective protection and maintenance of the traditional houses. More than half of the residents often maintain the houses on their own. Traditional houses, as the most objective form connecting the ancestors and descendants, are entrusted with the remembrance of descendants for the ancestors. This kind of connection enables residents to hold a positive and active attitude towards the preservation of traditional houses. In order to meet the need of leading modern life, residents transform the function of some parts of the house, such as bathroom, bedroom, kitchen, etc. But the main body profile, Fengshui and orientation of the buildings basically remain the same.

3.4 Adjacent community---Jicun

Under the jurisdiction of town government, Jicun is located in the west of Hongcun. With the total area of 13.2 square kilometers, separated only by a river from the world cultural heritage site---Hongcun, Jicun is a buffer area of heritage preservation and tourist economy development. There are 9 villager groups, 459 households and 1400 population in the village. As the nearest village of Hongcun, Jicun is directly or indirectly affected by a variety of effects brought by the development of tourism in Hongcun and becomes an important part of its radiation area. With this excellent geographical advantage, Jicun is being developed into a tourist destination. Four major projects Shuimohongcun, Qishuhu International Tourism Resort, Zilu Temple and Mengxunhuizhou are under construction.

Jicun is located in the buffer area of Hongcun tourism development. After Hongcun succeeded in applying for the list of world heritage, Jicun gradually takes over the original Hongcun town government and other public life services. It becomes an important auxiliary tourists(team tourists and groups of sketching students) reception area of Hongcun and develops and constructs commercial real estate projects relying Hongcun scenic area. At present, the accommodation reception in Hongcun scenic area includes rural folk inns run by residents themselves and some inns run by businessmen coming from other areas. In recent years, the number of inns has gradually increased especially in the eastern region. Due to the limitation of heritage site, accommodation facilities usually have few rooms and little space, as a result, these facilities usually receive the group of individual tourists. Groups of sketching students basically lodge in Jicun, which to a certain extent, forms the pattern of mutual complement. For the residents in Hongcun who run catering and accommodation business, they complain that Jicun attracts plenty of their customers which leads to the decline of their profit, while other shopkeepers believe that the development of Jicun has little influence on their business.

However, there are some accommodation facilities operators realize that there is no competition between inns in Hongcun scenic area and the hotels in Jicun due to the different customers groups at which they are targeting. They believe that their target groups are high-end customers, while Jicun mainly receive low-end consumers. Generally speaking, there is no fierce competition among residents in these areas.

4. Tourist perception and satisfaction

The research on tourists' perception and satisfaction is conducted mainly by the ways of distributing questionnaires and interviews. The questionnaire for tourists mainly covers three parts. The first part is the social and economic attributes of tourists; the second part is characteristics of tourists' behaviors; the third part is tourists' satisfaction, which is the mainbody of the questionnaire including landscape in travel destination, tourism information and accessibility, environment of travel destination, experience and diversity of related activities, perception of heritage, attitude towards local residents and overall evaluation. 200 copies of questionnaires were distributed and all of them were collected. 186 copies were valid. The recovery efficiency is 93%. Among the respondents, ratios of male and female are basically the same; in the aspect of age, most of the residents are young or middle-aged, 55.4% of the respondents are aged between 25 and 44 and 33.9% or they are aged between 45 and 64. Source places are diverse but the Anhui province and surrounding areas are the major source places, followed by Jiangsu, Henan, Fujian and Shandong province. When it comes to education background, among these respondents, different educational levels are covered and the majority of the tourists have bachelor's degree. In terms of career, students are the main source of tourists, followed by staff of public institutions and enterprises. Among the respondents, DIY individual tourists are slightly more than tour group tourists, 90% of them first visit Hongcun and those who stay overnight in Hongcun counts for about a quarter. The sightseeing activities are mostly led by a tour guide with relatively certain routes and short stay at every visiting spot. With an increasing number of DIY individual tourists, tourists' experience such as eating at the farm house, chatting with local residents and lodging at inns in scenic area will be more various and colorful.

Table 4-1 Indicators for perception and satisfaction of tourists

Contents	Topics	Monitoring indicators
Tourist's basic information	Personal information	Sex, age, source place, educational level and occupation
	Travel information	Way to travel; times of visit to Hongcun; length of stay; basic travel contents
Travel experience evaluation	Landscape evaluation	Tourist evaluation of the idyllic scenery, culture and Hui-style architecture in Hongcun
	Tourism information and accessibility evaluation	Tourist evaluation of the signage system, promotion information, traffic, tour description and other service quality in the scenic zone
	Evaluation of tourist environment	Tourist evaluation of the business atmosphere, rural historic village atmosphere, congestion, cleanliness and noise in the scenic zone
	Tourist experience	Tourist understanding and perception of the house value, historical culture and living culture in the scenic zone, souvenirs bought, local food and tourist tour itinerary
	Tourist's perception and evaluation of heritage preservation	Tourists' evaluation of awareness of Hongcun being world heritage, the necessity to protect and the preservation situation of Hongcun
	Tourist's evaluation of local residents' attitude	Tourist' evaluation of opportunities of meeting local residents and residents' friendliness
Overall satisfaction evaluation	Decide whether the tourists are satisfied at the time of departure	Overall satisfaction evaluation Willingness to recommend Willingness to revisit Deep impression Tourist suggestions

In the aspect of landscape in travel destination, tourists' degree of satisfaction is in a relatively high level. Tourists sing highly of the wonderful idyllic scenery, rich cultural connotation and uniquely charming Hui style architecture in Hongcun, and enjoying the sight of old houses is the main activity for tourists. In terms of travel information and accessibility, tourists are relatively satisfied with tour description and transportation, but they are not so satisfied with the clearness of signage system, the accessibility to maps, brochures of scenic area and information about cultural heritage in Hongcun. It denotes that the signage system and propaganda explanation need to be improved. When it comes to the environment, the majority of tourists think that the business atmosphere in Hongcun is not very strong while the atmosphere of rural life is strong. The scenic area is relatively clean, noise pollution is slight,

but the area is crowded. In the aspect of experiencing related activities, tourists are generally satisfied with the diversity of these activities. The majority of them understand the value of traditional Hui style houses and are aware of the historic and life culture to some extent. There is a relatively large room to improve in the aspects of hand-made souvenir and local food. What is more, the tour itinerary is monotonous and time for visiting scenic spots are relatively short. In terms of perception of heritage, tourists sing highly of the heritage in Hongcun. They think that the old houses in Hongcun should be preserved and the majority of them are satisfied with the situation of heritage preservation in Hongcun. In the aspect of perception of local residents' attitude, tourists are satisfied with it. The contacts include buying fruits and souvenirs from local residents and have meals in local restaurants or lodge in local inns. Due to their short stay, tourists will have little contact with residents who are not engaged in tourism. Generally speaking, tourists are basically satisfied with their travel in Hongcun. Over 80% of respondents are willing to recommend Hongcun to their friends and family. While the willingness of revisiting Hongcun is relatively low, which fits the fact that it is the first time for most of the respondents to visit Hongcun. The scenic area should take related actions to raise the rate of revisiting.

5. Business Monitoring in Hongcun

5.1 Shops distribution map and the characteristics of distribution

In this business monitoring, shops in Hongcun are divided into 5 types based on the business that they are running: A(tourism reception facilities that can offer accommodation or can offer accommodation as well as other services), B(catering shops), C(retail stores targeted at tourists), D(community stores targeted at local residents), E(other shops and facilities). There are 457 tourism commercialization facilities in Hongcun scenic area, among which 111 stores are concentrated in craft market and 346 stores are located in the central area of Hongcun.

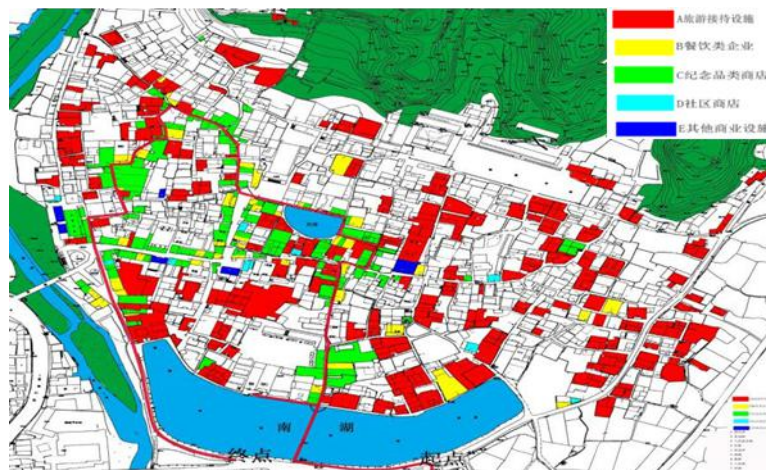


Figure 5-1 Business distribution in Hongcun**5.2 Characteristics of business types**

There are 346 shops in central scenic area, 151 of them are tourist reception facilities (type A), accounting for 43.64%; 44 are restaurants(type B) accounting for 12.72% ; 136 of them are retail shops selling souvenirs which account for 39.31%; 9 of them are community stores(type D) and 6 of them are other business facilities, accounting for 0.03% and 0.02% respectively. From the aspect of business type, the majority of the business is related to tourism reception and retail selling souvenirs, 80% of the shops in Hongcun are retail shops and reception facilities.

5.3 The evaluation of commercialization

The numbers of buildings and shops in Hongcun are calculated respectively in this monitoring and commercial penetration(degree of commercialization) is worked out by “number of shops / total number of architectures in the region” for cross-reference.

Table 5-1 Evaluation of commercialization degree in Hongcun

Place name	Number of architecture	Number of architecture with shops	Commercial penetration
Chahangnong	24	17	70.83%
Eastern Street	97	46	47.42%
Back Street	74	25	33.78%
Dongbianjing	63	34	53.97%
Nanhu	35	26	74.29%
Front Street	64	50	78.13%
Shangshuizhen	59	46	77.97%
Tingqian	9	9	100%
Along the river	26	14	53.85%
Total	451	267	59.20%

According to Table 5-1, there are 451 architectures in Hongcun and 267 of them are involved in at least one kind of commercial activity. The commercial penetration rate of this whole village is 59.20%. Tingqian is the region where the rate of commercial penetration is the highest, while Tingqian is located in business center with few architectures, which makes the data unconvincing. The area with the second highest rate of commercial penetration is Front Street, followed by Shangshuizhen, Nanhu and Chahangnong whose rates are all above 70%.

And from the geographical point of view, these areas are in touring route. Therefore, it is reasonable to believe that the above areas are the most developed commercial regions in Hongcun.

5.4 Craft market

The craft market, located in the south of Hongcun, near to the entrance, is one of the exits of Hongcun scenic area. Being one of the possible routes for tourists to exit, the craft market is developed by related organizations. At present, there are 111 business shops in the market that are operating. 94.5% of these shops sell souvenirs, the majority of which are tea, liquor, Huangshan Shaobing and handmade crafts. The rest 5.5% of these shops sell snacks and ice cream. Craft market contributes greatly to the concentration of commercialization during the development of tourism economy in Hongcun. Nevertheless, in recent years, the number of shops in craft market has decreased, while the number of shops inside Hongcun is increasing, which is a strange phenomenon. The role of craft market is weakening and the reasons for it are various, for example, the degree of homogeneity of goods is high and tourists have already consumed the same kind of products.

The commercialization in Hongcun is in a relatively high level. The commercial penetration (degree of commercialization) is worked out by “number of shops / total number of architectures in the region” which is 59.2%. Nearly 60% of architectures in Hongcun are involved in commercial activities and the commercial atmosphere is strong. Accommodation reception and selling souvenirs are the two main commercial activities in Hongcun. Accommodation facilities are mostly located in the regions outside of touring routes, while the retail shops selling souvenirs are mostly located in both sides of touring routes and commercial streets.

6. The monitoring of sanitation in Hongcun

Hongcun, located in the northeast part of Yixian, Huizhou, is built near the mountain and by the river with the reputation of “the village in the painting”. Therefore, Hongcun attracts a great amount of tourists, receiving more than 1.53 million person-times annually (according to the statistics of Yixian Country Tourism Bureau), which brings great economic benefit to local society. However, with the arrival of tourists, all kinds of pollution start to appear, such as water pollution and air pollution, which leads to negative changes of ecological environment in Hongcun scenic area. Now, related departments in Hongcun have managed to classify and recycle waste water and garbage, which has made certain progress, while the problems still exist.

6.1 Garbage

There are 89 waste containers in Hongcun distributed in 70 points. 41 of them for residents are distributed in 30 points, mainly located in the east of village the and Back street. 48 of them for tourists are divided into three types including garbage bins for recyclable wastes, for unrecyclable wastes and old garbage containers made by bamboo, distributing in 40 points which are mainly located in the south of Nanhu and Yuezhao. According to figure 6-1, the conclusion is drawn that the distribution of garbage bins in Hongcun is uneven: in hot spots, waste containers for residents are few, which causes great inconvenience for residents' daily life, as a result, they usually share garbage bins for tourists only with tourists; in the aspect of traveling route, garbage bins for tourists only are mainly concentrated in Nanhu.

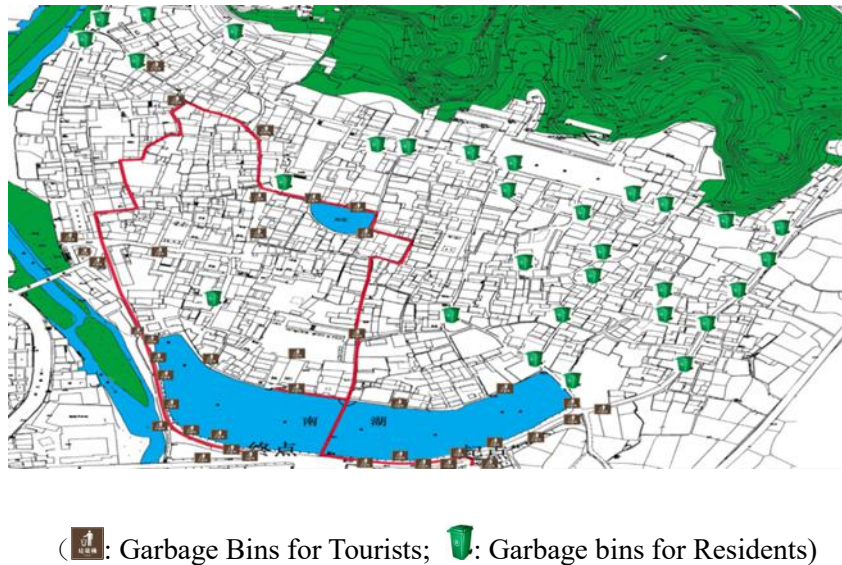


Figure 6-1 Hongcun Garbage Bins Distribution Map

The way for handling solid wastes in Hongcun is to pile them at specific spots, uniformly reclaim and transfer these wastes to Yixian country for further dispose. The sanitary environment of Hongcun is divided into 7 areas, each area is assigned to one sanitation worker who is responsible for sanitizing, collection and transferring of garbage in that area. These 7 sanitation workers need to collect and transfer garbage in their areas 3 times(8 times in golden week for tourism) a day, 7-8 a.m. in the morning, 11-12 a.m. at noon and 4-5 p.m in the afternoon, with garbage trucks whose size are 1.8m * 0.7m * 0.8m. The garbage is transferred to the transfer station which is located on the south side of Hongcun Bridge outside the village.

In addition, according to observation, there exists two problems in the dispose of solid wastes in Hongcun: first, there is no special container for cigarettes in garbage bins and garbage bins are made from plastics and bamboo, which may cause fire; the second problem is that the sanitation responsibility in craft market is not clear and blind spots exist, for example, the small ditch beside the public toilet in craft market is full of garbage.

There are more than 120 commercial tenants in Hongcun operating inns, catering services and “agritainment” which produce a large number of kitchen waste every day. All these commercial tenants are equipped with specific plastic buckets for kitchen wastes and 4 sanitation workers are responsible for the collection of these kitchen wastes 3 times a day. By visiting 22 inns in Nanhu and Yuezhaohao, it is found that only 6 inns uniformly reclaim their kitchen wastes, 7 of them use the kitchen wastes to feed pigs, while 5 of these inns put the wastes directly in garbage bins.

6.2 Waste water

After the development of tourism, Hongcun has introduced water filtration tank to dispose waste water created by tourism reception facilities and shops to better protect the water system. However, there is no unified sewage disposal system in Hongcun, so the installation of filtration tank is individual behavior of tourism reception shops which is not compulsory. By visiting 22 inns in Nanhu and Yueshaohao, it is found that 12 inns have installed water filtration tank. Among these 12 inns, 10 inns' tanks were installed under the organization of village committee, and 2 inns' tanks were installed by themselves. The rest of inns have no water filtration tank but to discharge their waste water directly. The inns that are far away from Nanhu and Yuezhaohao basically do not install water filtration tank, some inns even discharge the waste water directly into the ditches. According to the statistics from Hongcun Water Limited Company, the total quantity of water used for commercial operation annually from 2012 to 2014 are 117700m³, 156992m³ and 113292m³ respectively.

“Ink Hongcun” is the sketching base of China and the waste water of pigments produced by watercolor painting brings great threat and challenge to the water system in Hongcun. The way for disposing waste pigment water is to collect them first in specific spots and sanitation workers will uniformly reclaim it. In July 17th and July 18th, Hongcun received a total of 567 teachers and sketching students from 7 schools (source: the list of people registered in ticket office to sketch in the village). 10 barrels of 100 L waste pigment water was collected and 1.76M³ was produced each day. According to the introduction of sanitation workers, the sketching season for students is from September to October and in these months, they have to transfer 20-30 barrels of waste pigment water per day. However, the investigators find out that the sanitation workers transported the waste pigment water outside of the village and then poured it into some vacant land. This kind of disposing waste water, simply transferring the source of pollution from inside Hongcun to the outside of the village, can never solve the problem fundamentally.

6.3 Public toilet

There are two types of public toilets in Hongcun, the flush toilet with complete sewer and

toilet with biogas digester, and the majority of the toilets belong to the former one. Around 1990s, in order to respond to the call of our nation, Hongcun promoted to build toilets with biogas digester and to use methane as energy. In the new century, due to the terrain problems of Hongcun and the introduction of other alternative energy (such as carbon monoxide), toilets with biogas digester has been gradually replaced by flush toilets with fecal filter tank and only few are preserved in houses in high-terrain areas. Tourist toilets in Hongcun are distributed in three places, the gate of scenic area, Chengzhi Hall and craft market (Figure 6-2). There are 29 ladies' rooms (include two for disable people and one for children) and 18 men's rooms (include one for disable people) with 11 urinals. Originally, there was tourist toilets in the square next to Yuezhao, but they were torn down because of the reconstruction of the square. Except for entrance and exit, there are only 6 tourist toilets (3 for ladies and 3 for men) in Chengzhi Hall along the more-than-2-hour touring route. In relatively less popular area in Hongcun, there is no tourist toilets or public toilets. Such design and distribution of tourist toilets can not meet the need of tourists, so many tourists turn to local residents for help. But as a result of high frequency of using residents' private toilets and uncivil behaviors of some tourists, the life of local residents is greatly disturbed.

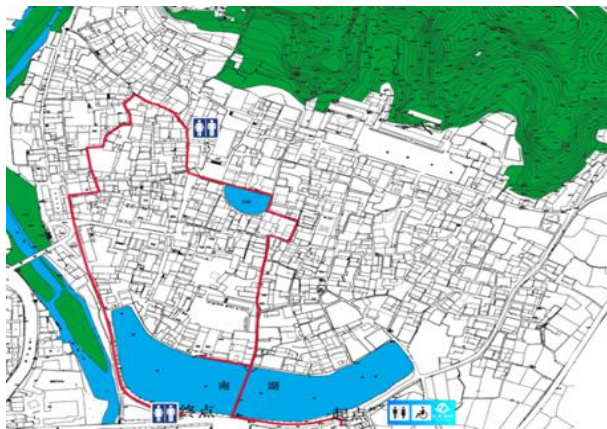


Figure 6-2 Distribution of toilets in Hongcun

7. Conclusion

In addition to the monitoring of 52 documented houses, the monitoring group also sets up files for 53 houses in Hongcun. The repair and renovation are still biggest doubts. In particular, the government used to fund 40% of repair cost for old houses, but the rate has reduced to 30% since 2015, which means that the residents need to pay 70% of the repair cost. Therefore, this new policy will cost residents more money for repairing old houses which makes the repair more difficult. In the aspect of renovation, with the development of tourism, internal functions of a great number of houses have been changed. The increasing number of tourism reception

facilities and the reconstruction and extension of the entrance to scenic area have also influenced the historic structure of traditional houses. In the next phase, attention should be paid to the monitoring of the transformation of the internal and appearance of houses and related data should be collected so as to guide residents to participate in tourism reasonably without damaging the styles and features of the houses.

Hongcun becomes one of the world cultural heritages, which enhances local residents' local identity and self-pride. The majority of the residents participate in the tourism development of Hongcun as private business owner or as other identities. Out of economic profit, most of the residents keep a relatively harmonious relationship with tourists. In the aspect of the preservation of heritage, community residents basically hold active and positive attitude towards the perception of old houses and quite a few residents realize the great significance of protecting intangible cultural heritages such as Hui culture and clan culture. However, the government is still the major force in the preservation of heritage in China currently, which leads to the lack of consideration of local characteristics in policy-making. Community residents are basically in a passive position, although they have active and positive attitude, few of them can truly have their own voice. During the development of tourism in Hongcun, the residents in community are in a tense relationship with the government due to the mechanism of benefit distribution. How to coordinate heritage preservation and tourism development to create a win-win situation? This is a question that still needs to be further explored.

The overall satisfaction of tourists with the travel in Hongcun is in a relatively high level, especially in the aspect of landscape. However, at the same time, problems exist, for example, tourists lack enough opportunities to experience and participate in tourism activities and the form of tourism is too monotonous. Currently, the sightseeing activity in Hongcun is basically dependent on tour guides, which leads to tourists' lack of perception of heritages' value and relative knowledge and information. However, the explicatory system in Hongcun is still unable to satisfy the need of tourists, especially in the aspects of signage system, maps and brochures of scenic area, etc. Related government department and company of scenic area should pay attention to the opinions and suggestions from tourists, for examples, increase the number of tourist toilets and the commercial atmosphere in the scenic area is too strong. In addition to take action to increase tourists' experience, related organizations should take the chance of developing tourism to inherit and promote their culture.

Among the commercial activities in Hongcun, accommodation reception and sale of souvenirs are the two major ones. The characteristic is that the accommodation reception facilities are basically distributed outside of the touring routes while the shops selling souvenirs are mainly distributed on the both sides of touring routes and commercial streets. Since about 2010, business operators from other provinces started to participate in tourism economy of

Hongcun and the number of them is still increasing. The number of business shops from outside Anhui accounts for 13.2% of the total number of businesses in Hongcun and the majority of businesses are still operated by local residents. How to properly manage and control the development of economy so that local residents can participate actively in tourism and tourists can be satisfied with the commercial atmosphere in Hongcun? This may be the biggest issue currently for Hongcun.

With the increasing number of tourists, the environment problems in Hongcun are getting more and more attention. Although residents are unpleasant about some tourists' uncivil behaviors such as littering and pouring waste pigment water casually, the majority of them still hold a tolerant attitude towards these phenomena. The problems such unreasonable distribution of garbage bins, plastic buckets for waste pigment water and tourist toilets should be solved and reconsidered. Waste pigment water produced by sketching students and kitchen waste water produced by catering facilities are seriously polluting local water system. How to filter and discharge kitchen waste water and waste pigment water properly after the collection? There are two problems that related organizations should actively deal with.

2015 Monitoring Report on Xidi Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

July, 2015

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Acknowledgement:

Huangshan Municipal People's Government, Huangshan Tourism Committee, Yixian Country People's Government, Yixian Country Tourism Development Committee, Huihuang Tourism Development (Group) Co. Ltd of Yixian County, Zhongkun Investment Group, Huangshan Jingyi Tourism Development Ltd., Xidi Village Committee, Xidi town, Yixian County

And all those who helped with the monitoring work.

1. Preface

This is the third year of monitoring over Xidi. This round of long-term continuous monitoring over the conservation of residential dwellings in Xidi serves the main purpose of understanding the change path of the dwellings in that period, recording the change in cultural heritage, and thus figuring out the sustainable development model of the heritage sites according to the changes to conserve heritage while minimizing the negative impacts. In addition, the survey of the tourist satisfaction and perception will help monitor the impacts of human activities tourism in on the building body and the environment.

In this monitoring, the main task is to set up files for the ancient residential buildings (Henglu street, Houbian Creek, Zhijie Street), including sorting the interviews with all the respondents into survey forms, taking pictures of, observing and recording the appearance and interior conditions of buildings, and distributing a certain number of community questionnaires and tourist questionnaires to know the participation and demands of residents on tourism, tourists behavior preferences as well as perception of satisfaction.

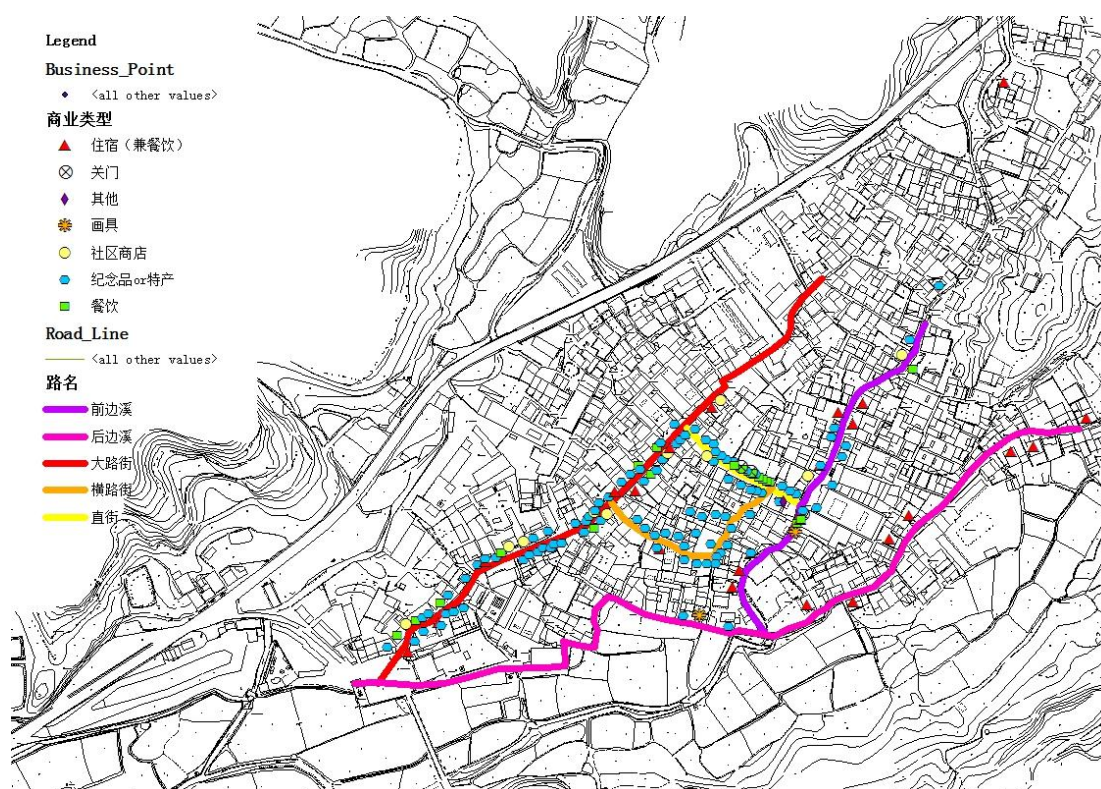


Figure 1-1 Xidi Village

2. Create Files for Residential Buildings

2.1 Scope of Creation

This survey of the ancient residential buildings of the Ming and Qing Dynasties of Xidi Village focused on three streets: Zhijie Street, Henglu Street, Houbian Creek. Files were created for 38 buildings and 66 households altogether, of which, 11 buildings and 15 households are for Zhijie Street, 10 buildings and 16 households for Henglu Street, 35 buildings and 35 households for Houbian Creek.

2.2 File Creation for Zhijie Street

There are 15 households in 11 ancient residential buildings at Zhijie Street. The 11 ancient residential buildings at Zhijie Street are protected residences, including 1 key protected residence, 10 general protected residences. At present, ancient residential buildings at Zhijie Street are mainly in private use. Though some houses are rented out, they do not hold the dominant position. They are mainly used as shop. Zhijie Street has the largest population in Xidi village. Residents at Zhijie Street mostly live on engaging in tourism activities and individual for tourists. Tourism not only brings considerable income to residents at Zhijie Street, but also becomes the main source of family income of residents at the street, which takes the status of traditional agriculture. Thus, it can be seen that tourism has impacts on locals' income structure.

According to the preservation of ancient residential buildings, Zhijie Street mainly built in Ming and Qing dynasty, or in the period from late Ming to early Qing dynasty, or in the period from late Qing dynasty to early Republic of China, which shows that buildings at Zhijie Street have a long history. From the appearance of buildings, it can be figured out that ancient residential buildings at Zhijie Street basically retain the original appearance in which gates and patios are in good keep and day lighting is good, while outer walls of buildings are old, most outer walls are turning black, falling off and breaking, therefore, most residents have done a lot to fix those walls, such as changing pillars, painting the walls, putting white papers on the ceilings and walls etc. Although those ancient residential buildings show a sense of history through their appearance, inner rooms actually have gradually adopted some modern elements, such as laying tiles on the ground, installing air conditioners, telephones and solar water heaters, building more toilets, extending new big windows near the street. According to the situation of renovation of ancient residential buildings, the overall size of renovation is small Basically some parts of small buildings are extended and patios of some buildings are sealed by casement windows or transparent plastic, which are not major changes on the whole.

According to the use, ancient residential buildings can be divided into two categories: buildings are in business use and buildings are in residence use. Among 15 households that are

surveyed, 14 are mainly used as shops and 8 are purely used as shops, which show that commercial function has become the dominant function of ancient residential buildings at Zhijie Street. There is only 1 ancient residential building for pure residence. Therefore, it can be figured out that under the influence of tourism, the function of ancient residential buildings at Zhijie Street has been changing from residence to business.

2.3 File Creation for Henglu Street

There are 16 households in 10 ancient residential buildings at Henglu Street, including 1 key protected residence and 9 general protected residences. Same as ancient residential buildings at Zhijie Street, buildings are mainly in private use and shops are their main function. The main income source of family at Henglu Street is running shops which are based on tourism and mostly selling tourism souvenirs. Tourism has become an essential income source for residents at Henglu Street. Almost every residents engage in tourism activities. Thus, it can be seen that tourism has a great impact on locals' income structure.

According to the preservation of ancient residential buildings, most ancient residential buildings at Henglu Street date back to Ming and Qing dynasty, while only 1 new building was built in 1960s and 1970s. Ancient residential buildings at Henglu Street keep the consistent style. Most buildings are Huipai traditional construction from the outside appearance, while some are courtyard-style buildings. Overall, buildings all are in good keep, but there are some residents renovating patios, roofs, windows and gates of buildings. All gates of buildings are made near streets, but some modern elements are added into the renovation of inner rooms, such as laying tiles on the ground. Most residents install water-supply lines, sewers, telephones, televisions, toilets, washrooms, air conditioners, even solar water heaters in rooms. These ancient residential buildings will be renovated every one year or two. Generally, only when there are problems in these buildings, will residents apply for renovation, but the size of renovation is small so that buildings retain their basic original appearance.

According to the use, ancient residential buildings are mainly used to run some shops about tourism, while no building is pure residence. As Henglu Street is the same as Zhijie Street, Henglu Street is also the road of tourist route of Xidi and has a lot of tourists. Thus, to some extent, residents at Henglu Street have ability to manage business. They mainly sell some postcards, CD, couplet of Xidi, inkstone and other tourist souvenirs. However, the building built in 1960s and 1970s totally loses the function of residence and is changed into a shop. The use of ancient residential buildings show the following conclusion: tourism has a great impact on the function of local residential buildings, many residents at Henglu Street engage in and rely on tourism.

2.4 File Creation for Houbian Creek

There are 35 households in 35 ancient residential buildings at Houbian Creek, including 2 public buildings. The other 30 households are in private use without being rent out. Ancient residential buildings at Houbian Creek are situated in unpopular tour area, that's why most residential buildings are pure residence without running some service and business about tourism. Among 16 households surveyed later, over half of residents live on agriculture, seldom residents engage in tourism activities and tourism has few impact on locals' income structure.

According to the preservation of ancient residential buildings, residential buildings at Houbian Creek are mostly built in the late Qing dynasty or the early Republic of China, but there are 3 buildings are new. From the condition of buildings, the appearance of traditional Hui style architecture which occurred 100 years ago is kept well, for example, the appearance of buildings is old, some pieces of walls are falling off and seriously damaged etc. Though there are patios and gates in those buildings, most of them are sealed. The interior of buildings have been changed a lot, for example, beams are changed, walls are painted, tiles of roofs are renovated, windows are new etc. Besides, the interior design of buildings show a lot of modern elements, such as ceramic tile ground, air conditioners, televisions, telephones, wireless, new toilets, sewers and solar water heaters etc.



Figure 2-1 Ancient dwelling in Xidi Village

According to the use, ancient residential buildings at Houbian Creek are mainly divided into two categories. First, buildings for residence. Among 26 households surveyed at Houbian Creek, residence is main function of 22 buildings, while other 4 buildings lie empty and waste. However, only 12 buildings are pure

residence, which shows that function of residence is still the main function of residents at Houbian Creek, residents do not engage in tourism actively. Second, buildings for business (including shop and board). 10 residential buildings are business premises, while no building is pure residence. Those business premises mainly exist as tourist lodging and renovate doors, windows, sanitary equipment of rooms and patios, gates of buildings to meet tourists' demands

and make tourists' life more convenient.

2.5 Summary

On the whole, Zhijie Street and Henglu Street are located in popular tour area and influenced by tourism a lot, especially in the aspect of functional change. Ancient residential buildings at Zhijie Street and Henglu Street mainly set up or extent more open areas to make those areas become shops along the street. Although those residential buildings mainly retain Hui style, the interiors of buildings are added into many modern elements, such as televisions, telephones, air conditioners, etc. However, ancient residential buildings at Houbian Creek basically retain the original appearance. Those buildings' looks are old and have a long history, but many patios and gates are sealed. The interiors of buildings have been changed a lot. For example, beams are changed, walls are painted, tiles of roofs are renovated, windows are new etc. In order to meet tourists' demand for accommodation, the interior design of residential buildings with the function of tourist lodging show the modern elements.

3. Community Perception Survey

3.1 Basic Information on the Questionnaires

In the community survey in this round of monitoring, questionnaires with interview were mostly distributed to the residents inside the Xidi scenic area. 150 community questionnaire were distributed, 132 recovered, at the recovery rate 88%. Among those recovered questionnaires, 50 were recovered from Qianbian Creek, 21 from Houbian Creek, 23 from Zhijie Street, 10 from Henglu Street, 28 from Dalu Street. Among the 132 villagers surveyed, 72 are male, 60 female. Those aged from 25 to 60 form the major respondent group, accounting for 73.8 % and having an education background that is equally distributed in primary school and below, junior high school, high school or university. 79.23 % of the residents have lived here for more than 10 years. Those doing a job related to tourism and those not are at a ratio of 1.6:1. Among the respondents, self-employed laborers dominate the proportion as much as to 48.48 %, followed by farmers, 12.87 %. In terms of income, the receivers below 5000 Yuan are the majority group, accounting for 89.75 %.

3.2 Community Perception of Tourism Impact

In terms of the perception of economic impacts of tourism, the mean value of every indicator is above 3.5, indicating that the residents agree to these indicators and they have very strong perception of the economic impacts of tourism. Most residents believes that tourism has contributed greatly to the development of the local economy, brought more job opportunities to

the locality, attracted more funds and consumers, and improved their standard of living; during the tourism development, most of the residents think tourism has driven up the local prices and costs of living, has extended the local gap between the rich and the poor, and has risen the house price. From a general view, over half of residents agree to indicators, while almost one third feel no great changes occurred.

In terms of the perception of social impact of tourism, the mean value for the indicator that tourism contributes to the improvement on local infrastructure, medical conditions and quality of service is above 3.5, indicating that in general the residents agree to it. But in terms of the amounting attitude towards the opinion that tourism leads to a higher local crime rate, the mean value is below 2.5, indicating generally the residents disagree, and they cherish a neutral attitude towards the rest indicators, suggesting Xidi residents do not have an obvious perception of social impact. In general, the means of the indicators of residents' perception of social impact of tourism basically remain the same while showing a slight upward tendency.

In terms of the perception of cultural impact of tourism, mean values for the indicator that tourism promotes local and foreign cultural exchanges and tourism brings more festivals and enriches our lives, is above 3.5, indicating that residents generally agree to it. The majority of residents believe that tourism promotes cultural exchanges between the local and foreign places; more than half of the residents agree that tourism brings more festivals and enriches our lives, but compared with the indicator in previous two year, approval rate basically remains the same, at around 80%. In terms of the indicator of language learning, the rate remains the same too. However, the disapproval rate drops in terms of the indicator that tourism undermines folk and traditional culture, indicating tourism has certain negative impacts on local culture.

In terms of the perception of the environmental impact of tourism, the mean values suggest that the residents hold a positive attitude towards the indicators that tourism aggravates water pollution and brings more solid waste. Most of the residents think that the tourism development aggregates the water pollution in the village and brings more solid waste. Compared with last two years, mean values for the indicator almost remain the same, but it should be paid attention to that, there is a slight increase in the number of residents for the statement that tourism development spoils environment, which indicates that tourism development has have certain perceived impacts and these impacts show a slight increasing tendency.

3.3 Residents' Attitude towards Tourism Development

3.3.1 Community's General Attitude towards Tourism

As it can be seen from the figure, 70.23% of residents expresses satisfaction with the status quo of Xidi tourism; 78.46% of the residents want to engage in tourism-related jobs, indicating that the majority of residents in Xidi wish to get involved in tourism travel and gain a source of

income. 96.95% of residents supports Xidi to continue tourism development. Overall, residents are satisfied with the status quo of Xidi tourism. They would like to be part of the industry and support Xidi to develop tourism. Compared with last two years, mean values for the three indicators measuring residents' general attitude towards tourism rise sharply, indicating that as tourism develops, ambiguous attitude towards tourism is giving way to definite attitude.

3.3.2 Community's Perception of and Recommendations on Tourism Development

66.92% of residents does not think they are disturbed by tourism, and 27.69% of tourists does not care about it, which indicates that in the tourism development of Xidi, tourists did not disturb the residents much and not arouse strong dislike among residents. On the contrary, more residents hold a positive attitude towards it.

During the development of tourism, the dissatisfied aspects of residents can be boiled down to three: 1. Insufficient measures and efforts in governmental administration, such as improper development of the scenic area and inadequate publicity; 2. unequal distribution of benefits and poor quality of tourist; 3. severe environmental pollution. As to these problems, residents give some solutions 1. reform the administration system and conserve ancient residences; 2. enhance tourism development and improve the quality of tourists; 3. enhance publicity; 4. protect the environment and reduce pollution.



Figure 3-1 Residents in Xidi Village

3.3.3 Community's Perception of and Recommendations on Heritage Protection

The main problem of heritage protection is difficult access for motor vehicles, which is related to uneven roads and inconvenient road width. In addition, some economic problems, like the unaffordable repairing costs, the lack of funds, and difficulties in finding or affording the timbers specified for construction annoy residents. In a general view on the data of the lack of funds, the percentage is 69% in 2012, 42.2% in 2013, 35.8% in 2015, which shows that some related measures have been taken. During the interviews, it can be found that the government does offer some repair funds. Proportions of other indicators remain the same, indicating that

efforts in solving these problems are not enough. The two most offensive behaviors to the residents are "washing painting tools in rivers" and "littering garbage", indicating that Xidi's residents really care about environmental protection.

The recommendations and comments on heritage conservation at Xidi Village and Hongcun Village can be boiled down to the following two aspects: 1. retaining the original features of the residential houses, prohibiting illegal construction and demolition; 2. strengthening governmental management, allocating funds, developing and conserving the heritage on a unified basis. However, most of them did not make recommendations, some hold a passive attitude for they see their recommendation pointless.

3.4 Summary

It can be found out from above analysis that, from the perspective of local residents, status quo of Xidi's tourism is good and brings about a lot of positive impacts on aspects of culture and economy and so on, especially remarkable economic impacts, many residents are participating in tourism related jobs and willing to engage in tourism to gain considerable income. However, at the same time, the development of tourism brings about some social problems, such as rising prices and the extended local gap between the rich and the poor, and some environmental problems, such as water pollution and solid waste, besides, some problems show a slight increasing tendency. In terms of heritage protection, there are many problems in need of solutions, in which, the unaffordable repairing costs and the lack of funds are the main problems. In addition, some other restrictions exist. For example, the difficulties in finding or affording the timbers specified for construction, specified house height, difficulties in introducing sanitary facilities, difficult access for motor vehicles, inconvenient road width. Furthermore, residents' traditional cultural activities are boring and monotonous.

4 Tourist Questionnaires

In this round, Xidi tourist behaviors and satisfaction were monitored through sampling questionnaires. Questionnaires were distributed in one day. The survey group conducted random investigation of domestic tourists at main scenic spots in Xidi, such as Zhuimu Hall, Jing'ai Hall, dished out 200 questionnaires in total copies, 190 valid recovered.

The first part of questionnaire uses Likert Scale to assess tourist satisfaction, including destination landscape, tourism information and accessibility, destination environment, diversification of experience and attraction-related activities, perception of heritage, attitude of the locals, and general satisfaction. The satisfaction with a particular indicator is divided into

five levels: very agree, agree, neutral, disagree, and very disagree, respectively represented by a value of 5, 4, 3, 2, and 1.

The second part assesses tourists' behavior preferences (the forms of involvement in tour, tour time and activities, etc.). The last part is the demography characteristic of informants and collects partial personal information of informants.

4.1 Basic Information on the Questionnaires

Among those tourists surveyed, men account for 43.5%, women account for 56.5%. The age of the tourists in this round of survey is concentrated in the range from 15 to 44, of which 15-24 aged tourists account for 46.2%, 25-44 aged tourists account for 40.2%. The educational background of most tourists surveyed is university, accounting for 63.5%, while in terms of occupation distribution, Xidi tourists mostly are students, accounting for 44.1%. The tourists attracted to Xidi come from a wide range, but mainly from within the province and surrounding areas, such as Hubei province, Jiangxi province and Jiangsu province etc.

4.2 Tourist Preferences

In terms of tour methods, among respondents, 42.1% of tourists choose group tour, and the rest 57.7%, DIY tour. 89.4% of them never visited Xidi village before, only 10.6% are revisiting tourists, implying Xidi has a low revisiting rate, probably because the tourism products of Xidi have not gone beyond sightseeing and been unable to hold tourists longer, as a result, they did not have the chance to develop an in-depth understanding of the cultural heritage of Xidi and the revisit rate is not high.

In terms of tourist stay, tourists mainly choose to stay half a day, accounting for 35.5%. 76% of tourists stayed in Xidi village for no more than half a day, implying that most tourists stay in Xidi for a short period. Tourists who stay in Xidi for over two days account for 18.6% and they are mainly sketching students.

In terms of tours activities, most tourists visit residential houses under the narration of guides or on their own, many tourists visit the entire scenic area, and admire surrounding pastoral scenery, indicating that tourist activities mainly include visiting residential houses, admiring surrounding pastoral scenery, being showed around the entire scenic area. In terms of experience activities, over half of tourists purchase tourism commodities and other common behaviors, while no more than 20% of tourists choose to get accommodation in Xidi village.

4.3 Tourist Perception

Tourists' evaluation of destination landscape mainly includes three indicators: the beautiful

rural scenery, rich cultural connotations, and unique charm of residential houses. Mean values for these three indicators are above 4, and the proportions of tourists agreeing with the three statements all around 90%, indicating that tourists think highly of Xidi tourism resources.

The main evaluation indicators of tourist information and accessibility include: road signage and understandability, easy access to maps and brochures, and acquisition of cultural heritage knowledge, convenient transportation, and satisfaction with the tour guide commentary. Generally, the tourist satisfaction is high in terms of these indicators. Compared with that in 2013, the satisfaction with the tour guide commentary is lower. The mean value reduces from 4.1436 to 3.8789, and the approval rate drops from 82.4% to 64.7%. In the other aspect of access to maps and brochures, tourist satisfaction is not high and the approval rate is low, which scenic area should improve.

According to the evaluation indicators of the destination environment, tourist perceptions of indicators that a strong smack of everyday life and clean scenic area are high, their mean values are above 3.9, and the standard deviations are small.

The evaluation indicators for diversification of experience and scenic spot-related activities include: understanding the value and charm of residential houses, understanding the history and culture, tasting the living and culture of the residents, buying unique souvenirs and enjoying specialty foods. Tourists hold affirmative attitudes towards the statements that understanding the value and charm of residential houses and tasting the living and culture of the residents and hold neutral attitudes towards two indicators that undiversified tour offerings and short stay. The development of Xidi scenic area has not developed beyond sightseeing in short tour concentrated mainly in places such as residential houses and ancestral halls, etc. As undiversified tour offerings, after listening to the narration of guides, tourists often leave the scenic area quickly and stay for a short time.

In terms of the indicators for tourist attitude towards the conservation of the world heritage, tourist perception of the conservation of the cultural heritage in Xidi is high. Tourists holds a supportive attitudes towards the conservation of Xidi heritage, and they are satisfied with the conservation.

The indicators for the attitude towards the locals include the access to the locals and the cordial and friendly reception by the locals. Overall, tourists are satisfied with the attitudes of the locals. Those two indicators are above 3.8 points, and the disapproval rate is below 10%. However, compared with the indicator that the access to the locals in 2013, the mean value and the approval rate is lower, implying that tourists' accesses to the locals are confined by the tour route and the short stay.

Overall, the indicators for overall satisfaction with the tour I am satisfied with the tour as a whole, I would recommend Xidi village to friends and folks, and I would come to Xidi village again, the mean of each which is above 4, suggesting tourists are highly satisfied with the Xidi tour overall, and their willingness to recommend and re-visit it is also very high.

4.4 Tourists' Recommendations

The surveyed tourist provide two kinds of answers to "Xidi's most impressive places of attraction", of which one refers to the residential buildings that 70% of tourists hold, including some ancestral hall like Jingai hall, Zhuimu hall, some unique inns and souvenir shops, and the other, to the atmosphere of Xidi, such as quaintness, and quietness, and antiqueness etc.

Tourists' recommendations mainly about scenic area's infrastructure and sanitary condition. In terms of infrastructure, as tourists cannot acquire maps conveniently, owing to the unclear signage, tourists make some comments that there are no signage on scenic area, inadequate toilets signage or it is better to set up a site for tourists, etc. Meanwhile, some people complain about the sanitary condition of scenic area. On one hand, these tourists think that there are few rubbish bins and suggest putting more rubbish bins. On the other hand, they think that the sanitary condition of scenic area should be improved. In the other aspects, some tourists hold a view that the scenic area is covered with a strong commercial atmosphere. For example, compulsory purchase behaviors exist and the ticket price is high, which the scenic area should improve.

4.5 Summary

The analysis of tourist satisfaction shows that, in terms of tour methods, more and more tourists choose DIY tour, but the tour time is still short. On the whole, tourists think highly of Xidi, which mainly shows in the high perception of and satisfaction with heritage conservation and the local cultural atmosphere, but the following aspects should be improved:

- (1) Enhance the function of maps or signage in the entrance or in the key scenic spots, repair unclear landmarks, set up map distribution office to help tourists take maps and brochures conveniently.
- (2) Pay attention to sanitary condition of scenic area, place more rubbish bins in popular places, keep important scenic spots and water clean.
- (3) Commercial atmosphere is strong, feelings of tourists are different due to personal preferences, but the scenic area should restrict and manage shops to some extent. For example, forbid compulsory purchase behaviors.

- (4) Dig into the unique culture of Xidi in depth, such as architectural culture and tea culture to design more diversified tourism activities and solve problems of undiversified tour offerings. Meanwhile, it can solve the problem-short stay.

5 Conclusion

- (1) Residential house preservation and use is under the influence of tourism development, but generally the houses are well preserved, repaired at small scale.

In General, the characterful residential houses or those of the old rich and influential families are on the tour routes and have been developed as hot spots; such residential houses are re-utilized and turned into stores, especially at Zhijie Street and Henglu Street. Residential houses in less visited areas preserve the Huizhou architectural appearance, but compared with the residential houses in the hot spots (such as Zhijie Street and Henglu Street), they are interiorly decorated with much modern facilities, such as new bathrooms, ceramic tiles, as represented by Houbian Creek. As far as renovation is concerned, Xidi residential houses are focused on small-scale repatching, not common is large-scale repatching such as column replacement which is more often seen at Houbian Creek, but less seen at Zhijie Street and Henglu Street.

- (2) Though the community atmosphere is harmonious, contradictions cannot be ignored.

Currently in the view of local residents, the tourism development of Xidi village is good, and have had many positive impacts, particularly in remarkable terms of economic aspects. Many residents are engaging in some tourism-related jobs and get gain a source of income, yet tourism development have cause many problems closely related to the living of the residents, such as rising prices, increasing inequality between rich and poor, aggregating water pollution, more and more solid waste, and so on, and these problems show slight increasing tendency. As far as the conservation of ancient residential houses, there are many problems in renovation of ancient residential houses, among the rest, fund is a big one, followed by difficulties in finding or affording the timbers specified for construction, specified house height, difficulties in introducing sanitary facilities, difficult access for motor vehicles, inconvenient road width, and too many other restrictions. Besides, local traditional cultural activities are boring and monotonous.

- (3) Contrary to the high tourist satisfaction, Xidi has a low revisit rate.

This round of survey finds out that tourists are highly satisfied overall, highly willing to

recommend to folks and friends and to revisit Xidi, yet the actual satisfaction is low, since to most tourists, Xidi is just a sightseeing destination which does not hold even tourists with good consumption power longer than about 2 and can only involve them into non-diversified tourism forms incapable of exposing them to the living of tourists and the true Huizhou culture, hence though questionnaires show high willingness to revisit Xidi, few people actually revisit it. Therefore, scenic area should improve its navigation system, sanitary condition, commercial activity, digging into unique culture.

Overall, Xidi village seems to be in a overall harmonious state in its conservation and development, but the contradictions arising from which deserve as much attention as appropriate governmental measures. During the protection and development, problems like unequal distribution of benefits, insufficient measures and efforts in governmental administration arise the contradictions between government and residents. Especially in 2013, after the reform of management system in Xidi (villager autonomy system was turned into state-owned enterprises' management), the contradiction is escalated. Topic 1 will be focused on the introduction of questions about reform of management system in Xidi. Meanwhile, environmental pollution and low quality behaviors cause residents' discontent. Residents make some recommendations on those problems, thus, Topic 2 will be focused on the detailed introduction of related condition of the refuse system of Xidi. At last, many residents are actively participating in tourism and want to get involved in tourism to gain benefits by doing business, but tourists hope that Xidi can retain the original quietness without any commercial atmosphere and traditional unsophisticated folkways. The attitudes and hope of residents and tourists towards commercialization are contradictions that cannot be ignored, thus, during the development of Xidi, it is important to monitor and guide the commercialization, which Topic 3 will introduce in detail. As to above problems, government and managers should take measures to face them positively.

6 Topic 1: Report on the Reform of Xidi Travel Service Company

6.1 Background

The development of Xidi tourism began in 1986, and on April, 1994, Travel Service Company of Xidi, Yi County, Huangshan city, was founded. The population of tourists attracted to Xidi is increasing year by year. The scenic area was inscribed as one of the World Culture Heritage, the national key cultural relics protection unit, the national 5A-level scenic area, one of China's ten largest historical and cultural villages, one of China's top ten famous and attractive towns, a National Town of Civilization, one of China's top ten most beautiful villages etc. On June, 2013, Xidi village and Huihuang Tourism Group made an agreement on

cooperation on tourism development. Xidi Travel Service Company, Yi County, Huangshan City would be managed, as a subsidiary corporation of Huihuang Tourism Group. Focused on the reform of Xidi Travel Service Company, this year, related conditions of the reform was recorded by special monitoring, to know the impacts of reform on Xidi tourism and problems that might arise in the future, which can help Xidi's sustainable development.

6.2 Research Process

The source of research data of the topic includes field research and secondary data. Interview is the main way of field research. From July 14th to 17th, monitoring group conducted interviews in Xidi Travel Service Company, Administrative Committee of Xidi scenic area, Village Committee of Xidi, residential area at Xidi village, to know the reason for, the process of, the status quo of and attitudes of all parties towards the reform. The secondary data were documentations in the process of reform when the reform leading group was consisted of Xidi Tourism Development Committee and Xidi Travel Service Company. The secondary data was used to know the reason for, the purpose of and concrete measures of the governmental reform.

6.3 Reason for the Reform of Xidi Travel Service Company

6.3.1 Restriction on the System of Village Industry

On September, 1993, Xidi village founded the Xidi Travel Service Company, on which management system, there are no differences between the village and the company, so that the control over the company cannot be divested and in the aspects of responsibility, right and benefit, the relation between the village and the company is confusing. Owing to the inflexible internal management mechanism of the company, the initiative of employees cannot be given full play. Besides, tourism products that the company manages are single, and the main source of operating income of the company is admission ticket. As a village-run collective enterprise, the original company not only restricts the full play of initiative of employees, but also to some extent, causes the waste of resource and management level, marketing tools and the quality of service not meeting the demand of development of modern tourism.

6.3.2 Intense Competition between Surrounding Ancient Villages

Competition between other ancient villages surrounding Xidi in southern Anhui is becoming intense. From the point of economic development gap, the gap between Hongcun village and Xidi village is widening. The operating income of admission ticket of Xidi in 2012 is less than half of that of Hongcun, let alone other benefit brought by the population of tourists. In addition, the development of Chengkan and Tangmo that located in Huizhou district, is playing catch-up with that of Xidi. Besides, the No.18 Document that General Office of State

Council dispatched, requires that the world cultural heritage cannot be rented to, be contracted with or be transferred to any individual person, public organization or enterprise in violation of state provisions. As a world cultural heritage, Xidi can no longer be contracted with any enterprise, like Hongcun, which is contracted with a tourism real estate company, Zhongkun Group. State-owned enterprises and collective enterprises are the only ways for Xidi to choose.

6.4 Content

6.4.1 Reform of Management and Operation System

Founded by Yi county government, Huihuang Tourism Development Group Company is state-owned tourism company. Through reform, Xidi Travel Service Company is changed into a subsidiary corporation of Huihuang Tourism Development Group Company, executes independent accounting, changes the original system in which there are no differences between the village and company, divests village and company from each other, and clarifies the responsibility of village committee and the company. After the reform, the town government and village committee manage village affairs, without participating in the company management. The company is in charge of tourism marketing, internal management of the company, tourism and format developments and the management of scenic spots.

6.4.2 Related Reform on the interest of village collective and villagers

The new company distributes income to village collective and villages every year (the minimum base is 6.2 million that the company distributed to village collective and villages in 2012) : in order to be based on the minimum base, if the income of admission ticket every year is over that in 2012 (34,412,923 RMB) , except the minimum base, the extra income will be calculated at 8%. After the valuation of company existing fixed asserts, use of asserts to be paid is given to new company. Company's Zoumalou Storefront is used by the village, to enhance the economic strength of village collective. Tax generated by the benefit that the company distributes to village collective and villagers is paid by the company.

6.5 Reflection of Stakeholders

The three stakeholders, the company, the village committee and villagers will be mainly analyzed in the following.

From the perspective of the company, management of Huihuang Group think that management is more normative now, implementation of systems is more effective. Marketing investment was not enough before the reform, but after the reform, marketing is strengthened, propaganda is promoted, Products are sold in unit by Xidi and other small places. Big scenic areas and small scenic area can drive development of each other. Huihuang Tourism Group

learn in management and grope in learning. Treatment of the staff of the original Xidi Travel Service Company is improved. There are more personal opportunities of career development, so they are real beneficiaries of the reform.

From the perspective of Xidi village committee, as the reform was led by local government, Xidi village committee played an complicated role in it. On one hand, as a local government, the village committee should execute and promote the reform decisions that the government of higher level made. On the other hand, the reform was targeted at village collective enterprises. This research has not got the ideas of the village committee on the reform directly, but according to some interview, it can be figured out that the process of the reform was long. Interviewees all particularly mentioned that the reform was mainly led by the government, and the reform actually was initiated in 2013, when some managers of the village committee and the original company retired. In this round, two interviewees, workers of the village committee, got their posts after 2013. The village committee mainly agree that the reform brought about better tourism resources, but the effect of integrated marketing has not emerged.

From the perspective of Xidi villagers, villagers basically understand the necessity of the reform, but as the reform is mainly related to the relation between the new company and the village and the reform on dividend of the income of admission tickets has not showed many differences, villagers perceive little of the reform at present. Because the original Xidi Travel Service Company was the village collective enterprise, compared with the development of Hongcun, most part of villagers think that the mode that Hongcun is managed by enterprises is better. Besides, villagers seldom engage in the process of the reform, so that some villagers lose confidence in the scenic area management. As management system in Xidi scenic area is changed from village collective enterprise to state-owned enterprise after the reform, the village committee will not participate in the company management. The new company will be in charge of tourism marketing, internal management of the company, tourism and format developments and the management of scenic spots. This, to some extent, weakens villagers' the sense of identity on Xidi, causing the decline of the participation of villagers in community activities.

6.6 Future Opportunity and Challenge

The 2013 reform on Xidi scenic area did promote the development of Xidi tourism did improve the management of modern tourism enterprises, did arouse the initiative of staff, and did improve marketing and management of the scenic area. However, through this research report, some problems of the reform can be found out, that might influence the future development of Xidi tourism. First, the ratio of minimum dividend in the reform and 8% of incremental portion. Before the reform, Xidi villagers' dividends of income of admission tickets mainly are 20% of the income of admission tickets, while in the reform, although 18% of

income of admission tickets in 2012 (6.2 million) is set as the minimum base, dividends of the extra income of admission tickets is distributed at 8%. Under the condition that income fluctuation is not big, villagers cannot perceive the policy of dividend of admission tickets, but when the income fluctuation is big, the growth range of villagers' dividend is far smaller than that of income of admission tickets, which might cause conflicts between villagers and the management company. Second, after the system change of company management of scenic area, how to remain the participation of villagers in community activities to achieve sustainable development of ancient villages, becomes a question that need to be researched in the future.

7 Topic 2: Report on the Reform of Xidi Travel Service Company

7.1 Introduction of the Refuse System

As a unique ancient village, the development of Xidi is mainly around tourism. In recent three years, average annual passenger flow is 640,000. Large passenger flow brings about consumption and the problems in village sanitary condition. According to the village committee, at present, annual emission of rubbish in Xidi scenic area is about 700 ton, 1.5 to 3 ton is generated every day on average. As to solid waste, there are professional cleans in the scenic area to collect rubbish in the rubbish bin on time every day, and then transport them to rubbish transfer station in north of the village. As to sewage, polluted water from kitchens will be discharged through wastewater discharge system and run into river after self-purification, while sanitary wastewater will be delivered to outside the village to be treated.

7.2 Solid Waste: Processing system is normal, Focus on the solution to peculiar smell

Solid waste that Xidi scenic area generates can be divided into household refuse, construction waste and travel rubbish. The quantity of refuse that the scenic area generates every year is 1430 m³. The population of Hongcun's tourists in a year is 1,530,000, while solid waste is about 7620 m³ a year, compared with which, it can be figured out that refuse that is generated by Xidi tourism is far less than that by Hongcun tourism. The reason might is that Xidi scenic area is less attractive to consumers, has less categories of spending and imperfect accommodation, etc.

Rubbish bins are placed according to the tourist track, mainly concentrating on Dalu Street, Zhijie Street, Qianbian Creek and Houbian Creek.



Figure 7-1. Rubbish bins distribution in Xidi

The disposal of solid waste is the essential part of scenic area's refuse disposal system. In the scenic area, according to tourists' demands, many rubbish bins are placed on important spots and some collecting bins marked "pigment wastewater" are placed in places where most people are sketching. Rubbish bins in living quarters are placed in front of the gate, mainly according to villagers' demands. Cleaners will collect rubbish before 7 a.m. every day and transfer them to the rubbish transfer station outside the village by wooden dust carts. In the peak season, waste generated in scenic area will be cleaned up more often to ensure the sanitary condition is good.

However, there is a detailed problem: in rainy days, water will stay in rubbish bins and flow out, causing the foul smell from the narrow stone road in the scenic area. Summer afternoon is very hot. As rubbish bins are not clean enough, they stink. The problem of bad odours of rubbish is okay, but in Xidi village that has many narrow roads, is obvious.



Figure 7-2. A cleaner is transferring rubbish



Figure 7-3. Waste transfer station

7.3 Wastewater

Wastewater in the village is mainly sanitary sewage, which can be divided into kitchen wastewater, washing wastewater and sanitary wastewater.

Table 7-1 Typical household business water consumption

Date	On July,13	On July,14	On July,15	On July,16
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Inn business (m ³)	1.4617	1.9958	1.2573	1.6937
Bar business (m ³)	1.0553	0.4265	0.5646	0.4611

It is calculated that inn business use 1.6021 m³ water per day on average, while bar business use 0.6869 m³, from which, it can be seen that water consumption of inns is larger, mainly because overnight visitors use more water. The main special wastewater in the scenic area is pigment wastewater. Faced with this source of wastewater, the scenic area introduce related regulations. However, according to interviews and research, the disposal of pigment wastewater still has many problems. Related regulations are not effective. First, students mentioned that they did not know that there were particular plastic bins collecting pigment wastewater. Besides, the “pigment wastewater” collecting bins have not been made full use of. In addition, subsequent disposal of wastewater is not clear.



Figure 7-4. sewage in the channel



Figure 7-5. paint buckets

In conclusion, management of the scenic area has noticed the problem of pigment wastewater, but their measures are not effective. Although there are not so much sketching students, not so much pigment wastewater and the impact of pigment wastewater on the environment actually is small, villagers perceive the phenomenon that sketching students pour pigment wastewater intensely. This problem is still a hidden danger, so the effect of regulations and the strength of implementation of timely punishment should be enhanced.

7.4 Tourists' and Residents' Recommendations on Sanitary Condition of the Scenic Area

By interviewing with tourists and residents, attitudes of people who participate in scenic area activities on environment will be found out. The difference in the perception of tourists towards sanitary condition of scenic area is big, but tourists mainly think that the sanitary condition is good. Residents mostly know the sanitary management of the scenic area and their standards for sanitary condition is not so high, so residents are satisfied with the sanitary condition of the scenic area. However, some residents are not satisfied with the sanitary condition and mention that a few students pour pigment wastewater everywhere without

listening to people's persuasion

7.5 Conclusion

To sum up, the refuse system of Xidi scenic area is running well, can basically meet sanitary demands of the scenic area, and is accepted by residents as well as tourists. However, there are still problems. Pigment wastewater produced by sketching students has not been disposed effectively. This problem has few impact on tourists and there are not so much sketching students, so the impact of the problem is not big, but, pigment wastewater will seriously pollute water and soil, so this problem should be paid attention to. Sketching group should be reminded before they enter the scenic area and the management of pigment wastewater in scenic area should be improved too. In addition, by researching the water consumption of typical users, an idea that the development of tourism requires attention to tourists' water usage, is pointed out. As there are more and more tourists, whether historical sewerage system that people use today can deal with the increasing quantity of wastewater or not should be surveyed further.

8 Topic 3: Commercialization of Xidi

8.1 The Condition of Commercial Development in Xidi

Xidi Village has a long history of commerce. In its heyday, i.e. the middle and late Qing Dynasty, Xidi developed commerce of a certain scale at Dalu Street, the North section of Zhijie Street, Qianbian Creek and even the Gulai Bridge section. With the development of Xidi tourism, the number of small tourism enterprises in Xidi is increasing rapidly. Those enterprises spread from the entrance of the scenic area to main tourist track. The locals begin to offer some tourist facilities and travel service to tourists consciously or unconsciously. Former companies mainly sell souvenirs and local specialty, including antique, writing brushes and ink stones, tea, small souvenirs and so on. As the commercial atmosphere of village tourism is getting stronger, on September, 2009, the county government founded Xidi high quality management of the scenic area to emphasize the absolute protection of heritage, strictly forbid granting business licenses to villagers, avoid villagers using their houses to engage in tourism.

8.2 The Process of Research

In order to know the condition of the commercial development of Xidi tourism, this round of monitoring research and collect information in shops alongside the main streets. Observation is the main method of the study, and supplement with interviews. The scope of this round of monitoring is five main streets, Dalu Street, Henglu Street, Zhijie Street, Qianbian Creek,

Houbian Creek. The tasks involved by monitoring are numbering and identifying all stores, plot their distribution; recording their information including the basic information on business owners, establishment time, and store ownership, and the original uses, and business category and scope. Information analysis is a method to calculate simply and analyze the status quo of collected data. The purpose of monitoring commercialization is to archive information of Xidi's commercialization, to have a overall clear understanding of commercial distribution so as to speculate the development trend of Xidi's commercialization, find problems and try to solve them.

8.3 Research Result

8.3.1 Store Distribution and Characteristics

The stores are mainly alongside the tourist route distribution, and accordingly in hot spots and cold spots. The west hot spots, especially Dalu Street, Henglu Street and Zhijie Street, teem with stores and abundant goods. The cold spots refer to the eastern section of Dalu Street, upstream of Qianbian Creek and Houbian Creek. As the main street in the village, Dalu Street is the passway in Xidi scenic area, has the most stores (61 stores in total), which type is mainly based on tourism souvenirs or local specialty, while there are 10 restaurants and accommodations. Henglu Street and Zhijie Street are very important commercial districts too. Although the route is short, store distribution is dense, the number of stores only less than that at Dalu Street. There are 22 stores at Henglu Street, 29 at Zhijie Street. The types of these two street is mainly based on selling snack and tea. Almost no accommodation facilities are distributed at these two street. The route of Qianbian Creek is long. There are 25 stores in total, the type of which is diversified, mainly based on accommodations and tourism souvenirs. The route of Houbian Creek is also long, but as it is not included in tourist route, there are a few tourists and stores. There are 10 stores in total and they are managed as accommodations.

8.3.2 Characteristics of Store Keepers

Among the store keepers, most of them are between 21-60, accounting for 96.1%, in which 21-40 accounts for 38.1% and 41-60 accounts for 45.6%. From the statistics, we can see that store keepers are mainly young and middle-age labor force. From the number of store keepers, many stores are managed by family, usually by couples, some old people participate in it too. In addition, most store keepers are Xidi natives, accounting for 89.1%; one from nearby village, accounting for 0.7%; 7 from Yixian County, accounting for 4.8%; 2 from other provinces, Hebei and Shandong, accounting for 1.4%; 13 live in Yixian County, accounting for 8.8%. Overall, store keepers in Xidi scenic area are mainly the locals, and the commercial development is based on native villagers' management.

8.3.3 Relations between Stores and Houses and the Original Use of Store Premises

In the relations between stores and houses, many houses are in private use, accounting for 66.7%, then are rental houses, accounting for 20.4%. The locals are the subject of the commercial development in Xidi. Many local people will change their houses into stores, especially accommodation keepers. Among 29 accommodations, there are 28 inns that were changed from their houses, only 1 that was rented to be rebuilt. Among houses used for selling tourism souvenirs, the proportion of rental houses is the biggest. There are 20 rental houses among 92 stores. Compared with snack shops and tourism souvenir shops, accommodations need more space. The big local houses are changed into accommodation facilities will not cause any rent, even in the off season. However, snack shops and tourism souvenir shops need to be distributed to some places that have many tourists. They usually are near the tourist route and need less spaces, so rental houses are usually located alongside the tourist route and their areas are small.

8.3.4 Types of Store

The type of stores can be mainly divided into accommodation (room and board), catering, tourism souvenir or local specialty, painting tool, neighborhood store, and others (photography, visiting ancient buildings, renting small stool and so on), but there are still some stores that run different types of store at the same time.

There are 29 accommodation facilities, accounting for 18.8%, which are run by villagers, are changed from village houses and exist in the form of family hotel. There are 16 restaurants, among which there are 12 snack stalls that are kept by local women and elderly selling freshly made pancakes, chicken legs, pastries and the like. Snack stalls are very small and 9 stalls are public rental houses. It is calculated that there are 29 souvenir stores which mainly offer snacks, tea, bamboo and wood carvings, writing brushes and ink stones, antiques, calligraphy and painting, costume jewelries, and so on. There are 11 neighborhood stores, such as markets, mainly selling drinks, foods and so on, or the store is divided into two parts. Except goods sold for villagers, it also sells crafts to tourists. Besides, there are some neighborhood store gradually changing into tourist shops, such as clothes shop. From the perspective of the Xidi business type, its development is still remain in the tradition period. Present management measures will decides the degree of commercial development, to a great extent.

8.3.5 Time from the opening of stores to now

There are big differences in the establishment time. The longest hour of operation is about 30 years, while the shortest is below half of a year. It can be seen from figure 5 that 4.8% of stores have been opened for below 1 year and 63.9% of stores have been opened for over 11 years, indicating that most stores were established 10 years or more than 10 years ago. In recent 10 years, new stores account for 28.6%, which is smaller than before. The reason for the

phenomenon, on one hand, might is that management and enhanced restrict on the commercial development effectively restrain the growth of commercialization, on the other hand, might is that a stable pattern formed by the locals' long-standing business, so that other new dealers hardly get them involved in the pattern and the commercial development is getting saturated.

8.4 Conclusion

According to the monitoring and analysis of the condition of commercialization in Xidi, following conclusion can be drawn. First, stores are mainly alongside the tourist route distribution, and accordingly form the hot spots, including Dalu Street, Henglu Street, Zhijie Street and Qianbian Creek. Second, Xidi store keepers are mainly local people. Their stores are mainly run by their family. There are few hired hands and few out-of town store keepers. Third, most stores in Xidi are houses that store keepers own and rental houses are seldom seen. Fourth, commercial types are various and as the opening time is long, the condition that many new dealers come into Xidi, has not occurred.

2015 Monitoring Report on Zhangjiajie Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

August, 2015

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Acknowledgement:

People's Government of Zhangjiajie, Zhangjiajie Municipal Tourism & Foreign Affairs Committee, Zhangjiajie Statistics Bureau, Zhangjiajie Land and Resources Bureau, Zhangjiajie Transport Agency, Zhangjiajie Postal Service, Zhangjiajie Career Service. Zhangjiajie Environmental Protection Bureau, Zhangjiajie Industrial and Commercial Bureau, Zhangjiajie National Forest Management Office, Zhangjiajie Forestry Bureau, Zhangjiajie Water Conservancy Bureau, Zhangjiajie Meteorological Administration, People's Government of Wulingyuan District, Administration of Wulingyuan District, Tourism Administration of Wulingyuan District, Industry and Commerce Sub-bureau of Wulingyuan District, Environmental Protection Bureau of Wulingyuan District.

And all those who helped with the monitoring work.

1 Introduction

The inaugural Zhangjiajie sustainable tourism development monitoring fieldwork took place in July 16th, 2011. This year, 2015, will be the fifth consecutive year for the monitoring project. Actively involved supporters in Zhangjiajie city government together with study group enable the success of the task. The cooperation of the study group was led by Professor Zhang Chaozhi, Deputy Dean of Sun Yat-sen University tourism department; Jiang Jiawei, Assistant Director of Monitoring Center for Sustainable Tourism (MCSTO); as well as 1 postgraduate student, 4 master students and 10 bachelor degree students from Sun Yat-sen University, and 2 foreign volunteers went to Zhangjiajie. This year the inspection and monitoring was conducted over 9-day period. The goal of this project was to summarize sustainable tourism development and management of global popularization through comprehensive surveys of Zhangjiajie. The surveys highlighted the influence of tourism on an environmental, social and economic level.



Figure 1-1 Group photo of study group

This monitoring task utilized the methods of the previous 4 projects monitoring tasks in Zhangjiajie, utilizing a combination of: applied questionnaire survey, interviews, and secondary data collection and other methods. The aim was to research tourism communities, tourist behavior and satisfaction, economic and marketing impact of tourism, and resources to ensure environmental protection, among other topics of study. The surveys were divided into two areas of focus – resident within the community and tourists. The community residents were mainly located within Zhangjiajie National Forest Park and surrounding social areas. A total of 410

surveys were distributed to residents and a total of 405 were valid. In the case of the tourist surveys, this year the monitoring group also distributed for the first time English surveys. A total of 800 surveys were distributed in Chinese of 770 were valid; and a total of 88 English surveys were completed of which 85 were valid. Additional data was collected through interviews with employees of local restaurants and hotels.

2 Community survey

2.1 Outline of community situation

This year, the main research and monitoring has been carried out in the following areas and scenic spots: Community Subdistrict Office of Jundiping (Baofeng Road, Wujiagu), Management Office of Zhangjiajie National Forest Park (Zhangjiajie Village, Yuanjiajie), Yangjiajie, Tianzi Mountain Town and Yujiazui community area. The core tourists areas that were monitored include: Tianzi Mountain Village, Yangjiajie, Yuanjiajie, upper parts of Zhangjiajie Village area, entrance at Wujiagu and popular areas within Wulingyuan. The listed tourist spots are close related and linked with residents' community life. Areas including Baofeng Road, Yujiazui community face resettlement problems due to the tourism industry development initiating social conflicts.



Figure 2-1 Community group during research

2.2 Suggestions of residents on tourism development

A large percentage of resident provided specific suggestions on how to improve the quality of the community. Several suggestions include (but are not limited to): tourism develop should highlight the importance of environmental protection; number of tourism supporting facilities should increase; cultural scenic spots should increase; support facilities should sustain tourist

demand; tourists' environmental protection, through awareness, should be strengthened – furthermore, to increase tourist moral education, respect towards nature and other tourists, overall manners and courtesy; reorganize and consolidate neighboring regions and human resources within scenic spots to avoid cut-throat competition of tourism destinations with similar resources and others. Specific classifications follow:

1) Tourism employment: handle cases in relations with legal provisions, to unify management objectives, provide equal treatment to community members, and ensure a unified and consistent plan. In addition, the local government should adopt measures to ease or mitigate tourist imbalance during both low and peak seasons. During the low season tourism should be promoted through preferential policy (discounts) to attract tourists, and during the peak season revise a plan to limit amount of tourists.

2) Resettlement arrangements: government should give more space to develop agrotourism, and should not force resettlement policy.

3) Tourism management: during the peak season, measures need to be implemented that adequately regulate and limit the number and flow of tourists. Government authorities should strengthen enforcement of regulations regarding the tourism and travel market. Law-breaking behavior from tour guide and travel agencies should be punished, which will in turn increase tourist satisfaction. At the same time, government authorities should promote tourist to participate in environmental protection and good behavior.

4) Management of tourist area: management of tourist areas needs more strict standards to increase improvements and make the largest elimination of hidden dangers in sightseeing routes. It is important to also place equal emphasis on sustainable tourism development and environmental protection. Environmental efforts must be publicized to tourists and communicated to residents to educate communities. There are several incidents where the infrastructure does not integrate well with local buildings and architecture style. For example, railings do not match with surrounding landscape and disharmonize the scenic environment.

From data collected from the interviews and questionnaires, survey shows that majority of community residents are willing to create new policies for sustainable tourism development of Zhangjiajie. Suggestion and complaints made by residents were often coupled with concrete and practical suggestions. Evidently, community involvement in tourism is rapidly growing – since very early stages of tourism up until the present – the connection between individual and tourism development in districts are gradually drawing closer. Residents are actively putting forward and contributing their ideas and providing constructive suggestions.

2.3 Community survey sum up

According to the results of the community survey, local residents strongly believe there is importance to further developing tourism. When comparing this year with the previous years monitoring results, it is evident that tourism is rapidly increasing and residents' life is closely linked with the area's tourism industry.

Firstly, local residents believe that tourism development has brought about more advantages than disadvantages in Zhangjiajie. Overall, residents attach importance on tourism development. Despite the issues regarding resettlement arranges and inequality of job opportunity – according to the interviews and survey we understand that local people of Zhangjiajie believe that tourism has brought about more favourable, than unfavourable, situations.

Secondly, the degree to which community resident have been involved has increased. Compared to the 2014 survey results, the results of the 2015 survey revealed that perception of Zhangjiajie from residents has increased positively. The difference in the results between the one-year can be explained by the efforts to promote sustainable tourism development. More than 90% of surveyed residents have indicated support towards “protection of natural environment” and “maintain tourism development”. Residents of Zhangjiajie strongly believe that protection, awareness and persistent interest towards ecological protection will be necessary to accomplish change towards sustainable tourism development.

The last two difficulties are regarding resettlement and market management. Both issues require immediate solutions, resettlement relationship, relocating household and subsidy; but what residents are concerned about themselves and the future generations' job opportunities relying on the fact that sustainable tourism development will increase the overall standard of living. Furthermore, market management will urgently need to accept a set of standardization management measures, which allow Zhangjiajie tourism market to progressively grow.

3 Tourists behavior and satisfaction

This time the monitoring group used sample survey method of to carry out the research analysis on tourist behavior and satisfaction in Zhangjiajie. The evaluation was created using a series of “cognitive norms” in which tourists stated their preferences and perceptions based on the experience. The tourism research group distributed surveys to the tourists who were visiting major scenic spots including: Zhangjiajie National Forest Park (Yuyuanjie, Golden Whip Brook), Suoxiyu Nature Reserve (20 Miles Gallery, Shuirao Simen), Baofeng Lake, Xibu Street, Tianmen Mountain and others.

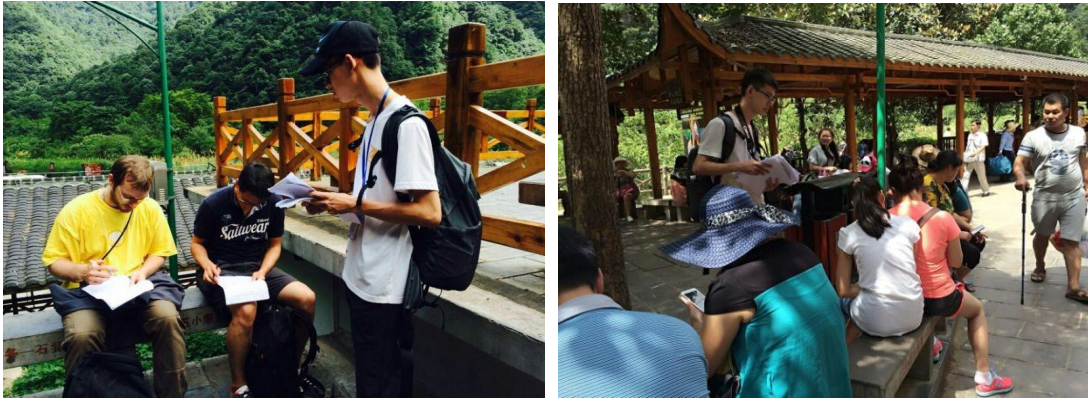


Figure 3-1&2 Observers were doing research with tourists

3.4 Figure 3-1 Tourist study group

3.1 Tourism population description analysis

According to the results of the tourist satisfaction survey, the age of mainland Chinese tourists are as follows: the majority (41.7%) of mainland responds were between the ages of 15-25 years old; the second group (36.4%) were middle aged between 26-45 years old; and there was a small percentage of elderly and young tourists (see Figure 3-3). In this survey, majority of Chinese tourists come from the Hunan province, surrounding areas and coastal areas; the 3 major provinces are Hunan, Guangdong and Hubei. Survey findings demonstrated that developed countries are a major source of international tourists (see Figure 3-4).

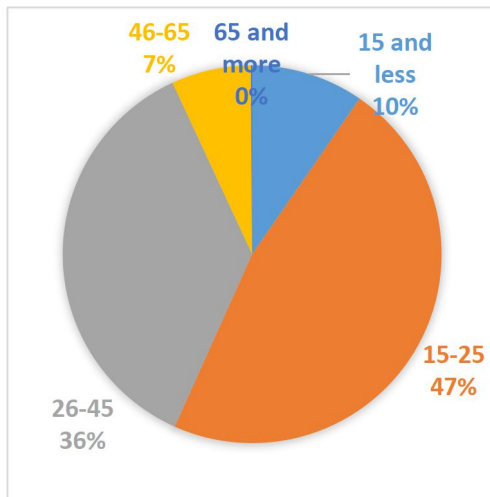


Figure 3-3 Chinese tourist age ratio

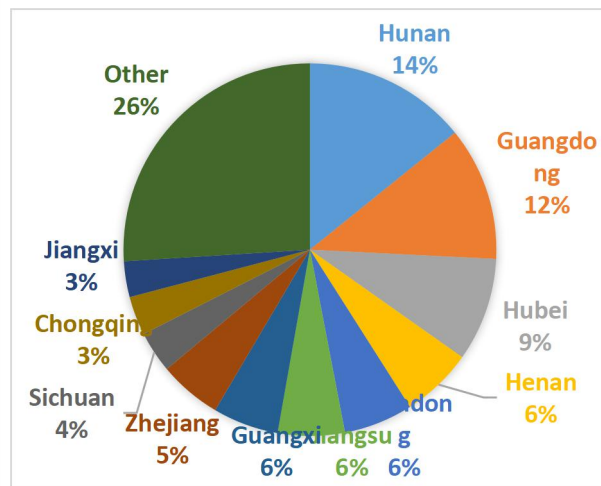


Figure 3-4 Chinese tourist place of origin ratio distribution

Regarding the occupation of respondents, the results illustrate that majority of Chinese who completed the survey were student (46.2%) while engineers, professors, medical occupation and business managers comprised of 15.4%. Majority (39.0%) of the Chinese tourists monthly salaries were less than 1000 RMB. Following that income bracket was tourists

with salaries between 3000 – 5000 RMB that accounted for 19.5%. The young age and middle low salary levels of respondents are connected with the summer holidays. The largest groups of respondents were students and teachers.

3.2 The preferences of tourist behavior

By comparing the information sources for Chinese and international tourist, it is understood that the majority of Chinese tourist gather travel information through friend and relatives, Internet, secondly travel agencies catalogues and TV broadcasts. Word-of-mouth promotion is still a key channel for gathering information for the Chinese tourists. In contrast, the majority of international tourists (over 70%) rely on the Internet as a primary source of information (Figure. 3-5).

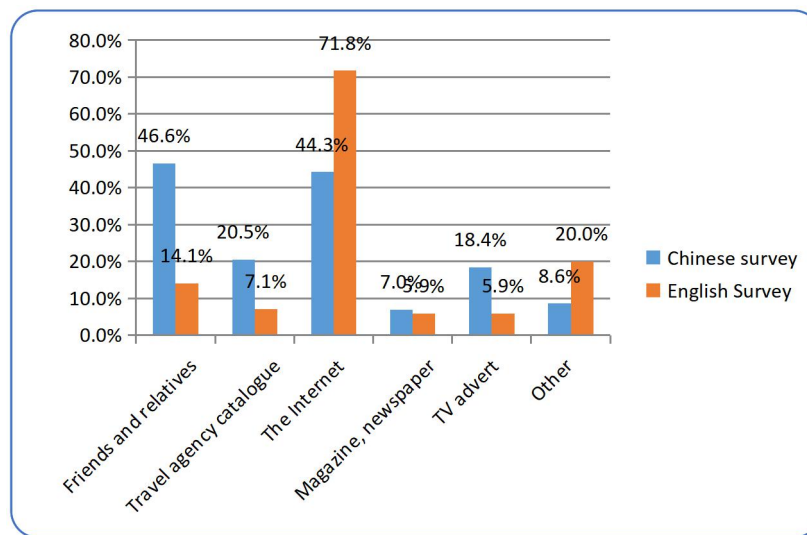


Figure 3-5 Tourists' information gathering method

In regards to the choice of transportation, Chinese tourists primarily use traditional train transportation (43.7%). It is worth highlighting that there is a growth trend of self-drive tourism. According to interviews, the development of new highways in Zhangjiajie has increased convenience. Additionally, there have been changes to national policy and regulations that have increased Chinese ownership of cars. Conversely, the international tourists mostly prefer air transportation (see Figure 3-6).

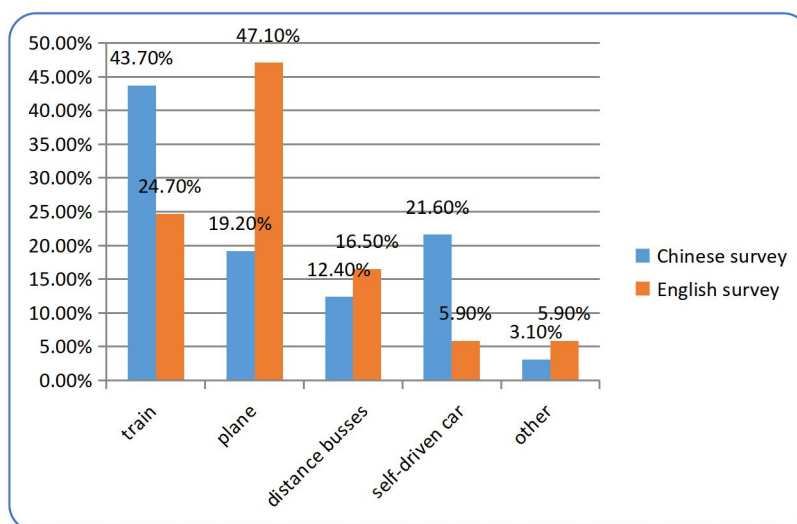


Figure 3-6 Tourists' mode of transportation

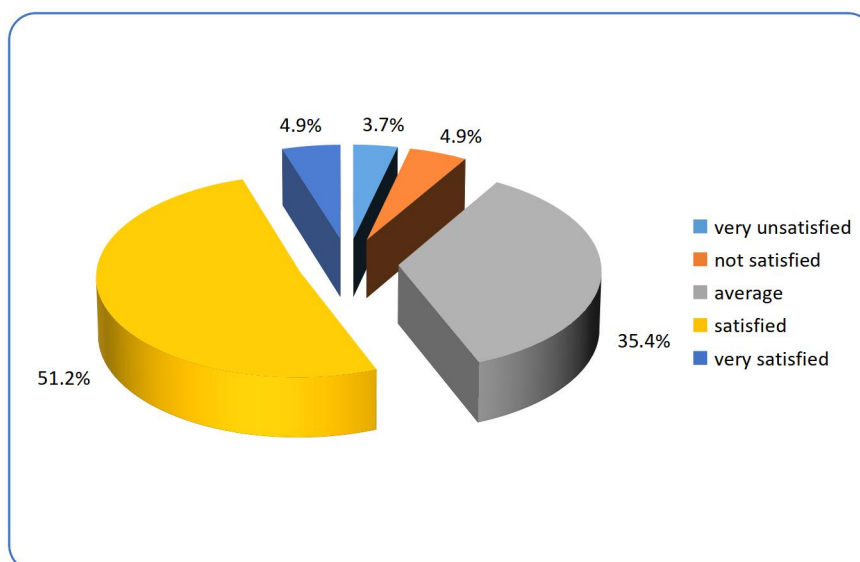


Figure 3-7 Chinese tourists' overall evaluation of scenic spots

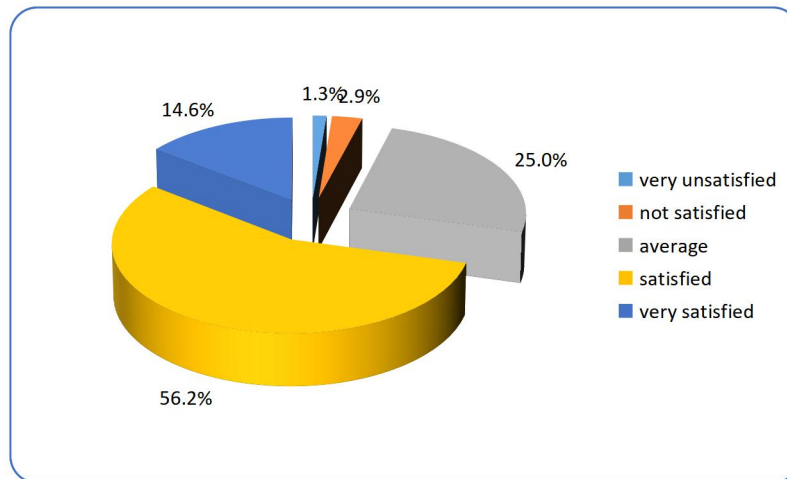


Figure 3-8 International tourists' overall evaluation of scenic spots

In the case of travel visiting form, majority of Chinese tourists (60.3%) planned their travel with a travel agency, among them independently participating in a tour group (11.6%). Other methods of travel for the Chinese tourists include: with friends and relatives (48.7%); or independently (34.2%). In the case of foreign travellers, majority are travelling independently (71.8%). The various travel method reflects local culture and difference in level of education of tourists.

3.3 Tourists behavior and satisfaction

If comparing Chinese and international respondents, Chinese tourists' overall satisfaction level is higher than international travellers; but the standard deviation of satisfaction with tourism spots is relatively high, answers values are scattered. Although both groups have shown an overall high feeling of satisfaction with tourists' resources, both groups were dissatisfied with the noise pollution. Besides "overall beauty of tourist spots" and "distinctive natural scenery", foreign tourists were not as impressed with other tourism resources as much as Chinese tourists.

In the case of Chinese tourists, 60.4% indicated that they are unsure if they will visit Zhangjiajie again in the future; 20.7% of respondents have expressed that they are interested in returning. In the case of foreign tourists, 37.6% indicated an uncertainty of revisiting and 47.1% of respondents indicated that they would visit again. By comparing the data, mentioned above, it is evident that foreign tourists are more willing to revisit than the Chinese tourists and express themselves more clearly than Chinese tourists.

3.4 Situation of promoting "In Zhangjiajie Safe and Sound"

Promotion of the slogan: “In Zhangjiajie Safe and Sound” has not produced good results. In the case of Chinese tourists, 25.3% of tourists have stated that they have heard of “Safe and Sound in Zhangjiajie”. The remaining 74.7% of respondents have never heard of this slogan. The phone application for smart phones called “*’Andaotong’* – Safe self handle guiding system for travel spots” has also produced poor results. Of the Chinese surveyed travellers, 25.7% have tried this application, the remaining 74.3% respondent have never heard about the application.

3.5 Tourist survey sum up

Based on this year’s survey results regarding tourist behavior and satisfaction combined with data from related industries, it is apparent that Zhangjiajie is moving to a new stage of development caused by trend changes including: increasing interest in leisure vacation opposed to only sightseeing; rise of self-drive tourism; and growing use of Internet as an information source.

Mass sightseeing tourism, as an approach to travelling remains a prominent trend, while leisure vacation is only recently gaining popularity. In general, this is the major group of tourists characterized by short visiting time, low expenses and one-time visit. However, along scenic spots such as Xibu Old Alley and Old Stream (Laodaowan) leisure experiences have been observed among tourists. Other locations with leisure experiences are growing because of international village music festival and other large branded activities. Zhangjiajie has modified the approach to handling economic growth from government officials just focusing on increasing the volume of tourists, which will increase tourism revenue rather to attract new markets to become the international leisure tourist area.

Secondly, the increasing utilization of the Internet within the tourism industry has strengthened independent travel and self-driving tourism. Business to consumer (B2C) and similar business models are actively connecting Internet users to the tourism industry. The Internet also allows a larger variety of choice and independence. If local authorities fund improvements of road and highway infrastructure as well as creating car facilities, then self-driven tourism will see growth. The same growth can be seen among independent travels if the infrastructure could better accommodate their lifestyle and needs.

Finally, the characteristics of the natural resources within Zhangjiajie affect the level of satisfaction. Unique quartz and stone forest peaks and gorges create the landscape of the region — is main motivation for Chinese and international tourists. The most popular locations are as follows: Zhangjiajie National Forest Park, 10 Miles Gallery, and Tianmen Mountain National Forest Park. If there is a possibility to connect other surround tourists’ zones it would results in less scattered tourists, distribute the loading capacity and influence the pollution and noise.

4 Economic impact of tourism

4.1 Tourism income

4.2 Situation of tourism development

In 2014, Zhangjiajie tourism economic growth was positive and the city received 38,845,800 visitors, which equate to tourism revenue of 24.87 billion RMB (USD\$3.91 billion). Between January – April 2015, total tourists arrivals reach 9.367 million people which compared to the previous year of the same period has increase 25.4%. Overnight visitors were accounted as 6.042 million people with an overall increase of 24.2%. Actual tourism revenue was 6.1 billion RMB (USD\$96 million) and increased by 29.7%. The growth of international market is constantly expanding and number of international tourists reached 595,000 people with a 14.3% increase.



Figure 4-1 2008-2014 years total visiting rate of Zhangjiajie person-times



Figure 4-2 2008-2014 years Zhangjiajie tourism total revenues

4.3 Tourism influence on GDP

In 2014, the GDP rate of Zhangjiajie reached 41.02 billion RMB (USD\$65 million), which was a 10.7% increase from last year (calculations are based on permanently residing population). The whole city's average domestic gross value is 27,051 RMB (USD\$ 4,256), which increased 10%. From Table 4-1, it is evident that Zhangjiajie tourism industry is unstable and fluctuating, contributing about 50-60% to the GDP. This illustrates that the tourism industry remain a supporting pillar in the economy. The structure of economic contribution changes the structure of the economy.

Table 4-1 Contribution of tourism total revenues of GDP in Zhangjiajie 2008-2012

Year	All city total output value (100 million RMB)	Total tourism revenues (100 million RMB)	GDP (%) Tourism input to GDP (%)
2008	183.98	83.49	45.30%
2009	203.10	100.20	49.30%
2010	242.48	125.32	51.70%
2011	298.04	167.31	56.14%
2012	338.99	208.72	61.57%
2013	365.65	212.29	58.06%
2014	410.02	248.70	60.66%

Source: Zhangjiajie analyst data

4.4 Tourism income structure

Zhangjiajie restaurants, accommodation, transportation and sightseeing revenue ratio is 46.46%, compared to data from 2013 (71.34%), we can see large decrease. This is caused by the development of entertainment and shopping items; this illustrates that Zhangjiajie is providing appropriate entertaining facilities that promote tourists to consume in the destination. This years results were favorable compared to 2013.

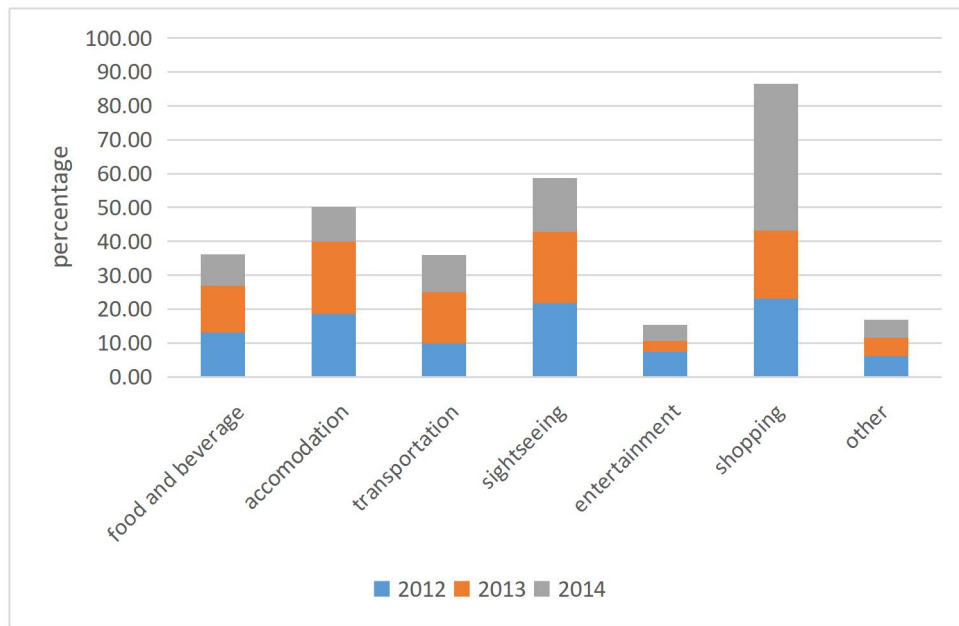


Figure 4-3 Zhangjiajie total travel revenues structure

4.2 Seasonal nature

In case of Chinese tourists, Zhangjiajie peak season is concentrated in the months of July, August, September and October, and low season is in December, January, February, March, and June. Each month has compared to last year's data demonstrated a rising trend of tourist demand. In the winter season, tourist volume has visibly increased as well. The gap between high and low season demand is getting smaller and this reveals that there is an inclination to be more rational when arriving to Zhangjiajie.

In the case of international tourists, the demand in the two most recent years has been stable. April, July, September and October are peak season for international tourists; while January, February, November and December generate low demand. The year 2014 has dealt with more season problems and the differential gap between high and low season were more extreme.

Each month the arrival rate and tourism revenue are corresponding; however the consumption patters are different and do not follow the same patter. In the low season, spending per person is greater than in the peak season. The reason for this may be caused by large group travelling when consumption is relatively stable. In contract, during low season an independent tourist have higher purchasing and entertainment demand, which leads to an increase of consumption per person.

4.3 Tourism and employment

According to government authorities of Zhangjiajie city, in an assessment completed in 2011, the city had approximately 283,000 people working directly in the tourism industry or within an industry related to tourism. Among the 283,000 people, approximately 143,000 migrant workers were involved directly in tourism industry or related first, or secondary industry. However nowadays, if we exclude employment figures of people who provide products for tourism operators such as hotels, there are more than 20,000 people directly employed in the hotel industry. In reference to further development plans, more than 10,000 people can find new employment opportunities because there are construction projects and plans to open new businesses.

Compared with data from previous years, this year the results of the survey on residents proved favorable. There is increasing approval towards tourism bringing employment opportunities. More residents believe that tourism has had, and will have, a positive impact on their lives.

4.4 Tourism industry

4.8 Hotel industry

According to the analysis of the hotel market, by the end of October 2014, Zhangjiajie has a total of 898 small and big hotels. The total amount of bed equaled 636,647 and hotels directly employ more than 20,000 people. There are 43 star hotels of which 3 are five-star, 6 are four-star, 34 have ratings of 3 or less star. There are also many stars hotels currently under construction so in the future the Zhangjiajie hotel industry will increase. There is also growth with inn accommodation – a relatively new type of facility. Within Wulingyuan area there are 176 inns, and there is urgent need to guide and standardize administration of these building. Zhangjiajie accommodation industry is encountering several problems such as unreasonable structural share, negative price competition, disorderly development and the need to enforce policy laws and regulations regarding staging.

4.9 4.4.2 Travel agencies

Up until April 2015, Zhangjiajie had a total of 77 travel agencies. The amount of tour guides is growing, and according to the data, 5,660 tour guides are being actively engaged in guide work. Tour guides are still mostly women, more then 80% tour guides age is 30 and below and the ratio of tour guides speaking standard Chinese to foreign language speaking ones is 26:1. There is a problem of widely low education and poor tour guide rating.

There is a low moral behavior of tour guide and a large number of people leading to management problems. Since 2014, Zhangjiajie Tourism Bureau launched various monitoring initiatives by encouraging travel agencies to restructure and promote civilized tourism. There is

increase importance of punishing tour operators who operated “zero-fee tours”.

4.10 Transportation industry

Zhangjiajie has a total of 13 tourism transportation companies, 1,471 tour buses. The 3 large transportation systems of airlines, railroads, roads has increased in overall quality. Improvements are being made in sequence to Hehua Airport, new train stations, highway infrastructure between Zhangjiajie and Changsha, road between Zhangjiajie and Sangzhi, and others.

In case of air transportation, until 2014 Hehua airport provided 24 travel routes within China. The holding capacity reached 1,091,559 people, compare to the same period of previous year the figure increased by 8.47%. In railway transportation, the number of lines offered increase. There are trains that service Zhangjiajie for terminal and midway journey stops. In 2014, Zhangjiajie train station handled 1,890,100 people, and shipped 120,000 tons of goods. There are a total of 39 train routes. In the case of road transportation in 2014, there were 62,163,800 people arriving by bus. There was a tourist turnover of 345,532,100 people/km. Bus transportation relates to road traffic, driving routes, mileage, number of busses, and ticket price.

Overall, the transportation industry has experience growth and the main development is noted by air and road transportation. There is importance of understanding what is convenient for self-drive tourists, international tourists and long-haul travellers.

4.11 Tourism commodities

Zhangjiajie travel related good or commodities can be categorized into to 7 groups: local specialties food products, Chinese medicine extracts and health care products, handicrafts and art products, batik and embroidery products, small carvings handiwork, clothing and ornaments and basic tourist needs. Recently the variety of tourism commodities has increased, from 80 types in the year 2000 to 2,000 types in 2011. Local specialties food and clothes products are the main trend of traditional goods. New goods are continuing to develop and promotion of these products is anticipating growth.

In 2014 tourist spending in Zhangjiajie reached 24.87 billion RMB (USD\$ 3.81 billion); among that, the shopping related purchases were 10.788 billion RMB (USD\$1.7 billion) or 43.37%. Although we can see the increase with 2013, but when comparing to total shopping revenues in developed countries (40-60%), we can see that there is large difference.

4.5 Sum up

In 2015, Zhangjiajie tourism trends show positive growth with increased revenue of

approximately 30%. Tourism contributes to GDP 50-60% and continues to be one of the primary economic drivers for Zhangjiajie city. Several trends regarding spending patterns differ from previous years. There is evidence of visitors spending more on entertainment and shopping. Secondly, the gap between high and low season is narrowing. Zhangjiajie is shifting from traditional sightseeing destinations to an industry that incorporates recreational activities and entertainment, which gives the city a different brand. Development of tourism is increasing the production of hotel, travel agency transportation, tourism commodity and other industries, and also increasing the number of residents and employment opportunities. The impact of tourism in Zhangjiajie cannot be neglected.

5 Tourism marketing

5.1 Specific marketing promotion

The marketing objectives of Zhangjiajie are to promote tourism development and to build strong economic city. Zhangjiajie is constantly revising marketing policy and strengthening promotion of tourism through media marketing, destination marketing, implementing seasonal activities and others that compel competition and influence.

5.2 Marketing policy

1. Train ticket promotion for tourists: promotion applies to special trains coming from Jinan and Shenzhen to Zhangjiajie – tickets were once oversold by 110-120% (meaning people would purchase tickets without seats);

2. Low season promotion ticket: during low season, Zhangjiajie Wulingyuan core tourist area gives 50% discount and extends validity of visiting period;

3. Year round ticket and student promotion: tourists who pays 298 RMB (USD\$46) receives entrance ticket for Wulingyuan tourist core area valid for one year allowing multiple visits in that duration. Zhangjiajie Valley also provides discount for people 19 years old or younger who are in middle school or high school. Primary school students enter free of charge.

5.3 Tourism promotion – six promotion way project

At the beginning of 2014, Zhangjiajie implemented 6 tourism promotions project including: tourist guidebook, tourist map, promotion video, promotion slogan, travel website and theme activity.

Various marketing promotions were created to compel different groups of travellers. Different market groups were considered when compiling information for guidebooks and publication material. Promotional material including 50 000 pieces of *Zhangjiajie travel map*

and *Tourism resources map* were distributed in restaurants, tourism service centers and other tourist concentration areas free of charge. From July 2014 to June 2015, new promotional content has been created and shared. The slogan changes for different market groups. For the Chinese the slogan will be “*better to come to Zhangjiajie, then walking around the wide world*”, nature slogan will be “*the same Zhangjiajie, but not the same outdoor heaven*”, for the international market, the slogan has been change to “*Pandora is too far to reach, Zhangjiajie is so close*”. Another important note is to highlight the extreme outdoor activities and other kinds of world-class outdoor sport competitions.

5.4 Marketing actions

1. Invite Chinese and international news broadcasters and producer groups to promote Zhangjiajie tourist resources, cuisine and cultural event through reports, videos, documentaries and other forms. Simultaneously actively handle Weibo and Weixin social platforms to increase attractiveness of Zhangjiajie tourism within China.

2. Emphasize the image of tourism promotion in China and abroad. For the Chinese market, it is important to attend tourism fair and meetings. Building transportation routes will increase accessibility. For international market, actively attend international promotion activities organized by National Tourism Board and share “the most beautiful Zhangjiajie”.

3. The success of organization different activities in 2014 including the 2014 Annual meeting of World Chinese Poetry Association, the first year of Taiwan Custom Week, the first meeting of International Tourist Expo Union and other seasonal activities has further increased the reputation of Zhangjiajie. Furthermore, Zhangjiajie Tourism Board has successfully organized many activities promoting outdoor activities for example “Naked ‘Spiderman’ scales 100 meter peak”, 100 kilometer walk in Binlang Valley, “Red bull power” cycling series and among many others.

4. Strengthen Chinese and international cooperation: In 2014 Zhangjiajie city, together with many travel agencies, invited both Chinese and international tourist institutions (total 54 groups with 900 people) to participate in a FAM trip to Zhangjiajie. The aim was to adopt new strategies, strengthen communication with surrounding areas and search for new collaboration opportunities.

Two districts focus heavily on marketing, which is carried out by administration in that division. The two scenic areas which are heavily marketed are Wulingyuan and Yongding Districts. Yongding District provides the overall image of Zhangjiajie; for example the Tianmen Mountain World Championship in wing suit flying challenge is an important piece to the marketing. Wulingyuan District is often used to promote though TV programs, videos, pictures

and multimedia promotion of core tourist spots. Other locations include Cili District known for the hot springs. Cili District promoted International Women Day on March 8th to raise awareness of social issues. Sangzhi District main marketing objectives aim at attracting those interested in Red Tourism. The Daxiangxi trail route is popular among hikers and outdoor enthusiasts.

5.5 Marketing achievements

Zhangjiajie many faceted marketing activities has to a certain degree helped growth up tourism development at a quicker rate than in the past. Compare to 2014 Zhangjiajie has achieved an increase of tourist arrival to all scenic spots by 13%. In the case of international tourists there was an increase by 26%. Amount of overnight stays increased by 19% and tourism overall revenues have increased 17%. Visitors from 52 different countries and areas have travelled to Zhangjiajie. The city received many reviews such as: *“one of the Chinese top ten clean city”*, *“most excellent Chinese tourist area”*, *“most suitable self-driving destination”* and on Facebook Zhangjiajie is considered one of the most popular travel locations.

5.6 Marketing goals

Zhangjiajie Tourism Bureau, in accordance to the 12th 5 Year Economic and Social Plan and 1656 Action Plan, estimate that for 2015 tourist development include that the total tourist arrival will increase by 8%, tourist overnight stay will increase 9%, number of international tourist will increase 10% and overall revenues from tourism will increase 13%. Broader media promotion, consolidate marketing, online to offline sales channel, perfect product packages and other actions will be taken to promote *“Beautiful Zhangjiajie, happy travel year”*.

5.7 Sum up

Tourism marketing is one large an umbrella power to Zhangjiajie tourism development. Regardless if Zhangjiajie offers discounted entrance tickets, implement the 6 strategies to build promotion or organize season activities – without a foundational marketing strategy it is difficult to encourage tourists to visit. A good marketing strategy improves overall attractiveness, increase popularity, and build reputation and loyalty. Using different marketing strategies will open Chinese and international tourism market. No longer will Zhangjiajie only rely only on the natural landscape of quartz sand stone forest peak gorges landform, it has the capacity to build a new tourist product, promoting tourism industry turn from sightseeing to recreational vacations. Tourism industry will bring other industries development, and reshape infrastructure, promote social involvement and positive future.

6 Tourism and environmental protection

6.1 Situation of environmental protection

6.2 Situation of scenic spots protection

In case of city planting, Wulingyuan Administrative District's total amount of forest is increasing. Forestation for planting trees and other work has gained certain positive results. Until the end of 2014, total area possess 513,600 Chinese mu (342,400 000 square meters) of state-level ecological public welfare forest. Natural reserve area has 4 with total area 323,400 Chinese mu (215,600,000 square meters), inside there are 6 types of level 1 protected plant, 20 types of plants level 2 protection. Wulingyuan scenic area protection rate is 95%, Wulingyuan Administration Zone forest area shelters 85.46%. The total forest storage is 2,933,000m³, at the end of 2014 whole area had on city level 36 ecological villages, 5 ecological social areas, 3 green schools, 5 green hotels and others honors.

There are needs to be increase protect to control plant diseases and insect pest and fire protection. Policies should be strictly implemented in the park to forbid activities such as smoking, hunting and others. To counter these harmful activities, set up fire protection network in the park and begin 24 hours monitoring. The aim is to set up the responsive comprehensive protection from fire, diseases and pests.

6.3 Situation of usable energy sources

There are various findings that regard the use of different energy sources. Restaurants and hotels located inside Wulingyuan core tourist area and are in close proximity to the entrance gate use following sources of energy: electricity, liquid petroleum gas, natural gas, bio fuel, diesel oil, solar energy, firewood. Other significant energy sources include electricity, gas, and liquid petroleum gas. Renewable energies that were evident include solar and wind energy. Wulingyuan Electric Company supplies the whole area with energy. Liquid gas is mostly purchased from Wulingyuan area liquid gas station, and briquettes are supplied by Wulingyuan area briquette process plant. Saving energy - showed that hotels and restaurants located in Wulingyuan core scenic area and in close proximity to the entrance gate do not always pay attention in these matters, only few restaurants and hotels adopted some saving energy measures, such as using solar energy or air energy for water heating. Other energy saving measures have set a time limit providing A/C, do not free provide single-use products which cannot be washed and reused, using LED saving ecological lights, water saving toilets, and other energy saving kind reminder notices and others.

6.4 Situation of air quality environment

Air quality and temperature in Zhangjiajie has been observed. There have been no major floods or extreme conditions that are favorable for tourism. Winters in Zhangjiajie are not

serious with average temperature of approximately 0 degrees Celsius. Summers experience temperatures of about 30 degrees Celsius. The most suitable months for visit are October and April where temperatures are around 20 degrees Celsius. Winters are humid, with low temperature, rain and snow freezes, long periods of rainy days, excessive rain and sometimes floods. Where summers have partial strong winds and hail, high temperature, dry weather, cloudy and rainy days with limited sunshine, fog and haze and other meteorological phenomena. Weather and natural disasters have appeared to have a minimal effect on; mostly weather affects agriculture industry and farmer lives.

6.5 Environmental monitoring and evaluation

6.6 Quality air and water environment

In case of air quality in Wulingyuan area, in period of 2014, Wulingyuan air quality situation was pleasant with an average status of “clean and good” air quality of 93.41%. In contrast to the last year the quality of air has considerably decreased, the main reason is the resettle that took place in the city in 2014. Other large-scale reconstruction projects including the rebuilding of Wulingyuan Road have negatively impacted the air quality. Other air pollutants in Wulingyuan Administrative Region air quality pollution are caused by motor vehicle exhaust, individual restaurants that use the type of coal (anthracite) burning smoke, and dust arising from construction projects.

Wulingyuan water status, according to environmental quality public report data, is observed as fair. Drinking water resource quality is generally good or pleasant. In 2014, Wulingyuan area water monitoring spots (including one Beijing section) water quality situation is preferable, important pollutant of monitoring analysis, 4 monitoring centers also reached type II and type II and higher of GB3838-2002 criterion.

6.7 Noise environment and solid waste management

In 2010 to 2014, the report of Wulingyuan environmental quality stated that environment quality was rather negative. In 2014 Wulingyuan area experiences higher noise pollution compared to previous year. Traffic noise also increased caused by city construction sites, community life noise, and transportation vehicles.

In case of handling solid waste disposal, results of interviews reveals: Wulingyuan area mainly residential area, solid waste material collecting facilities and service are well handled and streets are relatively clean and tidy. However in hotels and restaurants are not separating waste, there is only a small amount of hotels and restaurants, which can separate the waste into 3 groups of recyclable, not recyclable, and kitchen waste. Inside of tourist spots sightseeing areas sanitary environment is fair. In places of congestion and resting areas, there is increased

litter found on the ground, surprisingly waiting areas are relatively clean.

6.8 Environmental protection policy and actions

In regards to the environmental planning and development within Zhangjiajie, the city's environmental protection bureau has set up 14 functional departments to support the maintenance of nature such (for example planning finance section, total capacity control office, Wulingyuan environmental protection division and others). Different departments are responsible to build up the improve whole city environmental protection basic system, to make overall arrangements and monitor management of large environmental problems.

Continuing with research about environmental protection, regional environmental protection bureaus aim at monitoring companies, residents and other large group of people. Research discovers that in general, tourist area employees have certain environmental protection knowledge, but this knowledge is limited and superficial, deep understanding is lacking. Local residents generally do not have strong awareness towards protection, and thus local environmental protection department should strengthen the promotion and attach importance on training local residents awareness. The goal should be to make every person participate in environmental protection measures.

6.9 Sum up

Comparing tourism industry other industries the environmental damage is relatively small. Zhangjiajie as a World Natural Heritage and also National forest park site, in tourist spots the afforested area is highly valuable. Good measures include the emergence of a green eco-villages, green commercial facilities, comprehensive fire protection and disease and pest control systems.

Also the environmental awareness of residents need to be strengthen. The increase of tourists thus the demand on water and electricity and others resources has also increased. The problems of waste disposal management, noise, vehicle exhaust and construction pollution increase as a result of tourists. Developing tourism industry should highlight the positive and negative influence on environment, establish related policy and actively adopt protective and take measures to act accordingly.

7 Conclusion and suggestions

7.1 Residents widely support tourism development, pay attention to self-benefits, but have insufficient knowledge of negative influence on tourism

The majority of residents in Zhangjiajie is satisfied with tourism development, and believes that tourism has developed the local economy, improved the infrastructure, and provided employment opportunities. Issues locals are unsatisfied with include resettlement, rise of prices, environmental degradation and other. Although the local authorities have strong environmental ideas, they tend to ignore the negative impact of tourism development to the local culture. On certain levels it also reflects the demand and benefits for residents involved in tourism. However, culture is the essence of the place, especially in Zhangjiajie where ethnic minorities are living in this tourism destination. Therefore in the future work, the government should expand the promotion to fully utilize tourist cultural resources. This is important so that the community culture will not be forced to assimilate and in turn disappear.

7.2 Tourists overall satisfaction of Zhangjiajie is fair, there is belief that service needs improvements

Comparing Chinese and international tourists satisfaction, the results indicate that foreign tourists are slightly less satisfied than the Chinese. The resource characteristics are consistent, but international tourists believe resource protection demonstrate inadequacy. In particular sanitary management and queue management and services needs to be strengthened. The environmental protection and hygiene problems need cooperation between tourists and residents. Overall measure should include reconstruction of basic sanitary facilities, promotion of environmental protection, among other which will increase quality of sightseeing environment. In regards to managing lines and wait time, it is recommended that Zhangjiajie city adopts measures that lead tourist to avoid the high demand season.

7.3 Tourism development has a strong driving effect on Zhangjiajie economic development, the tourism marketing results are visible

Tourism total revenues of Zhangjiajie city continue to see positive growth. The situation of 2015 tourism economy looks favorable. The total tourism revenues add 50-60% to Zhangjiajie city GDP. However, Zhangjiajie tourism development still faces seasonal problems, which entails the government to urgently adopt the measures, which will resolve the peak and low season difference. The difference between high and low season cause problems of unreasonable use and negatively impacted tourism experience. Zhangjiajie management has always been an outstanding tourism spot; however, recently tourists' spots within Zhangjiajie have been using various marketing methods that have increased popularity of the destination as a whole. The scope of marketing scale is also widening. But today Zhangjiajie amount of tourists is higher than the situation allows, so maybe from now on, Zhangjiajie needs to do more for "inside"

marketing.

7.4 Natural resources and environment are the base for tourism development and need proper protection

Zhangjiajie's tourism is at the core focused on its rich abundance of natural resources and the location has been recognized as creating nature tourism. Natural resources and environment are the foundation of the tourism experience. At the present moment, the natural resources and environmental protection are fair or good, but few key problems, especially the tourism construction has caused damage and pollution. Resettlement and renovation of building projects add to the increased pollution. Environmental protection should be implemented and understood by each person. Therefore the government needs to train local community residents and tourists to create a sense of responsibility and awareness towards environmental protection. By instilling this belief that everyone must safeguard sustainable practices, the community can ensure the protection of the environment and people for generations to come.

2015 Monitoring Report on Kanas Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

Dec, 2015

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Acknowledgement:

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And all those who helped with the monitoring work.

1 Foreword

1.1 Monitoring Origin

With the rapid development of global tourism, the promotion of sustainable tourism has become a global consensus and finding specific technical methods to monitor the sustainable development of tourism has become the focus of attention. Launched by United Nations World Tourism Organization (UNWTO), aiming to promote the sustainable development of global tourism, the project ---- Global Observatories on Sustainable Tourism (GOST) ---- has made positive progress in several aspects such as the development of indicators and discussion on methods. The project GOST selects typical tourism destinations in the world to conduct the monitoring on tourism impacts which include social culture, economic development, protection of environment and the like. The project hopes to guide the scientific development of tourism destinations, improve destinations' status as demonstrations and promote international exchanges and cooperation in tourism destinations by monitoring.

In 2012, Monitoring Center set up a new observatory in Kanas Scenic Area in Xinjiang Province. Kanas Scenic Area is located in the gold zone where China borders with Kazakhstan, Russia, Mongolia. According to The General Plan of Kanas Tourist Area (2005-2020), south to the north latitude of 48°13', east to Hemu Village and northeast to the border, the Kanas Scenic Area covers a total planning area of 10,030 square kilometers which mainly includes 8 natural landscape areas----Kanas National Nature Reserve, Kanas National Geological Park, Baihaba National Forest Park, JiaDengyu National Forest Park, Kanas River Valley, Hemu River Valley, Hemu Prairie, Naren Prairie----and 3 primitive Tuwa villages----Hemu Village, Baihaba Village and Kanas Village. This monitoring is the first full range of monitoring in Kanas Scenic Area for Monitoring Center, which has profound significance. It reflects the status quo of the development of tourism in Kanas Scenic Area, which can provide some help for the Kanas Scenic Area Tourism Management Committee and provide reference for World Tourism Organization and other organizations which work on studying the sustainable development of tourism in the actual operation and application of relevant indicators.

1.2 Monitoring Process

This monitoring can be divided into three stages: monitoring preparation stage, the stage of the field monitoring, report finishing stage.

Monitoring preparation stage: Since receiving the task of monitoring in June, 2015, the Monitoring Center has started to form a monitoring group to prepare for the monitoring positively. The Monitoring Group has 9 members who are doctoral students and master students of Tourism development and Research Center, Sun Yat-sen University. At this stage, the

monitoring group had a detailed discussion and analysis on the monitoring task. According to *Indicators of Sustainable Development Tourism Destination ---- A Guidebook* and the characteristics of Kanas Scenic Area, they preliminarily drew up the indicators system for monitoring in Kanas Scenic Area and at the same time, they designed the questionnaires for tourists, community residents, tourism business operators and employees and the outline of community interview. In addition, Monitoring Group learned about the tourism information of Xinjiang Province and the information about Kanas Scenic Area, which lay a solid foundation for the post monitoring work.

At the field monitoring stage: on 4th, September, the Monitoring Group arrived in Kanas and officially started the investigation which lasted for 10 days. With the great support and coordination of the Kanas Scenic Area Management Committee, the Monitoring Group completed the work of monitoring indicators for sustainable tourism in Kanas. The Monitoring Group conducted random survey on tourists in main attractions successively such as Kanas Visitor Center (Transfer Center), Hemu Village, Kanas Lake Area, Baihaba Village, the Old and the New Kanas Village. In Hemu Village, Kanas Village and Baihaba Village, the Monitoring Group conducted interview survey in community household. At the same time, they also visited relevant departments such as Kanas Scenic Area Management Committee, Hemu Township Government and Baihaba Village Committee to collect related second-hand materials about Kanas Scenic Area.

During this monitoring, the Group collected a large number of first-hand materials about tourists, community residents, local tourism enterprises and local government. Among tourists, 730 copies of questionnaires have been distributed, among which 695 copies are valid, the valid rate is 95.21%. While distributing these questionnaires, the Group also interviewed some tourists and tour guides on some key issues to support their analysis. A random sampling way of research has been conducted among community residents. Household survey is the main way, supplemented by intercept interview. Semi-structured interview and conducting questionnaires are combined together. In-depth household interviews and semi-structured questionnaires are conducted in 4 communities including the main villages in Kanas Scenic Area like Hemu Village, the New and the Old Kanas Villages and Baihaba Village. In these communities, 106 questionnaires have been distributed, and 100% of them have been collected, among which 99 are valid, the valid rate of questionnaires is 93.4%. When it comes to tourism enterprises, the Monitoring Group conducted sampling research on main operating forms in the three communities, including accommodation enterprises, catering enterprises, souvenirs stores and retail stalls. With the help of the Kanas Management Committee, the Group collected all kinds of materials such as plans, work reports, statistics about tourists, communities and enterprises and the like.

Report finishing stage: From 15th to the end of September, the Monitoring Group started to sort the gained materials and to form this final report. According to the gained materials, the report can be divided into seven parts, ranging from Tourism and Community, Tourists' Perception and Satisfaction, Tourism Impacts on Economy, Tourism Products and Service, Tourism Planning and Control, Health and Safety, Tourism and the Protection of Resources and Environment.

2 Tourism and Community

The main communities involved in this monitoring are New Kanas Village, Old Kanas Village, Baihaba Village and Hemu Village. The methods of research include random sampling survey which is based on household survey, supplemented by intercept interviews. In the research, semi-structured interviews and questionnaires are combined together. In 4 communities, 106 copies of questionnaires were distributed and 100% of them was collected. 99 copies of the questionnaires are valid, the rate of which is 93.4%.

2.1 The Basic Information of Local Residents

Among the residents who have been surveyed, the number of men is bigger than that of women. The majority of the residents are middle-aged and young. A small part of the residents have received higher education. Most of the jobs of local residents are related with agriculture and animal husbandry and tourism industry. Most of the residents live there for more than 5 years. The migrants in the communities are basically from Xinjiang Province. Most of the families are small families with less than 5 people. Few people migrate to other provinces to work. Many of the families are engaged in tourism industry. The numbers of houses that different families own are different. The construction materials are basically wood. Most of the houses are built after 2000, most of which are built for business. The rent of the houses vary from different geological places.



Figure 2-1 Local children in Kanas

2.2 Residents' Participation in Tourism

Most residents do not participate in tourism training. What the residents most want to participate in are accommodation and catering industry owing to their relatively good profits. The majority of the residents believe that the advantages for them to participate in the tourism industry are that they are locals and that they have their own houses. These two advantages enable them, on the one hand, to provide tourists with better services, and on the other hand, to lower the cost of production, which finally leads to higher profits. When it comes to the disadvantages of participation in tourism, different residents have different opinions and the disadvantages range from their language skills, investment capacity to service capacity. Most of the residents believe that after participating in tourism, their abilities, especially the abilities of communications and economy have been enhanced, while the abilities of language and operation are what the residents most want to improve in the future.

2.3 Residents' Perceptions of Issues Related with Tourism

The majority of the residents believe that the products that can represent local characteristics are dairy products and the scenic landscapes of Kanas Lake. When it comes to the changes of lifestyle after participating in tourism, the majority of tourists believe that the biggest change is the increase of income. The majority of residents agree with women's participation in tourism, the reasons for which are the spread of the idea of gender equality and the family profits increased by women. Quite a few residents are most satisfied with local natural environment and the good air quality. When it comes to the difficulties in life, most residents believe that the government has many limitation for participating in tourism, and that the snow in winter brings inconvenience for traffic.

2.4 Residents' Perception of Tourism Impacts

① Impacts on Economy

Most residents said that the development of tourism has promoted the development of local economy, attracted more investment and consumption, increased employment opportunities and improved their living standard. While there are also negative impacts. For examples, 70% of the residents believe that tourism leads to the increase of local prices, while 50% of the residents believe that the development of tourism enlarges the gap between the rich and the poor and that the minority of people benefit from tourism.

② Impacts on Society

The positive impacts of tourism development includes the improvement of infrastructures such as roads and water and electricity which is most highly recognized by the local residents. While not all the residents believe that the development of tourism has positive influences on

health care and education. The development of tourism also has many negative impacts, for examples, residents agree most with the fact that tourism development leads to the demolition of old houses and the building of new houses, following by the heavy traffic. While other negative impacts such as the increase of the crime rate, the disturbance to local people's life, the limitation of the access to local resources to scenic area and the tense relations between tourists and residents, are not agreed by the residents. Most of the residents believe that these negative impacts are not so obvious.

③ Impacts on Culture

The fact that tourism development promotes the exchanges and communication between the local and the outside is most approved by the residents following by the promotion of local arts and crafts, the increase of festival activities and the enrichment of people's life. Local residents less agree with the idea that the development of tourism makes them destroy and forget about the traditional culture and customs.

④ Impacts on Environment

Residents most highly agree with the idea that tourism improves the sanitation condition. While only half of the residents believe that tourism development promotes the development of environmental education and the protection of animals and plants. Among the negative impacts, residents agree most with the fact tourism development leads to the increase of wastes, following by the tourism consumption of local resources, noise pollution, water pollution and air pollution caused by tourism development.

2.5 Residents' Attitudes and Satisfaction

① Residents' Attitudes

In the aspects of residents' attitudes towards tourism development, what the residents are most willing to do is to engage in work related to tourism industry. The second most willing thing for local residents to do is to provide suggestions for the development of scenic area and they believe that the development of tourism has contributed greatly to local development. Besides, they are also willing to actively promote and propagandize local scenic area and hope to expand the scale of tourism industry. The rates of all these aspects are higher than 60%. However, only 40% of the residents believe that the decisions of scenic area will take local residents' opinions under consideration, which is the lowest

② Residents' Satisfaction

According to the survey on residents' satisfaction, more than 60% of residents are satisfied about the development of tourism in Kanas, which is 15% lower than that of last year. The proportion of residents who are not satisfied with the tourism development is basically the same, comparing with that of last year. While the proportion of residents who hold neutral attitude increases comparing with that of last year.

3 Tourists' Perception and Satisfaction

The structure of tourists in Kanas is relatively clear. The tourists are relatively old and they receive relatively higher education. The form for tourists traveling in Kanas is basically DTY tour accompanied with weaker consumption ability and shorter length of stay. Secondly, the level of tourists' satisfaction is relatively low, but tourists are relatively satisfied with natural resources especially the Kanas Lake in Kanas. At the same time, tourists show relatively high willingness of revisiting and recommending Kanas to other people. In addition, tourists complain about the infrastructures and services, especially in the aspects such as transportation, accommodation and catering services. As a consequence, relevant management departments need to continue to improve the level and quality of some service such as catering service so as to promote the sustainable development of scenic area.



Figure 3-1 Tourists were filling in questionnaires

3.1 Tourists are mainly young adults, the level of education is high.

The structure of tourists in Kanas is clear. Male and female ratios are harmonious. The majority of the tourists are young adults with relatively higher economic ability. Most of them belong to the social group which have high income and receive higher education. Kanas, as a

distant tourist destination with high transportation costs, its sustainable development can not be separated from such a tourists group with high income and high education level, because the desire for travel of this group of people is easy to be stimulated and at the same time, they have stronger ability of paying. The overall education level of tourists in Kanas is relatively high, which on the one hand, tourist are more easy to appreciate the beauty of Kanas and on the other hand, it helps to promote the protection of environment in Kanas. Tourists with higher education

will have stronger awareness of protecting environment instead of damaging local ecological harmony.

3.2 DIY tour is popular, tourists buy less souvenirs.

More and more tourists travel in Kanas by themselves, while the number of tourists travel to Kanas in group declines. This shows that with the popularity of short-and-medium self-driving travel, the DIY tour in the future, will further develop into the most important form of tourism in Kanas, which fits the trend of change of tourism nationally. In addition, there are quite a few types of souvenirs in Kanas, but tourists buy relatively few of them. The main reason is that tourists think that the cost performance of these souvenirs is not high. Most of the tourists believe that the prices of souvenirs are too high, while they can not show the characteristics of Kanas and local uniqueness. As a consequence, the characteristics of souvenirs need to be explored and prices of them need to be reasonable to attract tourists.

3.3 Unique natural resources and rich ethnic customs.

The natural scenery and national cultures are the core attractions of tourism development. According to tourists, what impress them most are forests, lake, snow capped mountains and tourism environment like villages with exotic cultures. Natural resources, as the material carrier for understanding Kanas, create the atmosphere of appreciation of the beauty for tourists. Especially when rich ethnic cultures like Tuwa Village and national customs are complemented with living habits of local residents, culture and nature will combine with each other perfectly, which shows individual Utopia for tourists. This is what really attracts the tourists.

3.4 High willingness of revisiting, services need to be improved.

Kanas attracts many tourists because of its unique natural scenery. This natural environment brings great refreshment and joy to tourists' souls, so the majority of tourists are willing to revisit Kanas to relax or refresh themselves and at the same time to enjoy the beauty of Kanas in different seasons. They are also willing to recommend Kanas to other people. Tourists are very satisfied with the natural resources and humanistic environment in Kanas. However, they are relatively not so satisfied with the provided services, especially in the aspects of transportation, accommodation and catering. As a consequence, relevant administrative departments need to continue to improve the level and quality of catering and accommodation services so as to promote the sustainable development of scenic area.

4 Tourism Impacts on Economy

4.1 Economic Effectiveness in Tourism Destination

In 2014, the GDP growth rate in China is 7.4%, comparing with that of 2013, the growth rate slows down 0.3%. China has entered a new stage of economic growth. Influenced by the national and international environment, the economy in Kanas enters into a slow period. In 2014, Kanas Scenic Area received 460,900 tourists (Xiahukou received 385,000 visitors), which decreased 27.5% than that of 2013. The total ticket revenue reached 52,550,000 yuan, which decreased 22.3% than that of 2013. The consolidated income of tourism reached 0.82 billion yuan, the net income per capita of peasants and herdsmen reached 11,077 yuan, which is 1,080 more than that of 2013.

4.2 The Seasonality of Tourism

Scenic areas which are dependent on natural resources are greatly affected by the seasonality of tourism. The seasons for tourism in Kanas start from May to mid-October, the peak months among which are July and August, following by June and September. There is still a lot of room to improve.

Festival activities play a very positive role in offsetting the seasonal influence on tourism. In 2014, Kanas Scenic Area actively held many important festival activities, which attracted quite a plenty of tourists.



Figure 4-1 Winter of Kanas (Photo by Mo Qijian)

4.3 Tourism Impacts on Employment

The monthly profit of 29.03% of the business owners in Kanas is between 2,001-3,000 yuan. The monthly income of 36.49% of the workers in Kanas Scenic Area is between 2,001-3,000 yuan. If counting 6 months, from May to October, the annual income of these business owners and employees in Kanas is between 12 thousand-18 thousand yuan which is higher than per capita net income in Kanas (the per capita net income is 11,077 yuan).

In the aspect of income stratification of the business owners in Kanas, severe imbalance exists between the incomes of different business owners in Kanas Scenic Area. According to preliminary estimate of this research, the Gini coefficient is higher than 0.6. According to the international practice, if the Gini coefficient is higher than 0.5, it means that there is a huge gap between the rich and the poor in that region. As a consequence, tourism administrative departments should pay more attention to the income gap while developing tourism in Kanas.

4.4 The Operation and Development of Tourism Enterprises

The commercial activities involved by tourism enterprises include accommodation, catering, merchandise sales and entertainment. The main types of business are offering accommodating and catering services, respectively accounting for 57.14% and 52.38% of the total commercial activities.

The monthly profit of 29.03% of the business owners in Kanas is between 2,001-3,000 yuan. If counting 6 months, from May to October, the annual income of these business owners in Kanas is between 12 thousand-18 thousand yuan which is higher than per capita net income in Kanas (the per capita net income is 11,077 yuan).

5 Tourism Products and Services

Based on the data of tourists' questionnaires, interviews, observation records and the materials provided by the administrative committee of Kanas Scenic Area, we conducted the monitoring and analysis of the tourism products and services in Kanas from four main aspects: tourism motivation and purpose, tourism products and tourism routes, tourism services and quality and tourism image and publicity. We have formed a relatively systematic understanding about the tourism services and products in Kanas.

The motivations and purposes for tourists traveling in Kanas Scenic Area are diverse. Most of the tourists come to Kanas mainly for sightseeing, leisure vocations and taking photographs.

Comparing with last year, more tourists visit Kanas for visiting their friends and families, which ranks 5th in this year's tourism purposes (in 2014, it ranked 9th). But generally speaking, there is no significant change in the rankings, sightseeing, leisure and taking photograph are still the main motivations and purposes for tourists to visit Kanas.

The core tourism products and tourism routes are basically the same with that of previous years, including classic tourism routes, outdoor hiking, scientific investigation, adventure routes and tourism routes in winter. These tourism routes with different themes and unique characteristics link up the main scenic spots in the scenic area which can meet various needs of tourists for their tourism experience. At the same time, the scenic area is still exploring new tourism resources and developing new tourism products so as to form a more unique and more comprehensive system of tourism products.

The tourism services facilities are designed and built mainly surrounding the main scenic spots (such as Kanas Lake, Hemu, Jiadengyu and Baiheba). Comparing with last year, there is no obvious changes in the types of tourism services, but the tourism facilities have been improved to some extent. The numbers of beds and tables in main scenic areas like Kanas, Jiadengyu, Hemu, Baiheba and Tierketi have greatly increased year by year with the increase of the number of tourists and they can basically satisfy the need of tourists in busy season. The tourism toilet facilities have also been improved and further constructed. Besides, due to government's more stringent implementation of relevant regulation of tourism services and quality, the standardization of tourism services have been improved.

Relying on the high quality of the natural landscape and cultural landscape, Kanas Scenic Area has formed the overall tourism image of "pure land". Tourists' perception on tourism in Kanas are mainly about the natural scenery and national cultures, with which tourists are relatively satisfied. At the same time, Kanas Scenic Area actively conducts marketing and propaganda on its tourism image through festivals and special events, travel fairs, media and film and television, which has gained good social response and marketing effect.

6 Tourism Planning and Control

Based on the arrangement and analysis of the data of tourists' questionnaires, interviews, observations records and materials provided by administrative committee of Kanas Scenic Area, we have carried out the monitoring and analysis of the implementation of tourism planning strategy, the control of tourism development and the development of internal traffic, etc., and we have formed a relatively systematic understanding about the tourism products and services in Kanas Scenic Area.

Firstly, Kanas Scenic Area Committee commissioned Sun Yat-sen University to enhance *The General Plan of Kanas Tourist Area (2005-2020)*, and the *Revision of Promotion Plan of Kanas Tourist Area* is completed. The public has been widely involved in the development process of this planning, and the implementation of this plan has been monitored by the World's Tourism Organization. The government has also specially set up a tourism management station to implement the measures of the planning.

Secondly, considering the tourism development of greater Kanas area, the management committee has taken relevant measures to control the use of land in this area. The main measures are management of the use of land, control of the land for construction and construction of environmental protection facilities. In terms of project management, with the transformation of upgrading Kanas tourism development, especially the huge financial pressure brought by the construction of facilities in Jiadengyu area, Kanas is facing the risk of being in debt. In the aspect of implementation of plan, there are still some weak links and constraint factors in the promotion of scientific development in the scenic area.

While in some parts of Hemu scenic area, the development situation is in a mass which is not in conformity with the planning and development purposes of the whole scenic area, such as booths' construction and appearance, the locations of booths and the impacts on the environment. This needs to be strictly regulated.

Thirdly, in terms of the transportation in Kanas, in the past year, there is no big change in external traffic, while the internal traffic has been significantly improved. Some details have been perfected. The overall travel time of tourists is basically the same. The tendency of self-driving travel is obvious. The tourism products have been improved.

7 Health and Safety of Travel

At present, there are no serious food poisoning incidents and complaints among tourists, community residents and business practitioners. The food safety and preventive measures are carried out relatively smoothly. Tourists are relatively satisfied with the sanitation condition in scenic area, but they are not so satisfied with the sanitation condition in house hotels. The condition of sanitation needs to be improved. Community residents' evaluation on community environment is not so ideal. They show a relatively serious concern about the problem of environmental pollution. As a consequence of tourism development, the lacks of corresponding environmental facilities and environmental consciousness are obvious, the situation needs to be improved. Before tourists leave for their tourism destinations, they pay relatively high attention to the weather information. The sudden change of climate does not have obvious impacts on

tourists, residents and enterprises employees' health. Administrative staff in scenic area can use other promotional channels to post real-time information of scenic area by Weibo and public platform in Wechat. In this area, the medical institutions and health services are continuously developing. Large-scale infectious diseases or other diseases that threat residents and tourists' life and wealth safety have never outbroken. The majority of tourists' nature of participating in tourism activities is moderate and visitors do not have great passion for the collection of public security information. Tourists are basically satisfied with the public security situation, comparing with that of precious years, the level of satisfaction has been improved. The natural disasters in the scenic areas are mainly fires, floods, snowstorms, hail and gale weather, the early warning mechanism and emergency plan are being continuously improved. Human safety risks reflect in ethnic violent crimes and traffic accidents in scenic area. And maintaining the politically stability and preventing traffic accidents have always been the important work in scenic area.

8 Tourism and the Protection of Resources and Environment

At present, the tourism resources in Kanas Scenic Area are in good quality. Air, soil and water, in line with national standard, have not been polluted due to tourism development. All kinds of animals and plant resources have been well protected. The ecological environment is good. All kinds of illegal buildings have been gradually torn down, making the style of architectures more harmonious with surrounding environment, which creates a better visual effect. At the same time, the situation of illegal behaviors and improper operation have been further controlled and managed.

According to the questionnaire survey that has been conducted among tourists and community residents, residents and tourists' satisfactions with the air quality, noise, water quality and overall condition of environment (solid wastes) are in medium and high level. Residents have a relatively high recognition on the improvement of sanitation and the protection of environment. And tourists also have a relatively high recognition on the natural environment in Kanas Scenic Area.

However, with the rising status of Kanas as a tourism destination, the number of tourists to be received is in its increase, the environmental impacts and other negative impacts brought by tourism development are beyond doubt. Residents have a certain degree of recognition of the negative impacts on environment such as the consumption of resources, air pollution, noise pollution, water pollution and solid wastes pollution. Tourists also believe that tourism development has caused a certain degree of damage on the natural environment in Kanas. As a

consequence, it is necessary to perfect the relevant environmental sanitation facilities to meet the need of increasing number of tourists and to control all kinds of behavior that damage the environment as soon as possible to ensure the sustainable development of the ecological environment.

Kanas is the tourism destination which focuses on its natural scenery, but it can not be ignored that the national culture in Kanas is also very splendid. Tourists' perception on Kanas is still stuck in its natural scenery such as Kanas Lake, Baiheba Village, Hemu Village, Naren Prairie and Jiadengyu and its climate condition. According to the data of tourists' questionnaires, the majority of tourists say that their main purpose for their travel this time is to go sightseeing and at the same time, most of the tourists are attracted by the beautiful natural scenery in Kanas, while the proportion of tourists who visit Kanas because of being attracted by its national cultures, unique atmosphere at border and the life style of local residents is small. As a result, we can infer that the main tourism products in Kanas are mass tourism products which focus on natural scenery, which lacks the excavation of cultural resources such as architecture scenery, natural cultures and festival activities. There are not enough tourism products about cultural resources. In the future development of tourism in Kanas, in addition to keeping being a tourism destination with beautiful natural scenery, its unique national cultures should be fully excavated such as Tuwa culture and let more tourists learn about its splendid national cultures, so as to promote the sustainable development of Kanas Scenic Area.

9 Summary

9.1 Tourism and Community: the level of community participation in tourism has been enhanced, and the recognition degree of the community has been improved.

According to the survey on community participation in tourism, with the development of local tourism, the awareness of residents participating in tourism has been intensified and the technology has been improved. The forms of participating in tourism have been relatively settled. Due to the different development situation of different villages, the participating situation and problems that they are facing are different. What the residents most want to participate in tourism is accommodation and catering services industries. At the same time, in the aspect of perception of tourism impacts, local residents are relative more likely to agree with the positive impacts brought by tourism development on economy and environment. The majority of residents believe that tourism has promoted the development of local economy and it has promoted the improvement of sanitation situation, while the residents are also holding a strongly negative attitude towards the inflation of prices. In the aspect of the degree of

recognition of social impacts, the idea that tourism development has improved local facilities such as roads, water and electricity supply is most highly recognized by local residents. While the improvement of health care and education caused by tourism does not gain wide recognition among residents. There are negative impacts caused by tourism development, the most highly recognized by residents among which is the demolition of old houses and the increase of new houses. The second most agreed negative impacts by residents is the traffic jams caused by tourism development. In the aspect of cultural impacts, tourists agree most with the tourism' promotion of communication between the local and the outside, and they also sing highly about the music festival held in this year.

9.2 Tourists' Satisfaction: the level of overall satisfaction is relatively high, the prices of tourism services need to be rationalized.

According to survey on tourists, the degree of tourists' satisfaction with travel in Kanas is relatively high currently. In the evaluation on natural resources in Kanas, all kinds of indicators of natural resources score relatively high, especially the natural scenery. While the scores of cultural experiences and activity development are relatively low. In the evaluation on tourism services, all kinds of indicators score relatively low, especially in the aspects of quality and price of catering and accommodation services and traffic problem which affect the degree of overall satisfaction. At the same time, when tourists leave Kanas, owing to long trip and high cost, their degree of willingness to recommend is much higher than the willingness to revisit. What is more, tourists are holding a tolerant attitude towards the problems existing in the construction and management, but they are looking forward to the further development of this region and the scenic area, especially in the aspects of standardization of services and the improvement of quality.

9.3 Economic Effectiveness in Tourism: Tourism economy glides down, income inequality exists among community residents.

According to the survey on the overall situation of the Kanas Scenic Area and tourism enterprises, tourism revenue has become an important economic source of Kanas Scenic Area. Affected by the international and domestic economic environment, the economic growth in Kanas has entered into a slow stage. Meanwhile, owing to some negative factors such as official tours being restrained by relevant policy and complex stability maintaining situation in Xinjiang Province, the number of tourists and tickets revenue in Kanas area decrease. While at the same time, holding festival activities and events plays a positive role in offsetting the effects of seasonality. Organizing important festival events and activities contributes greatly to attracting tourists to travel in Kanas. However, although the development of tourism has created many job opportunities, the opportunities for local residents are relatively few. In Kanas Scenic Area

(larger area), there is severe imbalance of income among community's business owners. Different problems still exist in the development of tourism enterprises in all regions.

9.4 Tourism Products and Services: Tourism products have been enriched, tourism service facilities continue to be improved.

The motivations and purposes for tourists traveling in Kanas Scenic Area are diverse. Most of the tourists come to Kanas mainly for sightseeing, leisure vacations and taking photographs. Comparing with last year, an increasing number of tourists visit Kanas for visiting their friends and families this year, which ranks 5th in this year's tourism purposes (in 2014, it ranked 9th). The scenic area is still exploring new tourism resources and developing new tourism products so as to form a more unique and more comprehensive system of tourism products. The tourism services facilities are designed and built mainly surrounding the main scenic spots (such as Kanas Lake, Hemu, Jiadengyu and Baiheba). Comparing with last year, there is no obvious changes in the types of tourism services, but the tourism facilities have been improved to some extent. The numbers of beds and tables in main scenic areas like Kanas, Jiadengyu, Hemu, Baiheba and Tiereketi have greatly increased year by year with the increase of the number of tourists and they can basically satisfy the need of tourists in busy season. The tourism toilet facilities have also been improved and further constructed. Relying on the high quality of the natural landscape and cultural landscape, Kanas Scenic Area has formed the overall tourism image of "pure land". Tourists' perception on tourism in Kanas are mainly about the natural scenery and national cultures, with which tourists are relatively satisfied.

9.5 Tourism Planning and Control: New plan has been implemented, the control of development has improved.

Currently, Kanas Scenic Area Committee commissioned Sun Yat-sen University to enhance *The General Plan of Kanas Tourist Area (2005-2020)*, and the *Revision of Promotion Plan of Kanas Tourist Area* is completed. The public has been widely involved in the development process of this planning, and the implementation of this plan has been monitored by the World's Tourism Organization. The government has also specially set up a tourism management station to implement the measures of the planning. Considering the tourism development of greater Kanas area, the management committee has taken relevant measures to control the use of land in this area. The main measures are management of the use of land, control of the land for construction and the construction of environmental protection facilities. In terms of project management, with the transformation of upgrading Kanas tourism development, especially the huge financial pressure brought by the construction of facilities in Jiadengyu area, Kanas is facing the risk of being in debt. In the aspect of implementation of plan, there are still some weak links and constraint factors in the promotion of scientific development

in the scenic area. While in some parts of Hemu scenic area, the development situation is in a mass which is not in conformity with the planning and development purposes of the whole scenic area, such as booths' construction and appearance, the locations of booths and the impacts on the environment. This needs to be strictly regulated. In terms of the transportation in Kanas, in the past year, there is no big change in external traffic, while the internal traffic has been significantly improved. Some details have been perfected. The overall travel time of tourists is basically the same. The tendency of self-driving travel is obvious. The tourism products have been improved.

9.6 Health and Safety of Travel: The health and safety condition is good, early warning mechanism has been continuously improved.

At present, there are no serious food poisoning incidents and complaints among tourists, community residents and business practitioners. The food safety and preventive measures are carried out relatively smoothly. Tourists are relatively satisfied with the sanitation condition in scenic area, but they are not so satisfied with the sanitation condition in house hotels. The condition of sanitation needs to be improved. Community residents' evaluation on community environment is not so ideal. They show a relatively serious concern about the problem of environmental pollution. As a consequence of tourism development, the lacks of corresponding environmental facilities and environmental consciousness are obvious, the situation needs to be improved. Before tourists leave for their tourism destinations, they pay relatively high attention to the weather information. The sudden change of climate does not have obvious impacts on tourists, residents and enterprises employees' health. Administrative staff in scenic area can use other promotional channels to post real-time information of scenic area by Weibo and public platform in Wechat. In this area, the medical institutions and health services are continuously developing. Large-scale infectious diseases or other diseases that may threat residents and tourists' life and wealth safety have never outbroken. The majority of tourists' nature of participating in tourism activities is moderate and visitors do not have great passion for the collection of public security information. Tourists are basically satisfied with the public security situation, comparing with that of precious years, the level of satisfaction has been improved. The natural disasters in the scenic areas are mainly fires, floods, snowstorms, hail and gale weather, and the early warning mechanism and emergency plan are being continuously improved. Human safety risks reflect in ethnic violent crimes and traffic accidents in scenic area. And maintaining the politically stability and preventing traffic accidents have always been the important work in scenic area.

9.7 Tourism and the Protection of Resources and Environment: Environmental quality is good, while cultural resources need further evacuation.

At present, the tourism resources in Kanas Scenic Area are in good quality. Air, soil and water, in line with national standard, have not been polluted due to tourism development. All kinds of animals and plant resources have been well protected. The ecological environment is good. All kinds of illegal buildings have been gradually torn down, making the style of architectures more harmonious with surrounding environment, which creates a better visual effect. At the same time, the situation of illegal behaviors and improper operation have been further controlled and managed. According to the questionnaire survey that has been conducted among tourists and community residents, residents and tourists' satisfactions with the air quality, noise, water quality and overall situation of environment (solid wastes) are in medium and high level. Residents have a relatively high recognition on the improvement of sanitation and the protection of environment. And tourists also have a relatively high recognition on the natural environment in Kanas Scenic Area. However, with the rising status of Kanas as a tourism destination, the number of tourists to be received is in its increase, the environmental impacts and other negative impacts brought by tourism development are beyond doubt. Residents have a certain degree of recognition of the negative impacts on environment such as the consumption of resources, air pollution, noise pollution, water pollution and solid wastes pollution. Tourists also believe that tourism development has caused a certain degree of damage on the natural environment in Kanas. As a consequence, it is necessary to perfect the relevant environmental sanitation facilities to meet the need of increasing number of tourists and to control all kinds of behaviors that damage the environment as soon as possible to ensure the sustainable development of the ecological environment. As a result, we can infer that the main tourism products in Kanas are mass tourism products which focus on natural scenery, which lacks the excavation of cultural resources such as architecture scenery, natural cultures and festival activities. There are not enough tourism products about cultural resources. In the future development of tourism in Kanas, in addition to keeping being a tourism destination with beautiful natural scenery, its unique national cultures should be fully excavated such as Tuwa culture and let more tourists learn about its splendid national cultures, so as to promote the sustainable development of Kanas Scenic Area.

2015 Monitoring Report on Chengdu Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

July, 2015

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Acknowledgement:

Chengdu Municipal People's Government, Chengdu Municipal Tourism Bureau, Dujiangyan Municipal Tourism Bureau Chengdu, Cultural and Tourism Development Group Limited Liability Company (The scenic areas of Kuangxiangzi Alley and Zhaixiangzi Alley), Chengdu Media Group (Eastern Suburb Memory), Sansheng Community Office in Jinjiand District, Chengdu Giant Panda Breeding Base

And all those who helped with the monitoring work.

1 Foreword

During July 28th- August 2nd, with vigorous support from Chengdu Municipal Tourism Bureau, the Monitoring Group completed the forth phase of field research for the monitoring process over the sustainable development of tourism in Chengdu. This monitoring is a continuation of the previous ones, including routine monitoring and special issues monitoring which covers many aspects such as Tourism and Environment, Tourism and Community, Tourist Perception and Satisfaction, Tourism and Economy, Tourism and Overall Planning for Urban and Rural Areas, Leisure City, etc. Based on previous experience, research on Aesthetics of Life in Chengdu is added in order to accomplish a continuous monitoring on many aspects such as tourism resources, environment, economy, society, urban leisure, city and countryside integration, etc. This contributes to the completion of the monitoring indicator database of sustainable tourism. It also helps the Center to analyze and assess the status quo and the existing problems of tourism in Chengdu and to probe into the mode of development of sustainable tourism in urban travel destinations.

This monitoring covers the entire downtown of Chengdu. The main areas for monitoring are Kuanxiangzi Alley and Zhaixiangzi Alley, Jinli, Sansheng Flower Village, Eastern Suburb Memory(formerly known as Eastern Music Park), Chengdu Giant Panda Breeding Base, Dujiangyan and some new added life aesthetics commercial ares. The research team includes 2 full-time teachers of the Center of Tourism Development and Planning, Sun Yat-sen University, 3 master students and 14 undergraduate students.



During the monitoring, the Group

Figure 1-1 Group photo of monitoring team

visited relevant government sector of Chengdu city and conducted questionnaire survey and deep interviews among some residents and administrative staff of community. In this monitoring activity, the group distributed 500 copies of questionnaires on tourists' degree of satisfaction and collected 443 valid copies. 200 copies of questionnaires were distributed among local residents and 175 copies of valid questionnaires were collected. 200 copies of questionnaires on perception of environment were distributed and 189 copies of valid questionnaires were collected. There were 500 copies of questionnaires on Leisure City, among them including 200 for tourist, 200 for local residents and 100 for businessmen. The numbers of valid questionnaires for each type were respectively 194, 190 and 98. The evaluation indicator system and analytical framework for this phase takes reference of *Indicators of Sustainable Development for Tourism Destinations: A Guidebook* developed by the World Tourism Organization as well as academic research results.

Table1-1 The Result of Questionnaire Survey in Chengdu

	Tourists in Chengdu	Residents of Chengdu	Perception of Environment Quality	Leisure City (Tourists)	Leisure City (Residents)	Leisure City (Merchants)
Questionnaires Distributed	500	200	200	200	200	100
Valid Questionnaires	443	175	189	194	190	98
Rate of Recovery	88.6%	87.5%	94.5%	97%	95%	98%

2 Tourism, Resource and Environment

2.1 Resource Assessment

The natural ecological environment of Chengdu city is good providing the basic conditions for the survival and reproduction of the rich and varied local species. The government and relevant organizations pay much attention to the protection of the plants in city, old trees and famous wood species to ensure that there are enough green areas in the city. Diversified protection measures have basically reached the goal of maintaining the balance of urban

ecosystem. In the process of developing the scenic areas, people pay great attention to maintain the balance of natural ecological environment, providing good environment for rare animals and plants. While properly developing the natural reserves, Chengdu also ensures the good protection of them.

Chengdu has been domestically and internationally recognized as a city where the resource of history heritage is rich. Chengdu Municipal Bureau of Culture and the cultural tourism enterprises in Chengdu attach great importance to cultural heritage and contribute greatly to the prosperity as well as the protection of cultural resource by a variety of tools and methods. Jinli, Kuanxiangzi Alley, Zhaixiangzi Alley and the title of Gourmet Capital have become the creative business cards of Chengdu. Kuangxiangzi Alley and Zhaixiangzi Alley are typical cases for the redevelopment and reuse of historic buildings by developing tourism. On the one hand, it protects the cultural heritage, and on the other hand, it strengthens local cultural identity, promotes local economy and the sustainable development.

2.2 Environmental Assessment

The Environment Assessment mainly consists of several aspects, Atmospheric Environment, Aquatic Environment, Acoustic Environment, Ecological Environment and the measures for Environment Management.

In the aspect of Atmospheric Environment, in 2014, the air quality in downtown Chengdu had not reached the grade II standard. The concentration of key pollutant showed a trend of increasing from the west to the east. The degree of contamination in downtown Chengdu was higher than other regions in general. By comparing and analyzing the changes of air pollutant concentration in Chengdu from 2006 to 2014, the conclusion was drawn that the concentration of major air pollutants in 2014 was significantly decreased and the air quality was significantly improved.

In the aspects of Aquatic Environment, in 2014, the Minjiang river system was mildly polluted, the Tuojiang river system was moderately polluted. In recent years, the quality of water in Tuojiang waster system has been severely deteriorated. The government should increase the intensity of management of Tuojiang River system. In addition, the rate of the water quality reaching the standard of potable water sources for two city propers and the suburb countries in Chengdu was 100%.

In the aspect of Acoustic Environment, according to the monitoring data of the quality of Acoustic Environment from 2006 to 2014, the conclusion was drawn that in the recent 8 years, the quality of acoustic environment in downtown Chengdu is stable and average equivalent of sound maintains at a good level. In addition, the main sources of pollution in urban area are

traffic, industry, life and construction.

In the aspect of Ecological environment, *2014 Chengdu Municipal Environmental Bulletin* pointed out that in 2013, Ecological Index of Chengdu was 62.9, reaching the “Good” level. Comparing with 61.7 in 2012, the index in 2013 remained stable.

In the aspect of measures of environmental management, in 2014, Chengdu made substantial progress in handling pollution problems. Chengdu Municipal Environmental Protection Bureau conducted long-term supervision and management on enterprises and projects in Chengdu. Considerable human and financial resources had been invested in aspects like comprehensive improvement of water environment in central city, shutting down and relocation of enterprises and the control of industry pollution, waste water and waste gases.

2.3 Tourists’ Perception of Environmental Quality

In 2015, comparing with last year, tourists are relatively satisfied about the overall environmental quality of Chengdu, which is a big improvement. However, some problems, such as “crowdedness”, “environmental noise” and “the management of queuing order”, etc, remain to be solved. When it comes to the queuing order problem, the key of management is not to shorten the time for queuing but to improve the queuing order. When it comes to the problem of the congestion in scenic areas, the top three most crowded scenic spots are Jinli, Chunxi Road and Kuanxiangzi Alley and Zhaixiangzi Alley. Suggestions are proposed from two aspects: first, strengthen the control of the inflow of tourists or the dredging the stream of people; second, strengthen the construction of other scenic spots and increase the intensity of propaganda.

3 Tourism and Community

3.1 Community Residents’ Perception of Chengdu Tourism

According to the result of the research, most residents consider Chengdu as a “leisure city” and believe that tourism is conducive to local development. Most of the residents are expecting more tourists and they will continue to support the development of local tourism, for example, they would like to recommend Chengdu to relatives and friends. But the residents’ satisfaction about tourism development still needs to be improved.

The majority of the residents hold positive attitude towards the positive impacts on the economy. They believe that the development of tourism creates more job opportunities, more investment and consumption, which contributes greatly to



Figure 3-1 Interview with community officer

the development of local economy. However, residents also realize that the development of tourism leads to the increase of their living cost.

When it comes to the impacts on social culture, the development of tourism in Chengdu improves the daily environment for local community residents generally, including improving local public transportation system, infrastructures, medical and sanitary condition and service. However, at the same time, they believe that tourism development has aggregated the traffic congestion in Chengdu. In addition, tourism has positive impacts on the change of community culture. The majority of residents believe that tourism increases the intercommunication between local and non-local cultures, helps them to be more open-minded and broadens the horizon of children. Nevertheless, some residents gradually realize that the development of tourism may have impacts on tradition culture and the protection of old buildings.

In the aspect of environment, the development of tourism plays a part in protecting landscapes to some extent but at the same time, there are some negative influence inevitably, such as the growing amount of wastes and increasingly serious pollution.

3.2 Community Participation and Consciousness

In the process of government-led development of leisure tourism, residents' participation is low, which is specifically shown as residents' poor understanding about the plans and measures of tourism development and scenic areas' lack of consultation with local residents. However, at the same time, local residents show great interests and enthusiasm in participating in tourism activities. They are willing to put forward valuable suggestions for the development of local tourism. This contradiction is the main reason for residents' being unsatisfied with the government's executive force.

The majority of the residents believe that more tourists will be attracted only when great attention is paid to the protection of environment and antiques so as to realize the sustainable development of tourism.

4 Tourists Behaviors and Satisfaction

4.1 Tourists Composition and Behavior Preferences

In the aspect of the source of tourists, the tourists are mainly from Sichuan province. As a consequence, Chengdu government needs to promote targeted propaganda so as to increase their influence in the distance.

When it comes to tourist accesses to information, the Internet and word-of-mouth spreading are the main ways for tourists obtaining tourism information. As a result, the government is supposed to strengthen the intensity of Internet Marketing propaganda. At the same time, the government should ensure the quality of tourism, paying attention to tourists experience and improve tourists' satisfaction.

In the aspect of methods of involvement in tour, more and more tourists choose DIY tour. And at the same time, the number of tourists choose to participate in group tour with friends or family is gradually increasing in recent years, which may be the potential market for the future development of tourism in Chengdu.

In the aspect of tourists' purpose of tour, the majority of tourists participate in tourism activities mainly for leisure and relaxation, which indicates that Chengdu, being the leisure city have been known for the majority of the tourists. In addition, the number of tourists visiting Chengdu for the purpose of sampling food and enjoying culture is on its increase, which shows that Chengdu food has gained fairly good reputation thanks to the government's great efforts made on propaganda.

In terms of means of transportation of tour, an increasing number of tourists prefer to visit Chengdu by airplane, bullet train and high-speed rail, denoting that improving the system of railways and aviation is the direction for future development and improving high-speed rail lines and aircraft routes will make it more convenient for tourists to reach Chengdu.

In the aspect of forms of tourist accommodations, nearly half of the tourists choose to lodge in budget hotels, followed by star hotels. Only few tourists choose to lodge in youth hostels or family hostels.

4.2 Tourist Perception and Satisfaction

4.2.1 Tourist Evaluation of Tourism Resources

In the aspect of the characteristics of Chengdu resource, tourists speak highly of the resources of Chengdu except “Chengdu’s climate suitability”, which is an improvement to a certain degree comparing with previous years.

In terms of city image, tourists are more satisfied with every aspects concerning about city image than that of last year. Among these aspects, urban noise pollution ranks at the bottom, which means more measures are needed to reduce the noise pollution.

In terms of infrastructure, what satisfies the tourists most is still the effect of urban greening, while the general condition of public transportation and the hygiene of public toilets still need to be improved.

In the aspects of safety and health, tourists are satisfied with the urban safety, medical facility and public security, while the degree of satisfaction of “City safety facilities” is lower than that of last year. Chengdu government should take actions to increase the investment of security in every scenic spot, vital communication lines and public transit facilities.

4.2.2 Tourist Evaluation of Services

Satisfaction of tourists with scenic spot services is at the middle level and the least satisfied indicator is ticket price and the degree of crowdedness.

In the aspect of catering service, tourists are satisfied with food taste, variety and characteristics, but they are less satisfied with the restaurant safety and food price.

In terms of traffic service, the majority of the tourists think that the public transportation in Chengdu is relatively convenient, comfortable and safe, reasonably fared, and clearly signed, which basically meets the need for tourists to travel in Chengdu.

When it comes to the accommodation service, shopping and entertainment projects, tourists are basically satisfied, but they generally believe that the price is not reasonable enough.

In the aspects of consulting and complaint, tourists are basically satisfied. But they are more satisfied about “Consultation feedback attitude and efficiency” than that of last year.

4.3 Overall Tourist Evaluation and Improvement Suggestions

According to the survey, the majority of the tourists are satisfied with tourism in Chengdu.

Most of the tourists are willing to revisit Chengdu or recommend it to their friends and family.

As for the suggestions for the improvement of Chengdu's tourism, the main aspects that need to be improved are public transportation, scenic spots, infrastructure, products and service. Many tourists think that the phenomena of traffic jams and refusing to take passengers in Chengdu is serious. They believe that there are too many tourists and the tickets and prices are expensive in the scenic areas. In addition, the infrastructure is inadequate.

5 Tourism Impact on Economy

5.1 Tourism and Economic Growth

According to the data of 2005-2014 tourism contribution to GDP in Chengdu, the proportion of tourism has increased in general from 10.43% in 2005 to 16.54% in 2014, which indicates that the development of Chengdu tourism is taking on a strong trend; the tourism industry is gradually expanding in size and playing an important part in the development of national economy. According to statistics, the tourism multiplier of 2014 was 2.84, that is to say, every 1 yuan increase in tourism income will bring 2.7 yuan growth for the city's GDP. With the development of tourism, the connections between tourism and other industries have been gradually strengthened. The multiplier of tourism income will become bigger, therefore, the income of tourism will have further impacts on GDP.

The contribution of tourism to local fiscal revenue includes the direct impact, the taxes paid by tourism enterprises, and indirect impact, the taxes paid by the industry indirectly involved by tourism. Since 2006, the tourism income and local public finance have basically achieved synchronous growth and since 2009, the growth rates of both are similar.

From 2004 to 2014, the proportion of gross income of tourism accounting for the added value of the third industry in Chengdu has increased from 23.58% to 32.43%. This continuous growth indicates that the tourism in Chengdu plays a very significant role in the development of tertiary industry.

Tourism foreign exchange earnings is an indispensable part in exports foreign exchange earnings. Per unit growth foreign exchange earnings through tourism, the province's foreign exchange earnings through exports will increase 51.234 units, indicating that local tourism in Chengdu has a wide range of connection with other industries which has crucial impact on the gross foreign exchange earnings through exports of Sichuan province. Nevertheless, the proportion of tourism foreign exchange earnings in Chengdu accounting for the exports foreign exchange earnings in Sichuan is declining in general, denoting that Chengdu is in its transition

reducing the dependence on tourism.

By conducting field research and distributing questionnaires to shopkeepers in Chengdu, the conclusion is drawn that shopkeepers' degree of satisfaction about the operating condition is in the middle level. More than half of the merchants think that the rent is the biggest negative factor affecting the operating condition of their business, followed by the competition with other enterprises, the tourists' consumption ability, cost of goods, the employees' wages and tax.

5.2 Tourism and Employment

According to the result of questionnaire survey, local residents generally believe that the development of tourism will have positive impacts on local employment, including creating more job opportunities and economic benefits. By the end of 2014, the development of tourism in Chengdu had directly or indirectly created jobs for 891,000 people, an increase of 35.83% comparing with that of 2012.

5.3 Tourism and Employment

Tourism investment is hot in the tertiary industry. 2014 saw a total investment of 42.3 billion yuan put into tourism in Chengdu which guaranteed the building and improving of tourism projects. In 2015, Chengdu is planning to invest 10 billion yuan to accomplish 100 major tourism project.

6 Special Project 1: Tourism and Urban-rural Integration Development —— The Case of Sansheng Flower Village in Chengdu

The Urban-rural integration development in Sansheng Flower Village has been relatively mature. One of the key aspects of monitoring is the meaning of using the new products in Sansheng Flower Village which are the combination of old products, art and culture as reference for the transition of rural tourism market.

6.1 The Urban-rural Integration Development Process

The government of Jinjiang District is active in supporting and organizing works on urban-rural integration. The government continues to conduct land reclamation and to consolidate and improve the reform of property system in rural countries.

In terms of comprehensive control of urban-rural environment, Sansheng Flower Village combines normalized management, special project management, joint law enforcement,

supervision and patrol together to strengthen the intensity of governing the irregularities. The elaborate management is conducted in a full scale which has improved the life quality of local residents in Sansheng Flower Village.

In addition, Sansheng Flower Village updates the maps of their scenic areas by conducting field verification and drawing.

In the process of urban-rural integration development, Sansheng Flower Village is experiencing the transformation of rural tourism whose major expressions are in the following 3 aspects: (1) the rise of cultural creative industry; (2) the transformation from traditional agriculture to urban modern agriculture; (3) the transformation from “agritainment” to “art-entertainment”.

6.2 Problems in Development

With the accelerating development process urban-rural integration in Sansheng Flower Village, more and more problems start to appear, for examples, the road network is not complete and the infrastructure still needs to be improved; the development of cultural creativity lacks cultural connotation; comparing with foreign advanced rural tourism, Sansheng Flower Village is still in its early infancy which means that there is a long way to go before it becomes international.

6.3 Future Development Trend

The tourism in Sansheng Flower Village has started to take shape as cultural tourism. By exploring, the government and operators have found the way of combining culture, art and tourism products together. It is believed that in the future, cultural deposits in Sansheng Flower Village will be more profound, the characteristics of the products combining native and foreign cultures will be more unique, the development of cultural tourism will be much maturer.



Figure 6-1 Art house in Sanshenghua village

In addition, with the development of commercial complex and various ancillary facility, Sansheng Flower Village is expected to prosper in both residential real estate and commercial transactions.

7 Special Subject 2: The Development of Leisure City

7.1 The Perception of Leisure Subjects

The leisure culture is deeply rooted in Chengdu. According to the results of the survey, the degree of satisfaction of tourists and residents involved is in a relatively high level. Building Chengdu as a tourism leisure city meets the need of modern consumers to enjoy leisure life. The majority of local residents and tourists speak highly of their experiences in leisure city, Chengdu. Most of them are willing to revisit and recommend Chengdu to their friends and family.

In terms of the city environment, there are big differences between residents and tourists' degree of satisfaction about the city's sanitation. The possible reason is that the sanitary condition in urban areas and scenic areas is generally good, while in suburb area and non-scenic areas, the sanitary condition is relatively poor.

In the aspect of information acquisition, residents and tourists are both relatively satisfied, denoting that Chengdu government is successful in actively promoting propaganda.

In terms of city image, residents, shopkeepers and tourists are highly agreed with the city image of Chengdu as a leisure city. In the next phase, Chengdu needs to strengthening the construction in the aspect of cultural education.

In terms the evaluation on the development of leisure city, residents, shopkeepers and tourists are expecting more entertainment activities in order to develop leisure city. But at the same time, the government should pay enough attention in solving problems such as traffic jams, the environment deterioration, tourism negative impacts on affecting residents(merchants)' life, etc.

7.2 Problems and Suggestions

According to the result of the survey, residents, merchants and tourists mainly reflect the following problems: (1) the public transportation system in the city needs to be improved; (2) the commercial competition in scenic areas is too fierce; (3) the leisure subjects' appeal for celebrating characteristic festivals are not responded; (4) the sanitary environment needs to be improved; (5) the facilities for leisure tourism need to be improved.

To solve the above problems, the government can firstly improve from the following three aspects: (1) improve the public transportation to construct a public transportation system which

is more suitable for the development of tourism; (2) strengthen the intensity of building leisure tourism facilities; (3) organize more activities to celebrate characteristic festivals in Chengdu, including optimizing spatial and temporal distribution of activities to create an influential brand of festival.

8 Special Subject 3: Leisure City and Life Aesthetics

In recent years, many shops with unique operation philosophy and pursuit of taste, like Fangsuo and The Beast, choose to open branch shops in Chengdu. These new forms of leisure spaces with characteristic of life aesthetics enable the people in Chengdu to have more diverse ways of leisure. Life aesthetics plays an important guiding role in people's life style. Conducting research on the characteristics of life aesthetics in Chengdu, on the one hand, we can learn about the ways of leisure of people and on the other hand, we can explore the influence of life aesthetics on the development of leisure life and leisure tourism in Chengdu

8.1 The Development Status Quo of Life Aesthetics in Chengdu

This research is mainly focus on visiting some of the shops which are representatives of life aesthetics. Dividing these stores into two types, regional aggregation and scattered distribution, based on the distribution of them. This kind of division helps to investigate the development status quo of the development of life aesthetics in Chengdu from point to plane.



Figure 8-1 The Elite Bookstore in Chengdu

In terms of regional aggregation, the historic blocks are characterized by traditional reconstruction: (1) combining the characteristics of both old buildings and modern buildings; (2) combining commodity services with old buildings and the characteristics of life memory in Chengdu; (3) the communication

between customers and customers as well as between shop assistants and customers. The main characteristics of stores with certain taste are presented as follow: (1) the decoration of the store has particular theme and unique style; (2) the stores which are mainly for catering services are

often equipped with open bar counter; (3) the communication is mainly between customers and customers and the customer groups are mainly young men and women.

In terms of the type of scattered distribution, the culture creative stores have the following characteristic: (1) making use of creative ideas of aesthetics to create unique spaces; (2) applying ideas into practice and conducting combined type of operation; (3) intensifying their spaces' function of cultural communication. The fashion creative type of stores have the following characteristics: (1) having both functions of sale and display; (2) being creative in operation---developing the “buyer” mode; (3) making use of aesthetic ideas to intensify the function of “conveying emotion”.

8.2 Suggestions

Different forms of life aesthetics are affecting the life and leisure style of Chengdu people. Mainly by the communication between people and the spread of philosophy of stores with characteristics of life aesthetics, people in Chengdu are provided with new forms of leisure and new concepts of life. These stores are in the primary stage of their development and some suggestions are proposed as follow according to the results of the research:

(1) The target group of part of the stores with the characteristics of life aesthetics is high-end people, which leads to the lack of influence of these stores. They are less likely to expand or spread their ideas in a large scale. The development of life aesthetics should pay more attention to the needs of the mass group in order to become a popular appeal for aesthetics that is shared by residents in Chengdu.

(2) The homogeneous development of regional aggregation type of stores is likely to lead to unhealthy competition which will further lead to the loss of peculiarity in that region. As a result, in the process of regional development of life aesthetics, the government should provide enough guidance.

(3) Refer to reconstruction mode of Chongdeli, combining life aesthetics with the reconstruction of old city. On one hand, it can solve the residential problem; on the other hand, it protects and completes the upgrade of old buildings. The introduction of enterprise operation can not only reduce the pressure of the government, but also make full use of resources, which is a new mode for the reconstruction of old city in Chengdu to refer to.

2015 Monitoring Report on Henan Luoyang Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

July, 2015

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Acknowledgement:

People's Government of Henan Province, Henan Provincial Tourism Bureau, People's Government of Luoyang City, Luoyang Tourism Development Committee, Management Committee of Longmen Grottoes World Heritage Park, Management Committee of White Horse Temple Scenic, Administrative Office of Guanlin, Tourism Work Committee of Luanchuan County, Luanchuan Chongdugou Scenic Co., Ltd

And all those who helped with the monitoring work.

1 The General Situation of Monitoring

In 2015, the field work of the monitoring on the sustainable tourism development of Luoyang was carried out by the monitoring team consisting of the master of monitoring center, professor Bao Jigang, 3 full-time teachers from Tourism Development and Planning Research Center of Sun Yet-Sen University, 6 masters and 29 bachelors, from July 8th to July 16th. According to the index system and the operation method dictated by the Sustainable Development Department of the World Tourism Organization, the monitoring team, with the help of local government departments, such as the People's Government of Henan Province, the Henan Travel and Tourism Administration, the People's Government of Luoyang, and Luoyang Tourism Development Committee, combining theory with the real situation of local tourism development and local requirement, finally finished the investigation successfully.

This time, the monitoring on the sustainable tourism development of Luoyang focused on the monitoring of the 4 tourist attractions, Longmen Grottoes, White House Temple, Guanyu's Mausoleum and Chongdu Valley, and the old city region of Luoyang. The monitoring contained the tourist satisfaction degree, resident reception, environmental influence, economic influence etc. Meanwhile, the monitoring team also carried out special investigation on Smart Tourism Construction of Luoyang and the big data collection of tourism, considering their unique value.

During the investigation, the monitoring team got lots of primary data related to tourists and the local people by doing questionnaire survey and deep interview. Eventually, the monitoring team received 825 questionnaires of tourist behavior and tourist satisfaction degree (233 from Longmen Grottoes, 136 from White House Temple, 90 from Chongdu Valley, and 366 from the old city region of Luoyang and traffic station yard.), and 454 questionnaires of tourist environmental perceptions (346 from Luoyang urban area and 108 from Chongdu Valley.). Moreover, the monitoring team had structural interview with 120 local residents who lived in tourism communities, 103 from Luoyang urban area, and 17 from Chongdu Valley.



Figure 1-1 Group photo of monitoring team

What's more, the monitoring team visited Luoyang Tourism Development Committee and management departments of several tourist attractions such as Longmen Grottoes, White House Temple, Guanyu's Mausoleum and Chongdu Valley. And thanks for the great organization of Luoyang Tourism Development Committee, the team gained chance to have deep interview with leaders from the Luoyang Municipal Land Resources Bureau and Ministry of Transport, and with related officials of typical hotels, travel agencies, dining establishments, and sales industry of tourist souvenirs as well. Finally, they fully comprehended the basic situation of the tourism development of Luoyang and new changes in 2015. Furthermore, with the support of Luoyang People's Government and Luoyang Tourism Development Committee, the monitoring team received numerous secondary data from many government departments such as Municipal Statistics Bureau, Municipal Land Resources Bureau, Municipal Transport Agency, Municipal Environmental Protection Agency, Municipal Water Supplies Bureau, Municipal Bureau of Culture, Broadcasting, Television, Press and Publication, Municipal Agricultural Bureau, Municipal Forestry Bureau, Municipal Commercial Bureau, and Municipal Bureau of Parks and Woods.

This time, the evaluation index system and analytical framework used by the monitoring are mainly from Indicators of Sustainable Development for Destinations: A Guidebook enacted by World Tourism Organization and related academic research results.

2 Discovery in Routine Monitoring

2.1 Most community residents support the development of tourism. Generally, the residents' perception is positive.

Most community residents suppose that tourism development has good influence on the development of Luoyang. Nearly 90 percent residents support or rather support continuingly developing tourism in Luoyang. More than 85 percent respondents are satisfied with the local tourism development, among whom 11 percent are extremely content with the local tourism development. Community residents hold great sense of local identity. 92.1 percent residents agree that Luoyang is a great tourism city. 92 percent residents think that they are friendly to tourists and they are welcome to tourists. Meanwhile, more than 90 percent residents can realize the importance of protecting natural environment and community cultural characteristics.

Most residents agree that tourism industry is good for local development, believing that the development of tourism can bring lots of employment opportunities, and attract more investment and consumption. And they also believe that it not only improves the management level and service quality of tourist attractions, but also accelerates the rebuilding project of the

old city region, and generally improves residents' life quality. (As shown in figure2-1)

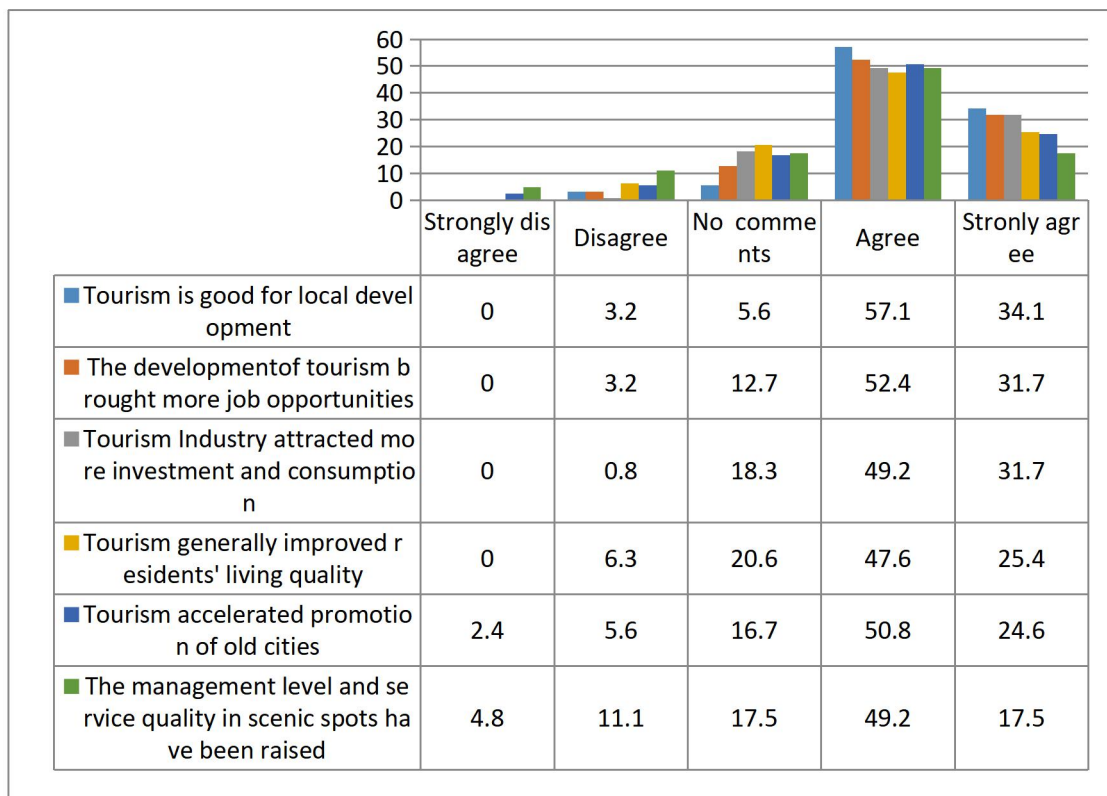


Figure 2-1 Community residents' general perception towards tourism influence in Luoyang

As for the influence of tourism development on community, residents' perception of the influence on economy is quite positive. 84.1 percent residents think that tourism industry accelerates the development of local special restaurants and souvenir shops. 78.5 percent residents think that they can win profit from tourism industry. 75.4 percent think that tourism industry provides more job opportunities for local youths. 67.5 percent residents think that tourism industry accelerates the development of local handicrafts. Furthermore, 61.9 percent respondents think that the community house price goes high more quickly. 73.1 percent agree that prices rise faster than before in community.

More than 50 percent residents agree that tourism industry is good for the improvement of social life conditions and infrastructures. Among those residents, 68.2 percent think that municipal infrastructure has been improved and 56.4 percent think that local medical conditions and service have been improved. As for the negative indicators, most residents disagree with those facts that they describe except the fact that traffic jam is exacerbated, with which 57.1 percent residents agree. According to this result, in current developing stage, most community residents agree that on the one hand, the development of tourism is good for improving life conditions but on the other hand, it does exacerbate traffic jam.

As for the influence of tourism on the social culture, 81.7 percent residents believe that it is good for the extension of Mandarin. 79.3 percent believe that it helps cultural exchanges between local people and outsiders. 79.3 percent agree that local people's thought has been more open than before. 74.6 percent believe that the development of tourism industry can broaden children's and teenagers' horizon. What's more, 42.9 percent residents disagree that social morality becomes worse than before while 39.7 percent agree with it. Therefore, we can conclude that most community residents realize the positive social and cultural influence of tourism while some residents still think that the development of tourism industry has negative influence.

As for the environmental influences, when it comes to the positive influences, 80.2 percent residents agree that the development of tourism industry is good for protecting the original scenery. However, when it comes to the negative environmental influences, the percentage of residents who agree that cultivated areas have been shrinking is quite large while the percentage of residents who agree that rubbish has been increasing is smaller. Furthermore, residents who disagree with the fact tourism facilities such as houses, roads, and garages destroy scenery are a little more than residents who agree with it. According to the analysis above, it is obvious that residents' idea is quite different. Their most direct perception of positive influence is the shrinkage of cultivates areas while the perception of the increasing of rubbish and all kinds of pollution is in the next place.

2.2 Generally, tourists are satisfied with their travel in Luoyang

Generally speaking, tourists' satisfaction degree towards their travel in Luoyang is quite high. 81.3 percent tourists are satisfied or rather satisfied with their travel, while only 1.7 percent tourists are unsatisfied or extremely unsatisfied with it. 82.7 percent tourists think that their travel in Luoyang meets their expectations or rather, higher than their expectations. Both Tourists' will to return to Luoyang to travel and the will to introduce it to others are quite great.

Tourists' satisfaction of their travel is mainly from Luoyang's tourism resources, city impression and infrastructure. Tourists speak highly of Luoyang's historical and cultural heritage, natural ecology value, the abundance of tourism resources, the attractiveness of tourism resources and its general atmosphere as a leisure city. The image as "millennium capital" that Luoyang propagandizes is matched by the city image in tourists' mind. Although generally, tourists' evaluation towards infrastructure is positive, the satisfaction degree is quite low. Therefore, in the future tourism development, Luoyang has to strengthen infrastructure construction, paying attention to public hygienic environment, sanitary conditions of public toilets and public lounge facilities.

Furthermore, promoting tourism service level is of great importance to raise tourists'

satisfaction degree. Tourism service level mainly includes scenic spots' services level, catering services level, transport services level, accommodation services level, consumption and entertainment services level. Tourist dissatisfaction with the price of the scenic spots' entrance tickets is the main cause for their dissatisfaction with scenic spots' services. As for the catering services, it is needed to improve foods taste, promote service initiative and pay more attention to food hygiene and safety. Transport services gains the highest evaluation among all the indexes, but it is still needed to improve the comfort degree of transport. As for the accommodation services, the satisfaction degree towards the convenience of Hotel booking service is the highest, while the evaluation towards accommodation prices and staff's service attitude is poor. When it comes to the consumption and entertainment services, tourists speak highly of the variety of goods, but the evaluation towards the equitable price degree is still poor. We should be objective to tourists' evaluation towards prices. Generally speaking, tourists' satisfaction degree towards prices is the lowest, but it has little influence on tourists' choice of touring places. Increasing price transparency and making more positive price promise will help to decline tourists' dissatisfaction with prices.

2.3 Tourism contributes more to economic development

(1) The number of tourists and the tourism income are increasing continually. According to *The Statistical Bulletin of Luoyang's National Economy and Social Development in 2014*, in 2014, the number of domestic tourists was 93860000, and the number of inbound tourists is 842000. Compared to 2013, it was a great increase. And the tourism income was 60100000000 yuan, 11570000000 more than 2013, and it is equivalent to 18.3 percent of Luoyang's GDP, with 2.85 percent increase compared to 2013. In general, tourism income contributes more to economic development and the role of tourism industry in economic development has become more and more important.

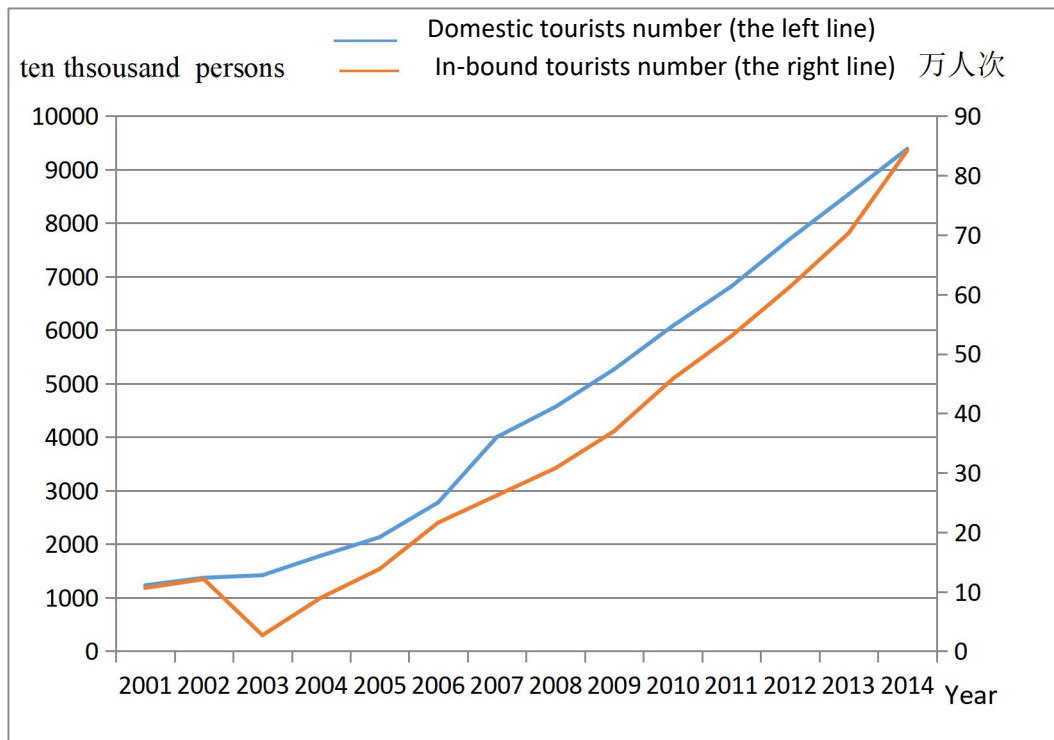


Figure 2-2 The Number of Luoyang's Domestic Tourists and Inbound Tourists from 2001 to 2014

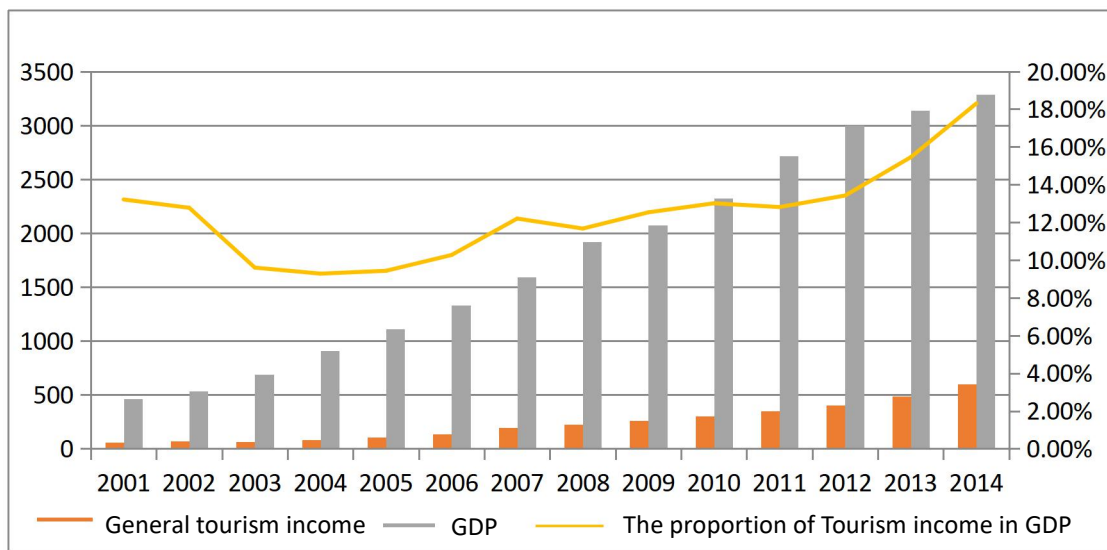


Figure 3 Luoyang's Tourism Income and its Share of GDP from 2001 to 2014

(2) The output value of tourism industry increases continually, which accelerates the promotion of industrial structure. At present, manufacture is still of dominant role while service industry is secondary. Recently, industrial structure changes a little. The proportion of service industry appears rising trend. And among service industry, the output value of tourism industry reached 50.41 percent in 2014. Obviously, the development of tourism industry is of great importance to the adjustment of Luoyang's industrial structure.

(3) The development of tourism industry accelerates the development of small and micro businesses. Tourism industry is related to six respects of life, eating, accommodation, transport, travel, entertainment and consumption. Therefore, the development of industry can help the development of commerce in tourism communities. Usually, these businesses are run by small or micro self-employed persons, who mainly provide accommodation services, catering services, and sells souvenirs and common goods. The operators are mainly local residents, but as their business locations are near, and their goods are similar, the competition among them is fierce. As a result, their profit is limited. Therefore, it is important to lead the self-employed to improve management skills and enrich management contents to diffuse competition.

(4) The development of tourism industry provides employment opportunities to local people. Apart from the employment opportunities that the self-employed businesses provide to local people, the companies related to tourism also provide lots of employment opportunities to local people. As the deeper development of scenic spots, operating projects in scenic spots becomes more abundant. In the investigation, the monitoring team discovered that the tourism related companies mainly belong to cruise industry, hotel industry, catering industry, tourism consulting and tourism manufactural industry. These tourism related companies provide numerous employment opportunities to local people, but local people's working experience and education experience are limited, most of them can only work at the frontline, instead of doing management work in these tourism companies. Meanwhile, Luoyang has attracted few migrant labors, which may compete with local people. Therefore, residents should improve employment skills in future development so as to win employment advantage in the employment competition.

2.4 The development of tourism industry didn't destroy natural resources and environment

Luoyang's biological resources are quite abundant. Some forests and vegetation were exploited as national forest park or leisure areas, which not only provides money for the protection of biological resources, but also enables tourists to experience the original ecology environment. According to current statistics, the development of tourism industry didn't destroy natural resources and environment.

The development of tourism industry didn't threaten water quality either. In 2014, the general water quality of monitoring cross-sections under national and provincial level control was good, which was better than that in 2013. And all the 7 cross-sections' annual average had reached the planned standard. The overall compliance rate of water quality was 100%. From 2010 to 2014, Luoyang tested water from 3 water source areas of centralized drinking water: Luonan, Zhangzhuang and Lilou, and the compliance rate of water quality maintained at 100%. As the overall compliance of water quality was 100%, we can conclude that all the social and

economic activities including tourism industry had no unsustainable impact on the water quality.

As for the air quality, Luoyang has moved forward to figure out air pollution in the development of tourism. In order to control cooking fume pollution, and improve air quality, according to requirements of Luoyang's Implementation Scheme of Cooking Fume Pollution Control in 2014, (File 69, issued by Luoyang Governance Office), Luoyang has taken some measures to deal with the cooking fume pollution mainly caused by 276 cooking ranges of 92 catering businesses whose businesses area are larger than 100 m² or just 100 m². Currently, 92 catering businesses have finished cooking fume pollution control, and started to use clean resources, install cleaning facilities, and standardize chimney installment. Their environmentally friendly facilities are working well now. And they all reach the emission standard regulated by Emission Standard of Cooking Fume (GB18483-2001).

However, we should notice that since 2013, days when the air quality is good have become less and days when air is polluted have become more. (As shown in table 1) The exacerbation of air pollution may have bad impact on the protection of tourism resources and tourist satisfaction. As a result, it may have bad impact on the sustainable development of Luoyang's tourism industry.

Table 2-1 Statistical table of air quality monitoring from 2009 to 2014

Year Air quality (day)	2009	2010	2011	2012	2013	2014
Good	23	23	23	43	29	19
Moderate	311	292	293	281	251	256
Lightly Polluted	24	38	46	38	59	73
Lightly Polluted	7	8	3	4	18	14
Moderately Polluted	0	2	0	0	2	1
Medium-heavily Polluted	0	0	0	0	3	1
Heavily Polluted	0	2	0	0	3	1

As for the protection of cultural resources, as a cultural city, Luoyang government attaches much importance to the protection of cultural heritage. They are active to create opportunities for those valuable cultural heritages to apply for items of world heritage, or items of national

and provincial heritage so as to get win-win result in the protection of cultural resources and the development of tourism industry.

In addition, Luoyang has launched planning projects of great site reserves, and made strategic planning about heritage protection and protection planning of all protection units to improve the expenditure efficiency of cultural heritage. Having experienced several revisions of city planning, Luoyang has formed a north-south city historical sight axis, mainly covering northern Mangshan Emperor Mausoleum area - Sui Tang Imperial Palace core area-Dingdingmen Ancient Site-Guanlin Temple-Longmen, and the north-south symmetry and east-west expanding modern city development axis, predominated by Luohe River-Yihe River. Grand sites have been closely related to city, complemented each other, and cannot be separated from the city.

Luoyang has successively made a series of regulations, including Regulation on the Protection of Hanwei Ancient City Relics, Regulation on the Protection of Sui Tang Relics in Luoyang, Regulation on the Protection of Erlitou Ancient Site and Shixianggou Commercial city Ancient Site, Regulation on the Protection of Mangshan Tombs, and Management Methods of Protection of the Grand Canal Heritage. Through the local legislation, the local government and related departments could clarify their responsibility to protect the great sites in conformity with legal provisions; and the local legislation has offered them law weapon to enhance the protection of the grand sites.

Since 2006, Luoyang has launched some protection and exhibition projects of grand sites, covering Hanwei Ancient City Relics, Sui Tang City, and Yanshi Commercial City, etc. As there are abundant historical and cultural resources, Luoyang has quickened the construction of all kinds of museums. Currently, the whole city has built 11 professional museums, including Emperor Carriage Museum, Ancient Tomb Museum, Folklore Museum, Capital Museum and Commercial City Museum.

3 Core Contents of Topic Monitoring

3.1 Annual Construction Development of Smart Tourism and Development Suggestions

3.1.1 Annual Construction Development

This year, Luoyang insists in system construction of smart tourism, and seize the new chance brought the “Internet plus” mode, that is adopting internet to business management. Luoyang did make lots of positive and beneficial attempts on the basis situation.

First, “Internet plus” mode brings new stage for the development of Luoyang’s smart tourism. In 2015, Tencent started strategic cooperation with the management of the Longmen Grottoes. According to their plan, they would start close cooperation on improving the development degree of smart scenic spot in the Longmen Grottoes, constructing internet industrial cluster in the development of scenic spot, and accelerating optimization and upgrade of tourism industry. Tencent supported the Longmen Grottoes propaganda in all aspects and established a MP, named “The Longmen Grottoes”, for it. Moreover, with the help of QQ.com, wechat, Tencent microblog, Tencent video, and 13 local websites, Tencent tried its best to fulfill the Longmen Grottoes requirement of advertising its culture brand in many respects such as guest scenario, place scenario, function scenario and interest scenario. Through cooperation, the cultural charm of “beautiful Longmen” will be expressed and the content of “Internet plus” mode will be enriched. Finally, the Longmen Grottoes will become the most typical example of “Internet + smart scenic spot” mode in China. And “Internet plus” mode will become new driving force for spreading and inheriting historic culture. Meanwhile, the management of the Longmen Grottoes will invite experts from Tencent and wechat to design special solutions for booking tickets in wechat, smarting travelling, smarting hotel, and receiving neighborhood information, upon its real condition.

Second, Luoyang has generalized the use of the smart tourism APP, Travel Guide of Luoyang, and the smart booking and consulting services project, the multimedia touch screen project on tourism. During the Spring Festival of 2015, “personal guide” service started to work at Luoyang Tourism Development Committee’s MP. More than 80 open scenic spots assigned to this platform. When tourists have automatical travels, they can enjoy personal guide service by using wechat. In April, new “map guide” was shown in Luoyang ancient art museum, which was the creative action of the museum. And it did so to response to the new trend of smart tourism. It proved that the influence of smart tourism had become more and more wild.

Third, Luoyang started monitoring project on the dynamic condition of tourists on scenic spots. In 2015, by using different smart tourism platform such as the monitoring system of tourists’ dynamic condition, remote video surveillance system, tourism vehicle location and navigation system and accommodation management system, Luoyang Government carried out ceaseless monitoring on important factors such as all the important scenic spots, tourists gathering places, vital communication lines, and tourism vehicles so as to broadcast various tourism information in time and monitor tourists’ dynamic condition.

Fourth, Luoyang shared advanced experience on smart tourism with other cities. From Jan. 24th to Jan. 25th in 2015, the marketing meeting of smart tourism city and the exhibition of representative smart tourism cities on China’s micro-tourism platform took place in Luoyang. In this event, there were many activities, such as the marking meeting of smart tourism, the

launching ceremony of representative smart tourism city in Luoyang, the exhibition of hundreds of China cities on China micro-tourism platform in Luoyang, forum of city transformation and promotion, and forum of tourism city transformation and promotion. Meanwhile, Luoyang established an all-round sharing platform on the development experience of tourism industry and made agreements with participating cities on strategic cooperation of regional tourism so as to support cities deep cooperation on policy, environment, marketing, tourist source, goods, and information and gain joint development.



Figure 3-1 Monitoring group visited Luoyang Tourism Command Centre

3.1.2 Suggestions on Further Development of Smart Tourism in Luoyang

2015 is a very important year to Luoyang's construction of smart tourism. On the one hand, after several years' construction, the construction of software infrastructure and hardware infrastructure had been well-established, and stepped into all-round developing stage based on adoption of these infrastructures. On the other hand, the trend of "Internet plus" mode had spread over China, and brought new development opportunity to Luoyang's smart tourism. Facing new opportunity, Luoyang should keep calm, and think about how to adopt "Internet plus" mode into the development of smart tourism, and whether to step forward quickly or to steadily move forward step by step. Facing new opportunity, how to adjust the original strategies is also worth thinking of. Taking the current development conditions of Luoyang's smart tourism into consideration, there are two questions that are worth thinking of:

First, the intelligence of smart tourism's basic database needs to be further improved. Currently, Luoyang's smart tourism system can store numerous monitoring data on tourism instantly, but how to reuse these data and exploit these data hasn't been figured out yet.

Consequently, it may prevent Luoyang's smart tourism from further creating and breaking through. Without guide, further developing smart tourism wouldn't be different from ordinary development mode of electronic tourism information substantially.

Secondly, the strategic cooperation with Tencent brings new motivation to the development of Luoyang's smart tourism, and it will help Luoyang to gain breakthrough by using Tencent's powerful flow and electronic information technology especially the technology on the protection and management of information platform. However, in order to achieve real breakthrough, the Longmen Grottoes and Luoyang's Tourism Development Committee have to do research and discussion more actively instead of following Tencent's technology negatively. Moreover, whether to extend cooperation among scenic spots into cooperation in the whole city is also needed to be discussed typically.

3.2 Development Experience of Rural Tourism in Chongdu Valley Ravine

3.2.1 Development History

In March, 1998, the party committee and government of Tantou town decided to establish Tanzhou Tourism Development Limited Company to exploit Chongdu Valley. The secretary of party committee of Tantou town, Sun Xiaofeng, and two managers of Tanzhou Tourism Development Limited Company, Ma Haiming and Ren Xianguo were the leaders of this project. At the beginning of the exploitation, as there were numerous residents in Chongdu Valley village, to motivate them out of the scenic spot needed a large sum of money. However, after taking the condition of lacking money and the problem of villagers' living into consideration, they finally decided to let community residents stay in the scenic spot. At the end of 1998, road construction in Chongdu Valley scenic spot and the construction of scenic spot had been nearly finished. On July 10th, 1999, Chongdu Valley scenic spot was open to tourists.

In 2000, Chongdu Valley government proposed a suggestion in supporting and guiding farmers to construct pastoral hotels, and decided construction standards of pastoral hotels. It also put forwarded motivation measures. Under the guide of example families, villagers started to follow them to build hotels. In 2001, there were 1200 beds in Chongdu Valley's pastoral hotels. In the same year, People Daily reported the new pastoral look of Chongdu Valley in a piece of news named *Tourism Enriched a Poor Village*, in the center of its front page.

In 2002, 280 farmers built pastoral hotels, and there were more 10000 beds in these hotels. CCTV interviewed Chongdu Valley's residents for three times and did special report on it. Newspapers such as Henan Daily, People Daily and the oversea edition of China daily all did special reports on Chongdu Valley's new look.

On August 10th, 2004, Chongdu Valley's government did recapitalization and changed

Tantou Tourism Development Company into Chongdu Valley Scenic Spot Limited Corporation. Consequently, it was changed from a town company into a personal corporate enterprise which has independent legal entity. In January, 2006, Chongdu Valley was awarded as the national 4A scenic area by National Tourism Development. The scenic spot seized the current trend and adjusted development strategy into “establishing reputation, increasing efficiency, and building brand”. Moreover, it adjusted its exploitation theory into building “green leisure club, ecologically happy garage, natural and healthy home”, and proposed plans on changed ordinary hotels into standard hotels. Meanwhile, it cooperated with county tourism work committee actively to set star standard for pastoral hotels, and took the lead to make assessment. In order to raise pastoral hotels’ level, and their service quality, the scenic spot spare no effort to set examples such as Apricot Blossom Yard. Furthermore, not only did the scenic spot pay more



Figure 3-2 Signage in Chongdugou Scenic Area

than 1600000 yuan for the movement of 6 farmers, it also helped them to build hotels including designing, constructing and management. Instead of teaching them how to managing, the scenic spot helped them to manage the hotels, and then let these relocated households to manage their hotels by themselves after their management skills have been improved.

In March, 2011, a mobilization meeting of constructing a 5A scenic area and promoting the level of pastoral hotels took place in Chongdu Valley. Pastoral hotels appeared early in Chongdu Valley and quickly became famous. However, as time went by, residents built house or heightened their original houses casually. Consequently, appearances of pastoral hotels were various. Their materials and colors are different. What's worse, their nearby environment, service quality and sanitation were bad. In 2013, in order to change this bad situation, an investigation team composed of Tantou town government, the scenic spot and the village, was divided into two groups to investigate different villages such as San Shenghua village in Sichuan, and Nong Ke Village in Sichuan, where the development of rural tourism was good. After the investigation, they formulated a modification strategy of Chongdu Valley's pastoral hotels. According to their strategy, the all-round modification project of Chongdu Valley's

pastoral hotels would be finished within two years under the charge of Tantou town.

On May 19th, 2013, when the member of Politburo of CPC Central Committee and Vice premier of State Council, Wang Yang, came to Chongdu Valley to investigate, he said, “I see the way for rural people to develop rural tourism to change their poor condition and become rich. I see the prospect of rural tourism here.”

In 2014, the scenic spot received 685000 tourists, and got 130000000 yuan from tourism. What's more, it also helped its nearby towns to gain 580000000 yuan.

3.2.2 Development Experience

The development of Chongdu Valley is special in its management mode, the “company + farmer” mode. To some extent, the development of Chongdu Valley depended on the cooperation of tourism companies and farmers. The local government played an important role on standardizing it.

(1) The leading function of elites

Chongdu Valley's successful exploitation and operation benefited from pioneers' devotion, foresight, and creation. Ma Haiming is the representative of those pioneers.

At the beginning of 1990s, Ma Haiming, who was the deputy town chief at that time, was the first one to raise the assumption of exploiting Chongdu Valley's tourism resources. However, at that time, as local people hadn't heard about tourism before, they didn't understand his idea at all. As a result, his development plan met lots of obstacles. But the cruel reality didn't prevent him from achieving his dream. From 1992, Ma Haiming came to Chongdu Valley by himself to explore travelling routes and investigate its environment whenever he was free. Not only did he design available travelling routes in his investigation, he also explored unique scenic spots. In 1996, Tantou town established Tourism resources Exploitation Company to develop tourism in Chongdu Valley, and employed Ma Haiming as its first manager. At that time, the company had no labor, no money, no cachet, nor place but a name. However, instead of giving up, on the one hand, Ma Haiming tried his best to attract investment and construct scenic spots. On the other hand, he spared no effort to persuade local people to support this project and mobilize them to participate in it. Facing local people's misgiving and distrust, Mai Haiming explained to them patiently and logically, trying his best to lead people to become rich. He even asked for loans by mortgage his house to receive money when project funds were unavailable. Thanks for his effort, Chongdu Valley was finally open to tourists in 1999. In order to attract more tourists, Ma Haiming led his colleagues to visit other places and learn their forward experience. Meanwhile, they did advertisement in other places to attract more tourists. In order to let more people know

Chongdu Valley, Ma Haiming went to all big factories and mines in Luoyang, and brought thousands of tourists to Chongdu Valley. In the first year, Chongdu Valley gained 38000 yuan in tourism. Having been motivated by this achievement, local people decided to follow Ma Haiming to develop tourism. Since then, tourism developed quickly in Chongdu Valley. Nowadays, in Chongdu Valley, more than 95 percent farmers work on tourism service industry. Per capita income has been more 10000 yuan for 5 years. There is no doubt it is because of the exploitation pioneer, Ma Haiming's devotion, that local people can gain such success.

(2) Harmonious Development between company and community

Without tourism company's proper management of scenic spots and community, Chongdu Valley could't get such success. The exploitation of the scenic spot and the general management of pastoral hotels are in charge of the tourism company. The tourism company was in charge of the development planning of the scenic spot, the protection of ecological environment, the organization of marketing, the construction of basic infrastructure, the management of commercial network, and the guidance of management and business for pastoral hotels. As managers of the tourism company leant about tourism market and community situation well, they could not only seize opportunities to expand market, but also well deal with the relationship with the community so as to avoid grabbing profit from local people and achieve harmonious development between company and community. However, as development situation of Chongdu Valley has changed recently and community problems have become more and more complicated, how to maintain harmonious development is a great test of managers' skills.

(3) Effective Management of Pastoral Hotels

At the beginning of the exploitation, developers were devoted into changing local people's mind. After some attempts, local people's income increased quickly. As a result, farmers' initiative and enthusiasm were raised. Most local people said that tourism was their main income resource. Tourism industry drove them back away from plantation and working outside, helping them to improve their life quality. As both propriety right and management right belonged to local farmers, the development of tourism brought real income to



Figure 3-3 Honest price convention in Chongdugou Scenic Area

them. Chongdu Valley solved multiple problems at a low cost. Both scenic spot's reception skills and farmers' satisfaction degree improved quickly. The community was well connected with tourism.

In order to manage pastoral hotels orderly and improve tourists' satisfaction degree, the tourism company formulated a series of standards and management regulations. Chongdu Valley carried out standard management on every aspects of pastoral hotels, such as appearance designing, inside sanitation, height of house, bed location, and price which both local people and tourists were concerned about. When it comes to the construction of houses, the tourism company proposed three principles, which required that the construction of hotels should be rather local than foreign, rather small than big, and rather hidden than exposed. Meanwhile, the scenic spot creatively raised 4 uniform management methods, which required pastoral hotels to adopt uniform reception, uniform infrastructure, uniform price, and uniform checking out method. The scenic spot also established special committee to manage pastoral hotels, and decided management regulations and system of incentives and penalties so as to avoid chaotic market situation.

Settling down local people in original place, improving local people's living condition, improving local people's income from tourism and promoting scenic spot's reception skills have become one of important characteristics of Chongdu Valley. In the charge of the local people and with the scientific management of the tourism company, the development of pastoral hotels has become the most important factor of the success of Chongdu Valley.

However, we should notice that as the arrival of outsiders, the competition between local businessmen and outside businessmen appeared. How to deal with the relationship between them properly will affect the sustainable development of tourism, to which we should attach great importance. What's more, as 4 uniform management principles aren't flexible enough, the tourism company attempted to carry out new management method. How it works needs further monitoring.

(4) Government's Powerful Support

The local government supported the development of Chongdu Valley from beginning to the end. The local government monitored and helped the development of Chongdu Valley on every aspect, such as changing local people's mind, constructing roads, deciding development goal, and making management regulations. At the beginning, the exploitation of Chongdu Valley was led by Tantou town party committee and Tanzhou Tourism Development Limited Company. Later, the local government provided financial support for the construction of scenic spot's infrastructures such as roads. This support was important to the exploitation of the scenic spot. Afterwards, the local government also took all kinds of measures to support the development of

Chongdu Valley, such as constructing infrastructure, supporting company, developing local education and pushing employment skill trainings in community. After several years, the local government seized the opportunity of developing tourism and followed the trend of leisure tourism, and then decided to construct Chongdu Valley as a 4A scenic spot. Obviously, the local government has provided powerful support for the construction of Chongdu Valley, which was one the most important factors of the success of Chongdu Valley.

3.3 Annual Development of Cultural Tourism and Its Main Experience

3.3.1 Annual Development

Since 2014, the protection and exploitation of Luoyang's cultural relics have achieved great progress. The Silk Road and the China Great Canal applied for items of world heritage successfully. Luoyang Hanwei Ancient City Relics, Dingdingmen Ancient Site of Sui Tang Luoyang Palace, Xin Anhan Hangu Pass, Hanjia Cang and Huiluo Cang are listed in the world heritage list. Furthermore, Luoyang Government has tried its best to promote the protection and exhibition of grand relics as well as the construction of national archaeological relics. Now, the protection and exhibition project of Sui Tang Luoyang Palace's Hall and Tian Tang Site has been finished. The protection and exhibition project of Jiuzhou Pool and Yingtianmeng Site goes on, and the rebuilding and promotion project of DingDingmen Site is carried out successfully. The construction project of Museum of Hanjia Cang Site, Huiluo Cang Relics Park, and Han Hangu Pass Relics Park has been nearly finished. Han Wei Luoyang Palace National Relics Park was chosen as the second group of national archaeological parks. And Yanshi Shang City Site Archaeological Park was allowed to set up the project. As for the construction of museums, in 2014, Luoyang raised 11000000 yuan to build Sui Tang Grand Canal Museum at the base of old buildings of Shanshan Guild halls. 13 personal museums were allowed to establish by the province Cultural Relics Bureau. In 2015, Luoyang started the preliminary construction work of Erlitou (Capital of Xia Dynasty) Cultural Relics Museum and planned to build Silk Road Museum, Museum of Contacts, and Museum of Storage Cellars.

In order to accelerate the development of cultural tourism, since 2014, Luoyang government has attached great importance to the investment and construction of cultural tourism projects. It took 50 cultural tourism projects as the most important projects, such as the all-round exploitation project of Wangan Mountain, whose investment estimate was 80000000000 yuan, the development project of Zhongyuan Screen Culture Park, whose investment estimate was 22600000000 yuan, the construction project of Luoyang's Royal Yards, whose investment estimate was 17000000000 yuan, the exploitation project of Baiyun Mountain Tourist Resort, whose investment estimate was 12000000000 yuan and the protection and construction project of ancient cities and historical cultural communities, whose investment estimate was 8200000000 yuan. These tourism projects all have international influence and

appeal. Moreover, the construction project of Henan and Luoyang's ancient cities, the Longmen's cultural tourism project of healthy and ecological resort carried out by Xinao enterprises, the Longmen Grottoes' construction project of world cultural relics park, Huaxia Buddha Park's project of constructing scenic spot of international Buddhism culture, the construction project of Luoyang military culture park are pushing forward steadily.

As for the entertainment service, in 2014, the 9th part of *Kongfu Poetry* appeared in Luoyang and offset Luoyang's disadvantage in entertainment tourism. In April, 2015, international circus played in Sui Tang Acrobatics Theater. In the same month, the famous musical drama, Great Luoyang, played in Tianshu Theater. By showing a fancy museum's experience of travelling through time, this drama vividly showed Luoyang's cultural history as an ancient capital of 13 dynasties. It was awarded as the most wonderful stationed show in cultural tourism in China and gained general content from residents and tourists.

3.3.2 Main Experience

According to the analysis of Luoyang's protection and exploitation measures of cultural resources during the past years, we can reach the following experience:

(1) Law making provided guarantee for its protection and exploitation

In order to protect cultural relics and related ancient sites, Luoyang has successively made a series of protection regulations, such as Regulation for Luoyang's Ancient Art Museum, Regulation on the Protection of Sui Tang Relics in Luoyang, Regulation on the Protection of Hanwei Ancient City Relics, Luoyang Interim Procedures on the management of Immovable Relics, Luoyang Interim Implement Procedures on the Safety Responsibility System of Cultural Relics. The implementation of these regulations can help the local government and related departments to clarify their responsibility to protect the great sites in conformity with legal provisions, and offer them law weapon to enhance the protection of the grand sites.

(2) Protection plans provide guidance for proper exploitation

Since 1980s, Luoyang has edited a series of plans on the protection of cultural sites, such as *The Plan of Overall Protection of Capital of Han and Wei Dynasties*, which was reedited recently to deal with new problems and situation, *The Plan of Overall Protection of Erlitou Relic*, *The Plan of Overall Protection of Yanshi Shang Relic*, *The Plan of Overall Protection of Capital* and *The Plan of Luoyang Glass Industry and Relic Protection and Development*. These plans provided main methods of the protection of cultural sites and showed directions on reasonable exploitation of them.

(3) construction of town and county made room for relics protection

In the construction of Luoyang's towns and counties, most of them chose to make room for relics protection when they were designing city construction or constructing projects. For example, the fourth phase city construction plan formulated by Luoyang government decided to construct city across the Yihe River and towards the south bank of it, so as to avoid destroying northern Mangshan Tomb Cluster and eastern Hanwei Ancient City. In the planning and location selection stage of Luoyang Tire Factory, Sui Grand Storage Cellars were discovered. As a result, the factory changed its location. In the west of the industrial site, Qujia Tun, the base address of the Eastern Zhou Dynasty was discovered. Therefore, Luoyang adjusted its original construction plan and took measures to protect cultural relics that were closely related to Eastern Zhou Empire. After many years, Luoyang's construction of town and county has achieved great success in constructing management strategy of grand relics, constructing management team, governing relics' environment, and protecting original relics. Its successful experience was awarded as Luoyang Mode. This mode gives effective guidance and great example to other places in China.

(4) Combining protection of cultural relics with the exploitation of them

Recently, Luoyang adopted original cultural resources to hold large-scale cultural activities, combining protection and exhibition of relics with the reconstruction of ancient cities, and the development of tourism and culture industry properly. Now, the exhibition of cultural relics and the exploitation of them carry on hand in hand. Luoyang has achieved both social benefit and economic benefit from it. Among these projects, the most representative one was the protection and exhibition project of Paradise Site. This project was finished in 2014, which was the first successful attempt on combining the protection of grand relic with the exploitation of it. In the support of national and provincial cultural relics departments, Luoyang achieved great success reconstructing ancient cities, improving Tiantang's and Mingtang's environment, combining protection and exhibition with effective exploitation dynamically harmoniously, after dozens of times scientific verification and research. It has successfully increased the cultural relic's visual value and experience value based on the protection of them. The movie *Lost Empire: Exploring Secret in Luoyang* is mainly set in this relic.

(5) The protection of grand relics and the construction of relic parks

Located on the both sides of Luo River and its neighborhood, there are 7 grand sites, including Erlitou site (capital of Xia dynasty), Yanshi Shang city site (capital of Shang dynasty), site of the Eastern Zhou capital (the capital of Eastern Zhou dynasty), site of Yiyang (the Capital of Han dynasty), site of the Han and Wei dynasties (capital from Eastern Zhou dynasty to Northern Wei dynasty) and site of Luoyang city of Sui and Tang dynasties (capital of Sui and

Tang dynasties) and Mang Shan Tomb Cluster. The high density of sites, the large scale of sites, and the long history of sites are rare in the world. Luoyang attached great importance to the construction of relic parks and the perfection of their tourism functions. It tried its best to achieve the education significance and economic significance of relics and enhance the protection of the relics.

2015 Monitoring Report on Henan Jiaozuo Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

July, 2015

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Acknowledgement:

People's Government of Henan Province, Henan Provincial Tourism Bureau, People's Government of Jiaozuo City, Jiaozuo Municipal Tourism Bureau, People's Government of Xiuwu County, People's Government of Boai County, People's Government of Qinyang City, Yuntai Mountain Scenic Spot Administration, Qingtian River Scenic Area Administration, Shennong Mountain Scenic Spot Administration, Jiaozuo Municipal Development and Revolution Commission, Jiaozuo Municipal Culture and News Publication Bureau, Jiaozuo Municipal Landscaping Bureau, Jiaozuo Municipal Water Conservancy Bureau, Jiaozuo Municipal Environmental Protection Agency, Jiaozuo Municipal Public Security Bureau, Jiaozuo Municipal Statistical Bureau, Jiaozuo Municipal Administrative Bureau for Industry and Commerce.

And all those who helped with the monitoring work.

1. Monitoring Profile

Jiaozuo Observatory is established as a sustainable tourism observatory, which is experiencing the transformation of a resource-exhausted city through the development of tourism. By periodically monitoring the tourism resources and environment, economy, society, industrial transformation, the quality of life (QOL) and so on, Jiaozuo Observatory is able to acquire real-time data for indicator evaluation and establish a monitoring indicator database for the sustainable development of Jiaozuo tourism. It helps us to assess and analyze the tourism development status quo of the Jiaozuo, to identify the problems in the tourism development, take corrective and remedial measures, explore a sustainable development model for worldwide tourism destination, and provide experience for the industrial transition of resource-exhausted city.

This is the second annual monitoring and has been lasted for one week from August 17th to 24th. The monitoring covers Yuntaishan Mountain, Qingtian River, Shennong Mountain and some other important core scenics as well as the urban area. The research team consisted of one full-time teacher of the Center for Tourism Planning and Research of Sun Yat-sen University, one doctoral student, one graduate student and eleven undergraduate students. Under the guidance of scientific evaluation indicator system and analytical framework developed by the World Tourism Organization, taking local development and practical situation into account, the research team has finished the monitoring and completed the report by October.



Figure 1-1 Group photo of monitoring team

The research team has sent out 947 tourist questionnaires with 852 valid ones returned, resulted in a valid rate of 89.97%. As for community resident questionnaires, 523 were sent out with 482 valid ones back, valid rate reaching 92.16%. Five seminars were organized in order to discuss issues concerning government sectors while 40 community interviews were conducted and each interview lasted at least 20 minutes, of which 15 were in-depth interviews which lasted for more than 40 minutes. In-depth interviews mainly focused on issues like the community participation, living conditions, opinions and suggestions for the local sustainable tourism development and so forth.

The evaluation indicator system and analytical framework for this phase refers to *Indicators of Sustainable Development for Tourism Destinations: A Guidebook*, which is developed by the World Tourism Organization, as well as academic research. The report is divided into two parts: general report and special report. The former relates to six parts, namely, foreword, tourism and environment, tourism and community, tourist perception and satisfaction, tourism and economy, conclusions and recommendations, while the latter part includes the tourism development and industrial transition, and the quality of life.

2. Major discoveries in general monitoring

2.1. The urban environment is still effected by industrial pollution and its protection makes limited achievement.

Although Jiaozuo city carried out numerous protective projects on the air, water and pollutants discharge reduction during 2014 and finished 163 reduction projects finally, the overall air pollution in urban area still expanded. The number of excellent air quality days in 2014 drops by 7.8% comparing to the year of 2013, mainly due to the industrial pollution. As for water, the city strengthened its control on water saving. However Jiaozuo still suffered from the water shortage, which may harm the tourism development. By monitoring on water quality of the 13 sections in 8 rivers, 4 of them belong to class IV, mild contamination, 2 of them are class V, moderate contamination. 7 of them are exceed V class, serious contamination. Moreover, the water quality of 10 wells were examined, 7 of which got good results while the rest were worse. Unlike the air and water pollution, the equivalent sound level reduces to 53.9db on average result in a better acoustic environment.

2.2. Tourists' Perception of Environment Quality gets low scores, criticizing the crowdedness, water quality and sanitary conditions.

Tourists don't think highly towards Jiaozuo's total environment quality and dissatisfied with urban environment. Thus, it is still necessary to improve the urban environment. As the result shown, tourists have the poorest satisfaction towards crowdedness, water quality and sanitary situation. Comparing to tourists' satisfaction towards the whole scenic environment which scores 4.0 on average, the satisfaction on crowdedness only scores 3.32. Indeed, the problem of crowdedness has negative impact on the tourism experience.

In spite of the low average score, Chenjiagou Scenic Spot acquires praise on its sightseeing environment and little crowdedness, which are chosen "very satisfied or satisfied" by 67.4% of respondents. Nevertheless, tourists feel bad towards the water quality and sanitary conditions of

Chenjiagou Scene Spot. Dissatisfactory evaluation may result from the construction work during the monitoring period. So it is urgent that the city complete the construction work efficiently.

The Qingtian River Scenic Spot scores higher in the sightseeing environment, air quality and the crowdedness, which are, respectively, evaluated as “very satisfied or satisfied” by 70.3%, 55.4% and 52.5% of respondents. But the evaluation on river water quality, cleanliness and sanitary conditions were not as satisfactory. Thus, the scene need to improve their material maintenance and governing competence.

The Yuntaishan Mountain Scenic Spot also scores high in the sightseeing environment, river water quality and greening, which are evaluate as “very satisfied or satisfied” by 75.4%, 68.2% and 65.2% of respondents respectively. Comparing to the Qingtian River Scenic Spot, the Yuntai Mountain Scenic Spot is superior on the material maintenance and governing competence. However, due to the severe crowdedness, it is necessary to control the tourist flow there.



Figure 2-1 Doing research happily

2.3. Local residents think highly and proud of Jiaozuo’s tourism development.

31.43% of the local people consider Jiaozuo suitable for developing sightseeing and leisure. Most of them are proud of their tourism resource. It is shown that 26.22%, 23.63% and 22.48% of the local people think that Jiaozuo has graceful and unique natural resource, abundant scenic spots and activities and nice living environment respectively. But they are not satisfied with the shopping environment which is inconvenient for both residents and tourists. For the noisy phenomenon, a few residents think it normal while developing tourism. About 25.84% of local people still maintain that Jiaozuo should emphasize on developing sightseeing and leisure among kinds of activities, followed by cultural activities, entertainment and food taste. Few

activities like festival and celebration catch poor attention and acknowledgement. Not a few residents consider that there are still many folk cultures and foods haven't been developed reasonably. Thus, the government is bound to assist local people to hold related activities and increase the city's publicity.

2.4. Local residents are satisfied with their quality of life (QOL) and keep positive.

The satisfaction of local residents towards their quality of life gains 46% on average. 47% of them think it fair. 42.32% of them hold it better than nearby residents and 32.98% consider it in line with their expectation. Besides, 59.13% of them think it better than it was 3 years ago and wish for better life securely. From the above, local people are satisfied with their present life and are positive on the living quality's promotion. It is proved that tourism help improving residents' QOL indeed.

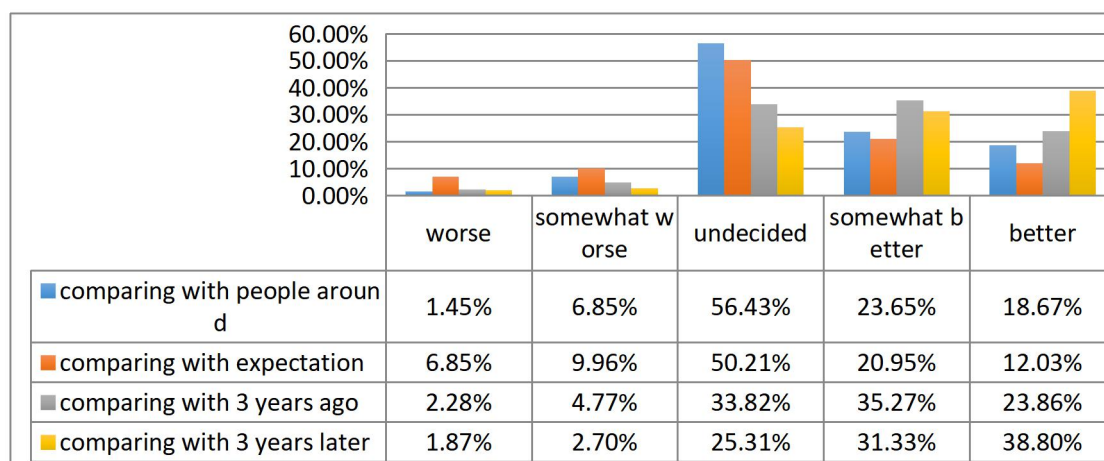


Figure 2-2 Local residents' QOL

2.5. Local residents are mainly satisfied with the development of tourism, but their satisfaction drop slightly.

71.16% of the local residents are satisfied with the tourism development. 87.34% of them consider it important to develop tourism and over 90% of them appeal to promote tourism and attract much more tourists. 82.36% of them agree that "Jiaozuo is a city suitable for developing tourism". 88.59% of them agree that "tourism helps local developing". 73.99% of them consider that "The governing competence and quality of service have been improved". All these numbers declined comparing to last year by a small margin. Consistent with the data, the interviews' result also shows that residents regard Jiaozuo suitable for developing tourism and agree that

tourism can bring advantage to the local development. Responding to such high expectation, the scene should pay attention to the problem of governing competence and quality of service. A further study shows that 83.9% of the respondents support the opinions that “Tourism development is important to our community” and “Community should continue to expand the tourism industry”, while 1.4% of the residents disagree the positive function of tourism development towards community and are opposed to the expansion of tourism industry. But there are no residents opposed to tourism development last year, which shows that the satisfaction of residents is declining or the positive opinion towards tourism development is somehow decreasing. To sum up, over half of residents confirm tourism development’s positive influence on community and support community to expand their tourism industry and attract more tourists. But at the same time, the residents’ positive attitude and support is declining.

2.6. Local residents widely approve the positive effect of tourism, but exert slightly perception towards the negative effect.

Most residents are positive towards the economic impact brought by the tourism development. Six indexes, such as “More job opportunities”, “more invest and consume”, “promote living quality”, “financial gain”, “more job opportunity for youth” and “develop specific food and souvenirs”, approval ratings are all above 60%, indicating that residents think highly of these terms. Though such high evaluation, scores are lower than last year. In the case of the negative economic effect, 37.55% and 39.84% of residents respectively complained about the rise of house price and commodities accelerates. They both rise comparing to last year. It is notable that negative effect brought by tourism is intensified and the government should pay more attention.

The evaluation on the index of tourism’s social cultural impact (aspect on the social living environment) shows good agreement. More than 60% of the items are agreed (agree and vary agree), while the item of medical condition gains lowest agreement, only 50.0%. For tourism’s negative cultural impact, 33.40% residents agree with “public space decreases”, followed by “contradictions among residents increase” and “hard traffic jam” which gain 30.91% and 30.71% agreement respectively, matching with de grade in 2014.

Tourism has positive effects to the community culture. The items of “promote cultural communication with other places”, “people are more open-minded”, “widen teens’ horizon” and “increase sense of pride” are agreed by 70.33%, 71.16%, 76.14% and 76.35% residents respectively, showing that residents consider tourism can help to promote communication, open their mind, increase their pride towards local and widen teenagers’ horizon. Additionally, 78.21% agreeing with “benefits Mandarin promotion” shows that plenty of outlanders’ entering promotes the Mandarin. For the traditional cultural protection, 85.37% residents agree with that

“it is important to protect community’s humanist features. Half of them agree with it intensely. The value of number is larger than it was last year, showing that the residents gradually attach importance on community’s humanist protection. It is still remarkable that 16.81% of the residents think that “social morality is worsen” and 23.45% think that “traditional culture and custom are destroyed”, which is more than it was in 2014.

2.7. It is needed to increase community participation and awareness of sustainable development.

According to the survey, 84.24% of the residents welcome tourists and 65.97% of them are “eager for more tourists”, which is lower comparing to the last year. 73.66% of the residents are willing to “give suggestions on the scene development forwardly, showing that residents are positive to the development of scene. “Easy to gain tourism information” gets 81.33% approval rating, well above it was in last year. However, there are only 51.66% and 46.48% of the residents agreeing with “know well about government’s planning” and “satisfied with government’s execution” respectively, much lower than they were in 2014. It is obvious that the public is lack of political participation in the tourism. “Soliciting suggestions for decision” is agreed by 43.36% residents, declining by 10% from the last year. To prevent the decrease of public’s satisfaction towards government, measures like promoting communication need to be put forward.

When asked “what is the tourism sustainable development” or “how to understand the tourism sustainable development”, 85.48% of the interviewees could not respond. 15 out of 70 questionnaires mentioned ecological sustainable development. Some residents think it necessary to strengthen the management and improve the tourism quality for the sake of sustainable tourism development. It can be concluded that residents know little about the tourism sustainable development and the situation should be reversed.

2.8. There is still room for improvement on tourists’ satisfaction towards Jiaozuo.

72.30% of the tourists are satisfied or vary satisfied to the overall situation of tourism in Jiaozuo. Considering tourism resource characteristic, tourists’ evaluations are high. 74.41%, 74.30% and 73.82% of respondents satisfied with the tourism environment, ecological environment and climate, respectively. In terms of infrastructure, tourists’ evaluations are positive, but the degree of the satisfaction is 4.0 on average which is below the level of “satisfied”. The greening of the city is highest rated, with 64.91% satisfied. Next is the “clear degree of the route guidance” with 63.03% satisfied and “urban public transports” with 59.86 satisfied. On the other hand, “urban sanitation”, “sanitation of the public toilets” and “urban

public passive facilities” gain low score. Tourists, additionally, do not think highly of Jiaozuo’s safety and health. Tourists’ satisfaction to the service of scenic spots is in the middle range. Mean values of related indexes are between 3.0 and 4.0, falling to reach the standard of “satisfied”. The evaluation towards the scenic spots’ infrastructures and clear degree of scenic spots’ tag system is higher, with 67.61% and 63.97% degree of satisfaction. The items gaining middle grade are “scenic spots’ toilet sanitation”, “rationality of the ticket price” and “tour description”. With 49.41% and 48.47% degree of satisfaction, the items of “richness of tourism information” and “degree of crowdedness in scenic spots” gain the lowest score.

The tourists score low of the scenic spots’ catering service. Relative indexes are below 3.5 point and the degree of the satisfaction is also below 50%. What tourists reflect seriously is that the food sold in scenic spots is not only lack feature and taste dull, but also expensive and unhealthy. In addition, merchants in scenes spot compete illicitly with each other and provide terrible service. Hence tourists gradually lose their trust and positive perception towards catering in scenic spots. As for the accommodation, tourists feel above average satisfied and relative indexes’ mean values are between 3.3 and 3.7. Also, the percentage of “satisfied or vary satisfied” tourists is between 45% and 60%. In detail, “the convenience of checking in”, “servers’ service attitude” and “the time of checking in” are high in the degree of satisfaction, while “the comfort of rooms’ facilities”, “sanitation and safety of hotels” and “rationality of hotel’s price” are slightly lower than the former ones. For the shopping and entertainment, tourists aren’t satisfied over average. Among the items of entertainment, the safety and diversity gain respective scores of 3.59 and 3.54, which are the only two items gaining higher than 3.5 point and have as much as 55.63% and 51.53% degree of satisfaction respectively. The items of “the commodities are worthy” and “the price of the commodities is equitable” get the lowest scores and are 43.78% and 42.14% as the degree of the satisfaction for each. Though Jiaozuo has “the four major drugs” as the representative specialty, it is obvious that Jiaozuo lack of variable specialties.

3. Component 1: The effect of the Yuntaishan Mountain Scenic Spot’s value transmission

The value of the geological park is a part of its related information. In order to carry out such value, the interpretation system would be a significant tool. This part aims at evaluating the spreading effect of value transmission carried out by the interpretation through inquiring tourists’ awareness and acknowledgement towards the geological park’s value after they use the interpretation system. To be specific, the factors of the effect are to be evaluated by measuring the “information spreading’s utility of the interpretation system” and the “usage of the

interpretation system by tourists”.

3.1. Tourists prefer assisted explanatory mode and nature-related content.

SPSS software is used to have an exploratory factor analysis on nine variables which measure the explanation preference. According to the result of cross-loading, variable “azimuth system” is rejected. At last, two factors are discovered, which are “assisted explanatory mode” and the “dominant explanatory mode”, whose accumulative contribution rate is 55.713%. The “assisted explanatory mode” (interactive interpretation, electronic self-help, visitor center, seats and books) has the greatest explanation, with 42.730% contribution of variance. It is deduced that tourists prefer the assisted explanatory mode.

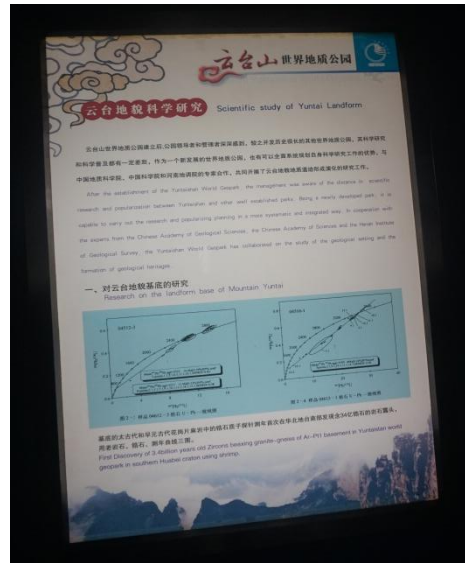


Figure 3-1 Geological science poster

The exploratory factor analysis has found out three factors, the natural content, environmental content and cultural content. They explain 54.391% variance of raw data cumulatively. Among them, the natural content (natural environment, climate, knowledge of flora and fauna, hydrology, natural changes, beauty appreciation and geology) has the max contribution of variance, account for 39.917%. It shows that tourists prefer the nature-relevant explanation.

3.2. Explanatory mode and content will affect tourists' sentiments and sentimental behavior

The result of regression analysis shows that assisted explanatory, natural content, environmental content and humanities content can predict the sentimental variables, amount for 51.4% explanation. That means tourists' sentimental perception will be affected by the mode of scenic spots' interpretation system and the content of explanation. Along with the improvement of the interpretation system's mode and content, tourists' sentimental perception will gain more positive impact and the effect of value spreading will be greater. What's more, the variable of sentiment can predict variables of behavior and the individual variables under the dimension of behavior. It is found that tourists' behavior are affected by their own sentimental perception and their behavior will be more active along with more positive sentimental perception meaning that the scenic spots' interpretation system is working well on spreading the value.

4. Component 2: A study on sustainable development of small medium tourism

enterprises.

As a direct guest service, small medium tourism enterprises are low in entry threshold. Owning by local residents mostly, they contact well with local and make greater multiplier effect on the destination development, provide much more jobs for locals and promote the development of local community. That's why such enterprises have profound implication for the tourism sustainable development. To evaluate the situation of these enterprises' development, their performance can be the main indicator. Thus, this component aims at figuring out the influencing factors of small enterprises' performance through multiple dimensions.

4.1. Mainly operated by local people, have been operated for a long time and are mostly family inn

Among the 287 respondents, there are 218 local operators, accounting for 78%. The rest are combined with 10% non-local operators, 8% local non-operators and 4% other kinds of residents. Those operators are mostly local people and have been run for 1 to 3 years at most, followed by those about 10 years. The tourism business in community is usually operated by family, seldom by employees or others. 82.8% of the operators employ 5 or fewer people, showing that the community operations are mostly small-scale.

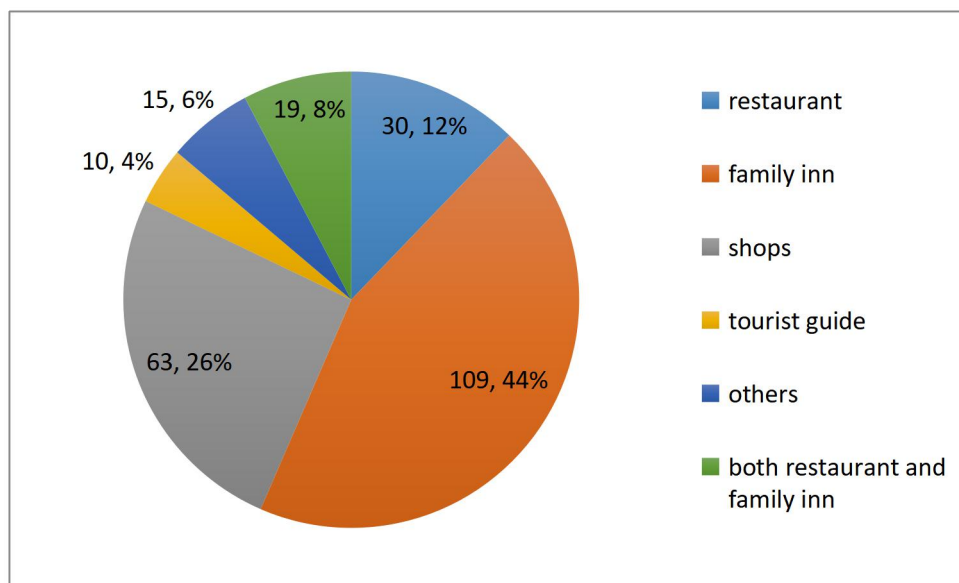


Figure 4-1 The operation type of respondents

According to the figure above, over half of the business operated is family inns, counting to 128, followed by the shop vendors, 63 in all. As for their background, most of them, nearly four out of ten, have no experience before, followed by guiding by family members while supporting by the government takes the least percentage with only one out of ten. All in all, it is clear that they lack of efficient support and assistance.

4.2. Nearly half of the operators set goals and make plan, but lack of sufficient external support.

Nearly half of the respondents have their specific aims and plans. The mean value of the items of “operate positively”, “the opportunities should be grasped by ourselves” and “usually solve the problem by myself” are 3.9, 3.9 and 4.0 respectively. Such result shows us the high operating ability of operators. Nevertheless, there are some opposite cases, such as the item “out of my control”(mean value 3.5) and the “easy to be effect by others during the operation” (mean value 3.6). Many operators consider it usual to encounter a price competition and gain low profit caused by homogenization of the products. Regarding to the external support, the operators usually raise funds by themselves but seldom accept the external financial support, which gain 2.89 in its mean value. Besides, they seldom accept technical assistance. During our visiting, it is learned that the business are usually operated by operators and their family members, but with fewer employees. Thus, it is normal that item “relatives are helpful to my operation and benefit” gain 3.52 on average and is larger than 3.46, the point of the item “employees are helpful to my operation and benefit”. Most operators pay little attention to the new product development (mean value is 3.13) due to de homogeneous competition. However, they emphasize on the quality (mean value is 4.01) and cost. Generally, the lack of guidance from the government as well as little political, financial and technological support should be the main problem. According to the interviews, operators seldom apply for loans because of the high interest rate and the uneasy procedure, or due to their floating nonlocal census register, they can’t acquire the preferential policy. Thus, it is advised that government simplify the procedures of loaning and facilitate the application for the operators in need. Also, government should donate more technical support and aide to resolve difficulties occurring in the operation.

4.3. The operation performance is general, usually influenced by the ability of operators, social relationships, government and market.

Although the option “general” is chosen for each subject mostly, a major of operators are profitable on the whole and operation condition is sound. Comparing to the past, the increase of profit is not much and the decrease of the cost as well as the employee turnover rate is not much, either.

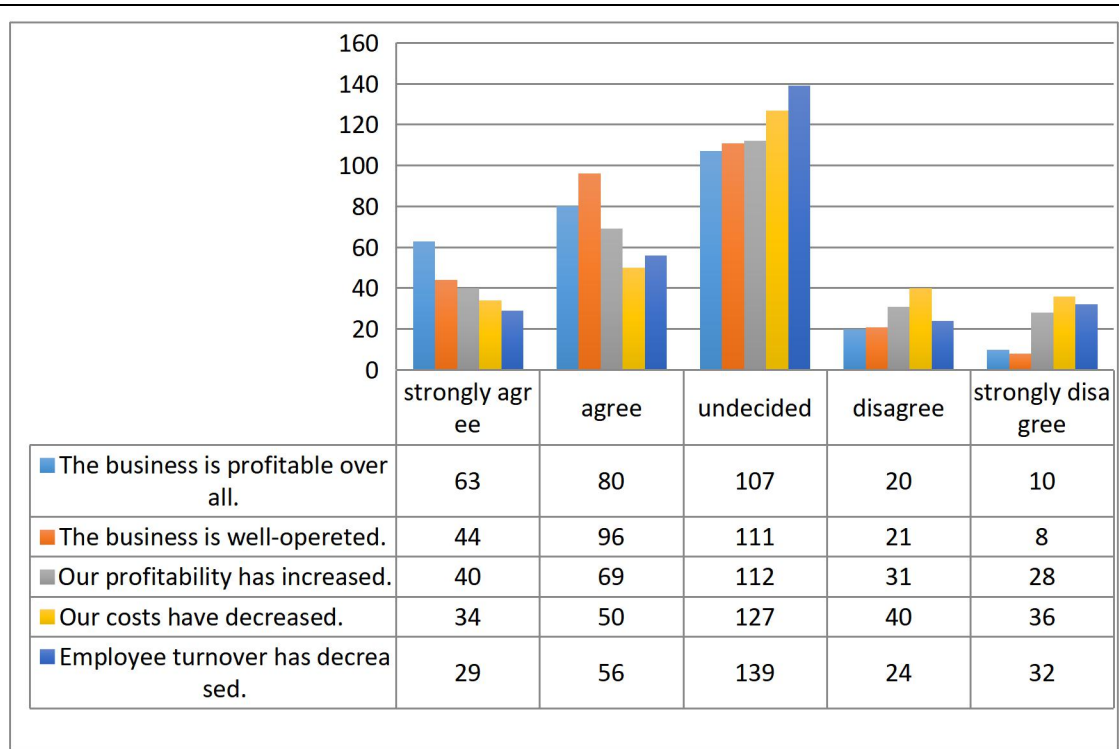


Figure 4-2 Operating Performance Analysis

By examining the factors affecting operating performance, the ability of operators, social relationships, government and market are the four dimensions having impact on small or medium-sized tourism enterprises' operating performance. Among them, the social relationships (including relatives and friends' relationships, guests' and employees' positive impact) have the greatest influence on the operating performance, followed by the government and ability of operators. Market has the least impact. Owing to the situations that SME are mostly operated by family as well as local residents lacking of education and the capability and experience of operating, their performance can be affected by others easily. What encourage them greatly is that the encouragements from relatives and friends, the positive attitude towards work of employees (family members) or the good reputations from guests. In addition, as a result of the primary operation of local residents, the small enterprises are efficient in contacting with local and among various relationships. Such social relationships can influence marketing channel and cost, then the operating performance. Besides, the training organized by the government is useful to those family operators with low education and born of farming stock. The capacity of the business owners usually influences the operating performance directly. For example, manager Xue of the country melody hotel has advantages in his commercial awareness and well education, which in favor of his high-quality and high-profit hotels. The factor of the market is positive to the small tourism enterprises in Jiaozuo, but with limited effect. It comes up with a question that, normally, market is one of the determinant factor influencing enterprises' income but it is somehow not the case in Jiaozuo. Based on the analysis above, it is not difficult to find the reasons, summarized as chaotic market order, few returning customers, closed relationships,

poor marketing awareness of residents and obvious difference of some small enterprises (such as the family inns in Qingtian River Scenic Spot).

2015 Monitoring Report on Xishuangbanna Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

July, 2015

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Acknowledgement:

People's Government of Xishuangbanna Dai Prefecture, Tourism Development Committee of Xishuangbanna Dai Prefecture, Yunnan Golden Peacock Tourism Group, Jinghong Municipal Tourism Administration, Tourism Bureau of Menghai County (Culture, Sports, Broadcast, TV and Tourism Bureau), Tourism Bureau of Mengla County , Tourism Bureau of Boten Economic Development District, People's Government of Yiwu County, Mandan Village Committee, Shanggang Village Committee, Bapo Village Committee, New Baya Village Committee, Old Banpo Village Committee

And all those who helped with the monitoring work.

1. Foreword

1.1. Monitoring Origin

On September 28th, 2010, United Nations World Tourism Organization and Sun Yat-Sen University signed an agreement in setting up Monitoring Center for UNWTO Sustainable Tourism Observatories(Monitoring Center for short). In April, 2015, the first observatory of sustainable tourism development in Yunnan, Xishuangbanna Observatory of Sustainable Tourism was established.

On July 17th, 2015, the Monitoring Center formally started the first round of field monitoring of sustainable tourism development in Xishuangbanna area. During this 10-day monitoring, the Monitoring Group had conducted field research on several tourism resources, such as Tropical Botanical Garden, Wild Elephant Valley, Dai Ethnicity Park, and Jinuo Mountain Fastness. Guided by the indicator system and operational methods recommended by World Tourism Organization Sustainable Development Department, the Monitoring Group obtained a comprehensive understanding about the status quo of local tourism development by conducting field research, interviews and questionnaire survey. This monitoring report mainly focuses on the analysis on the impacts of tourism development on natural environment and social culture in Xishuangbanna area based on data collected by this monitoring and related second-hand materials.

1.2. Monitoring Method

1.2.1. The Process of Monitoring

The monitoring scope of this time covers hot scenic spots(areas) such as the area around Dajin Tower in Banna downtown, Manting Park, Tropical Botanical Garden, Wild Elephant Valley, Jinuo Mountain Fastness, Dai Ethnicity Park, Mohan Border Port and Wangtianshu Scenic area. During July 17th -

26th, 2015, the Monitoring Group, consisting of 3 full-time teachers from Center for Tourism Planning and Research, Sun Yat-Sen University, 1 teacher from School of Geography and Planning, Sun Yat-Sen University, 1 post doctor student, 2 doctoral students, 3 master students, 14



Figure 1-2 Monitoring team members were learning about local plants

undergraduates and 1 Russian student observer, completed the monitoring and research of the sustainable tourism development of Xishuangbanna with the great support from Xishuangbanna Dai Autonomous Prefecture Tourism Bureau.

This monitoring was divided into two phases. The first phase was general monitoring in which the group did a overall study on the main tourism resources in and around the downtown of Xishuangbanna. 600 copies of questionnaires for tourists were distributed and 551 of them were collected. 300 copies of questionnaires for residents were distributed and 251 of them were collected. The second phase included special monitoring and the monitoring of ecology and bio-diversity, in which the whole Monitoring Group was divided into 6 small groups to pay field visit to different areas including Jinuo Mountain Fastness(including Bayaxinzhai nearby) , Dai Ethnicity Park(including Mandan Village and Shanggang Village nearby), Wangtianshu, Mohan Border Port, Nanru Mountain and Yiwu Town to learn about the status quo of local tourism development.

1.2.2. Major Problems and Indicator Selection

By combining the indicator method in *Indicators of Sustainable Development for Tourism Destinations: A Guidebook*, and the actual situation of tourism development in Xishuangbanna, the Monitoring Group formulates a basic indicator system for monitoring of sustainable tourism in Xishuangbanna. (Table 1-2)。

Table 1-2 Basic Indicator System of Sustainable Tourism Development in Xishuangbanna

Contents	Topics	Basic Monitoring Indicators
Tourism and protection of resource and Environment	Protection of ecosystem	Forest coverage
		Protection of important species
		Area of reserve
		Impact of Tourism Development on Reserve
	Quality of water environment	Surface water quality
		Drinking water quality
		Disposal of waste water
	Quality of air environment	Air quality compliance
		Emission of waste gases
	Diposal of solid wastes	Disposal situation of solid wastes
	Quality of Acoustic Environment	Quality of Traffic Acoustic Environment

Contents	Topics	Basic Monitoring Indicators
		Quality of Regional Acoustic Environment
Tourism and Community	Tourists' Perception of tourism and attitude	Residents' overall attitude towards tourism development
		Residents' evaluation of tourism impacts on economy
		Residents' evaluation of tourism impacts on social culture
		Residents' evaluation of tourism impact on environment
	Residents' use of tourism resource	Situation of residents' visits to scenic area and spot
	Residents' consciousness and level of participating in tourism	Degree of community participation
		Consciousness of community participation
Tourists' perception and satisfaction	Image of travel destination	Resource in destination, overall image, infrastructure, safety and health
	Situation of service evaluation	Tourists' evaluation of 5 types of basic services in scenic area including catering, transportation, accommodation, shopping and entertainment
	Tourism complaint and consulting	Tourists' evaluation of tourism complaint and consulting service
Tourism and economy	Status quo of tourism development	Tourism statistics(tourism revenues and composition, the total number of tourists, the number of domestic tourists, the number of international tourists))
	Tourism and the growth of economy	Proportion of tourism revenues in GDP
		General trend of development of tertiary industry driven by tourism
	Tourism and employment	Residents' perception of tourism promoting

Contents	Topics	Basic Monitoring Indicators
	Tourism and investment	employment(questionnaire)
		General trend of tourism investment
		Tourism investment orientation

2. Tourism and Protection of Resources and Environment

2.1. Tourism and Protection of Resources

Xishuangbanna is rich in natural resources with numerous mountains and rivers in its area, which provides rich resource base for the survival of local ethnic minorities and the development of local tourism. There are many mountains in Xishuangbanna, including Kongming Mountain, Nangong Mountain, Daliangdong Mountain, Bulang Mountain, Jino Mountain, etc. In addition, many rivers flow through Xishuangbanna such as Lancang River, Buyuan River, Nanla River and Daluo River. The excellent environment of mountains and rivers gestate the only tropical rain forest in China, which attracts attention domestically and internationally. There are more than 5,000 species of higher plants, including more than 30 species of relic plants that are called “living fossil”, 135 species of rare plants and more than 150 species of endemically rare plants. In 1958, Xishuangbanna Nature Reserve was established and it was approved by State Council as a national nature reserve. The reserve covers part of the areas of Jinghong city, Menghai county and Mengla county, consisting of 5 sub-reserves, Mengyang, Menglun, Mengla, Shangyong and Mangao(Figure 2-1). With a total area of 241.7 thousand hectares, Xishuangbanna Nature Reserve with the forest coverage rate of as high as 95.7%, covers 12.63% of area of Xishuangbanna. The tropical rain-forest provides a rich resource base for the development of tourism in Xishuangbanna. At present, except in Shangyong reserve, the other four tropical rain forests have been developed for tourism. Chinese Academy of Sciences Xishuangbanna Tropical Botanical Garden(Menglun Sub-reserve), Wild Elephant Valley(Mengyang) and Wangtianshu(Mengla) have developed into famous scenic spots(areas), attracting tens of thousands of domestic and foreign tourists to visit. This monitoring's main observation points include the three scenic spots mentioned above.

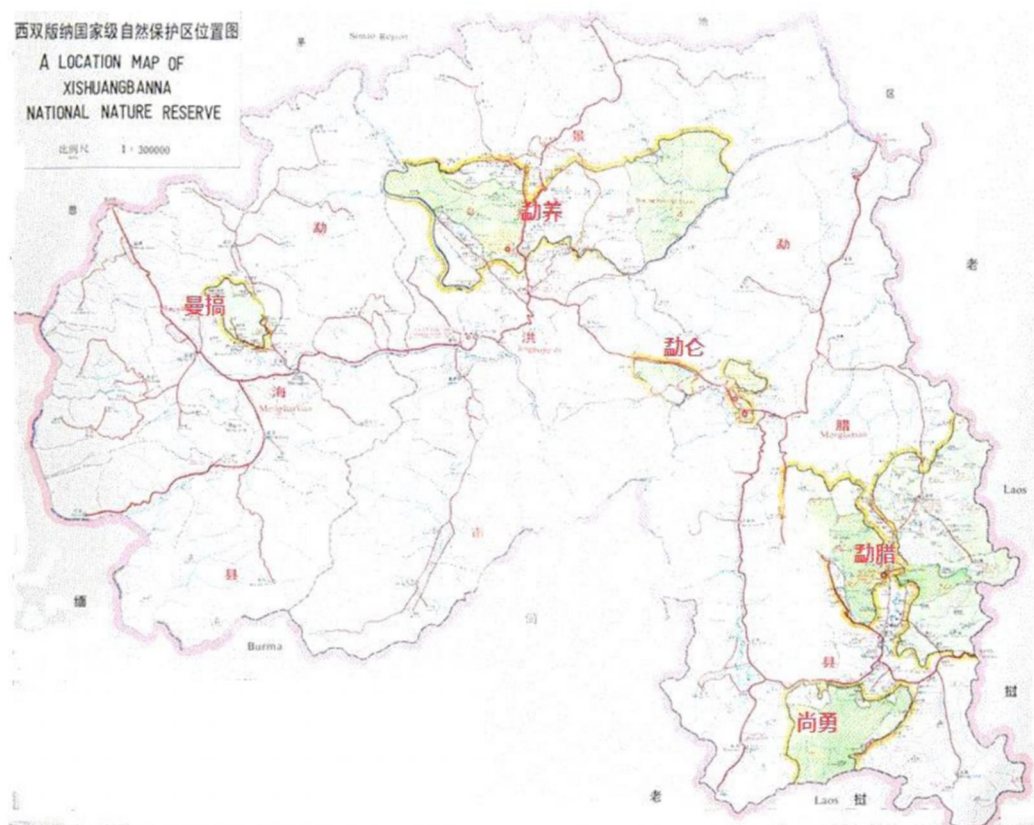


Figure 2-1 Tropical rainforests' distribution in Xishuangbanna

2.2. Tourism and Protection of Environment

2.2.1. Air environment assessment

Xishuangbanna Dai Autonomous Prefecture has monitored the air quality in the downtown area of Jinghong based on *Ambient Air Quality Standard* which was published in February, 2012. Currently two monitoring points have been set up which are the Municipal Environment Protection Bureau monitoring point and Municipal Party Committee Party School monitoring point. According to weekly ambient air quality reports from Xishuangbanna State Environmental Protection Bureau, the overall air environment in Jinghong is good, but mild contamination has appeared. The good quality of air is an important condition for tourism development. As a consequence, the negative change of air quality in Jinghong needs to be paid enough attention. The formulating of relevant management and control measures are necessary.

Table 2-1 Statistics of Air Quality in Downtown Area of Jinghong in Last Four Years

Year	Monitoring point	Sulfur dioxide (SO ₂)	Nitrogen dioxide (NO ₂)	Inhalable particles (PM10)
2011	Municipal Environment Protection Bureau	0.015	0.021	0.044
	Municipal Party Committee Party School	0.012	0.014	0.053
2012	Municipal Environment Protection Bureau	0.02	0.017	0.051
	Municipal Party Committee Party School	0.011	0.017	0.057
2013	Municipal Environment Protection Bureau	0.016	0.015	0.049
	Municipal Party Committee Party School	0.011	0.013	0.063
2014	Municipal Environment Protection Bureau	0.015	0.021	0.060
	Municipal Party Committee Party School	0.004	0.021	0.085

2.2.2. Water Environment Assessment

In 2009, in 12 water quality monitoring sections in 8 rivers such as Lancang River, the water quality of 6 of them accorded with class II standard, which accounted for 50%. According to provisions in Classification of Surface Water Function Zone in Yunnan Province, all the 12 water quality monitoring sections met the requirements of water function in 2009. In 2011, the water quality of 2 water quality sections accorded with class I standard which accounted for 16.7%; 3 of them accorded with class II standard which accounted for 25%; While 7 water

quality monitoring sections accorded the class III standard, accounting for 58.3%. According to provisions in *Classification of Surface Water Function Zone in Yunnan Province*, all the 12 sections met the requirement of water function and the quality of water had improved. In 2012, all the 12 water quality monitoring sections remained to be good and all of them met the requirement of water function. 5 water sections' water quality accorded class II standard, accounting for 42%; while water quality of 7 of the sections accorded class I standard, accounting for 58%. Generally speaking, the quality of surface water in Xishuangbanna remains to be good.

In the aspect of sewage treatment in city, from 2009 to 2012, the amount of domestic wastewater being treated in downtown area of Jinghong had increased, indicating the improvement of capacity and efficiency in sewage treatment; the construction of sewage treatment plants in Menghai and Mengla County had also been completed respectively.

Xishuangbanna conducts year-round monitoring on landscape water bodies---the Peacock Lake and White Elephant Lake. From 2009 to 2012, the quality of these two landscape water was not ideal. While comparing with 2009, the water quality had been improved in 2012 which basically met the requirement of landscape water.

2.2.3. Acoustic Environment Assessment

The monitoring of acoustic environment includes traffic acoustic environment, acoustic environment in functional zones and regional acoustic environment. By 2012, the traffic acoustic environment in Jinghong, Menghai and Mengla county had been relatively stable. The quality grade of traffic noise had been “good”. The acoustic environment in functional zones in Jinghong city had reach the standard, and the quality grade of the regional acoustic environment was “relatively good” owing to urban construction and auto growth.

2.2.4. Disposal of Solid Wastes

From 2009 to 2012, the amount of medical waste and municipal solid wastes disposed was relatively stable. However, the amount of industry solid wastes had increased greatly from 537.3 thousand tons in 2009 to 3.79 million in 2012. While the rate of multipurpose utilization of all kinds of industry solid wastes decreased sharply, for examples, in 2009, there were 28.3 thousand tons of smelting wastes and the amount for comprehensive utilization was 27.8 thousand, so the the rate of multipurpose utilization was 98.23%; there were 203 thousand tons of solid wastes such as ashes and slags and the amount for multipurpose utilization was 198 thousand tons, so the rate of multipurpose utilization was 97.54%. In 2012, there were 8.43 million tons of industry solid wastes in Xishuangbanna, 3.79 million of them were disposed, the rate of disposal was 44.96%; the amount for comprehensive utilization was 4.37 million tons

and the rate of multipurpose utilization was 41.84%; the amount of wastes dumping was 270 thousand tons, the rate dumping solid wastes was 3.2%. Thus it can be seen that Xishuangbanna needs to strengthen the intensity of disposing industry solid wastes in Xishuangbanna to maintain local overall environment.

3. Tourism Impact on Economy

3.1. Status Quo of Tourism Development

Xishuangbanna Dai Autonomous Prefecture is abundant in tourism resources, with unique landscape of tropical rain forest and diverse and colorful national cultures. There are 17 A-class tourist scenic spots in Xishuangbanna, including Chinese Academy of Sciences Xishuangbanna Tropical Botanical Garden as a 5A level scenic area, 9 4A level scenic areas and 2 3A level scenic areas. There are 487 touring vehicles, 41 travel agencies, 978 certified tour guides, 13 starred shopping areas, 22 starred tourist hotels(6 high star-rated hotel have been operating) and 83 other starred specialty restaurants or Daijiale.

Table3-1 is a collection of tourism statistics of Xishuangbanna from 2004 to 2014. In 2014, Xishuangbanna received a total of 17 million tourists, which was an increase of 12.11% over the previous year; the number of inbound tourists(including overseas travelers and inbound tourists for one-day tour) was 120.74million, which increased 8.97% over the previous year. The number of inbound tourists for one-day tour increased 21.7% over the previous year, while the overseas travelers decreased comparing with that of 2013. The revenue of tourism in Xishuangbanna in 2014 totaled 22.802 billion yuan which increased 22.26% over the previous year and tourism foreign exchange earnings totaled 1.319 billion yuan which increased 6.8% comparing with that of 2013.

Table 3-1 Xishuangbanna 2004 - - 2014 Tourism Reception

Year	The Number of Domestic and Foreign Tourists (10 thousand)	Thereinto (10 thousand)			Tourism revenue (0.1 billion yuan)	Domestic tourism revenue (0.1 billion yuan)	Foreign currency earnings (0.1 billion yuan)
		Domestic tourists	Overseas tourists	Inbound tourists for one-day tour			
2004	283.82	271.34	3.37	9.11	24.74	23.65	1.09
2005	282.53	269.99	3.1	9.44	24.4	23.3	1.1
2006	359.71	346.66	2.87	10.18	27.28	26.17	1.11
2007	503	478.83	6.82	17.35	33.96	31.86	2.1
2008	624.28	590.12	11.31	22.85	41.17	37.93	3.24
2009	732.03	686.05	15.18	30.8	62.36	58.12	4.24
2010	853.14	795.61	21.67	35.86	80.33	74.47	5.86
2011	1012.65	935.98	29.44	47.23	100.24	92.08	8.16
2012	1253.61	1158.47	37.42	57.72	139.96	130.19	9.87
2013	1494.35	1383.55	41.66	69.14	171.67	159.32	12.35
2014	1700.26	1579.52	36.59	84.15	228.02	214.83	13.19

3.2. Tourism's Contribution to GDP

According to Figure 3-1, the proportion of tourism revenue in GDP is increasing, and the increase from 2013 to 2014 was huge. The proportion of tourism in GDP is high, denoting that tourism plays an important role in economy of Xishuangbanna. The healthy development of tourism will promote the overall development of economy in Xishuangbanna

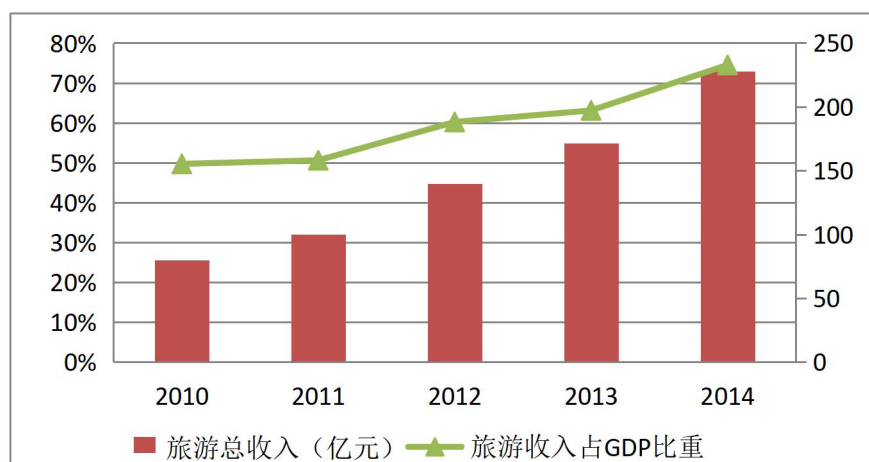


Figure 3-1 Xishuangbanna Tourism revenues and its proportion in GDP

(Source: Government work report of Xishuangbanna Dai Autonomous Prefecture, 2010-2014)

3.3. Tourism and Investment

Since this year, with the continuous positive development of the tourism industry in Xishuangbanna, tourism related investment introduced has been gradually increased. In 2014, Xishuangbanna completed investment of 6.98 billion yuan on big projects. Sheraton Hotel and other tourism integrated facilities have been put into use. Tourism transformation and upgrading have made some progress. Besides, the investment on other infrastructures related the development of tourism has also been steadily increasing. 720 million yuan has been invested in transportation construction. 1.15 billion yuan has been invested in the infrastructures during the urbanization construction. The construction of Daixiangshuicheng has also made substantial progress.

4. Residents' Perception and Attitude

The residents for this monitoring are from in and around some scenic areas(spots), including Gaozhuangxishuangjing, Dai Ethnicity Park and Jinuo Mountain Fastness, and some villages where the development of tourism is relatively weak such as Banpo Village in Nannuo Mountain and Yiwu County. 300 copies of questionnaires were distributed among which, 251 copies of valid questionnaires were collected accounting for 86.67%. The sampling methods for this questionnaire survey were accidental sampling and convenience sampling.

4.1. Perception of the Concept of Sustainable Tourism

Due to the need to obtain subjective perception of resident, the questionnaires for this part are open-ended questions so that the residents can express personal opinions freely. However, the respondents may need more time in answering open-ended questions, as a result, only 23 respondents provided answer for the question in the part while the majority of respondents (219) did not answer the question or simply answered “do not know”

4.2. Residents' Willingness in Participating in Tourism

According to the results of questionnaire survey, 78.1% of the residents are willing to have an active conversation with tourists. 83.7% of residents expect more tourists to travel in Xishuangbanna. 87.6% of residents support the development of local tourism and 60.1% of residents by and large are satisfied with the development of local tourism. The above data indicates that the majority of the residents support the development of local tourism, they are willing to actively communicate with tourists and they are expecting more tourists to travel in Xishuangbanna.

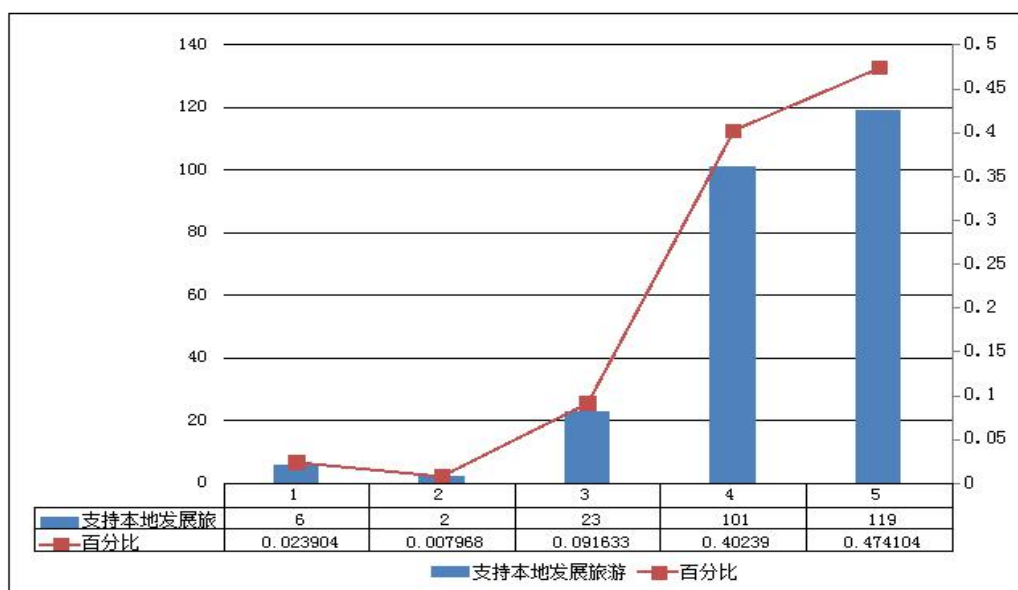


Figure 4-1 Tourists' support to the development of local tourism

4.3. Perception of Tourism Impact on Environment

There are 9 indicators for the impacts of tourism development on resources and environment in Xishuangbanna, among which 3 are positive indicators and 6 were negative indicators. 50.6% of residents believe that the development of tourism has positive impacts on the protection of local important natural resources. 49.0% of the respondents believe that tourism development will help to protect local rare species. 48.3% of the residents believe that tourism development contributes to the preservation of bio-diversity. As the consequence, the conclusion can be drawn that tourism development's positive impacts on tourism have received

the affirmation of residents.

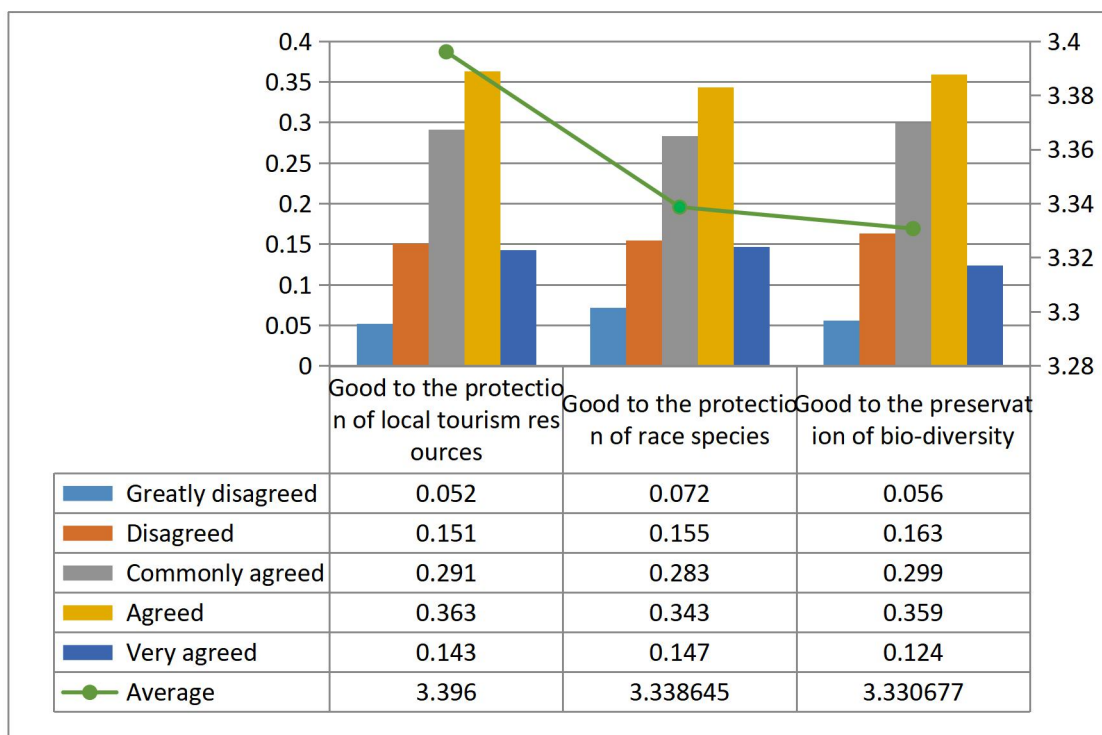


Figure 4-2 Assessment of positive indicators of tourism impacts on environment

However, at the same time, the environment problems brought together with tourism development also need much attention especially the pollution of solid wastes, noise, water and air, respectively, 45.4%, 43.3%, 39.8%, and 38.2% of the respondents believe that the above pollution has become severer due to the development of local tourism.

5. Tourists' Behavior and Satisfaction

The assessment of tourists' perception and satisfaction in Xishuangbanna is conducted mainly by questionnaire survey. During July 17th - July 15th, the Monitoring Group conducted random surveys on tourists in major scenic areas and spots in Xishuangbanna, including Chinese Academy of Sciences Xishuangbanna Tropical Botanical Garden, Jinghong Golden Tower, Wild Elephant Valley, Jinuo Mountain Fastness, Dai Ethnicity Park, Manting Park and Wangtianshu Scenic area. 600 copies of questionnaires were distributed, 551 of them were collected, the rate of valid questionnaires is 91.7%.

5.1. Behavior Analysis of Tourists

According to the analysis of data, the conclusion is drawn that DIY tour is the main form

for tourists in Xishuangbanna(Figure 5-1). 44.63% of tourists in Xishuangbanna choose to be DIY tourists; followed by 30.60% of them choose participate in group tour with friends and families, 11.48% of them choose to participate in group tour individually, the form of tour organized by work units accounts for 7.10%, other forms of tour account for 3.64%, and tour for investigation and conference accounts for only 2.55%.

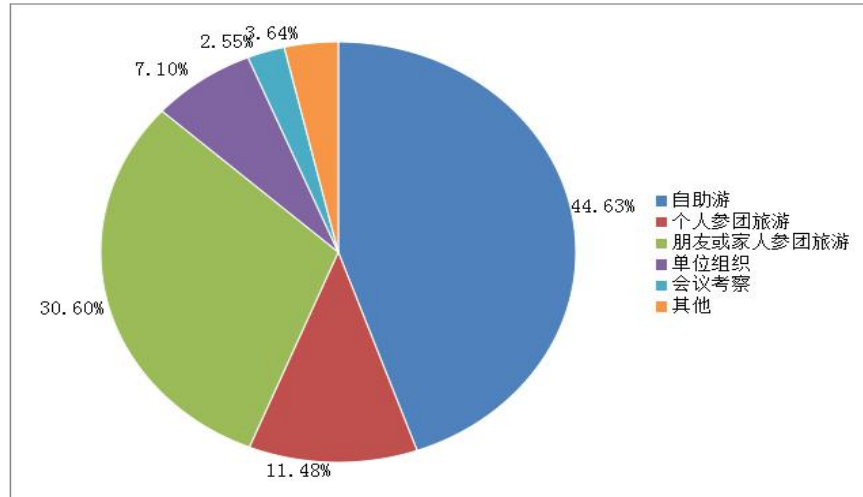


Figure 5-1 Tourists' forms of travel

According to the questionnaire survey(Figure 5-2), the majority of tourists choose to come to Xishuangbanna by plane, accounting for 55.93%. While the proportions of tourists who travel to Xishuangbanna by their own car and by coach is 20.19% and 17.47%. It can infer from these data that the construction of Xishuangbanna Gasa International Airport brings great convenience for tourists to visit Xishuangbanna, which makes taking plane become the major way for tourists' arrival. What is more, the proportion of self-driving tourists is larger than the proportion of tourists visit Xishuangbanna by bus.

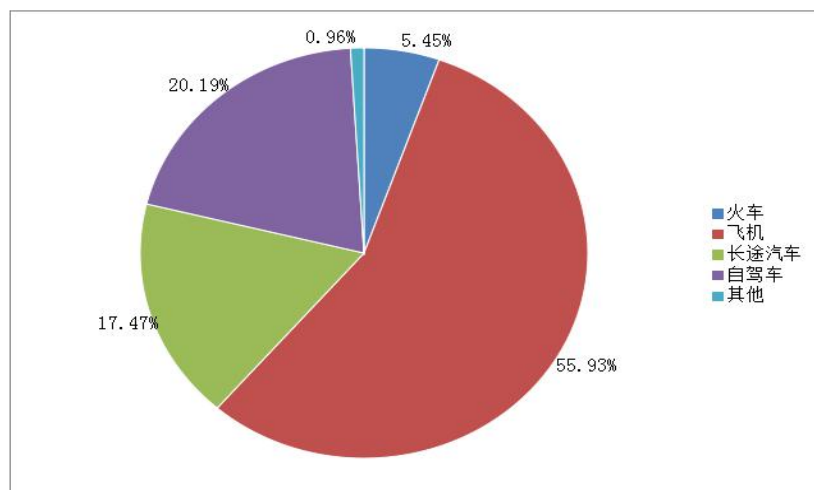


Figure 5-2 Modes of transportation for tourists

The majority of tourists in Xishuangbanna choose to lodge in starred hotels, accounting for 56.36%; followed by tourists who lodge in family inns which account for 24.91%. The proportion of tourists who choose to lodge in youth hotel is 9.36% which is the same as the proportion of tourists who choose other forms of accommodation (Figure 5-3). The data shows that starred hotel is the major form of accommodation for tourists in Xishuangbanna, at the same time, family inns in ethnic style such as Daijiale will have good development prospects.

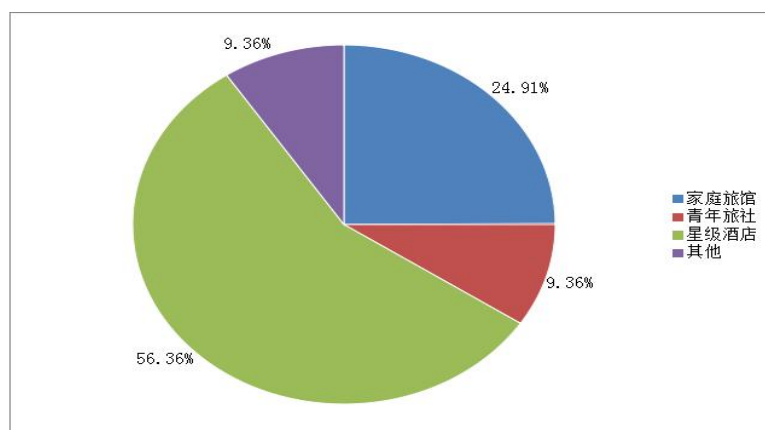


Figure 5-3 Tourists' accommodation types

5.2. Tourists' Perception of Tourism Resource and Service

In the monitoring evaluation of tourism characteristic in Xishuangbanna, tourists are most satisfied with the natural scenery in Xishuangbanna with an average score of 4.43 point (the full score is 5 point). Relatively speaking, tourists are less satisfied with cultural landscape in Xishuangbanna. The proportions of tourists who are satisfied with the characteristics of minority cultures and the attitudes of local residents are 84.98% and 80.07% respectively. Meanwhile the proportions of tourists who are satisfied with natural scenery and ecological environment in Xishuangbanna are 93.99% and 90.96% respectively. In terms of the level of satisfaction, the levels of tourists' satisfaction with natural scenery and characteristics of minority culture in Xishuangbanna are both relatively high. 69% of respondents believe that the beautiful natural landscapes, distinctive national cultures and folk customs are important factors that make Xishuangbanna attractive.

Table 5-1 Tourist's perception of tourism resources

Indicator	Average	Standard deviation	Proportion of tourists who are satisfied
Natural scenery in Xishuangbanna	4.43	0.77	93.99%
Ecological environment in Xishuangbanna	4.33	0.92	90.96%
Ethnic cultural characteristics in Xishuangbanna	4.20	0.85	84.98%
Ornamental value scenic areas in Xishuangbanna	4.11	0.88	81.14%
The degree of abundance of tourism resources in Xishuangbanna	4.13	0.92	81.07%
Attitude of local residents	4.08	0.98	80.07%
Climatic environment in Xishuangbanna	3.99	0.96	74.41%

Tourists' degree of satisfaction with services in scenic areas is in the middle level, with the averages of each indicator being all between 3.0 - 4.0 which do not reach the "Satisfaction" standard. Comparatively speaking, the most satisfying indicator in the aspect of scenic area services for tourists is the infrastructure in scenic area who's average is 3.87. 72.03% of tourists are "very satisfied" and "satisfied" with the infrastructure in scenic areas. In addition, tourists' degree of satisfaction with signage system is relatively high and more than 65% of tourists are satisfied with the signage system in scenic areas in Xishuangbanna.

However, by collecting the samples of signage system from several scenic areas, it is found that big differences exist in English translations for the signage system in different scenic areas(**Figure 5-4**). Even some English translations of same Chinese road signs in the same scenic area are different(**Figure 5-5**), which might leads to confusion of the tourists. As a consequence, related organization should take actions to examine and correct the English translations of signage system in scenic areas so as to form a formal and unified English signage system, which can help to improve international image of Xishuangbanna as a travel destination.



Figure 5-4 Left: A signage in Jinuo Mountain Fastness; Right: A signage in Manting Park

5.3. Tourists' Overall Evaluation of Travel Destination

The majority of the residents are satisfied (49.5%) or very satisfied (26.1%) with the travel experience in Xishuangbanna. Comparing with tourists' expectation, 17.74% of the tourists believe that the travel in Xishuangbanna exceeds their expectation; 64.33% of tourists believe that the travel experience in Xishuangbanna is consistent with their expectation; while 17.93% of the tourists think that the travel experience in Xishuangbanna is below their expectations. As a consequence, the conclusion can be drawn that the majority of the tourists are satisfied with the travel experience in Xishuangbanna and tourists' degree of recognition of this travel destination is in a relatively high level.

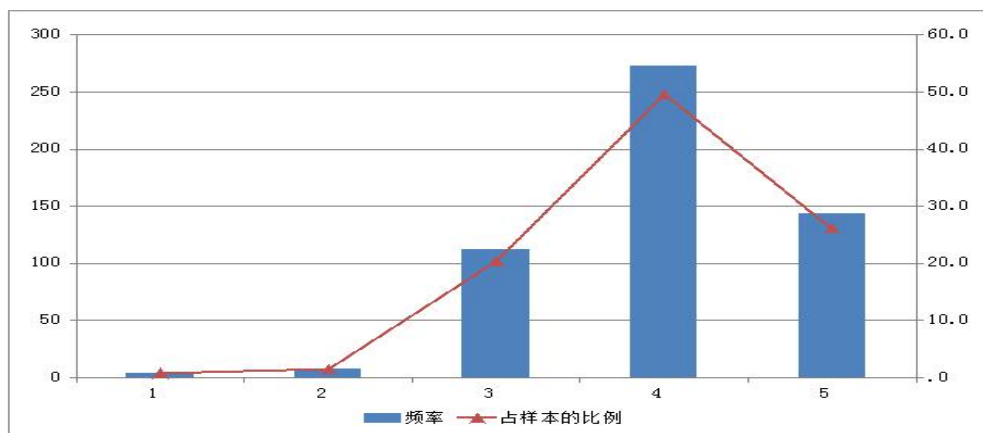


Figure 5-6 Tourists' overall evaluation of Xishuangbanna

6. Conclusion and Suggestion

(1) Ecological tourism resources are the important tourism attraction in Xishuangbanna. In the new period of tourism development, the protection of resources and environment is facing new challenges. With the rapid development of tourism, more and more natural resources in Xishuangbanna have been utilized gradually. Among the five

sub-reserves of tropic rain forests, only Shangyong sub-reserve in Mengla have not been explored for tourism. Fresh air, clean water and clean environment are the important foundations for tourism development. During the process of vigorously developing tourism, urbanization and industrialization may have very negative impacts on local environment, which may become the bottleneck in the tourism development in Xishuangbanna. Therefore, in the new period, we should pay much attention to the protection of natural resources while developing tourism and to actively promote the protection of ecological environment to balance the relationship between economy development and resources protection, and finally to realize sustainable development.

(2) The community residents' willingness to participate in tourism is relatively high, but their cognition of sustainable development needs to be improved. Generally speaking, community residents are relatively active in participating in tourism and the forms of participating are diverse. However, the phenomenon that local residents generally lack enough cognition of sustainable tourism should raise enough attention. Some activities for propaganda and education should be organized in order to improve residents' consciousness and cognition of the development of sustainable tourism and to provide guidance for those residents who pay too much attention to the development of economy.

(3) According to first-hand survey data, the majority of the tourists are satisfied with travel experience in Xishuangbanna. Natural landscape, ecological environment and national characteristic are the major tourism attraction. 西双版纳 The diversity and high-level tourism resources guarantee the quality of tourists' travel experience. Maintaining the attraction of local natural landscape, ecological environment and national features is necessary for the promotion of local development of sustainable tourism. Comparing with tourism resources, tourists are relatively less satisfied with the hardware facilities in Xishuangbanna, such as catering, transportation and medical treatment. This indicates that when promoting further development of local tourism, relevant hardware facilities and services should be improved correspondingly so as to improve tourists' satisfaction with overall tourism experience in Xishuangbanna.

(4) Under the impetus of the consumption transformation, the tourism development of Xishuangbanna changes from mass tourism to DIY tourism. The youth-travel market and specialized-travel market spring up. Among the tourists groups involved in this monitoring, DIY tourists account for nearly half of the total number of tourists and the majority of them are young visitors. Students and the medium income group are the main force of all the tourists. With the changing of the consumption ideas of most Chinese people, travel is no longer the patent of the upscale consumers, low-end consumers are increasingly integrated into the tourist market. The transformation of consumption idea and consumption groups needs the

supply of tourism making corresponding adjustments. We need to realize the diversification and popularization of the tourist products and services, regulate the tourism supply structure, and achieve the co-existence of different levels and different types of products and services. To deal with the transition of the tourist market, making reasonable adjustments to the tourism supply is the only way which must be passed to realize the sustainable development of tourism.

7. Topic 1: Monitoring Report on Tourism Development of Ethnic Minorities in Xishuangbanna

This round of monitoring chooses the Dai people and Jino people as the objects of the subject. Dai village is located in Dai Village of Menghan town, Jinghong city, Xishuangbanna and in Mandan village as well as Shanggang villiage of Mengla county. Jinuo village is located in Bapo village and Bayaxi stockade village of Jinuo people village committee and Baya village committee. Through the individual cases of Dai people and Jinuo people, it can be figured out that the status quo of the tourism development of minority area and how to adjust in the background of rapidly growing tourism development.

➤ Tourism and Development of Economy

1) The development of tourism brings about direct benefit to villagers and create a new development pattern of innovative tourism.

2) Stick to the development mode that company is with farmers, focus on developing tourism brands, diversified tourist economy is forming.

3) The rapid development of tourism attracts foreign small business owners to participate in the development of tourism together.

4) Traditional agricultural economy is still the main source of income for most undeveloped stockade village. The profit from tourism economy arouses the initiative of farmers in areas that are in initial stage of development.

5) Original villages with value of tourism development have realized the importance of landscape protection and facilities construction.

➤ Tourism and Cultural Evolution

1) In the aspect of cultural inheritance, the top, government and the bottom, villagers, have

the same awareness of protection.

2) In the aspect of national dance, dominated by villagers' self-organization, value of tourism is changed into auxiliary to help inherit.

3) In the aspect of national language, sinicization in language is obviously seen, but national language is still used in daily conversation.

4) Festivals and folk activities inherit national traditional festivals, which exist with Han festivals.

5) National costumes and artifacts indicates modernization promote the sinicization in national traditional artifacts.

➤ **Conclusion: The government should strengthen their positive guiding function and help maintain the value of ethnic cultural landscape.**

In Dai Village, 9 theft-proof iron fence and 6 modern billboards were found.



Figure 7-1: iron fence in Manchunman village of Dai Village



Figure 7-2: billboards in Manchunman village of Dai Village

8. Special Subject 2 Special Tour of Tea Industry in Nannuo Mountain

Since 1990, the market of Pu'er tea has gradually revived. An increasing number of people has started to search for excellent tea on major tea mountains in Xishuangbanna. This subject is to learn about the history and status quo of special tour of tea industry in Nannuo Mountain and to learn about the interaction between tea industry and tourism based on the interviews and investigations on stakeholders.

➤ The impacts of tea tourism development on tea farmers:

Economic impacts: improvement of buildings and facilities, improvement of life quality, enrichment of management of tea and tea technology management;

Cultural impacts: improvement of children's education, increase communication with other cultures, intensification of the idea of ecological protection.

➤ Tourism impacts on the development of tea industry:

1) Enhancement of the marketing of tea: increase of direct selling and word-of-mouth spread of tea;

2) Broadening the industrial richness: providing tea culture experience, sightseeing of the King of Tea, tea-picking and experiencing tea-processing.

➤ Tourism attraction of tea industry

1) Business travelers: the main purpose is to purchase tea leaves, length of stay is usually 2-5 days.

“There are more business travelers than tourists. The one-time consumption of business tourists is 30-40 thousand yuan.”(Respondent 4, Old Stockaded Village in Banpo, July 21st, 2015)

2) Special interest tourists: the length of stay is short with strong seasonality

“Before 2009, I lacked the capacity of receiving outcomers. But since then, I have received tourists from more than 30 countries. I have a lot of friends and my friends introduce me to some tour guides and these guides take some tourists here. There are many tourists at the foot of the mountain, especially when it's Water-Sprinkling Festival. The tourists will not only participate in the festival, they will also come here to have a look at the King of the Tea. The majority of the tourists come here and go back in one single day.” (Respondent 15, New

Stockaded Village in Banpo, July 23rd, 2015)

3) Leisure vacationers: the frequency of revisiting is high, the pursuit of good natural environment

“When you enjoy drinking tea to a certain degree, you will try to look for the truth. And I start to climb the tea mountains and be curious about what tea leaves look like and how they are processed. When I first came here in 2004, I started to like here. And every year, I will come to Nannuo Mountain to spend my vocations. I really enjoy the peace and serenity here. But I come here mostly because of the natural environment and the unique passions of national minorities. And now some of the tea farmers will invite people to taste and evaluate their new tea.”
(Respondent 19, Dongguan, Guangdong Province, July 20th, 2015)

➤ **Conclusion: In the context of the transformation of consumption, the special tour of tea industry in Nannuo Mountain will continue to develop in the future.**

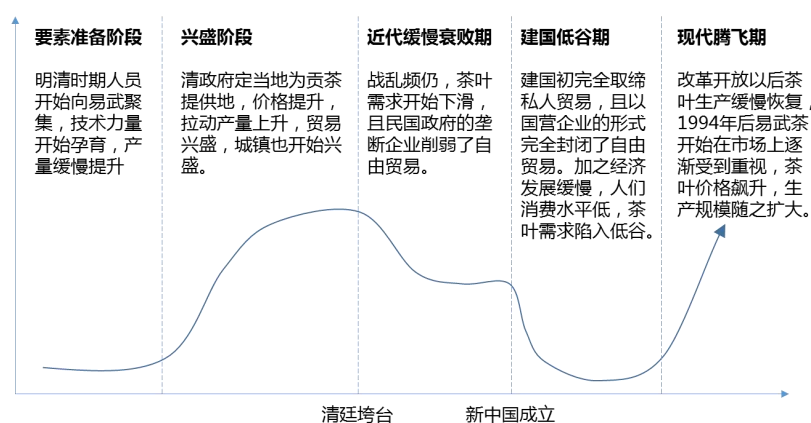
9. Special Subject 3: Development of Modern Tea Industry in Yiwu and the Revival of Town

The relative location of Yiwu Country in Xishuangbanna Prefecture is remote and the traffic situation of it is poor. What is more, the economic structure of Yiwu Country is mainly agriculture and therefore the development of it is comparatively lagged behind since the establishment of People's Republic of China. With the time opportunity provided by the much-touted Pu'er Tea in the 90s in areas, such as Hongkong and Macao, Wuyi Coutry achieved unpresidented development and great changes have taken place in cities and towns in just a few years, using tea as a breakthrough point. In this topic, several aspects, such as the status quo of the development of cities and towns, development mechanism of cities and towns and the problems at present, are investigated deeply, and the development of Wuyi tea industry and the revitalization of coties and towns are analyzed.



Figure 9-1 New look of streets**Figure 9-2 Yiwu village regional macro data changes in recent years**

➤ Analysis of Tea Industry Development in Yiwu Country



Elements Preparation Stage: People gathered in Yiwu during the period of Ming and Qing Dynasty, technology began to raise and the production increased gradually.

Thriving Stage: Qing Dynasty nominated the local area as the provision place of tribute tea, price rose, leading to the increased production, the flourishing of commerce and cities and towns.

Slow decline in Modern times : Wars erupted frequently and the demand for tea reduced. Free trade was weakened by the monopoly enterprises of the Republic of China.

Down times after the foundation of New China: Private commerce is prohibited at the beginning of New China. Free trade is replaced by state-own enterprises. Besides, the

development of economy is slow and thus the level of consumption is low, which leads to the down times of tea demand.

Rapid development Stage: Since the reform and opening up, the demand for tea recovered slowly. After 1994, Yiwu tea gradually got great attention in the market and the price of tea rose rapidly, which results in the expansion of production scale.

Summary: there is a close relationship between the development of tea industry and the revitalization of cities and towns; the development pattern of Yiwu cities and towns is a typical representative of local urbanization, which responds the requirement of new-typed urbanization development in our country; opportunities and challenges exist side by side in the future development of cities and towns, therefore, the sustainability of industry development and construction of cities and towns are needed to be improved; governments should guide the stakeholders and make use of the market mechanism to guarantee the sustainable development of that area.

10. Special Topic 4: Research on Self-driving Tourists in Mohan Port of Entry

In 2013, Mohan economic development zone is approved by the state to enjoy the landing visa right for a third country personnel, and to open up a tourism route starting from Xishuangbanna to the border of Luang Prabang, LAO. As a result, personnel in Mohan port of entry-exit grows at a dramatic speed, and tourism is becoming a new economic growth point of this region.

Table 10-1 Development Achievements of Mohan Port Tourism

Year	Immigration number (ten thousand)	YOY	Self-driving Cars (ten thousand)	Self-driving people (ten thousand)
2013	121.16	51.30%	21.7	63.81
2014	141.1	16.40%	25.85	77.55
2015	188.88	33.86%	25.84	77.52

(Ps. The data is provided by Mohan Port Administration Bureau, the year 2015 is calculated based on the first six months' YOY)

Table 10-2 The Characteristics of Self-driving Tourist's Behaviors

Source of tourists		Mainly come from Yunnan province, Sichuan and Chongqing region, Yangtze River Delta and Northwest China
Soci al-demog raphic Character istics	Sex	Males dominate—the predominant group of border self-driving tourism
	Incom e	Tourists of middle or high income levels predominate, tourists of other income levels are comparatively average
	Age	Young and middle-aged tourists predominate
	Educat ion level	The education level of tourists are relatively high
	Famil y structure	Married group predominate, the proportion of family tourism is large
Characteristics of Market Demand		The proportion of revisit tourists is large
		Self-driving tourists account for a very large proportion
		Recommendation from relatives or friends, along with network are the two main access to obtaining tourism information
		Sightseeing, leisure vacation and experience the border culture are the main purposes of tourists
		Economy hotels is the first choice of tourists
Characteristics of tourist behaviors		Vehicles are mainly tourists' own cars; among the self-driving cars, go-anywhere vehicle account for a large proportion
		Among the travel modes, travelling with friends and family predominate, and DIY tour is the main mode
		Language problem, local security, visa, relations between two countries are the influencing factors
		Costs of self-driving tourism is comparatively high, among which, inelastic consumption predominates

Conclusion: the self-driving tourism groups in Mohan Port mainly comes from two sorts: the first sort is those residents whose economic levels raise, family income increases and thus begin to spend money on tourism; the second sort is the youth group which grows up newly.

2015 Monitoring Report on Changshu Sustainable Tourism Observatory

**Monitoring Centre for UNWTO Sustainable Tourism
Observatories**

July, 2015

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Acknowledgement:

People's Government of Changshu, Changshu Municipal Tourism Bureau, Changshu Municipal Industrial and Commercial Bureau, Changshu Municipal Land and Resources Bureau, Changshu Municipal Human Resource and Social Security Bureau, Changshu Municipal Post Bureau, Changshu Municipal Market Supervision Administration, Changshu Municipal Environmental Protection Bureau, Changshu Municipal Transportation Bureau, Changshu Municipal Statistics Bureau, Changshu Municipal Water Conservancy Bureau, Changshu Municipal Agriculture and Rural Affairs Committee, Changshu Municipal Weather Bureau, Yushan and Shanghu Tourist Resort Management Committee, Jiangxiang Village Committee, Changshu Municipal Attractions Management Office, Changshu Fashion City Management Committee, Changshu Municipal Library, Changshu Oriental Red Mahogany Furniture Co., Ltd, Changshu Shengbaihe Food Co., Ltd

And all those who helped with the monitoring work.

1. Foreword

From July 25 to 31, 2015, the monitoring centre for UNWTO sustainable tourism development observatories officially launched the first round of five-year monitoring on the Changshu tourism sustainable development indicators. The monitoring covers the entire Changshu city. With the tight cooperation of Changshu Tourism Bureau, the Monitoring Group successfully completed the first phase of field research on Changshu Tourism Sustainable Development. The monitoring appraisal index system and analytical framework mainly refer to the UNWTO "Indicators of Sustainable Development for Tourism Destinations: A Guidebook" and relevant academic research results.



Figure 1-1 Group photos of monitoring team

To investigate the local residents leisure life quality and the perception on impact of tourism development in Changshu, the monitoring group presents 250 questionnaires, with 247 feedback, accounting for 98.8%; 230 copies are valid, accounting for 92%. In addition, 18 local residents have been chosen for the depth interviews, including 11 interviewees from urban area and 7 from Jianggang village.

A total of 426 questionnaires are for tourists to investigate their perception on Changshu tourism development and satisfaction appraisal, with 426 feedback, accounting for 100%, and 403 copies are valid, accounting for 94.6%.

For the tourism industry staff (tourism owners, employees), a total of 261 questionnaires have been presented to investigate their perception on the impact of tourism development, with 256 feedback, accounting for 98%, and 243 copies are valid, accounting for 95%. In addition, a total of 17 interviews have been conducted with the tourism industry staff and tourism business owners, including 10 recorded interviews.

2. Tourism and resources, environment protection

2.1. Tourism resources overview

With rapid economic development of Changshu, the government has created a number of important tourism resources for the demands of different tourists (tourist attractions), in order to fully explore the potential of local tourism development, and combine with the local natural and human resources. By June 2015, Changshu has owned 2 provincial tourism resorts, 2 provincial ecological tourism demonstration areas, 10 star farmhouses including 2 five-star, 1 four-star, 5 three-star home, 1 two-star and 1 one-star. Changshu City covers an area of 1276 square kilometres (including the Yangtze River water area). According to national standards "tourism resource classification, investigation and appraisal" (GB / T18972-2003) and "Changshu National historical and cultural city dictionary", Changshu tourism resources are classified into natural landscape, relics, architectural landscape, historical figures, arts and culture, folk customs and other categories.



2.2. Tourism resources appraisal

Changshu owns outstanding natural environment and diversified historical and cultural resources, especially its mountains, water, ancient city patterns and wetland ecological environment

of Ludang Fire, which is unique in the county-level cities in the Yangtze River Delta region. Namely, the original ecology of the natural environment and local history and culture in Changshu are strongly attractive to tourists. The endowment of Changshu tourism resources, is the potential for its sustainable development.

Figure 2-1 Changshu Square Tower
Park

(1) The quality of natural tourism resources is exquisite. Changshu natural tourism resources are relatively concentrated, mainly in Yushanshang Lake, Shajiabang, Kuncheng Lake, Qin Lake and places along the Yangtze River. Changshu has picturesque landscape with beautiful mountains and clear water. Half foot of the ten miles Yu Mountain has stepped into the city, along which Shang Lake and Kuncheng Lake are lying. The Qinchuan River flows through the city with elegant gardens and quiet alleys scattering around, creating the unique Wu Zhong scenery combining with mountains, rivers, cities and gardens.

(2) The historical and cultural resources are diversified and rich. The cultural tourism resources in Changshu is in the dominant quantity. The amount of resources including the relics, construction and facilities, travel commodities, tangible and intangible cultural resources of human activities account for more than 70%, with complete categories. The historic districts, garden sites, monuments, celebrity culture, folk culture, business culture and modern enterprise culture in the historical and cultural city of Changshu especially constitute a rich theme content

of cultural tourism resource in Changshu.

(3) The cultural landscape with harmonious blend of nature and humanity is eye-catching. The blend of natural and human resources in Changshu develops the cultural landscape resources created by human and nature. Yu Mountain Scenic Spots and the pioneer of Jiangnan culture, Yan Zi; Ludang ecology wetland and modern opera and Red Tourism Culture (tourism of revolution). Shajiabang Red Tourism is not just a revolutionary education base in the Jiangnan region, while it is also the education base to carry forward the traditional Chinese culture and the base for the well-being of Ludang wetlands.

(4) Rural tourism brings tourists with the experience of harvest. "Coming to Changshu, experiencing the harvest." Changshu villages have undergone the transformational change in the Chinese history of reform and opening up, from traditional agriculture to scientific & technological agriculture and then to ecological agriculture till integrated agriculture. The rural areas now presents a completely new look. Changshu rural tourism mainly integrates with agricultural production, fruit and vegetable gardens, fish farming and the development of a new socialist countryside construction to develop the tourism products with agricultural leisure and ecological features, promoting tourism development to the suburbs of Changshu and the majority of the rural counties.

(5) Shopping tour is charming with endless fun. Changshu commercial district is located in the south of the city. It has gradually grown to be one of the largest garment wholesale markets since the 1980s, among the top ten national markets. It is mainly engaged in the wholesale and retail business in clothing, footwear, electrical hardware, department stores, cloth and other commodities, and its nationwide wholesale business is in the forefront of the top ten wholesale markets. It has created a more influential shopping brand in China.



Figure 2-2 Landscape of Changshu

(6) Industrial tourism owns its distinctive features. Counting on the Yangtze River natural environment and the characteristics of the industrial production process, the Yangtze Riverside Industrial Park has introduced the the process of tourism into industrial zone. Tourists are able

to experience the production of the biological cosmetics, health care products and other products in Longliqi Biotechnology company. Longliqi company should promote its brand of health care products, establish the fitness and health care centre to improve the children's health and childhood immunisation, to enhance the awareness on health care of sub-health for young and middle-aged people, and the health care of longevity for elderly people.

2.3. Climate resources and environment protection appraisal

(1) Sunshine. The annual average sunshine hours are 1917.2 hours in Changshu City, accounting for 43% of the total annual sunshine hours. Seasonal distribution of sunshine hours are: spring (March to May) 465.6 hours, summer (June to August) 573.9 hours, autumn (September to November) 481.6 hours, winter (December to February) 426.0 hours. February is the least according to the total number of monthly sunshine, with an average of 121.2 hours, and it is increasing month by month; August is the most with an average of 216.3 hours. And it is gradually reducing.

(2) Temperature. The annual average temperature is 15.7 °C, the highest is 17.4 °C in 2007; the lowest is 14.5 °C in 1957. Annual average temperature change is 2.9 °C. The hottest month is July, with an average temperature of 32.2 °C; following with August, with an average temperature of 32.1 °C; the coldest month is January, the average temperature is 3.8 °C. The annual average temperature difference is 28.3 °C. The number of summer heat days are over 10 days since 2003, in 2003 the number reached 26 days.

(3) Rainfall. the average annual rainfall in Changshu is 1097.4 mm, annual average rainfall days (≥ 0.0 mm) are 142.7 days. The rainfall and rainy days in June reach the maximum, the monthly average rainfall is 189.71 mm, rainy days are 15.7 days. The rainfall and rainy days in December is the least, the monthly average rainfall is 32.2 mm, and rainy days are 7.4 days. The recent five years (2010-2014), the average rainfall is 1079.52 mm. Changshu is located in a subtropical humid areas, so there is not a big difference in the rainfall each year, and the rainfall situation is fairly good.

(4) Wind. The monsoon in Changshu sees an obvious alternation. In winter, it is under the control of Mongolia cold high pressure, the winds blow from the north, mainly from the north to northwest, accounting for about 3/5, followed by northerly winds, accounting for 1/3; in spring, the winter and summer monsoon alternates, the wind blows from southeast, accounting for 1/3; in summer, by the combined influence of the subtropical high and India thermal low, the southeast wind frequency accounts for 2/5; in autumn, the winter wind alternates with summer wind, due to the continuous winter winds blows quickly and stably, wind direction of winter has been established.

(5) Humidity. The annual average relative humidity is 79%, and the monthly average relative humidity is above 70%. July and August reach the maximum of 84%, and the minimum of 74% in December. The daily changes of relative humidity and temperature are opposite. When it is the lowest temperature, the relative humidity is often the maximum. The minimum relative humidity is in winter and spring. Daily maximum relative humidity is 100% and daily minimum relative humidity is 10%.

(6) Particulate pollutant. World Health Organisation defines that there are 1000-1500 / cm negative oxygen ions in the air as the "fresh air" standard. According to the statistics from Changshu Tourism Eco-environmental Monitoring Station, the year-round number of negative oxygen ions remains over 20,000 / cm, and the monthly number of negative oxygen ions is around 27460 / cm in February 2014. The recorded instantaneous peak has reached up to 267,100 / cm, which is 267 times of World Health Organisation "fresh air" Standard. The monitoring of air quality on the scenic spots in Changshu began in 1988, depending on manual sampling and manual analysis in the early stage, but only monitoring the three indicators of TSP、NO₂、SO₂. The construction of scenic spots air automatic continuous monitoring system began in the early 2004, and completed by the end of September. Data of 2013 are as follows: SO₂ = 11 (the national annual average standard (a): 20); NO₂ = 8 (the national annual average standard (a): 40); PM₁₀ = 27 (the national annual average standard (a) : 40); CO = 1.627 (the national annual average standard (a): 4); PM_{2.5} = 15 (the national annual average standard (a): 15). From data above, the air quality of Changshu meets the A standard of the "Environment Air Quality Standard GB3095-2012".

3. Tourism and community

3.1. Residents attitude towards tourism

The monitoring sets the following indicators: seven indicators to measure the residents appraisal on economic impact of tourism in Changshu; nine indicators to measure the residents appraisal on social impact of tourism in Changshu (four positive appraisal indicators, five negative appraisal indicators) ; four indicators to measure the residents appraisal on cultural impact of tourism in Changsha (three positive appraisal indicators, one negative appraisal indicators). Seven indicators to measure the residents appraisal on environmental impact of tourism(two positive appraisal indicators, seven negative appraisal indicators). The following are the specific monitoring results:

(1) The residents appraisal on economic impact of tourism. Most residents agree that tourism has positive impact on economic development (Figure 3-1). The number of residents

who agree with all indicators accounts for over 39%, far more than other options (such as "no effect", "disagree", etc.). Over 40 percent of residents mark 4 and above 4 points ("agree") and present their high recognition on the three indicators "to promote economic development", "to increase employment opportunities" and "to attract investment and consumption". The indicator of "tourism development improving living standards" is with relatively lower recognition compared to the other three indicators, only 39.15 percent of residents agree. Some residents believe that tourism development may not bring direct economic benefits to them. All those above are related to the proportion of industrial structure itself in Changshu, the residents employment modes and the level of urban economic development.

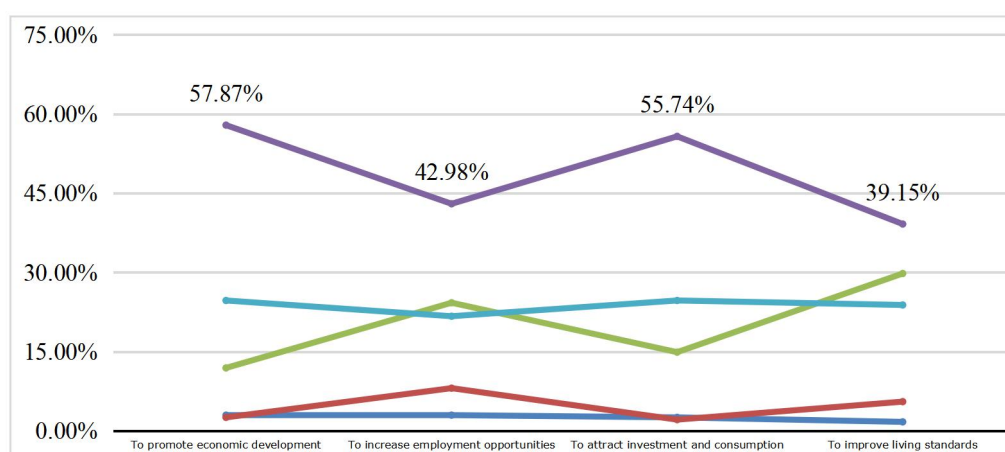


Figure 3-1 positive indicators appraisal of tourism impact on economy

On the other hand, the negative impact of tourism development on the community can not be ignored. As for the indicator appraisal of "only a minority of people benefit from tourism development", 39.15% of the residents agree, and 8.51% of the residents quite agree that only a minority of people does benefit from tourism development; for the statement of "tourism development raises the local commodity price", 39.57 percent of residents believe that there is "no impact", while 34.89 percent of the residents agree with the statement, and 14.47 percent of the residents strongly agree that tourism development does raise the local commodity prices; and for the statement "tourism development widen the gap between local poor and rich residents", 45.11 percent of residents believe that there is "no impact", but there are 25.11% and 10.21% of residents agree and strongly agree with the statement.

(2) The residents appraisal on social impact of tourism. The residents have overall high appraisal of each positive indicator on the social impact of tourism development.(Figure 3-2). The indicator with the highest appraisal is that "tourism has improved roads, water and electricity utilities and other facilities", with the score of 3.88, followed by "tourism drives the pulling down of old houses, and building of new houses", with the score of 3.73, indicating that residents generally agree that tourism development has improved the urban facilities properly,

with building new houses. The remaining two indicators are slightly higher than the score of 3.4, indicating that there is not much direct relationship between tourism development and “medical conditions improvement” and “improvement of education”. 51.91% of residents believe that tourism development improve the urban facilities, and 46.38% of residents agree with the statement that “tourism drives the pulling down of old houses, and building of new houses”; more than 40% of residents believe that tourism development does not bring about any changes on the two indicators that “medical conditions improvement” and “improvement of education”. Residents hold “no opinion” on each negative indicator on the social impact of tourism development. Only the indicator that “tourism development leads to traffic congestion” is scored 3.4 and the remaining five indicators are lower than the score of 3, indicating that residents do not believe that tourism development has any negative social impact, or basically no impact. For the indicator that “tourism development leads to traffic congestion”, 36.17% of residents believe that there is no impact, but 35.32% of the residents agrees with that tourism leads to traffic congestion. Therefore, there is still some room for the improvement of public transportation system in Changshu; and for the four indicators that “tourism increase crime cases”, “tourism disturb the original lives of local residents”, “tourism restrict the residents to use resources in scenic areas” and “tourism leads to the strained relationship between residents and tourists”, over 40 percent of the residents believe that there is no impact, suggesting that the public security, living order, scenic area resource utilisation and the residents-tourists relationship are all under control, with fairly high residents satisfaction.

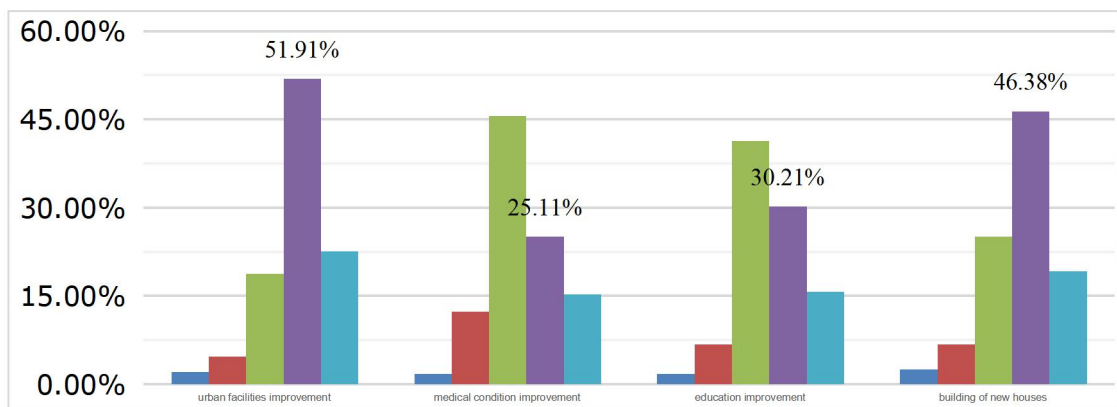


Figure3-2 Positive indicators on social impact of tourism

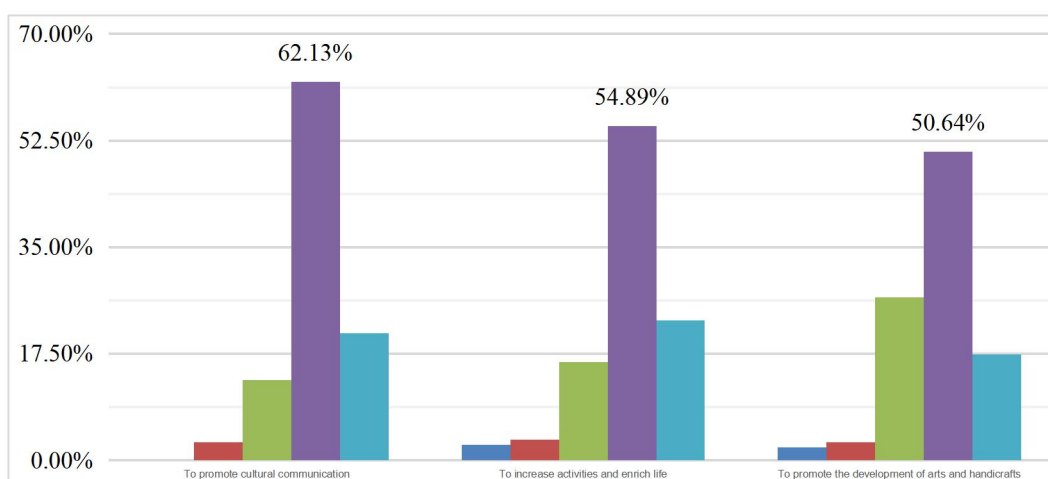


Figure 3-3 Positive indicators on cultural impact of tourism

(3) Residents appraisal on the cultural impact of tourism. Overall, tourism has positive impact on residents community culture (Figure 3-3). More than half of the residents choose "affirmative" on the three positive indicators of cultural impact, respectively account for 62.13%, 54.89% and 50.64%, indicating that more than half of the residents agree that tourism development has promoted the local and foreign cultural exchanges, increased festival activities, enriched the lives of residents, and promoted the development of local handicrafts. For the negative indicator that "tourism damage the folk and traditional culture", 42.13% of residents believe that there is no direct impact, and 30.21% of residents do not agree with this statement. According to the supplement of residents interviews, residents believe that the development of cultural tourism attractions like Weng Tongsu Memorial Hall helps the inheritance and protection of history and culture. Tourism development to some extent is beneficial to cultural development, and to bring a positive impact on the cultural environment.

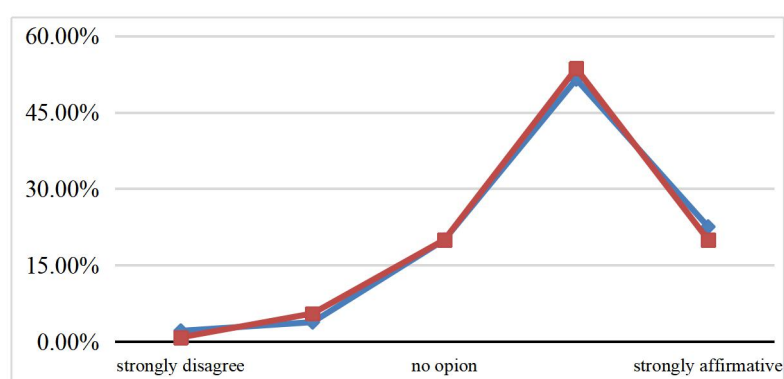


Figure 3-4 Positive indicators on environmental impact of tourism

(4) evaluate the environmental impact of tourism on the residents. Positive factors (Figure 3-4), more than 50% of residents agreed that tourism development makes Changshu City sanitation conditions have improved significantly, but also to promote environmental education

and protection of flora and fauna. Residents positive evaluation of the two indexes are basically the same, suggesting that overall, residents agree that tourism development brings a positive impact to the environment, especially to improve environmental education and protection of flora and fauna in environmental sanitation. Negative factors, most residents agreed that "junk increase", mean of 3.5; "residents consume resources", "air pollution aggravation", "water pollution aggravating" and "noise pollution increase," four indicators, the average of 3.0 between -3.2 endorsing degrees in general, the majority of residents believe there is not much negative impact. The first four heaviest proportion of negative indicators are "no opinion" one, more than 40 percent of residents believe no effect; and "tourism development so that the garbage increase" one, there are 49.36% of residents agreed. Changshu influx of large numbers of tourists and bring more of this consumption is indeed consume, produce more rubbish, especially peak flow period, but for the whole area and even entire cities, the development of tourism is indeed a certain extent, protect the role of landscape style. Changshu City tourism environment have a positive impact, but also inevitably have some negative impact on them, but overall, the advantages outweigh the disadvantages, the key is to be done on pollution remediation, reduce the pollution caused by tourism to within a reasonable range.

3.2. Level and awareness of community participation

(1) The perception of community residents' level of tourism participation. The monitoring includes a total of four appraisal indicators on tourism participation of community residents. The survey shows that the residents are satisfied with each indicator. For the two indicators that "the environment and sanitation of the leisure public areas are very satisfying" and "the transportation facilities of the leisure public areas are very satisfying", the residents account for 57.45% and 56.17% respectively, and more than half of the people agree with these two statements, indicating that residents have high satisfaction on the leisure public areas; for the indicator that "it is very easy to obtain the recreation information", 48.09% of the people are satisfied; for the indicator that "government will take the advice from residents when making decisions on the scenic areas", residents hold the lowest satisfaction, with the score of only 3.3, indicating that most residents believe that government will not listen to their views when making decisions, or they have nothing to do with the issues.

(2) Community participation awareness. The survey indicates that, when asked what the tourism sustainable development is, the majority of residents answer with "I heard before", "I probably know a little", but they do not have specific understanding and few residents know the answer. In the answer of "how to understand the tourism sustainable development", most of the residents refer to the sustainable development of ecological environment and economic sustainable development, only two residents refer to the social and cultural sustainable development and one refers that the key of tourism sustainable development is to enhance

management and improve service quality. In the monitoring, the community residents are willing to participate in a total of four indicators. The vast majority of residents are willing to actively participate in the tourism industry. 62.13% of the residents expect that tourism industry will be increased; 48.09% of the residents are willing to engage in tourism-related jobs; 61.28% of the residents are willing to make suggestions for the development of scenic spots; 55.74% of the residents are willing to actively participate in the promotion and publicity of tourism activities. The above data show that residents in Changshu expect the continuing development of tourism industry, they have higher motivation to participate in tourism, and the residents support the tourism development in Changshu.

3.3. Residents participate in the recreational activities

The survey investigates that residents in Changshu usually participate in recreational activities from high frequency to low are: excursions, shopping, tea tasting and chatting, walking in the parks, internet surfing, tour and visit, sports and fitness, movies and televisions, comics and entertainment, visiting relatives and friends, hobbies, playing cards and mahjong, art appreciation, bars consumption, growing plants and keeping pets, beauty salon and home decoration and others (Table 3-1).

Table 3-1 Residents recreational activities

Recreational Activities	Frequency	Ratio
Excursion	147	62.55%
Tour and visit	56	23.83%
Tnترنت surfing and online games	61	25.96%
Visiting relatives and friends	44	18.72%
Sports and fitness	51	21.70%
Shopping, tea tasting and chatting	98	41.70%
Art appreciation	21	8.94%
Bars consumption (wine bar, books bar, oxygen bar)	21	8.94%
Walking in parks and communities	84	35.74%
Play cards and mahjong	25	10.64%
Hobbies(drawing,reading,photographing,collecting)	28	11.91%

Recreational Activities	Frequency	Ratio
Beauty salon and home decoration	5	2.13%
Growing plants and keeping pets	15	6.38%
Movies, TVs, comics, entertainment	46	19.57%
Others (further study, yoga)	3	1.28%

3.4. Appraisal on the residents life quality and happiness index

Compared with surrounding people, 14% of residents are very satisfied with the current life quality, and 49.40% are satisfied. Compared with their expectations, 12.8% of the residents are very satisfied with the current life quality, 43% are satisfied and 34.5% of residents say that it is close to their expectations. This indicates that, the overall life quality of residents has been significantly improved since tourism development, and most people think that their life is getting better.

The survey is conducted on how much they agree with that “economic development allows residents to improve the happiness index” and “recreational activities can improve people's happiness index”, to assess the Changshu residents' happiness index. In the survey related to economic development issue, 22% of residents strongly agree and 62% of residents just agree. 84% of residents support the statement that economic development can improve the happiness index, while the proportion is close to that economic development improves life quality, indicating that the economic development improve the life quality and further improve the happiness index.

In the survey that recreational activities enhance the happiness index, 23% of the people strongly agree, 67% agree, 9% believe there is no impact, and only 1 percent of residents do not agree. Overall, 90 percent of residents believe that recreational activities enhance the happiness index and recreational activities are the important source of residents happiness, which indicates that the construction of recreational activities areas and organisation of a variety of recreational activities are able to enhance the residents' happiness.

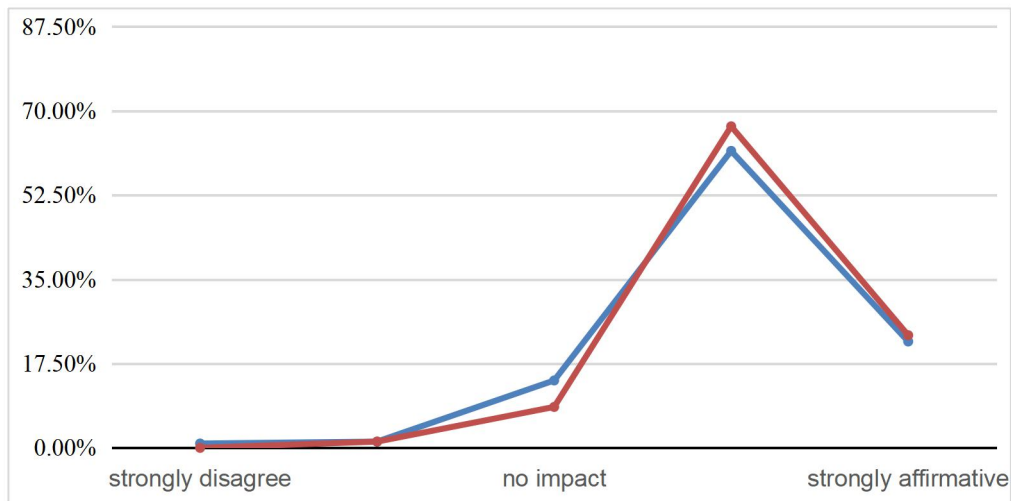


Figure 3-5 Economic development and recreational activities to enhance the happiness index

4. Tourists behaviour and satisfaction

4.1. Categories of tourists and their behaviours and preferences

In the survey, male tourists account for a larger part, but there is not an obvious difference in the number of female; for the education level, undergraduate and postgraduate tourists accounts for 33.42%, while the senior high school or technical secondary school account for 23.34% and junior college 14.50%; for the age structure, tourists aged between 25 and 44 account for 41.91%, followed by 18 to 24 years of, accounting for 25.00%; students occupy a larger proportion of 39.65%, which is consistent with the group of low-income level (less than 4,000 yuan) of tourists. In addition, the group also analyse the access to the information, tour modes, tourism motivation, and transportation. (Table 4-1).

4.2. Tourists perception and satisfaction

The analysis of the tourism resources appraisal includes appraisals on the resource features, urban image, infrastructure, and safety and health. Seven indicators on urban image include tourism culture value, tourism image vividness, local residents passion, urban noise pollution, urban cleanliness, urban air quality and urban water quality. Six indicators in terms of infrastructure, namely the overall urban sanitation, overall condition of urban public transportation, condition of public toilets sanitation, conditions of public rest facilities, condition of signposts citing, and achievement of urban landscaping. Three indicators on safety and health, namely urban safety facilities, medical equipments, and security condition. The overall appraisal of tourism services is also conducted from tourists resort services, catering services, transportation services, accommodation services, shopping, entertainment project, and

consulting and complaining. The specific monitoring results of tourists perception and satisfaction are shown in Table 4-2 and Table 4-3.

Table 4-1 Tourist population statistics and behavior preference

Category	Subsection	Quantity	Category	Subsection	Quantity
Gender	Male	225	Tour modes	Independent tour	179
	Female	179		Individual tour	35
Age	25-44	171		Relatives and friends group tour	94
	45-64	60		Company tour	74
	over 65	9		Conference tour	11
Education	Primary school	17		Others	33
	Junior high school	78	Tourism motivation	Sightseeing	228
	Senior high school or technical secondary school	95		Leisure and vacation	200
	Junior college	59		Business activities	29
	Undergraduate	136		Conference and field trip	25
	Postgraduate and above	22		Company bonus tour	35
Monthly salary (RMB)	Below 3000 yuan	141		Religious worship	1
	3001-5000	141		Scientific investigation	10
	5001-10000	86		Wilderness exploration	8
	10001-30000	16		Photographing	20
	Over 30000	16		Rlatives and friends	34

Category	Subsection	Quantity	Category	Subsection	Quantity
				visit	
Access to the information	Nwspaper	18		Ftival activities	12
	Ntwork	110		Ohers	37
	Tlevision	61	Tansportation	Tain	38
	Tavel agency	58		Plne	46
	Itroduction of the tourist books	33		Coach	168
	Rcommendation from friends	148		Self-driving	144
	Ohers	98		Others	22

Table 4-2 Tourists evaluation of tourism resources and facilities in Changshu

Indicators	Average	Standard deviation	Satisfaction ratio
Tourists appraisal on Changshu tourism resource features			
Historical and cultural heritage	4.209	0.7190	75.4%
Natural ecology value	4.211	0.7343	74.9%
Rich tourism resource	4.111	0.7689	70.3%
Worth-seeing scenic spots	4.049	0.7744	67.9%
Tourism environment	3.681	0.85	68.9%
Climate adaptablity	3.794	0.9191	58.8%
Tourists appraisal on urban image			
Tourism culture value	4.041	0.8015	65.5%

Indicators	Average	Standard deviation	Satisfaction ratio
Tourism image vividness	3.925	0.8356	61.6%
Local residents passion	3.777	0.9281	55.3%
Noise pollution	3.712	0.8554	52.9%
Cleanliness	3.883	0.8277	61.6%
Air quality	3.896	0.8012	63.0%
Water quality	3.299	1.05	51.3%
Tourists appraisal on infrastructure			
Overall sanitation	3.897	0.7817	62.7%
Overall condition of public transportation	3.496	0.8322	63.0%
Condition of public toilets sanitation	3.845	0.8497	59.0%
Condition of public rest facilities	3.876	0.8208	62.0%
Condition of signposts citing	3.995	0.7729	67.5%
Achievement of urban landscaping	4.134	0.7703	73.3%
Tourists appraisal on safety and health			
Urban safety facilities	3.984	2.1492	60.8%
Medical equipments	3.799	0.8232	46.0%
Security condition	3.927	0.8036	62.1%

Table 4-3 Tourists appraisal on Changshu tourism service

Indicator	Average	Standard deviation	Satisfaction ratio
Tourists appraisal on attractions services			
Attractions infrastructure	4.016	0.7861	68.4%
Attractions toilets sanitation	3.990	0.8143	65.4%
Reasonability of ticket price	3.603	0.9872	50.3%
Profession and humor of tour guides	3.676	0.8830	50.8%
Richness of tourism information	3.856	0.8020	61.8%
Precise siting of signposts	3.942	0.7646	65.1%
Attractions crowdedness	3.892	0.8153	61.4%
Tourists appraisal on catering services			
Flavour, category and specialty of food and drinks	3.720	0.8331	53.6%
Hygiene and safety	3.793	0.8271	57.2%
Price reasonability	3.772	2.1856	52.9%
Proactivity in service	3.351	0.9923	55.0%
Tourists appraisal on transportation services			
Transportation convenience	3.919	0.8119	63.2%
Transportation comfortableness	3.487	0.6235	63.7%
Transportation security	3.963	0.7590	65.4%
Transportation signposts system	3.948	0.8018	65.2%
Transportation price reasonability	3.897	0.8277	61.6%
Tourists appraisal on accommodation			
Accommodation convenience	3.843	0.7979	57.6%

Indicator	Average	Standard deviation	Satisfaction ratio
Accommodation facility comfortbleness	3.817	0.8119	57.8%
Hotel sanitation and security	3.826	0.8033	55.1%
Reasonability of accommodation price	3.770	0.7899	52.7%
Staff attitude	3.811	0.8404	55.0%
Convenience of check-in time	3.882	0.8008	59.0%
Tourists appraisal on consulting and complaining			
Convenience for access to tourism information	3.838	0.7952	56.9%
Efficiency of dealing with complaints	3.620	0.8318	43.6%
Consulting attitude	3.756	0.8532	50.1%

5. Economic impact of tourism

In Figure 5-1, the total tourism revenue is growing from 185.48 billion yuan in 2010 to 260.06 billion yuan in 2014. From the total revenue growth rate, the highest growth rate in 2010 was 25.2%, then slow down to the growth rate of 8.4% in 2014. Besides the annual growth rate was 2.6% in 2012, the rest of the years maintained above 8%. See the tourism development of Changsha in Figure 5-1.

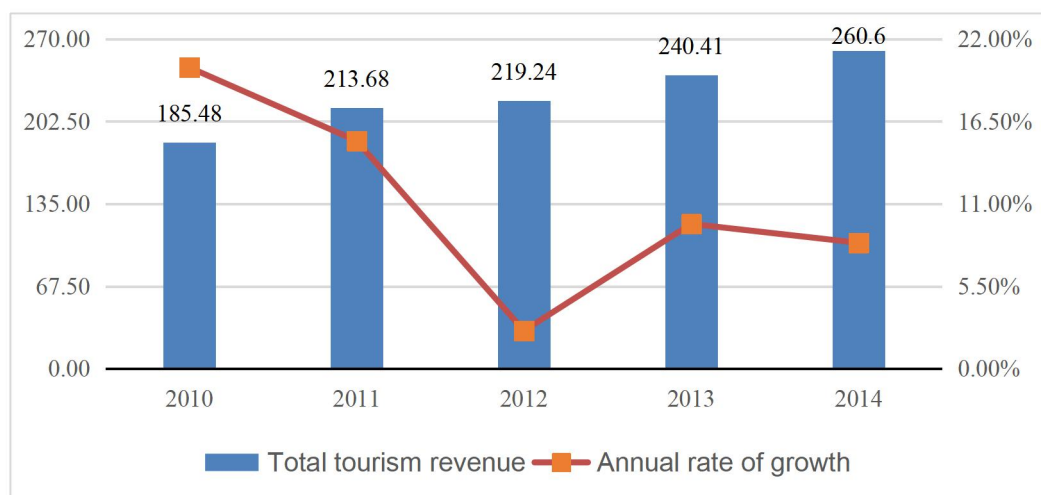
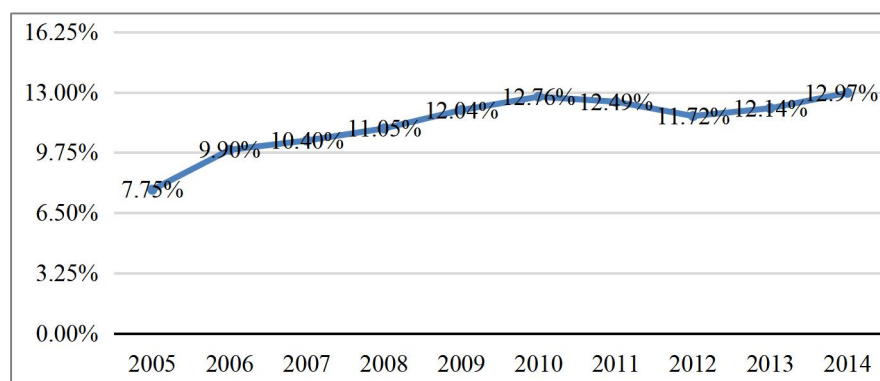


Figure 5-1 2010-2014 total tourism revenue and growth rate

Source from “ 2014 Changshu National Economy and Social Development Statistical Communique ”

The data in Figure 5-2 indicates that the proportion of total tourism revenue in GDP is growing, and it declined in 2011 and 2012 but not much. The proportion of total tourism revenue in GDP is growing from 7.75% in 2005 to 12.97% in 2014, indicating strong development of tourism in Changshu, and gradual increasement of the tourism industry. Tourism industry in the national economy has been further consolidated and improved.

Meanwhile, tourism revenue generally accounts for a larger proportion of tertiary industry, besides 2011 and 2012. The growing proportion indicates that tourism plays quite an important role in the development of tertiary industry in Changshu. In addition, tourism development has significant impact on the tourism investment, tourism employment, tourism marketing and tourism-related industries in Changshu.

**Figure 5-2 2005 -2014 the proportion of tourism revenue in GDP**

Source: 2005-2014 “Suzhou Statistical Yearbook”, “ Changshu National Economy and Social Development Statistical Communique ”

6. Conclusion and proposal

6.1. Community residents highly support the tourism development

The monitoring results indicate that residents generally consider Changshu as a liveable city. The residents commonly believe Changshu has been equipped with favorable conditions to develop tourism, and they are satisfied with the current tourism development. In terms of local infrastructure, the majority of residents believe that the development of tourism can promote the construction of cities, especially attractions and the surrounding infrastructure. Although many

residents are affirmative on the positive impact of tourism development on economy, social living environment and cultural changes in Changshu, the environmental problems, traffic problems, livelihood issues and land issues have become the problems the residents are most concerned about. In terms of community residents perception to participate in tourism development, the majority of residents believe that government will not listen to their views when making decisions, or they have nothing to do with the issues.

6.2. Tourists have higher satisfaction on tourism of Changshu

Tourists have higher satisfaction on the tourism of Changshu, especially on the historical and cultural heritage, rich tourism resources, worth seeing scenic spots and other resources and environment, indicating that its culture value has been widely recognised for tourists. Tourists have a more clear and vivid understanding of the urban image of Changshu, saying that slogan “Come often to the Land of Promise in south region of Yangtze River” as the image marketing system has made great achievements.

6.3. Tourism positively promotes the economic development of Changshu

In recent five years, the number of tourists and tourism revenue has achieved a rapid growth. The total tourism revenue is increasing from 18.548 billion yuan in 2010 to 26.06 billion yuan in 2014. From the total revenue growth, the highest growth rate in 2010 was 25.2%; 2014 was 8.4%. In recent years, the rapid development of tourism in Changshu has played a more active role in the economic development. Firstly, the contribution of tourism to GDP is fairly large. Secondly, tourism development has promoted the optimisation and transformation of industrial structure in Changshu. Thirdly, tourism has promoted the investment and projects in Changshu. Finally, tourism development has provided good jobs for local residents.

6.4. The government must continue to enhance the protection of resources and environment in the tourism development of Changshu

The resource conservation monitoring mainly includes the natural environment protection and cultural heritage protection (tangible cultural heritage and intangible cultural heritage). The monitoring finds that there are rich cultural heritage resources in Changshu which have been widely recognised, Yu Mountain, Shang Lake and Shajiang have become representative tourist attractions in Changshu. Wu Folk Song and the art of Guqin, as the representatives have made remarkable achievements on the Intangible Cultural Heritage Protection and Inheritance.

Changshu environment monitoring mainly includes five aspects: air environment, water environment, acoustic environment, ecological environment and tourist environment. Changshu municipal government and related departments and enterprises has achieved some results on the

treatment and protection of main lakes (Kuncheng Lake, Shang lake, Shajiabang, South Lake, etc.), air quality and animal and plant resources. However, it is still a long way to shoulder great responsibilities on the air quality improvement, water pollution treatment, acid rain control, underground water pollution treatment and waste reduction and other aspects. The government still needs to enhance the protection of resources and environment in the future.

Evaluating English Translation of Tourist Signage: Case Study of Zhangjiajie and Wulingyuan Scenic Area

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August, 2015

Abstract

International travellers to Zhangjiajie, in the Hunan Province of China, have most likely encountered confusing or incorrectly translated signs. International travellers to Zhangjiajie, located in the Hunan Province of China, have most likely encountered confusing or incorrectly translated signs. The use of Chinese-English signs is important to enhance the experience for international tourists, as well as aid in the promotion of tourism. Unfortunately, as many translated signs contain spelling or grammatical errors, or are marked by inaccuracy, it creates confusion and misinterpretations for tourists, thereby affecting their overall experience in Zhangjiajie National Forest Park.

This report addresses tourist bilingual signs in the city of Zhangjiajie and Wulingyuan Scenic and Historic Interest. The scenic area comprises of several national parks including Zhangjiajie National Forest Park. The subject of this study is to evaluate the English translation of Chinese signage to determine its effectiveness in communicating information for international tourists who primarily rely on English to navigate and tour in China.

This report offers an understanding of different types of translation errors commonly occurring in signs. This study aims to identify aspects of useful signs and provide commentary on areas of improvement that could be implemented to improve accuracy and comprehension. Mistranslation of public signs is an issue that requires immediate attention and rectification. This report can help regional and local authorities to design and implement useful signage in the future for international tourists.

Keywords: translation, tourism studies, evaluation, Zhangjiajie, Zhangjiajie National Forest Park, World Heritage Site, China

1 Introduction to Zhangjiajie

In 1995 the World Tourism Organization predicated that China would generate 100 million arrivals worldwide annually by 2020 (UNTWO, Tourism 2020 Vision). In view of recent trends, China may reach that target in or before 2015. The tourism industry is the largest industry in the world and has a strong linkage effect that benefits other service industry by creating jobs and earning foreign exchange. Prior to the 1970's, when the 'open door policy' was initiated, China was closed to the outside world and the country remained much of a mystery to people, resulting in China's late coming into the global market of tourism.

In 1978, the process of obtaining a group tourist visa to China was eased and China International Travel Service was allowed to market to general tourist through foreign operators. In the period of one year, in 1978, international tourist arrivals jumped from 1.8 million to 4.2 million. Around 1986, China began to improve infrastructure and service facilities to support international tourism. Scenic spots, historical sites, folk customs, cultural traditions in China and many other reasons intrigued people to visit the country (Baily-Eiu, 1995), creating a growing influx of foreigners for economic and cultural exchanges.

Zhangjiajie is famous for its unique scenery and landscape before the area was officially established as a National Forest Park in 1982. The landscape area covers more than 3,000 narrow sandstone pillars and peaks, many over 200 m high. Poets, as early as the Song Dynasty (960-1279), were amazed by the unique beauty of the area and accounted of the landscape in their poems (Gu & Zhong, 2005). Between 1989-1999, Zhangjiajie experienced a rapid increase in visitor numbers. Local government quickly realized that developing tourism could generate huge economics gains both locally and regionally. Nature-based tourism is an important sub-sector of the tourism industry in the world (Weaver and Lawton 2007; Buckley et. Al. 2008). Appreciation of the natural landscape in China dates back several millennia; researches Zhong, Deng and Xiang (2007) explain that the emergence of the demand for nature-based tourism or eco-tourism in the past two decades has made protected areas and national parks, which are often remotely located, into popular tourism destinations for both developed and developing countries (Zhang & Xiao, 2013).

In 1992, the area was internationally recognized when United Nations Educational, Scientific, and Cultural Organization (UNESCO) dubbed the community as a World Heritage Site under criteria (vii), "to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance". Furthermore, Wulingyuan Scenic Area was designated as a 5A (AAAAA) area by the China National Tourism Administration (CNTA). This classification represents the spots within a province that is most worth visiting (CNTA, 2015). A study conducted in 2010 stated that both world heritage sites and 3/4A-class destinations have a significantly positive impact on international tourist arrivals (Yang, Lin & Han 2009).

The elevation in the economic and international status of China has resulted in a steady

growth of foreigners to partake in various activities in China. Zhangjiajie is primarily a tourist area attracting domestic visitors from all over China and other Asian countries including Korea. It is increasingly popular for international tourists from North America and Europe.

With a sharp increase in international tourists, the significance of providing bilingual public signage is becoming increasingly important for the development of tourism. Foreign travelers visiting China and Zhangjiajie need signs that provide guidance for navigating and understanding safety and warning precautions. These signs are immensely helpful for international tourists who do not understand Chinese to get the information they require while traveling.

Signs are an integral part of the tourism experience as they teach us how to behave. To aid the experience of the foreigner, the most direct and effective way to direct the tourists is with accurate public signage. There are signs ranging from descriptions of fauna, flora, and geological formations and scientific phenomena. There are also signs expressing poems, history, stories and interpretation of nature. Signs guide us where to park and where to walk and teach us how to behave with the environment and wildlife.

2 Public Signage

Public signs are functional and are created to accommodate a range of different occasions and situations. Public signs are involved in every aspect of our lives and they are considered as an integral part of modern leisure experiences (Guo, 2012). For the tourists, signs direct their behavior and provide necessary information regarding direction and safety. International tourists believe a public places and tourist spaces are a proper place to act in accordance with public signs (Qiannan, 2012).



Figure 2-1. Welcome sign indicating rating

Location: entrance of Zhangjiajie National Forest Park



Figure 2-2. Welcome signs featuring descriptive ratings of Zhangjiajie National Forest Park.

Location: entrance of Zhangjiajie National Forest Park

In this report, only tourist related signs were photographed and studied. Signs were classified as “tourist signage” when either one of the two conditions were present: signs were located in an official tourist site or signs were placed to attract, promote or feature tourist sites such as a hotel or park. Zhangjiajie relies heavily on signs to convey information and ideas to visitors. Consequently, signs play a critical role in creating a meaningful and engaging experience. Unlike a tour guide who is able to respond to questions or clarify content, signs must be highly reliable and be created to suit individual needs.

2.1 Orientation and Information

Orientation and information signs act as a navigational tool that help guide the tourist in understanding their current location and aid in finding their way around, as well as explaining where they should go and what to do. These types of signs provide information regarding the nearest restroom, restaurants, attractions and other points of interest. Orientation and information signage has no restrictive or compulsory meaning – they are created for the intent of directing tourists. If the site is complex, drawing the landmarks enable visitors to easily match features with what they see (Falk and Dierking, 1992).

The placement of orientation and information signs is important; often they are placed near an entrance to a site or attraction. It is important to keep in mind that visitors will generally not read long introductions, as they are eager to begin exploring (Serrell, 199a).

For example: ENTRANCE (入口), TICKET OFFICE (售票处), EXIT (出口), RESERVED (预留席位), FULLY BOOKED (客满), SOLD OUT (售完)



Figure 2-3. Signs can help you direct behavior.

Location: entrance of Zhangjiajie National Forest Park



Figure 2-4 Signs direct tourists.

Location: entrance of Zhangjiajie National Forest Park

Correction: Booking Window

2.2 Warning and Safety

Warning and safety signs are used to inform visitors of potential dangers and are usually located where the treat or danger is likely to occur (Balllntyne and Huges, 2006). The message should clearly explain how the visitors could monitor or enhance their personal safety. Warning signs are effective when they identify the threat and the human behavior associated with that treat (Ham and Krumpke, 1996).

For example: CLOSED TO VISITORS (游客止步), NO ENTRY (严禁驶入). NO LITTERING (请勿乱扔垃圾), NO SMOKING (严禁吸烟)



Figure 2-5. Signs can help you understanding the relationship with wildlife.

Location: Zhangjiajie National Forest Park

Correction: Please respect the wild monkeys. Please do not feed or irritate any wildlife.



Figure 2-6 Signs can help keep you safe.

Location: Zhangjiajie National Forest Park

Correction: Please do NOT climb over guardrail.

Further categorization of warning and safety signs can be applied to understand the seriousness of the message. Signage in this classification can be regarded as restrictive or mandatory. It is important to understand the tone to communicate the message.

2.2.1 Restrictive Warning and Safety

These types of signs contain words and phrases of constraint that limit certain behaviour. Language used is stronger than suggestive but not violent or make people feel aggressive.

For example: KEEP RIGHT (右侧行驶), GIVE WAY (让路), TICKET ONLY (凭票入场)

2.2.2 Mandatory Warning and Safety

Often these types of signs will include warning and safety precautions. Mandatory public signs demand the public to either take or not engage in a specific action; often language seems more aggressive, but it is used for the purpose of the tourists.

For example: NO SMOKING (严禁吸烟), NO ENTRY (严禁驶入), DO NOT WALK (禁止通行)

2.3 Interpretive Signage

Interpretive signs convey information about a place, object or event (Ham, 2007). These signs are often integrated with facts, figures, and concepts that educate and inspire tourists. Another common practice found in the text of interpretive signage is the use of stories. Interpretive signs take on the role of a tour guide or teacher, thus it is important to translate ideas in an informative and personal way.

Effective interpretation should leave people feeling moved and their interest in learning is stimulated (McArthur, 1998). Table 2-1. Demonstrates some key understandings about interpretive signs to enhance visitors' appreciation and enjoyment. Educational information should be readily accessible and available to visitors of Zhangjiajie National Forest Park, as well as other areas of conservation and tourist interest. Signage plays a critical role in facilitating the transfer of information and ideas to a large number of people.

Interpretive signs are an integral part of the preservation and management of the parks and cities. When visitors are able to forge an intellectual and emotional connection with the resources they are more likely to care and contribute to the conservation of those resources. Utilizing interpretive signage effectively will inspire, excite and teach international visitors during their travel.

Table 2-1. A summary of major principles of effective interpretation

Tiden (1977)

- Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.
- Information, as such, is not interpretation. Interpretation is revelation based upon information.
- Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical or architectural.

Ham (1992)

- Interpretation is entertaining
- Interpretation is relevant
- Interpretation is thematic

Moscardo, Ballantyne and Hughes (2007)

- Interpretation must make a personal connection with, or be relevant to, the intended audience.
- Interpretation should provide or encourage novel and varied experiences.
- Interpretation should be organized with clear, easy to follow structures.
- Interpretation should engage visitors in the learning experience and encourage them to take control of their own learning.



Figure 2-7. Interpretive message promotes learning.

Location: Zhangjiajie National Forest Park



Figure 2-8 Descriptive introduction highlights Tianzi history and geography.

Location: Zhangjiajie National Forest Park

3 International Tourist Perception

China has seen a rapid change in lifestyle, attitudes and social aspirations with equally rapid advancements in the global trading community in the world (Bolton, 2003). Zhou (2012), explains that translation of public signs mirrors an international level of environmental establishment in a city or region.

The People's Republic of China (PRC) has been implementing the desire to present China to the world as a 'united front' (Hunter & Sexton, 1999). This theme of progressive improvement can be understood through the slogan of the 2008 Beijing Olympics: 'One World, One Dream'. The idea behind the slogan is to achieve harmonious development-integrating the philosophies of Chinese people into a global community. It is further explained as such:

"...The ideal of the people in Beijing as well as in China is to share the global community and civilization and to create a bright future hand in hand with the people from the rest of the world. It expresses the firm belief of a great nation, with a long history of 5,000 years and on its way towards modernization, that is committed to peaceful development, harmonious society and people's happiness. It voices the aspirations of 1.3 billion Chinese people to contribute to the establishment of a peaceful and bright world." (Beijing Olympics Official Website 2008)

China has evolved and progressed to gain the attention of the world through growing international relationships and economic cooperation. Success of various events including, Beijing Olympic Games and the 2010 World Expo, indicate that China plays an important role in the world. As an increasing number of people travel and come to know China, it is increasingly important therefore, to establish the image of the country.

3.1 Importance of English Signage for International Tourist

International revenue from tourism has increased more than 15 times in China from US\$2.218 billion dollars in 1990 to US\$33.949 billion dollars in 2006, and has accounted for 1.27% of gross domestic product (National Tourism Administration of China, 2006).

Dritsakis (2004) suggests that popular tourist destinations have a focus on the unique combination of natural, cultural and man-made elements. The resources are unique to the destination and cannot be transferred or reproduced in another location. Thus, locations with unparalleled natural landscapes, historic sites, or cultural traditions have an advantage when it comes to attracting global tourist. Furthermore, scenic spots listed as a World Heritage Site by United Nations Educational, Scientific, and Cultural Organization (UNESCO), are extremely appealing for tourists. The listing as a World Heritage Site is closely related to the demand for tourism in that particular destination. The scenic destination benefits from the influx of visitors from interest in visiting a world class site. This increase in tourism demand must be supported by proper infrastructure including signage.

4 Research Methods

This report is a self-directed study aiming to evaluate the English translation of Chinese signage within Zhangjiajie National Forest Park to determine its effectiveness in communicating information. The area of focus within Zhangjiajie includes Wulingyuan Scenic and Historic Interest Area, as demonstrated in Figure 4-1. Further research was conducted throughout Wulingyuan and Zhangjiajie city.

For this report, a total of 208 photographs of signs were taken into account across the 3 umbrella locations. All pictures date from August 2015, and were captured in digital format and categorized by content, information and applicable translation errors.

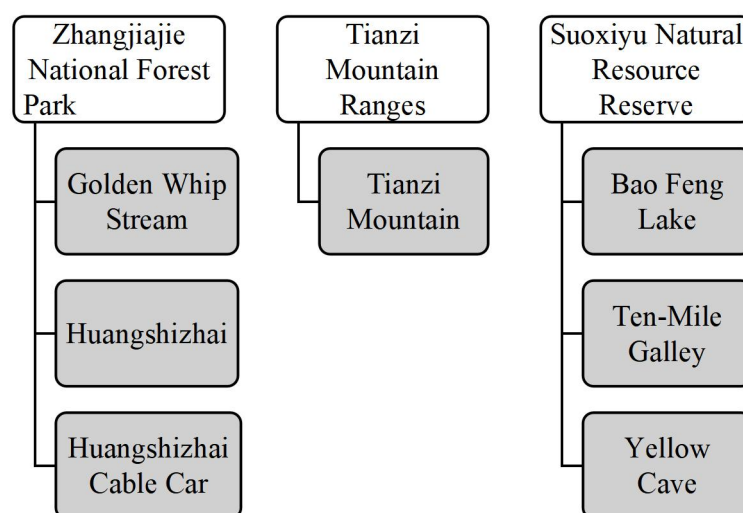


Figure 4-1 Location of tourist spots where signs were photographed.

5 Principles of Translation

The process of translation fundamentally decodes the original language and gets rid of difficulties and obstacles of understanding for the reader. Translation requires extensive use of bilingual application, which shows the importance and difficulties of proper interpretation.

Translating signs can be difficult for a variety of reasons. There are many considerations when deciding which words, phrases and other information to include or modify for the audience. Compared with English, Chinese signs tend to appear more complicated as phrases used in Chinese to convey a message can often be simplified for English. It is critical to strive for concise and easy understanding for the international tourist.

5.1 Common Errors

Standard English versions of public signs that may perform intended functions should at least contain correct spelling, use brief and concise language, appropriate words, and acknowledge cultural differences. One of the most frequent errors identified was over-literal translation. This mistake category showcases “translations with a strong connection to the grammar structure of the Chinese original” (Radtke & Yuan, 2011). This means the English text is strongly correlated with the Chinese style of writing and phrasing may not make sense or appear necessary for an English reader. This can also be understood as use of irrelevant wording and improper word choice.

Common mistakes found on signs are spelling, the misplacement of letters or missing words, and grammatical errors. Grammatical errors are frequently displayed due to the difference in structure among Chinese and English verbs, as Chinese verbs are not conjugated and contain no past or future tenses, unlike the English language. These differences in syntax and grammar further complicate the translation process, resulting in greater errors and

confusion.



Figure 5-1 Translation error

Location: Zhangjiajie National Forest Park



Figure 5-2 Grammatical and syntax error

Location: Zhangjiajie National Forest Park



Figure 5-3 Translation error

Location: Zhangjiajie National Forest Park



Figure 5-4 Grammatical error and incorrect word choice

Location: Zhangjiajie National Forest Park

Several photographs of signs contain pinyin that feature partial or no English translation with elements of the Latin transcription system for Chinese characters. For example 'Dangxin pengtou' translates to 'mind your head' in English.

There are several possible explanations for the display of grammatical mistakes and translation errors. One reason for the discrepancy could be the language skill of the sign translator or producer. The individual may not have the skill set to understand the English language in depth and consequently use over-literal translations. A second situation that may occur is the process of utilizing translations that tend to produce many grammatical errors. Regarding translation software, Hutchins (2008) states,

"The Internet has also encouraged somewhat less scrupulous companies to offer online versions of electronic dictionaries (or phrase books) as 'translation systems'. Anyone using such products for translating full sentences (and text) is bound to get unsatisfactory results – although if users do not know anything of the target languages they will be unaware of the extent of the

incomprehensibility of the results.”

Certain Chinese characters can represent many different nouns, verbs and meanings depending on the text. The same situation can also be found in English. Thus, the translations software often misinterprets the text without considering the context of the sentence or phrase.

5.2 Cultural Realization

Language embodies many aspects of a culture and heritage. Within a nation there are often various social backgrounds, habits and thinking styles that affect a language and give it diversity. Chinese signs translated to English should primarily convey the correct information and take into account cultural differences. The translation process aims at making international tourists gain a deeper understanding of Chinese culture (Qiannan, 2012), requiring the translator to understand the behaviour and ____ in English-speaking countries. Parts of the translation process aims at making international tourists gain a deeper understanding of Chinese culture (Qiannan, 2012).

English and Chinese present themselves with distinctive culture and heritage that highlight the differences of the west and the east. Guo (2012) describe translation as going beyond a bilingual activity as well as a bicultural activity. Without a comprehensive understanding of the two language and cultures, the translator may encounter great difficulties.

6 Enhancing the Visitor Experience

Interpretative signage is critical for informing and educating tourists. Providing visitors with historic, cultural and ecological knowledge is necessary to facilitate the experience of the tourist. In areas under natural protection, interpretation provides a way to share specific knowledge about these places to the visitors (Stewart et al., 1998).



Figure 6-1 Signs showcase the park’s natural and cultural heritage. Location: Golden Whip Stream

If tourists understand the significance of a place, they can enjoy it more, understand its importance, and develop a positive attitude. As seen by Prentice (1996), interpretative signage

has the ability to enhance the enjoyment of a place, thereby conveying symbolic meaning and facilitate attitudinal or behaviour change. Interpretative signage has the ability to ‘enhance the enjoyment of place, to convey symbolic meaning, and to facilitate attitudinal or behavioral change’ (Prentice, 1996).

There are both clear advantages and disadvantages to using signs to guide and facilitate the visitor experience. Understanding both the positive and negative implications of the signs will help guide decision making in the future.

Table 6-1 Advantages and disadvantages to using signs

The advantages include:

- i. Can be seen by large number of visitors
- ii. Available whenever the site is open
- iii. Are usually cheaper in the long run than staff
- iv. Can provide access to visitors who speak other language, and if properly designed, can provide access for hearing and sight impaired visitors
- v. Can be read by visitors at their own pace and in their own way
- vi. Provide optional interpretation – visitors can choose whether or not to access the information

The disadvantages include:

- i. Cannot be easily changed
- ii. Cannot answer questions or adapt information to specific visitors
- iii. Can be intrusive in some settings
- iv. Must be concise and to the point, and therefore not suitable for complex message
- v. Require effort from the visitor
- vi. Have to communicate to a wide range of people

In the last several decades, English began receiving increased attention in national school curriculum and in media and newspaper. Chinese students are pursuing studies overseas in primarily English speaking countries. Adamson and Morris highlight the importance of foreign languages,

“A foreign language is an important tool of interacting with other countries and plays an important role in promoting the development of the national and world economy, science and culture. In order to meet the needs of our Open Door Policy and to accelerate socialist modernization, efforts should be made to enable as many people as possible to acquire command of one or more foreign languages.” (1993 English syllabus of China, cited in Adamson & Morris, 1997, p. 21)

Improving English translation on signage is only one of the many ways to improve the experience for international tourists. A destination is commonly regarded as a mix of attractions and services, laying the foundations for tourism experiences (e.g. Murphy et al., 2000). Accordingly, tourism routes should include attractions and facilities, which help shape the overall visitor experience. The desired outcome of Zhangjiajie City and Zhangjiajie National Forest Park is to manage visitor interaction with the natural and cultural resources to preserve

the enjoyment for future generations.



Figure 6-2 Signs need care and maintenance.

Location: Zhangjiajie National Forest Park



Figure 6-3 Signs need care and maintenance.

Location: Zhangjiajie National Forest Park



Figure 6-4 Sign placement is important – the sign should be easy to read with unobtrusive

Location: Zhangjiajie National Forest Park



Figure 6-5 Hidden sign

Location: Zhangjiajie National Forest Park

7 Conclusion

This analysis serves as an empirical context for understanding how the city of Zhangjiajie and Wulingyuan Scenic and Historic Interest has incorporated signs in their tourism planning and development. This report demonstrated the significance of effective signage in the expansion and promotion of tourism, as well as demonstrating the current gap among bilingual signs creating confusion among international tourists.

With English developing as a global language, the current issue of mistranslated signs should continue to be a topic of concern and further improvement in accuracy and comprehension. There is a current need for local, regional, and provincial leaders to take the necessary steps to correct existing translation errors and develop programs to create more interactive and interpretive signs that maximize learning opportunities and foster a personal connection with the natural and cultural heritage.

Acknowledgements

The author of this report expresses her gratitude to Center for Tourism Planning & Research, and School of Tourism Management at Sun Yat-sen University, Guangzhou, China. Constrictive comments from the reviewers and editors for enriching the quality of the paper are also gratefully acknowledged.

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**The impact of rural transformation on
SME's: A Case Study of Yuntaishan
Mountain on Henan Province**

***'One misses relatives the most during the
holidays'***

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August, 2015

Abstract:

Rural transformation through tourism development is not a new phenomenon. Over the past few decades it have significantly influenced the life of rural communities around the world at various countries. Taking account of this change, the purpose of this study was to identify the influence of rural transformation policies on SME's operating around Yuntaishan Mountain in Henan Province, China. Furthermore, present study employed qualitative methodology with a case study approach, using semi-structured interviews and observation including iconographic materials. Overall findings indicates that, rural transformation policies have not significantly contributed to the SME's operators at community level. Its influence have only transformed the landscape of community for tourism development Yet, it partially fails to provisioned policies that is centred towards these small tourism operators. On this regards, this study opens the possibility of future research that rural transformation policies are to be designed and implemented through various angles of rural life who are significantly contribution towards local government economy.

Keywords: *Tourism, SME's, Government, Destination Marketing, Yuntaishan Mountain*

1 Introduction

Travel is considered as one of the leisure activity worldwide on this modern era. Due to its evolving nature, this industry has moulded its scope in an extensive manner. Perhaps, tourism have now become one of the fastest growing industry in the world. Likewise, WTTC also (The World Travel and Tourism Council) highlights, tourism sector accounts about 10% of the world's gross domestic product, including 8% of world's total employment.



Stretching this discussion in the context of China and its history, reflecting a rich and profound culture which possess substantial opportunities of tourism. Leaving the reputation of being one of the world's oldest civilization alongside (Babylon, India and Egypt). Which offers wider geographical landscape with rich cultural & heritage. This blend of nature, culture, and history offers wide range of choices for the tourist and motivates them to travel to China.

Subsequently inclining the standard of living of Chinese people with the rapid growth of Chinese economy.

Four decades ago, when China started to involve in tourism business it started with inbound tourist, after Deng Xiaoping realise its importance and decided to reform the policy of China to promote tourism (Zhang & Pine & Lam, 2004). As a result, China never looked back, reasoning, tourism industry became one of the fastest growing and earning industry adding enormous surplus to the national economy. It is expected by 2020, China will become one of the world's No. 1 tourism destination and the fourth-largest nation to send tourists abroad in the world (China Window, 2010).

During this evolving process, China came up with many rural to urban transformation policies for each provinces, after realising the radical inclination brought by the tourism to its national economy. Also, for the rural people it opened multiple ways, who tends to rely only on agricultural. Indeed, this transformation process have added surplus to the national economy in one hand. Yet, it rarely included policies which is precisely provisioned for the local communities including; human resource development, capital schemes for locals, traceable organisation and management system, on another. Consequently, creating a gap that is not consistent with the local's actual needs apart from the transformation of their landscape. On this regards, it is relatively important because to fill this gaps because, locals are the primary stakeholders, service providers for the tourist.

Taking account of the above discussion, this study focuses on the small operators running their business for the daily bread and butter in Yuntaishan Mountain on Henan Province. It is quite interesting to evident this contrasting situation where local government of Yunthaishan have invested billions of Yuan for rural transformation on this area. But, this transformation has not really impacted the life of these small operators. Resulting, locals who are engaged in this business, struggling to operate this enterprise business in order to come up with the transformed service market.

Objectives of this study

1. To examine the issues and challenges faced by the small operators of Yuntaishan Mountain.
2. To identify the factors that influences the growth of SME's at Yuntaishan Mountain.

Research questions of the study

1. Why the small tourism operators of Yunthaishan Mountain is are facing the issues?
2. Why the rural transformation policy is actually not benefiting the community?

Considering this backdrop, purpose of this study was to explore the rural transformation and its impact on small operators in Yunthaishan Mountain which lies in the northeast part of Henan Province in northeast-part of Jiaozuo approximately 30 km by road. Furthermore, aim of this study was to understand the issues and challenges faced by the small tourism operators after the transformation occurred in Yuthaishan Mountain. The purpose of selecting Yunthaishan



Mountain is because it also falls under one of the absolute policies of Chinese Government for rural transformation for the tourism development.

2 Literature review

2.1 Definition of SME's

Based on a systematic review of literature it appears that, definition of SME's significantly differs from country to country depending upon the countries index such as: number of employees, the worth value of fixed assets, capacity of output.

Further, asserted by various authors it includes characteristics of the inputs, level of technology

used, capital, management characteristics, economic development and specific problems experienced by SME's (Zeng, Xie., & Tam, 2010b; Hashim, 2005). On this certainty, it is quite complex to compare and actually define the meaning of SME's collectively. Especially, in the cases where the index of number of employees is not equal and the turnover of their fixed assets are not consistent with each other.

Defining SME's in the context of China is particularly based on reform policy in 2003. Which categorizes SME's as "small and medium-sized enterprises" are those who have lesser than 2000 employees with an annual turnover or less than or equal to RMB Yuan 300 million, or a total asset of less than or equal to RMB Yuan 400 million (Zeng et al., 2010b). Also, Researchers and Industry Practitioners in the past have characteristically set a criteria to operationalize the small business based on the study scope. Precisely, indexing for the number of employees, size of business and its turnover. Considering this distinct definition, a suitable criteria to define the meaning of SME's for this study, which includes; number of employees more or less more than 3 persons (siblings most of the time) and size of business (per annum/RMB 12,000) who are working as a small tourism operators (in and nearby) Yunthaishan Mountain area. This occurrence, signifies the particularly Therefore, in this circumstance, it becomes significant to explore and identify the challenges and issues dealt by these small stakeholders, who have not been getting any benefits from the relevant stakeholder's in spite of such a huge rural transformation project implemented by the government for tourism development only, perhaps, not locals, wholly.

By contrast, many studies in past have attracted the concentration of policy makers, academicians, and business consultants related to the occurrence of rural transformation. Precisely, to understand the influence of tourism development and the issues faced by these small stakeholders who operate their self-own business without proper skills and management support? It is quit known phenomenon that small operators normally faces issues regarding, limited resources, capital and skilful manpower (Davis and



Valdica, 2006). In spite of this challenges, even though these small operators still contribute to a greater extent to many countries economy. For instance, In Europe, 99.8 % of firms established are SME's creating two-third of employment opportunities and turnover (Carayannis, et al.,). Similarly, Kuan and Chan (2001) asserted, in US, SME's have substantially created a new job market for the communities and added surplus to the Gross Domestic Production (GDP).

However, this SME's and its turnover can be different from countries to countries as discussed earlier. But, its contribution towards adding surplus to the national economy is relatively seen higher. Also, at community level, elevating the standard of living of the local families and playing a crucial role in maintaining the stable, sustainable social and economic community environment (Samujh, 2011). As a result, from community to national level reducing the poverty, uplifting the employment opportunities by serving a breeding ground for entrepreneurs, and elevating the social status of the local people.

By evidencing its significant contribution towards national level, it becomes empirical to understand in the context of Yuntaishan Mountain. To understand the issues and challenges faced by these small operators which seems to be unnoticed by the relevant authorities. Subsequently, creating a gap to concentrate on proper distribution of market & price, human resources development, flexible investment policies focusing on SME's. Setting up an unfavourable environment for consumers to avail the facilities harmoniously, which in hand creates a negative image about destination during pre and post visit? Therefore, inspecting this, next section will shade the lights on the few angles of government policies in China, which somehow have influenced in this process of facing the challenges dealt by these SME's tourism operators.

2.2 Land use policies for Rural Transformation

China is a country with strong rural roots where half of the populations still leaves in rural areas. Majority of people engaging themselves in agriculture since ancient period until now. Agriculture sector have been a strong foundation support for the national economy of China. These days, China have transformed their foundation gradually shifting from agriculture to market-based economy (Tourism) after opening the door of policy implemented in 1978. Since then, tremendous land-use and its changes have drastically transformed and development both rural and urban areas (Liu and Yang, 1990). Furthermore, few of the transformation policies have been highlighted as per studied by various authorities in the past. As Table 2-1 illustrates the list of policies that were implemented in past and until now as part of rural transformation.

Table 2-1 Land use policies in China

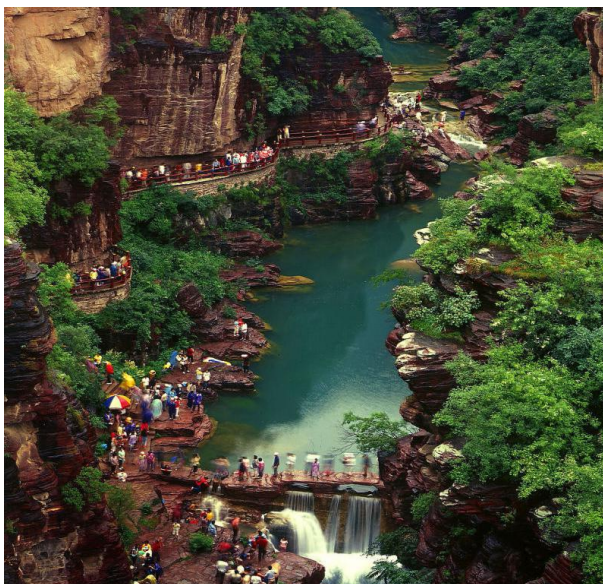
Land use Policies	Authors
The land leasehold system – land-use rights, land taxation and use fees	(Zhang, 1997; Tang, 1989; Ding, 2003)
Land administration	(Cai, 1990)
Farm-land protection	(Lichtenberg and Ding, 2008; Liu et al., 2014a)

Regulations on land markets	(Tang, 1989; Liu and Yang, 1990;Ding, 2003)
Land acquisition	(Ding, 2007)
Land consolidation	(Longet al., 2010; Long, 2014)
Economic and intensive land use and increasing versus decreasing balance of urban–rural construction land	(Long et al., 2012; Liu et al., 2014a)
Grain-for-Green Program or Sloping Land Conversion Program	(Feng et al., 2005;Long et al., 2006)
Building New Countryside	(Long et al., 2010)
Western Development Program	(Goodman, 2004; Li et al., 2013)

Source: Developed for this study

Furthermore, Overall authors commonly agree upon the differences of these policies that fails to understand the development gap between rural and urban areas. As a result, leading to loss of series of land-use and land degradation during the transformation process. Precisely, taking away the right of farmer's livelihood due to the land acquisition or land transformation.

The point here stressed is, government look and initiative of transforming the rural landscape by investing billions of dollars with the creative minds. Yet, it failed to understand its impact over the communities issues, which was not partially considered from one angle of transformation policies. Because, this sophisticated and prolong consistent evolving policies are minimizing and de-motivating the dependency of framers who are relying in agriculture. Meanwhile government also failing to provide them an actual compensation that really can benefit them equally.



2.3 Rural Transformation Policies for Tourism Development

In China, after the reform policies for tourism development have been emphasized by Deng Xiaoping in 1978. Since then, China have stopped completely relying on its previous foundation economy (agriculture) and shifted to market-based economy (tourism). After that, they have launched

numbers of project nation wise to achieve their target. For instance, in 2007, the CNTA and

MAPRC jointly launched the “Chinese Harmonious Urban and Rural Tours” project and “Rural Tourism Development Program (2009–2015)” aimed at building 1, 000 demonstrative tourist towns, 10 thousands demonstrative tourism villages, and achieving 771 million tourist visits. The strategy of building a new countryside was proposed by the central government of China and has also facilitated farm diversification into tourism. After 30 years of development, the rural tourism attractions nationwide had received, and entertained approximately 720 million tourists as of 2012, creating 216 billion-RMB in revenue, with approximately 85,000 villages engaged throughout 31 of China's provinces and autonomous regions (Sun, 2012). These expansion of rural tourism has incurred huge demands in recreational land use and changes in the traditional land-use pattern.

With an introduction and development of various industries in rural areas, some new types of villages (industry-dominated rural development type (IDT), rural development type focusing on business, tourism and services industries (BTT), and balanced rural development type (BDT) are constantly emerging and have become the main form of rural urbanization in China (Long et al., 2009b). Likewise, TDIDR is also one of them, it refers to Tourism Development Induced Displacement and Resettlement, the result of these policies have resulted in a rapid and far-reaching transition development of rural China. This fast and radical rural restructuring is often referred to as rural transformation development (RTD) (Cai, 2001; Liu, 2007; Long et al., 2011). This projects are applicable for the destinations which is blessed by natural resources and conservation areas including, heritage sites and geo-logical parks or due to construction/reframing of manmade tourism projects like (Yunthaishan Mountain). It also includes, contemporary villages, theme parks, museums, casinos, stadiums or resort hotels. This attraction along with the construction and upgrading of infrastructure can actually transform the areas to provide wide range of leisure and recreational activities to attract and accommodate tourist needs.

Referring to this policies and mirroring with the study context for the rural transformation in Henan Province. Reveals the fact that this land conversion from agriculture to non-agriculture use [such as tourism development] have created the complexities and controversies between the resettles and the affected population in past, due to the unequal distribution of resources and amenities as noted by (Hsing, 2010, p.2). Convincingly, Cerenea (2000) also adds on Hsing view, this kind of policies which are targeted to reconstruct the small areas usually focuses on marginalised population (e.g., rural farmers) but due to the lesser understanding of policy makers from community perspective, leads to inequitable distribution of benefits and losses: some people enjoy the gains (mostly big tourism operators), while (small operators) bear its pains.

On this foundation, this study becomes relevant in order to understand the pain beard by

these small tourism operators, who have been victim of this land conversion policies, leading them no choice to conduct this business without any additional supports at Yunthaishan Mountain area.

3 Methodology

Considering this scenario, employing qualitative study as the main research method. Present chapters explores the philosophical foundation and different methodological approaches applied for this study. Similarly, primary objective of this study was to understand the impact of rural transformation on local SME's (Small Medium Enterprise) in Yunthaishan Mountain.

Convincingly, Babbie (2001, p.276) asserts, studies that are related to the communities/society "qualitative methodology is well recognized in the context of social process over the period of time" in order to perceive the challenges and issues faced by them.

Table 3-1 Overview of Methodology

Methodology Stage	Approach
Methodological & theoretical assumptions	Interpretivism
Research approach	Case study
Unit of analysis	Small tourism operators
Data collection	Semi-structure based on purposive sampling, observation and iconographic source's
Data analysis	SWOT analysis
Data analysis procedure	Coding of interviews transcription, observation notes, and triangulation of data

Source: Developed for this study

This study have been primarily informed by its paradigm, namely constructivism. As constructivist researchers study on the "multiple realities constructed by the people and their implications of those constructions for their lives and interactions with others." (Crotty, 1998, p. 55). Drilling down to the study context about communities and its issues, on this note, Newman (2003) interestingly highlights, studies which are associated with communities studies requires a constructivist-interpretive approach, as it gives a maximum exposure and understanding to "analyse the social reality and their meaningful action through the direct observation of people by the researcher, with the constant interaction alongside their natural settings. In order to conclude to an understanding and interpretation of how they create and maintain their social

worlds systematically" (p. 76). On this study, being a Nepali male researcher who travelled to China for Internship as part of the Scholarship offered. Manage to immerse into the study context explicitly, due to the constant and consistent interaction with the surroundings (communities) and the people. Giving a maximum opportunity to understand the issues and challenges faced by these small operators. Meanwhile, analysing the preventive measures taken by relevant authorities to resolve these issues.

3.1 Case Study

As suggested by Yin (2009), the initial step of any case study research is to describe a particular strategy applied for the study to fulfil the study objective, followed by its empirical data collection procedure addressing to draw an empirical conclusion. Considering this justification, in this study 'case' is referred as a "small operator's" at Yuntaishan Mountain' which serves as a unit of analysis (See Figure 3-1). Usually, case study design becomes more prominent when issues regards to community, unemployment, illiteracy, etc. are raised and it is also recognized as one of the efficient technique in social science (Gulsecen, Kubat, and Johnson, 2006).

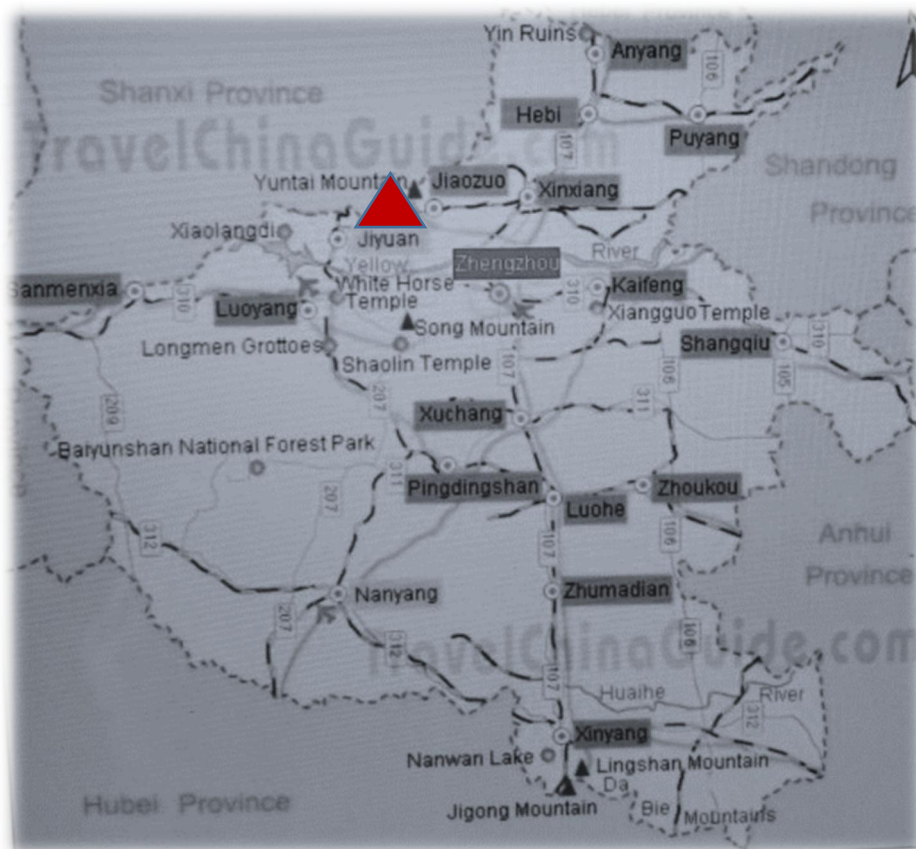


Figure 3-1 Location of Study Site

Source: Travel China Guide, 2010

3.2 Data Collection

The nature of qualitative research usually allows triangulating of data and the methods linked. Similarly, throughout this process after identifying the research issues, various methods have been employed to collect the data in order to address the research problem. Further on, this study will follow the collection strategies in doing these case study as suggested by Yin (2004) such as: interviews, direct observations, participant observation, and use of iconographic sources. Furthermore, as identified by Yin (2009) the importance of using multiple collection strategies establishes the rigourness to collect the data rather than limiting to collect evidence from a single source. Which might create a sense of biasness while analysing from researcher's sole point of view.

Present study aims to explore the issues and challenges faced by small operators near Yuntaishan Mountain. To understand the ground reality, interview was used as one of the three major sources for collecting data as suggested by (Yin, 2004). With regards to Yin guidelines, Rubin and Rubin (1995) also elaborates that conducting interviews are essential for the interviewer to understand how interviewees think or feel about certain changes, and to explore the shared meaning that people have if they to work or live together in a common environment. In total, 14 interviews were conducted from 2 villages near Yuntaishan Mountain. The criteria for selecting participants was purpose, targeting the small operators, operating nearby Yuntaishan Mountain which includes locals operating break-fast, lunch and dinner stall near by the popular local street. Demographic characteristics were not the major criteria for selecting participants, but participants need to be involved in small operating business including; small food stalls, handicraft shops, toy shops etc.



Gudongyao (village)



Anshang (village)

Figure 3-2 Interview sites

Source: Karun Rawat

Interviews were conducted with the help of translator as a local Chinese tourism student

from the public university. Prior to the interview, translator was briefed in detail about the research angle and the issues to be seen and understood clearly before conducting the interviews. It was easy for the researcher to describe about the main aim of this research to the translator because he was appointed to assist on this project throughout the internship period of 21 days. As a result, researchers later confirms about his understanding after few investigation and imposing of few questions. After that, interviews were conducted, recorded and transcribed verbatim in Chinese language, each interview lasted up-to 25minutes to 45 minutes, later it was converted into English Language without losing its essence as translator confirms later. Meanwhile, after conducting all the interviews, translator was advised to write a personnel draft reflecting back to the interview conversations. The purpose of conducting this exercise was to confirm the data obtained was reliable, which was later cross-checked with the English transcription, focusing on major key.

Table 3-2 Profile of Respondents Yuntai Mountain

Code	Category	Gender		Age	Location of Interview	
		Male	Female		Yuntaishan Mountain	
					Gudongyao (village)	Anshang (village)
RP-01	Local Youths		1	31 years	✓	
RP-02	Local Farmer	1		35 years	✓	
			1	26 years	✓	
		1		38 years	✓	
			1	32 years	✓	
			1	29 years	✓	
			1	26 years		✓
			1	32 years		✓
			1	38 years		✓
			1	24 years		✓

Code	Category	Gender		Age	Location of Interview	
		Male	Female		Yuntaishan Mountain	
					Gudongyao (village)	Anshang (village)
			1	73 years		✓
			1	53 years		✓
RP-03	Local Teacher	1				
RP-04	Role Model	1		35 years	✓	
RP-04	Role Model	1		29 years	✓	
Total		5	10		15	

In addition to the interview, observation was used as a second source of evidence to collect data as suggested by Yin (2004) to use in qualitative research. Criteria for selecting respondents was purposive, and interview questionnaires were designed according to the issues and challenges to be investigated under study scope. With regards to this, apart from interacting with locals during the interview session, it was equally important to observe and capture the respondents interaction with tourist such as; how they organise their stalls and deal with the customers; how they provide their feedback while discussing about their issues and the measures taken by them or relevant authorities to overcome this issues. Therefore, based on this checklist, this study follows Gold's (1958) guidelines on typology of observation on possible stances, precisely, "Participant as Observer."

In this case, researcher is consistently observing the respondent feedback based on the categorization outlined in the Table 3-3 which segregates the involvement of stakeholders and their concentration to support the issues and challenges faced by these small operators.

Table 3-3 Participant Observation in Yuntaishan Mountain

Stakeholders Involvement	Government	NGO's/Volunteers	Institutions	Tourist	Locals
SME's operators	No	Maybe	Yes	Maybe	No

Source: Developed for this study

3.3 Analysing the data

Following the methodology guidelines and the research design, the study also drew upon to the major step of the qualitative methods which is analysing the data collected from the sites by using various methods. As suggested by Miles and Huberman (1994), analysing the data in a qualitative manner becomes easier if the data is organized systematically and hierarchically. Considering this, study examines this issue of the internal (community) and external (Governments) environment of Yuntaishan Mountain and Tourism Policy, including its competitors by using SWOT analysis. Usually, SWOT analysis is seen as a strategic planning tool which helps to evaluate the Strengths, Weaknesses, Opportunities, and Threats of the management.

The rationale for employing this tool is because, including internal and external environment issues. It also helps to analyse the positive and negative factors that creates the gap between “top-down” and “bottom-up” approach. On the basis of SWOT analysis, a strategic plan can be implemented by revealing the strengths of management, and avoiding the weaknesses in order to minimize the existing gap, where by recommending a strategic plan for the management to benefit for future opportunities with regards to the future risks (Pahl & Richter 2007, 1-2.). Therefore, using SWOT analysis is essential for this study in order to understand the weakness and challenges faced by small operators and for the destination also as a whole.

3.4 Triangulation of the data

Triangulation is a technique employed by qualitative researchers to check and establish rigourness in the studies. The purpose of employing triangulation in this study is to confirm the authenticity of the data obtained from interviews. Therefore, triangulation will be used from the data collected: including, iconographic sources and observation. Also, it allows to analyse the data from a different perspective under same phenomena (Bonoma, 1985; Eisenhardt, 1989; Herriott and Firestone, 1983; Neuman, 1994; Stake, 1994; Yin, 1994), in order to establish trustworthiness in the data derived through multiple ways used while collecting data (Campbell and Fiske, 1959).

4 Findings and results

4.1 The Henan Tourism Market

Guided by the Chapter3, this section will discuss and describe the potential tourism market of Henan Province and then dropping down to the study site. It is essential to discuss about this province initially because study site is located in this province. Also, the history and tourism resources of this province are the backbone for promoting tourism collectively at Yuntaishan. Further, it supports the tourism and economy of this area also.

4.2 History of Henan

Henan province is one of the largest provinces in China and occupying a pivotal position in Chinese civilization alongside with the Shanxi and Shaanxi provinces. This province with fully blessed with its historical prosperity which comprises from its vast, fertile plains and centrally being in the heart of the country. Subsequently, make it a center of economic development center in China. In addition, most of the cultures originated from this province have significant contribution in the history of Chinese civilization, such as the Peiligang Culture Site (over 7000-year-old), the Yangshao Culture Remains (6000-year-old and the Longshan Culture (5000-year-old). All these cultural heritages have profound history of Chinese civilization (Henan Province Tourism Administration 2010). Along with its rich culture, this province has another advantage of being located in the mid-east part of China making it as a convenient means of transportation Central China. Reasoning, many great and historic events happened in the past. There is an old saying for this province that is “*Those who gained the central plains would obtain China*’ to emphasize on the importance this location (Henan Province Tourism Administration 2010.).



At present, this province equally maintain its position as the transportation hub, by strengthening and connecting with the convenient air transportation, expressways and the network of railways in China. For instance, the Longhai and Lanxin railway were built according to the famous Silk Road which extend westward along with the second Eurasia Continental railway, Jingguang railway from Beijing to Guangzhou, and Jingjiu railway from Beijing to Kowloon in Hong Kong (Henan Province Tourism Administration 2010.). Therefore, this evidence sketches that this province has an advantage of being popular tourist destination

because of its convenient transportation, which is the reason why this province is investing billions of dollars for promoting tourism.

4.3 Economy of Henan

Taking about the resources of Henan through which it generates ample about of economy. This province has abundant resources which attract lots of investment by the higher stakeholders such as: coal, goal, aluminium, meat products, cements, glass and tires are the major national products of Henan which considerably supports the national income of China also. Additionally, as an flourishing market this province expanding its scope to produce, the metallurgy, petroleum products, building materials, electronics and machinery in order to sustain its economy and survive apart from relying on seasonal market of tourism (asinah.com 2009).

4.4 Tourism resources in Henan

Henan province has a multiple advantage for being one of the favourable tourist destinations. Majorly tourism resources in this province are divided into five aspects: ancient culture, famous and beautiful rivers and mountains, the root of Chinese people, Kong Fu, and beauteous flowers. But mainly, its rich culture and beautiful natural landscape are the main tourism resources in this province. This province is No.1 in the whole country in terms of underground cultural relics, and the second in existing cultural relics on the ground. More than 1.3 million antiques in the museum of this province which account for 12.5% in the whole country.



The Yellow River is very famous as it is the “**Mother River**” in China. There are Songshan Mountain, Yuntaishan Mountain (study site), Taihang Mountain and others additional attractions in Henan Province. Besides, Yellow Emperor is one of Chinese ancestors (alongside Yan Emperor), and

his hometown is Xinzheng where near to the capital of this province. Shaolin Kong Fu and Taiji are both come from Henan.

The exhibitions of peony flowers and chrysanthemum are held in every April in Luoyang and every October in Kaifeng (China International News Center, 2010). The abundant tourism resources attract more and more international tourists and domestic tourists to travel to Henan.



Apart from its benefits, the situation of Henan's tourism market is not so good even comparing with other provinces in China. Most importantly, economic benefits generated from the tourism industry are not so good, consistent, and equally distributed. As identified from the study site "Yuntaishan Mountain" which reveals the policy considerably lacks concentration to create sustainable market for the investors and mainly for the locals. The reason why importance of this study becomes empirical, in order to understand the negative factors that have impacted the development of the tourism market at Yuntai Mountain. As observed, there is a lack of proper advertisement and marketing, lack of professional employees, lack of proper and adequate training for SME's operator. Collectively, this issues are becoming a reasonable for travellers, not to choose Yunthaishan Mountain as their next destination.

4.5 Study Context: Yuntaishan Mountain

Yuntaishan Mountain is a Natural Scenic Area which is located from northeast of Jiaozuo approximately 30 km by road with an area of 50.2 km². This Scenic Spot is in warm temperate zone with continental monsoon climate with four distinctive seasons. The annual effective cumulative temperature is 4874.8 °C the annual precipitation 750 mm, an average humidity is 62%.

Yuntaishan Mountain is a blend of historical culture and beautiful landscape offers as major tourism resources. Thus, using this resources as major tourism products to promote and sell. Also, with the convenient transportation which offers as an additional



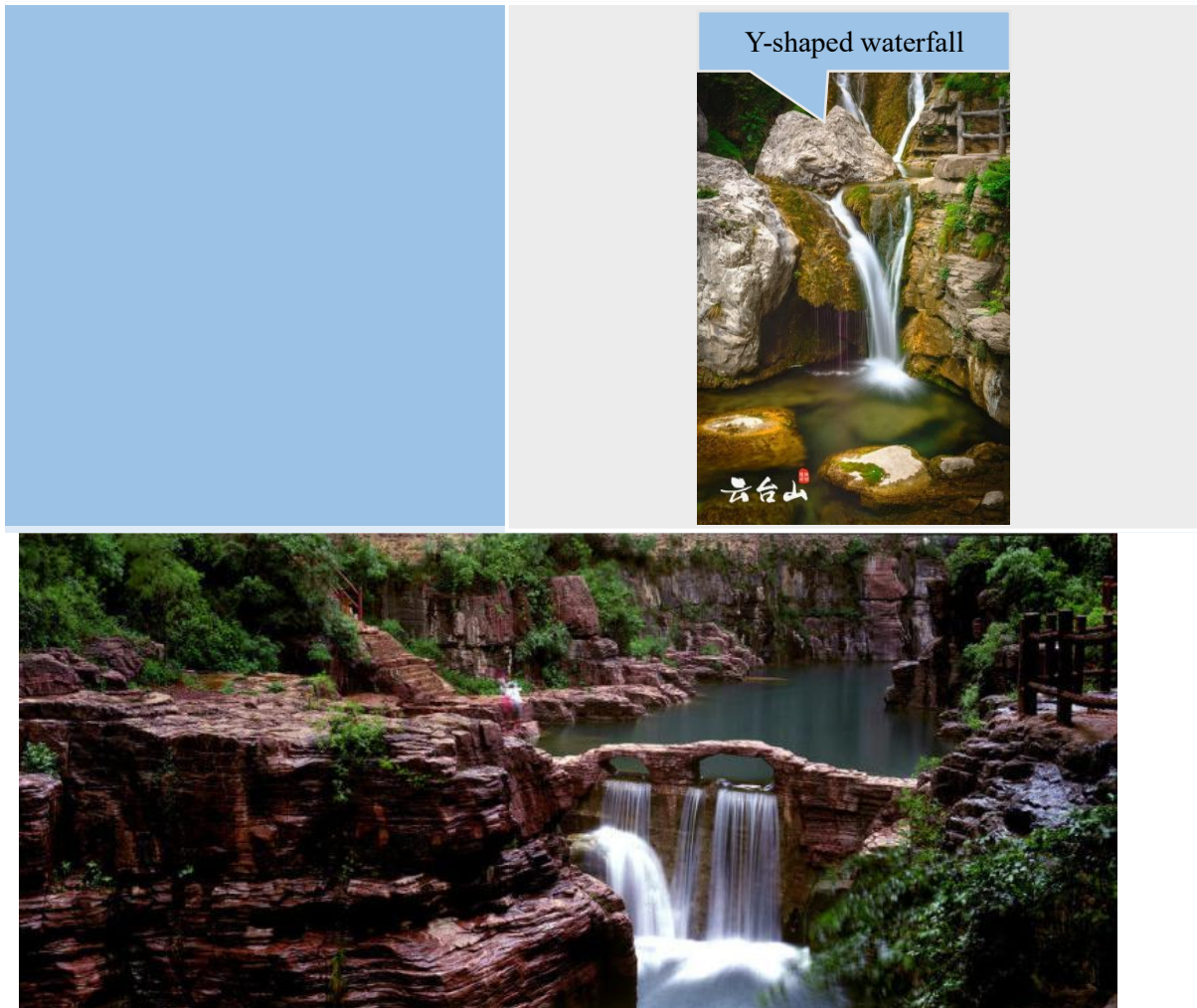
advantage and provoking situation for the tourist to visit Yuntaishan subsequently inclining the tourist flow. Based on this advantage, present study have been conducted in one of the major tourist attraction in Henan province which is famous for its pristine landscape of mountain along with geo-logical boundaries that gives its name as “Yantai San.”

This area stands with an outstanding recognition accredited by UNESCO in 2004 as one of twenty-eight global geological parks in the first group. It is famous for its pristine landscape and delightful scenery in Henan Province accorded with the titles of National 5A Grade Tourist Attraction, National Forest Park, National Geologic Park, National Water Conservancy Scenic Area and National Macaque Natural Reserve. Facilitated with Mountain resort and other surrounding areas with its comprising its massive gardening areas, overhanging high cliffs, flying waterfalls, secluded valleys and spring waters. All these scenic beauty of nature, together, offers loads of excitement for its visitors (tourist).

Along with its heights of waterfalls, horizontally it stretches to the distance with numerous rivers, lakes, springs and water falls. Also, the Qinglong Canyon is here which is renowned as “First Canyon in Central China”, attracts many eco-tourist with an ambience of its mild climate, rich water resources and green vegetation. Seen from a distance, Yuntaishan Waterfall is like a pillar connecting the sky and earth.

Table 4-1 Major Tourist Attractions in Yuntai Mountain

Peculiar Peaks 1308 meters above sea level	Waterfalls
	❖ Yuntai Scraper (<i>314meters</i>) highest waterfall in china
	❖ Tianmen
	❖ Bailong
	❖ Huanglon and



Source: Developed for this study

In winter, snow turns the mountain into a white world of ice waterfall, ice pillar and evergreen plants covered with snow. This is a typical winter sight in northern China (Travel China Guide, 2015). Since 2001, it has invested about RMB two millions to invite more than 60 experts from national tour office including the institutional partners such as Tsinghua University and Nankai University. With an analogous aim of considering, resource protection, exploitation, sustainable utilization. Also, renewing the spots and its exploited layouts. All these changes and re-construction have been done by investing RMB 500 million.

4.6 Swot analysis

This SWOT analysis is based on the information derived from the interview transcription and observation, highlighting the situation of SME's and the current tourism market in the Yuntaishan Mountain considering the internal and external factors.

Table 4-2 SWOT categorisation of Yuntai Mountain

Strength	➤ Henan is a transportation hub in central china making it as an accessible means to reach at Yuntaishan Mountain. ➤ Yuntaishan Mountain stands as an outstanding recognition accredited by UNESCO in 2004.
Weakness	❖ Struggling for building tourist spot ❖ Lack of direct access of transportation ❖ Lack of proper marketing and promotions ❖ Lack of trainings and skills for small operators ❖ Lack of financial investment on small operators ❖ Lack of co-operation amongst small operators ❖ Lack of role model (leader)
Opportunities	• The government policies on rural transformation stimulate the quick development on Yuntaishan Mountain. • Rise of standard of living of the locals. • Increase of confidence and investment on SME's • Openings of recreational activities such as: theme parks, amusement parks, and events.
Threats	○ Need to create a sustainable market with its competitor cities such as Luoyang and Dengfeng. ○ In need of international events and festivals in order to sustain the tourist market.

Based on the findings, this SWOT analysis in Table 4-2 demonstrated overall positive and negative factors that have more or less influence on small operators meanwhile promoting Yuntai Mountain as favourable tourist destination. Next section will be discussed on details about described on each point.

The strength of the Yutai Mountain are as follows:

➤ Henan is a transportation hub in central china which makes it convenient transportations to Henan by railway, freeway, and airplane which makes Yuntaishan Mountain easily accessible. Including the high speed railways which are “D” and “C” railways were started using since April in 2007 and December in 2009, and the speeds are almost 260 kilometers/h and 350 kilometers/h, respectively. Additionally, Yuntaishan Mountain has many

tourism resources because of the blend of history and culture, the rich cultural heritages and antiques are exhibited in this area. Offerings centuries of old historical and cultural resources leaving a strong image for the tourist to travel.

➤ Yuntaishan Mountain stands with an outstanding recognition accredited by UNESCO in 2004 as one of twenty-eight global geological parks in the first group. It is famous for its pristine landscape and delightful scenery in Henan Province having the titles of National 5A Grade Tourist Attraction, National Forest Park, National Geologic Park, National Water Conservancy Scenic Area and National Macaque Natural Reserve. Also, the Qinglong Canyon here, renowned as “First Canyon in Central China”, attracts many people for ecological touring for its mild climate, rich water resources and various vegetation.

The weakness of the Yunthaishan Mountain are as follows:

❖ Yuntaishan Mountain is a seasonal tourist spot, apart from its seasonal offering this areas doesn't have any additional tourist attraction spots that really can compensate the off-season need. For instance, Yuntai waterfall is a major attraction in this areas which entirely depends upon the monsoon season. If there is a drought, it fails to cope-up with the tourist expectation. Presumably, leaving a negative image about the place which can have a significant influence about the destination image created by the tourist due to the word of mouth.

In order to sustain its tourist flow, definitely, management of Yuntaishan Mountain needs to come up with a backup plan which can really reimburse the expectation of tourist. For instance, during the interview session, one of the participant, convincingly puts his view and recommendation for the management, *“most of the people come here to see the waterfall and geo-park which also has many small and medium water springs, my suggestions for the government would be to invest on manmade waterfalls, this year there was a drought, so we had a less number of tourist visiting at this place. Resulting lesser occupancy, affecting our business cycle, so there is a need to thing about investing in this particular area, government can afford to do that”* (RP-04).

❖ The most accessible way to reach Yuntai is through Jiaozuo which is approximately 30km away by land. It would be more convenient for the travellers had a direct access to this area. Which in hand could save the time while travelling meanwhile adding surplus income to the local through tourist consumptions? Further, minimizing the economic leakage that offers opportunity to other cities nearby.

❖ Apart of its pristine landscape with a blend of rich culture and profound history. Yet, it fails to do adequate marketing and promotional activities leaving substantial influences for the destination. It only relies on dominant market of “South Korea” and “Japan” and its in-bound

tourist. Apart from these target market, it appears local government have not widen their marketing scope in order have a permissible cycle of tourist flow.

Perhaps, investment should be more on marketing and promotional campaigns alongside with its dominant market. Which in real can have a significant influence on destination image. For example, it should also focus on western market which brings higher economy and spending pattern of tourist due to the conversion of currency which is relatively higher. Nevertheless, spending pattern depends upon the decision by tourist whether it is locals or outsiders.

❖ Coming to the main issues of this study about small operators. Even though, government of Yuntai has invested billions of Yuans for the rural transformation. Based on the findings from interviews and observations, it indicates, not even the 10% of total amount of this investment is invested for upgrading the local capabilities and skills in order to cope up with the changes of market requirement. It is essential because, locals are the primary stakeholders who come in contact with tourist consistently, during their stay. So, it is relatively important to understand this markets needs professionally and deal with it. Together, this enhancement of skills supports locals “economically” and to the management “socially” leaving good image about the place.

In Yuntai, there is not many options for the locals to engage themselves in different sector apart from engaging in this service industry. Leaving them no choice to follow the trends to stimulate their economy. Resulting, most of them tends to become competitor, which in hand creates a gap in order to co-operate with each other. Also, leads to unequal distribution of economy amongst themselves based on their investment and business scope. Consequentially, locals never gets a change to grow their business apart from dealing with their daily issues.

On this regards, there should be a committee or management that can focus on this issues and monitor them periodically. Which can be traceable through monthly meetings and discussions. Further, this act will also support to the local government, because if the bottom issues are minimized, authority who are at the higher level need not to deal with these issues. This discussion, suggests that, there should be a committee/ management, established under the local government. Which should focus only on SME's.

❖ From the community perspective, it was noticed that there is actually lack of role model that really can inspire the locals who are operating the business at different levels. Meanwhile, it is always best to have a leader with analogous vision, he/who can actually understand the needs of the locals and put forward their issues to the local authorities. Most of the time, locals in rural areas tends to have strong faith and trust for the “local leaders.” Foremost reason is, leader being form the same community which gives them a full bundle of

trust without any hesitation. And secondly, because of the identity or background of the local leader carries. Mutually, this advantage can be utilized for the benefit of the communities, and also this act will help to minimize the unwanted issues that creates the gap while co-operating with each other's.

The opportunities for Small Tourism Operators in Yuntaishan Mountain are as follows:

- Since 2001, it has invested about RMB two millions to invite more than 60 experts from national tour office. This transformation indeed provides opportunities for these small operator's especially, if policies are provisioned towards locals.

- Due do the rapid development in economy, the standard of living of locals situated nearby Yuntaishan Mountain got increase rising in these 14 years. Associating with the development of the relevant industries i.e. transportation, catering, hotels, with a rapid development and stimulating the overall development of the tourism industry in Yuntaishan Mountain.

- This inclination of development along with it economy, leads to involve the locals in small or medium business from agriculture. Precisely, because of the confidence of the investment return which normally takes a while in agriculture and the profit depends upon the appropriate season with same or more amount of effort done by the farmers.

- At present, in Yuntai there is only one event (Dong bei Er Ren Zhuan) that happens in the locality. To engage tourist with the ambience and mixture of culture performance. Findings revealed that this event has two drawbacks where locals are not satisfied. First, it clashes with the business timings with the small operator. Second, it is not the actual event that reflects the cultural of Yuntai Mountain.

Particularly, it signifies, there is a lack of cultural events or performance that can reflect the cultural aspects of Yuntaishan Mountain and its people. Which is obvious? So it needs to be considered significantly by the management. In order to organise more events that should reflect back to the culture of host communities. Furthermore, there is also a need to create more tourist attraction such as: theme and amusement parks that can attract more tourist. Until now, the influence of radius of attracting tourist is from 300km of perimeter only.

The threats in Yuntaishan Mountain and for Small Tourism Operators are as follows:

- Most importantly, in order to get benefit from tourism development especially for small tourism operators. Management of Yuntai need to come up with a comprehensive strategy to compete with rest other cities which are also located with the same convenient route of

Longhai railway as part of silk route. For the reason is that, these cities are internationally renowned for its tourism attraction. Starting with Luoyang: Longmen Grottoes and White Horse Temple which are located in Luoyang, and the famed Tang three-glaze horses. Likewise, Shaolin Temple and Songshan Mountains are location in Dengfeng which attracts many international tourists to visit. Similarly, the main competitor is Xi'an which is located in the Shaanxi province and it borders on the west of Henan. Xi'an is the capital of Shaanxi and it is also one of the birthplaces of the ancient Chinese civilization. The famed, the Emperor Qin Shihuang's Tomb and Museum of Qin Terra-cotta Warriors and Horses are both in Xi'an. These both sites are well-renowned for international tourists, even for domestic travellers. Equally, Xi'an also invested much of its capital in advertisement of their tourist attractions.

Therefore, it is important for the local government of Yuntaishan Mountain to see these market segment at present and analyse, its outcome for future. Meanwhile it also points out that, if the competitive environment cannot be established, it will be quit challenging for this area to compete with rest of other popular international tourist destination. Subsequently, including the life and business of small operators, due to the decreasing cycle of number of tourist every year.

- In the same way, management of Yuntai needs to organise more events and festivals that really can attract the tourist. As described earlier there is only one event which is organised locally, if it has to be compared with rest other competitor cities. They are far more behind on these strategies. For example, the exhibition of "poeny flowers" are always held in April at Louyang, also exhibition of "chrysanthemum flowers" that is held in October in Kaifeng. This occurrence, highlights Yuntai Mountain need to come up with similar kind of strategy to organise events that reflects the cultural and social identity of the Yuntai meanwhile dominating the market trend.

5 Factors influencing sme's growth in yuntaishan mountain

Based on the SWOT analysis presented above highlights the overall context of small operators and tourism development and its issues at Yuntaishan Mountain. Furthermore, based on the findings and analysis, this chapter will present new strategic approach for the management in order to minimize the issues faced by the small operators meanwhile recommends to develop the sustainable market of tourism in Yuntaishan Mountain? By considering the factors recommended below seriously.



5.1 Nature of Tourism

Yuntaishan Mountain is a seasonal

spot, the sceneries of Yuntaishan Mountain changes with the seasons. In spring, the mountain is decorated with wild flowers and green grasses. In summer, the luxuriant virgin forests and beautiful waterfalls make it an excellent resort. In autumn, leaves turn fiery red and the mountain looks like a colourful umbrella. These varieties of seasonal offering can only be interested for the tourist during the first visit can be a boring experiences for them. What if instead they want to see something different apart from this natural scenes which they are used to it while framing the moments into their camera. So for this instance, this destination lack to offer similar excitement comparing to the peak-season.

5.2 High Cost for small operators

The evidence collected from the findings revealed that the cost for operating small operators are relatively high. As expressed by the respondents, cost normally occurred when they have to pay for the rental for their stall outside the street (see Figure 5-1). Which is extremely higher, since it is a seasonal spot, it becomes challenging for them to operate during off-season. As it can be clearly seen from the picture, there is no crowd of tourist because of the less rain so waterfalls are dried-out. To overcome this issues, most of the respondent asserted if the cost for rental is minimize, these operators really can benefit from the profit they earned usually.



Figure 5-1 Local stalls at Yuntai Mountain

Source: Karun Rawat

In this aspect, management should come-up with the flexible options for these small operators. For instance, during off-season, price of the rental for these operators should be reduced. This reduction can have a dual impact on these small operators. First, they can be motivated to operate their business in the some business. Second, due to the increase level of

confidence they might expand their business more professionally, and economically.

5.3 Lack of Financial Support

In China, SME's accounts for more than 90% of the total investment in manufacturing sector and they contribute significantly to the social and economic development (China Window, 2010). Based on this fact, it can be anticipated that investing on SME's is reasonable. Apparently, in the context of Yuntaishan Mountain, findings revealed that these small operators lacks the financial supports from the local government or any kind of subsidizes that can really supports them to operate. Apart from one instance, if the farmers land is reserved by the local government for the transformation policy project. Farmers, tend to get some subsidies in order to compensate the land occupied by the local government.

This situation clearly shows why the small operators are facing the financial issues while operating this enterprise business. It is important to discuss about the finance options for this small operators, because financing in this sector usually means utilizing their own capital, retained profits and depreciation. Considered essential part of the survival and for the development of the enterprise as identified by the previous researchers and practitioners Gelinas, Pretorius and Shaw, (1998; 2004). By contrast, for this study not many options are available for these operators such as:

- ❖ Lack financing options from commercial, merchant and development banks (Keasey & Watson, 1994)
- ❖ Lack of debt financing (loans) provisions (Samuels, Wilkes, & Brayshaw, 1997).

There is an effort to be made from local government to make this consideration as a core objective to support small operators at Yuntaishan Mountain as a formal source. As Pretorius and Shaw (2004) outlined, there are two fundamental concepts for financing SMEs, the internal and external forms. Externally, it is clearly outlined by the respondents there is a lack of provisions for them to support this enterprise business. Likewise, findings showed that currently these operators finance their enterprise through informal sources such as: family, friends and trade credit, and so on.

To sum up, management of Yuntai needs to consider this issue importantly. In order to come up with formal policies that includes financing options for these small operators. Collectively, based on the respondent feedback these small firms really require external financing support. For the reason is that, out of total respondents, majority of respondents were farmers as part of their previous occupation.

5.4 Human resources development

Prior to the above discussion, local government also need to focus on enhancing locals skills. However, as evident as part of rural transformation project for tourism development on Yuntaishan Mountain. Government have provided employment opportunities and recruited most of the locals to work as a tourism officers. But at community level, precisely for small operators, it oversights to include strategy that can could enhance the quality of small operators by conducting, trainings and workshops programs. It is very essential to take this initiatives because it will help them to upgrade their skills based on the demands of the market. Also, to be as a professional service provider for this service industry. Eventually, this strategy will benefit the local government in a long run, because of the positive image perceived by the tourist during/after their visit while dealing with the locals. As a result, in near future this experience of tourist could increase the flow of tourist as a favourable tourist destination and most importantly through the act of professional and hospitable services offered by the destination.

5.5 Lack of local niche product

Besides this discussion for upgrading small operators skills. This destination also lacks to recognition by its niche product. For example; culture events, souvenirs, handi-craft, beats or any traditional Chinese products that reminds the tourist about their visit. Mostly, as observed during the field trip every local products which were exhibited by the small tourism operators can be easily available on the other province or cities around China. As part of natural phenomenon of human nature, people tends to get more intact with the memories, which sometime forces them to travel to refresh their memories. So in this case, Yuntai fails to provide this kind of exciting feelings for the tourist which could remind them of their visit in future. Equally, it is important for small operators also, even if product is small or lesser in price but if it has unique features that represents about the particular place, it will easily attract the eyes of the tourist and increase their daily selling by some amount.

Additionally, during the interview session with the participants, researcher came across with one of the medium tourism operator practising this event. Who is in the process of promoting a “local sauce” (see Figure 5-2). This sauce can only be found in Yuntai, this practise is really important that gives an additional identification for the destination. This act also suggest to local government, to come up with local niche product which add value to the destination image.



Figure 5-2 Local sauce of Yuntaishan Mountain

Source: Karun Rawat

Further, one of the respondent categorized as role model, due to this kind of innovative initiatives take by the respondent. As respondents sadly expresses during the interview session: *it is very sad to know that people like me who wants to do something innovative, government doesn't support us at all, we have to do own our own, I can do it and I am doing it. But the main problem in Yuntai or overall in China is, people are very good at imitation. So to avoid this kind of situation, first government need to support and design the policies, can cannot really affect our business, all I am asking is if you can't support us, just help us to do our work in harmony, that's all I have to say.* (RP-04). This statements opens-up and set an example for SME's, how they can be innovative in order to come up with niche market and promote Yutai and their culture as an unique identity. This practice opens up the umbrella of the local authorities, that this kind of initiative is really plays a significant role for promoting destination. Meanwhile recommends also while implementing due to the learned lesson there should be a proper monitoring clause also to come out with innovative products which should not be similar. As a result, community will offer wider number of niche products that signifies the Yuntai Mountain. Subsequently, benefiting the local authority promotional campaign.

5.6 Imitations

As per the findings revealed, apart from the involvement of the government. These small operators faces issues of imitation. Which in hand reduces their business cycle, as tourist tends to get experience similar food or any other related activities. It is quit ironic, first, these locals raise issues that government is not supporting them. While in second, they tend to practise this unethical operational activities which is indirectly affecting their business and image of the destination. However, this issues also has be dealt by the management by monitoring these kind of unethical practices. Which becomes more like snatching business and tourist might not like this act if they come across any of these circumstances.

6 Discussion

This study initially explored the issues and challenges faced by small operators in Yuntaishan Mountain. Further, after identifying the causes through major findings. SWOT analysis was applied in order to recommend an appropriate strategy that can be beneficial for small operators in order to conduct their business and to promote Yuntaishan as a favourable tourist destination by identifying its weakness and threats. With regards to the findings, overall responses from the respondent indicates that the locals are actually not satisfied with this rural transformation project. Precisely, because benefit of this transformation only goes to the local government treasure. For the reason is that, none of the program under this development have been categorise for locals. However, without any denial this project indeed change the structure of the entire area including; overall infrastructure development. But based on the respondent feedback and sole observation of the researcher. This policy needs to be revised partially and include some of the provisions that can mainly focuses on small operators.

In addition, this policies seems to be dominated towards government rules and regulation for medium business operators also. As an example, medium business cannot expand their business through the infrastructure development issues which is restricted by the local government policy. Meanwhile, for small operators there is no such proper location made by the government in order to run their business. As a consequence, street becomes more crowded with hustle and bustle, leaving a negative image for the tourist about the destination. Influencing the business of overall tourism operators at Yuntaishan Mountain. Taking account into these major issues and overcoming it would be an appropriate step of local government of Yuntaishan Mountain. First, to minimize the issues and challenges dealt by these small operators. Second, indirectly saving the destination image for providing lack of proper service to its consumers.

6.1 Limitation of this Study

In the preparation of writing this report, there were few difficulties and problems baffling in this research process. First of all, starting with the major part of this research, which was during the interview session. Since, researcher was not familiar with the local language while conducting interviews who was assisted by the local student as a “translator.” It is expected that there might be some important information left-out which translator couldn’t deliver to the researcher even the translator was scientifically prepared for this instance. Furthermore, may be a sense of biasness occurred in the translator perception to highlight the issues experience by the local student. Secondly, it was very difficult to find the relevant documents and materials related to SME’s operators in Yuntaishan Mountain. Most of the document which was found based on the previous findings, precisely in Chinese Journals. However, due to the help of local students, there was some convenient to find related articles that were especially published in Chinese

Journals in English Language. So this acts might have influenced the research output which is considered as part of the limitation of this research as every research has its own limitations.

7 Conclusion

This report illustrated the major issues and challenges faced by the small operators. Furthermore, it also identified the major factors which are moreover responsible for the issues dealt by small operators at Yuntaishan Mountain. In accordance with the study findings and SWOT analysis, new tactical factors and determinants have been recognized and recommend for the local government to overcome the issues and challenges prior to the discussion. It also, shade the light on existing policy which doesn't not align with the locals issues. Similarly, moving from community level to overall destination image. As found, this destination also lack major events and its niche product in order to equally compete with its nearby cities which are internationally renewed for its products and events. Thus, recommending to implement new strategy which is essential to include and stand as a strong competitor in this service market in order to attract and sustain the flow of tourist. Therefore, overall this study including SME's issues has provided some insight weakness and highlighted the potential opportunities of Yuntaishan Mountain. It is expected that if all these factors are cooperatively included, still there are chances to be one of the favourable tourist destination in Henan Province and in China as a whole.

7.1 Suggestion for future research

This research have focused on SME's in Yuntaishan Mountain and the rural transformation policies. Which was done by the researcher who was non-native Chinese. This research can be expanded with the same issues by including one more category of the participant as "government tourism officials." Results could be more interesting and factual to find the information through the officials as it will allow to triangulate their feedback that actually aligns with the issues of SME's or not. Comparative findings can be derived through this process. Also, further studies will be more empirical, if the study will be conducted by the local researcher with the same research scope and respondent, preferably using local language.

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