

2018 Monitoring Report on the Sustainable Tourism Development of Kanas

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People's Government of Yi County, Huangshan City



Acknowledgement

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And all those who helped with the monitoring work.

1. Foreword

The 2018 monitoring program could be divided into three stages, specifically: monitoring preparation stage, field monitoring stage and report stage.

Monitoring preparation phase: Since MCSTO received the monitoring task in early August of 2018, the center under the multi-party cooperation successfully completed the 2018 monitoring of sustainable tourism development of Kanas. The monitoring group consisted of 10 doctoral and postgraduate students from the Center for Tourism Planning and Research of Sun Yat-sen University. The leader of the monitoring group was WENG Lisheng, and the remaining personnel included doctoral students A Rongnuo, PANG Zhaoling, YANG Xihao and postgraduate students WANG Jianna , WANG Siya , LIU Huimin , LIU Yanping , ZHANG Ruoxuan , WU Jie . During the preparation stage, the monitoring group conducted detailed discussion and analysis on monitoring tasks. Based on Instruction Manual of Sustainable Tourism Development Indicators for Tourism Destinations and the characteristics of Kanas scenic area, the monitoring group initially drafted the monitoring indicator system on Kanas scenic area, and designed the questionnaires to be distributed among tourists, residents, tourism business operators and staff, along with community interview proposals. In addition, the monitoring group also learnt about information about Xinjiang tourism and Kanas scenic area, in order to lay a solid foundation for the latter monitoring work.

Field monitoring stage: On September 20, the monitoring group set off from Guangzhou and carried out research work of sustainable tourism development in Kanas. During the 10-day investigation, with the strong support and collaboration of Kanas Scenic Area Management Committee, the monitoring group successfully conducted the monitoring on sustainable tourism development indicators of Kanas scenic area. The monitoring group conducted random researches among tourists in Kanas Tourist Center (Transit Center), Kanas Old Village, Kanas New Village, Kanas Lake, Jia Dengyu, Hemu Village and Baihaba Village. They conducted questionnaire surveys and interviews with tourists and community residents. They also visited the Kanas Scenic Area Management Committee and collected relevant second-hand information on the Kanas area.

During the monitoring program, the group collects a great number of first-hand materials about tourists, residents, tourism enterprises and local government. It was originally planned to complete 1,200 questionnaires, and finally completed a total of 1,330

questionnaires of various categories. Specifically, for tourists, a total of 618 questionnaires were distributed. While distributing questionnaires, the group also interviewed some tourists and tour guides about suggestions on tourist experiences and tourism development so as to supplement analysis. In terms of residents, by random sampling, the group mainly conducted door-to-door interviews and supplemented by intercept interviews. The investigation combined semi-structural interviews and questionnaires. The group mainly adopted door-to-door in-depth interviews and semi-structural questionnaires to conduct community investigation, mainly in 3 communities, specifically: Hemu Village, Kanas New Village and Old Village, as well as Baihaba Village. The group also interviewed and revisits residents who ran business. 357 questionnaires were distributed. In terms of tourism enterprises, the group conducted sampling investigation on the major business format in these four communities, including hospitality industry, catering industry, souvenir shops and retail stalls. Among them, 177 questionnaires for the owners were collected and 178 questionnaires were collected for employees .

Report stage: From October 1, the monitoring group started to study the materials collected during the monitoring and carried out a final report. This monitoring has combined the indicators and methods of the United Nations World Tourism Organization and the actual situation of Kanas tourism development to develop a basic indicator system for sustainable tourism development of Kanas. It should be noted that due to the change in the statistical content and level of detail of the local statistical level, it is impossible to maintain the continuity of some data, which may lead to some conclusions that are not comprehensive and accurate enough.

2. Tourism and community

2.1 Tourism and community monitoring indicators

The 2018 monitoring was mainly conducted in Kanas New Village, Kanas Old Village, Baihaba Village, Hemu Village and Jia Dengyu. By random sampling, the monitoring mainly conducted door-to-door researches and supplemented with intercept interviews. Combining semi-structural interviews and questionnaires, the monitoring group in total distributed 380 questionnaires in four communities, with 357 ones returned, achieving a rate of return of 94%. Among which, 335 of them were valid questionnaires, achieving a validity rate of 94%.

2.2 Basic situation of residents

2.2.1 Gender composition: more males than females

In terms of sample data, males accounted for 69 % and females accounted for 31 %. There were two reasons for the unbalanced gender ratio. First, investigators conducted questionnaires research of residents working outdoors. Most of them work on renting horses and riding motorcycles and are males. Second, women generally have lower proficiency in mandarin, and usually only young women can be interviewed.

2.2.2 The age structure: the youth-oriented groups

Interviewed residents are mainly 18 to 45-year-old, which account for 87.82%, including young people under the age of 35 which account for 70.83 %, which increased 13.83% compared to 2017. The development of the tourism industry increasingly attracts young people to stay in the local employment, which avoids hollowing out local villages.

2.2.3 Degree of education: mainly high school degree, the proportion of high education is enhanced

The degree of education of the sampled residents is mainly below the junior college, accounting for 87.66 %. The proportion of high education has increased, and the bachelor degree, graduate degree and above account for 12 %.

2.2.4 Occupational composition: mainly engaged in tourism, diversified occupational types

More than half of the residents are engaged in tourism-related industries, which are mainly self-employed, renting horses, catering, accommodation, security personnel and freelancers. The rest of the residents are pastoralists, teachers, doctors or at home unemployed.

Tourism occupies an important position in the development of community. The proportion of practitioners in tourism-related industry reach 58%. The occupational categories of tourism that residents participate in has gradually diversified.

2.2.5 Local residence: World Habitat population-based, the immigrant population increased significantly

Most of the residents interviewed for the native population, of who live more than six years accounts for 48.65%, while 40.2% of residents dwell less than 3 years, which has increased by 26.2% year on year in comparison with 2017. This suggests that most of the residents interviewed are local original residents, but at the same time, because of marriage, investment, immigration, more foreign residents are attracted.

2.2.6 Ethnic composition: ethnic minorities are dominant, and ethnic diversity is significant

Most of the residents surveyed are ethnic minorities, accounting for 69.21%, of which Kazak accounts for 39%, Hui accounting for 14%, and Mongolian Tuwa account for 12%. The Han nationality only accounts for 31%, and the ethnic diversity is remarkable.

2.2.7 Average monthly income: mainly middle-income level, the apparent gap between rich and poor

In terms of the survey, the average monthly income of residents is mainly 4500 yuan per month and below, which accounts for 63.43%. Residents with an average monthly income of less than 3,000 yuan account for 20%, and residents with an average monthly income of 10,000 yuan or more account for 10 % , indicating that the average monthly income of local residents is mainly at the middle income level, but at the same time the wealth gap is relatively obvious.

2.2.8 Housing situation

(1) Housing: reduction in the number of houses, 70% of residents own 5 or less than 5 houses

In terms of the number of houses that residents own, the results of the survey show that 71% of the residents own five or less than five houses, which increases 15% compared to 2017. In addition, 19% of residents own 6 to 10 houses, and 10% of residents own 10 houses or more, which declines compared to 2016 and 2017. Demolition work on half-log houses is the main reason for the decline in the number of houses.

(2) Building materials: mainly traditional building materials like wood and felt

Building materials of residential housing is mainly wood and felt, which together account for more than 74%, while modern building materials account for 26%. Houses of local residents mainly are the traditional wooden houses and Kazakh felt houses, of which the shape has not changed with the tourism development. As a tourist attraction, traditional architecture has been effectively protected and carried on with the tourism development.

(3) Construction time: The proportion of house that were newly constructed after 2010 increases

16.5% of residents interviewed said that their own house was built before 2000, and 38.2 % of residents said theirs were built between 2000 and 2010. 45.4% of houses were built after 2010, which increased by 16.4% compared to 2017, but it was not much different from 2016. This is due to the fact that the demolition work of semi-circular wooden houses in 2017 has come to an end, and people were encouraged to build houses because of the needs of the tourism industry to receive guests.

(4) The kind of property: the proportion of rental housing is rising

Due to the needs for tourist management, most residents rent out houses to foreign operators or use it to run their own business. More than half of the residents rent their houses, accounting for 54.2%, which continuously increases compared to 2016 and 2017, an increase of 29.2% and 11.2% respectively. 45.8% of houses are used for self-run, which has not changed significantly compared to 2017.

(5) House rent: rents continue to rise

Residents collect rent from their houses that are rented to others. The rent is generally divided into three levels. The number of houses that are rented for 50,000 yuan has not changed significantly compared to 2017, which accounts for 30%. The number of houses that are rented for 50,000 to 100,000 yuan decreases by 25%, which those that are rented for 100,000 or more increase by 22% year on year. The house rent in Kanas of 2018 continuously rises compared with 2017.

2.3 Residents' perception of the impact of tourism

When testing the residents' perception of the impact of tourism, the questionnaire

takes the measure of Likert scale, which describes the impact of tourism on various aspects of Kanas in different items, and then are estimated by the residents by 1 to 5 that respectively mean “completely disagree” , “disagree” , “neutral” , “agree” , “entirely agree” .

2.3.1 Economic influence

(1) Tourism promotes local economic development: nearly 90% of residents hold a positive attitude

3% of residents disagree that tourism promotes local economic development where 10% of the residents of the residents take neutral attitude, 60% agree and 27% entirely agree.

(2) Tourism increases employment opportunities: four fifth of residents hold a positive attitude

For the tourism employment increased answer this question, 1% of the residents completely disagree that tourism increases employment opportunities, where 5% of the residents do not agree, 59% agree and 20 % entirely agree, and 15% of residents take neutral attitude. Overall, the proportion of residents who disagree that tourism increases employment opportunities is 6%, while the proportion of residents who agree is 79%. Compared with 2017, residents’ perception for tourism increasing employment opportunities is stronger in 2018 (In 2017, the proportion of residents who agreed that tourism increase employment opportunities was 75%.)

(3) Tourism causes local prices to rise: over 60% of residents agree

In terms of the item that tourism causes local prices to rise, 3% residents completely disagree, 11% disagree, 20% take neutral attitude, 48% agree and 18% entirely agree. On the whole, the proportion of residents who agree in 2018 is 66%, while the proportion of residents who disagree is 14%, and 20% of residents are neutral. Compared with 2017, the proportion of residents who agree slightly increased. This shows that the rising prices brought by tourism is a persistent phenomenon in the development of local tourism, which needs attention.

(4) Tourism widens the gap between the rich and the poor : more than half of the residents agree

2% of residents completely disagree that tourism widens the gap between rich and poor, 12% of residents disagree, 31% of residents take neutral attitude. The proportion of residents who agree that view is 43%, and the proportion of residents who strongly agree is 12%. On the whole, the proportion of residents who think that tourism widens the gap between rich and poor is 55%, while residents against the idea is 14% (24% in 2017). The proportion of residents who are neutral on this view is 31 % (26% in 2017). From 2015 to 2017, the proportion of residents who agree that tourism widens the gap between the rich and the poor has decreased year by year (from 71 %, 63 % to 50 %) , the proportion of which has increased to 55% by 2008. This shows that in the tourism development, the community should pay attention to the gap between the rich and the poor.

(5) tourism attracts more investment and customers: more than 70% of residents agree

1% of residents completely disagree that tourism attracts more investment and customers, and 5% of the residents disagree. 19% of the residents take neutral attitude, while 60% of residents agree and 15% of residents agree that this point of view. On the whole, 6% of residents are against that tourism attracts more investment and customers, while 75% of residents agree with it. 19 % of residents take neutral attitude. Compared to 2017, the number of residents with a positive attitude increases slightly (82% in 2017). This shows that tourism's attraction to investment and customers reached a relatively stable state in 2017.

(6) Tourism improves living standards: over 80% of residents agree

6% of residents disagree that tourism improves living standards, while 62% of residents agree, and 19 % of residents entirely agree. 13% of residents take neutral attitude. On the whole, the proportion of residents who agree that tourism improves living standards is 81%, while the proportion of residents who feel the opposite is 6%. In addition, 13% of residents take neutral attitude. This shows that the tourism development has really played an important role in improving the living standards of local residents and the vast majority of residents have a positive attitude towards the role of tourism in improving people's living standards.

(7) Tourism only benefits a few people: 40% of residents agree

7 % of residents completely disagree that tourism only benefits a few people, and 18 % of residents disagree. 26 % take neutral attitude. 39 % of residents agree with the view, and 10 % fully agree. On the whole, 25% of residents do not agree that only a few people benefit from tourism, while 49% of residents agree, and 26% of residents take neutral attitude. Compared to 2017, community residents perceive more strongly the unbalanced benefits from tourism, where the proportion of residents who perceived it is 58%, 33% and 49% respectively from 2016 to 2018. This shows that there is still imbalance in tourism development.

2.3.2 Social influence

(1) Infrastructure like roads, water and electricity is improved: over 80% of residents agree

5% of residents disagree that tourism improves the infrastructure like roads, water and electricity, while 14% of residents take neutral attitude, and 61% of residents agree, 20 % of residents in full agreement. Overall, only 5 % of residents do not agree that tourism has improved the infrastructure such as roads, water, electricity, etc., while the proportion of residents who agree is 81%. This shows that the tourism development has contributed greatly to the improvement of local infrastructure and has been recognized by local residents. However, compared to 2017, the number of residents with a positive attitude decreases slightly (from 93% to 81%), which shows that with the gradual development of tourism, the improvement of infrastructure has been basically saturated.

(2) Medical condition is improved: more agreement

2% of residents completely disagree that tourism improves the medical condition, and 11 % of residents disagree. 28% of residents take neutral attitude, while 46% of residents agree, 13% of residents in full agreement. On the whole, 13% of residents disagree that tourism improves the medical condition, while 59% of residents agree with it, and 28% of residents take neutral attitude. In the recent three years, the proportion of residents who agree that tourism improves the medical condition has increased significantly, which is 36% in 2016, 51% in 2017, 59% in 2018, and the proportion of residents who disagree has declined year by year , which is 52% in 2016, 29% in 2017, and 13% in 2018. Thus, in

recent years, the improvement of medical condition of the community has been significant.

(3) Education level is raised: 70% of residents agree

1% of residents completely disagree that tourism raises the education level, and 7 % of residents disagree. 22% of residents take neutral attitude, and 54% of residents agree with it, 16 % of residents in full agreement. Overall, 70 % of residents believe that the tourism development improves local education level, while 8 % of residents believe not (23% in 2017), which compared with 2017 has decreased significantly. This suggests that the development tourism play a significant role in improving the local education level, and this positive impact is sustainable.

(4) Removal of old houses and new houses increase: nearly half of residents agree

4% of the residents completely disagree that tourism causes the increase of removal of old houses and construction of new houses, and 21 % of residents disagree; the proportion of residents in favor of this view is 39%, and the proportion of residents who fully agree is 11%, 25% of residents in neutral attitude. Overall, 25% of residents believe that the tourism development causes the increase of removal of old houses and construction of new houses, which in comparison to previous years is significantly reduced (75% in 2016 and 47% in 2017). In 2017, the Kanas Scenic Area Management Committee strictly controlled the houses that violated the planning scope and planning requirements. Before October 7, all houses that did not meet the building requirements were demolished, so residents generally perceived that compared with previous years, the number of new houses was significantly reduced.

(5) Traffic congestion: nearly half of residents agree

5% of residents completely disagree that tourism causes the traffic congestion, and 24 % of residents disagree. 23 % of residents take neutral attitude. 39 % of residents agree, and 9% of residents fully agree. Overall, residents who think that tourism development causes the local traffic congestion account for 48%, and residents against it is 29%. The proportion of residents in neutral attitude is 23%, which compared with 2017 is not significant changed. With the tourism development, community traffic conditions have been gradually improved, but at the same time it is also facing the negative impact of traffic congestion.

(6) The crime rate rises: less than 10% of the residents agree

24% of residents completely disagree that tourism cause the crime rate to rise, and 39 % of residents disagree; 18 % of residents take neutral attitude; 15% of residents agree, and 4% of the residents fully agree. On the whole, the proportion of residents who agree that tourism cause local crime rate to rise is 19%, where the proportion of residents who disagree is 63%, and the proportion of residents in neutral attitude is 18%. In the interview, local residents generally reflected public places in Kanas are strictly maintained order, and therefore the security is greatly guaranteed. In this context, the tourism development facilitates the local public security.

(7) The original life is disturbed: less than 20 % of residents agree

23% of the residents completely disagree that tourists disturb their original life, and 33% of residents disagree; 30% of residents take neutral attitude; 14% of residents agree, and 5 % of residents fully agree. On the whole, the proportion of residents who agree that tourists disturb their original life is 19%, while the proportion of residents against it is 56%. Additionally, 25% of residents take neutral attitude on this issue. It can be seen from the above that the impact of the arrival of tourists on the lives of local residents is not very great, and the residents relatively welcome the arrival of tourists.

(8) The use of scenic spot resources is restricted: a few residents agree

17% of the residents completely disagree agree that due to tourism the use of scenic spot resources is restricted, and 26 % of residents disagree; 31 % of residents take neutral attitude; 21% of residents agree with this view, and 5 % of residents fully agree. Overall, resident who agree that due to tourism development the use of scenic spot resources is restricted account for 26%, which is not significantly changed compared to previous years. This shows that most of the residents lack of clear perception when resources are deprived in the tourism development, which is closely connected to management community's equal or even preferential treatment towards local residents.

(9) Tension between residents and tourists: few residents agree

19% of residents completely disagree that tourism leads to tension between residents and tourists, and 41% of residents disagree; 18 % of residents take neutral attitude; 18% of residents agree with the view, and 4% of residents fully agree. Overall, the proportion of

residents who believe that tourism leads to tension between residents and tourists is 22 % (15% in 2017), while the proportion of residents who take the opposite view is 60 % (56% in 2017). This shows that the relationship between residents and tourists is harmonious.

2.3.3 Cultural influence

(1) The exchange of local and other places is promoted: over 80% of residents agree

19% of residents completely disagree that tourism promotes the exchange of local and other places, and 4% of residents disagree; 9 % of residents take neutral attitude; 68% of residents agree with the view, and 18% of residents fully agree. Overall, the proportion of residents who agree that tourism promotes the exchange of local and other places is 86 %, while only 5% of residents take the opposite view, and 9% of residents take neutral attitude. It can be seen that the role of tourism in promoting external exchanges has been recognized by the majority of residents.

(2) Folklore and traditional culture are destroyed and forgotten: 60% of residents disagree

20% of residents completely disagree that folklore and tradition culture are destroyed and forgotten, and 39% of residents disagree; 19 % of residents take neutral attitude; 18% of residents agree with the view, and 4% of residents fully agree. Overall, the proportion of residents who agree that tourism development causes local folklore and traditional culture to be destroyed and forgotten is 22 %, while 59% of residents think that tourism development doesn't cause local folklore and traditional culture to be destroyed and forgotten. This shows that with the tourism development, local folk customs and traditional culture still maintain their own vitality, and the impact of tourism development on them is relatively small.

(3) Festival activities increase: over 60% of residents agree

5% of residents completely disagree that tourism causes the increase of festival activities which enriches their lives, and 12% of residents disagree; 18% of residents take neutral attitude; 50% of residents agree with the view, and 15% of residents fully agree. On the whole, the proportion of residents who agree that tourism causes the increase of festival activities which enriches their life is 65%, which slightly increases compared to the previous years (37% in 2016 and 62% in 2017). This shows that the tourism development has

affected the daily life of local residents to a certain extent, especially the festival life. On the basis of the original traditional festivals, they have added some modern festivals of the Han nationality. The uprise of these festivals plays a role in enriching the residents' lives.

(4) The development of local crafts is promoted: over 70% of residents agree

1% of residents completely disagree that tourism promotes the development of local crafts, and 7% of residents disagree; 18% of residents take neutral attitude; 57% of residents agree with the view, and 17% of residents fully agree. On the whole, the proportion of residents who agree that tourism promotes the development of local crafts is 74%, which steadily increases compared to the previous years (45% in 2016 and 59% in 2017). This suggests that tourism has had increasing facilitation in the development of local crafts in the recent three years.

2.3.4 Environmental Impact

(1) Sanitary conditions are improved: nearly 90% of residents agree

1% of residents completely disagree that tourism improves the sanitary conditions, and 2% of residents disagree; 8% of residents take neutral attitude; 70% of residents agree with the view, and 19% of residents fully agree. On the whole, the proportion of residents who agree that tourism improves the sanitary conditions is 89%, which increases compared to the previous years 69% (in 2016 and 84% in 2017). This indicates that the tourism development has a positive effect on the improvement of sanitation conditions in local communities.

(2) Environmental education and wildlife-preservation is facilitated: over 80% of residents agree

4% of residents disagree that tourism facilitates the environmental education and wildlife-preservation; 12% of residents take neutral attitude; 62% of residents agree with the view, and 22% of residents fully agree. Overall, 84% of residents believe that tourism facilitates the environmental education and wildlife-preservation (76% in 2017), while only 4 % of residents believe that tourism has no such effect. This indicates that with the tourism development of Kanas, residents' awareness of environment and wildlife preservation has been significantly improved, and tourism is considered to have a positive effect on promoting environment and wildlife preservation.

(3) Resources that local needs are consumed: 30% of residents agree

14% of residents completely disagree that tourism consumes resources that local needs, and 14% of residents disagree; 24% of residents take neutral attitude; 29% of residents agree with the view, and 6% of residents fully agree. Overall, the proportion of residents who agree that tourism consumes resources that local needs is 35%, while 38% of residents disagree, and 27% of residents take neutral attitude. In the interview, most of the residents think that tourism development has small impact on resources that residents use. For example, "our prairie is very broad, and here it is just a small part", such expression may appear from time to time in the community's feedback.

(4) Air pollution is aggravated: more than half of residents disagree

14% of residents completely disagree that tourism aggravates the air pollution, and 38% of residents disagree; 24% of residents take neutral attitude; 20% of residents agree with the view, and 5% of residents fully agree. Overall, the proportion of residents who disagree that tourism aggravates the air pollution is 52%, while 24% of residents agree. More than half of residents disagree with it, which is better than the data of 2017 (the proportion of residents who disagree in 2017 is 35%).

(5) Noise pollution is aggravated: nearly half of the residents disagree

13% of residents completely disagree that tourism aggravates the noise pollution, and 34% of residents disagree; 26% of residents take neutral attitude; 21% of residents agree with the view, and 6% of residents fully agree. Overall, 27 % of residents believe that tourism aggravates noise pollution (39% in 2017), while 47 % of residents disagree (a significant increase in comparison with 29% in 2017). This shows that the noise problem has been better improved in the Kanas scenic area.

(6) Water pollution is aggravated: more than half of the residents disagree

13% of residents completely disagree that tourism aggravates the water pollution, and 38% of residents disagree; 22% of residents take neutral attitude; 21% of residents agree with the view, and 6% of residents fully agree. Overall, 27 % of residents believe that tourism aggravates the water pollution (39% in 2017), which decreases compared to the previous years (39% in 2017 and 60% in 2016). It can be seen in the interview that in fact, most of the community residents feel that the water quality of the lake area is less affected

and still maintains a relatively good state.

(7) Garbage increases: nearly 5% of residents agree

10% of residents completely disagree, and 23% of residents disagree; 18% of residents take neutral attitude; 38% of residents agree with the view, and 11% of residents fully agree. Overall, 49 % of residents believe that tourism causes the increase of garbage, which decreases slightly compared to 54% in 2017, and the proportion of residents do not agree to the view is 33%. This indicates that residents generally have a relatively intuitive and strong perception of the pollution on garbage.

2. 4 Residents' attitude and satisfaction

2.4.1 An increase in the scale of tourism: the vast majority of residents recognize it

3% of residents express disagreement, 15% of residents say they have no influence, and the rest of residents agree with this view. Overall, the majority of residents agree that the scale of local tourism have been expanding.

2.4.2 Residents' willingness to be engaged in tourism-related work: 80% of residents agree

2% of the residents disagree, which decreases by 4% compared to 2016; 12% of residents take neutral attitude; the remaining 86% of residents express their willingness to participate in the tourism, which shows that benefits of employment that tourism brings has been recognized by residents. At the same time, residents are also looking for other employment opportunities outside the tourism industry.

2.4.3 Residents' willingness to make suggestions for the development of scenic spots: 70% of residents agree

9 % of residents disagree, 20 % say they have no influence, 57 % of residents agree with this view, and the proportion of residents who entirely agree is 14 %. Overall, the proportion of residents who agree with the view is 71%, while only 9% of residents disagree, suggesting that with the development of tourism, the local residents' sense of ownership continues to be enhanced.

2.4.4 Tourism has made great contributions to local development: nearly 80% of the residents agree

No residents express total disapproval, 3% of residents express disapproval, 13% say they have no influence, 60% of the residents agree with the view, and 24% of the residents strongly agree. Overall, residents who agree with the view is 84%, while the proportion of residents who do not agree is only 3%, indicating that residents' recognition for the economic contribution brought by tourism is higher and higher.

2.4.5 The leaders of the scenic area will listen to the opinions of the residents: 20% of the residents disagree, and nearly 60% of the residents agree

4% of residents completely disagree, and 11% of residents disagree; 27% of residents take neutral attitude; 46% of residents agree with the view, and 12% of residents fully agree. Overall, 16 % of residents disagree with this view, while 58 % of residents agree. Compared with data of 2017, the proportion of residents agree with this view has increased, suggesting that residents' suggestions are taken into account when the scenic area make decisions.

2.4.6 Residents' willingness to actively participate in promotion and publicity: most residents agree

1% of residents completely disagree, and 1% of residents disagree; 15% of residents take neutral attitude; 60% of residents agree with the view, and 23% of residents fully agree. Overall, 83% are willing to actively participate in promotion and publicity, while 2 % of residents prefer not. Most residents have certain feelings for the development of scenic spots and are willing to make their own contribution to the promotion of scenic spots.

2.4.7 Satisfaction with the Development of Kanas Tourism: over 80% of residents are satisfied

1% of the residents are very satisfied, 2% are dissatisfied, 13% are neutral, 56% are satisfied, and 28% are very satisfied. As a whole, 84% of the residents are satisfied with the development of tourism, which increase to 2% compared to 2017. And 3% are dissatisfied, which decreases by 2% compared to 2017. It shows that the development of tourism meets the needs of most residents.

3. Visitors' perception and satisfaction

3.1 Tourist perception and satisfaction monitoring indicators

The Monitoring Group conducted a random survey of tourists from major tourist attractions and villages in Kanas from September 21 to September 30, 2018, including the Tourist Center, Kanas Lake, Cruise Ship Terminal, Kanas Old Village, Kanas New Village, Jia Dengyu, Hemu Village and Baihaba Village, etc. A total of 618 questionnaires are issued, of which 609 are valid, and an rate of validity is 98.5%.

3.2 Social demographic characteristics of the sample

3.2.1 Domestic economically developed provinces and cities and Xinjiang as the main sources of tourists

Among the surveyed subjects, tourists in Kanas come from all over the country, and the sources of tourists are loose. Among them, provinces that take a relatively large proportion are Guangdong Province (11.66%), Xinjiang (6.40%), Beijing (6.08%), Zhejiang (5.25%) and so on. Similar to previous years, tourists from economically developed provinces and Xinjiang autonomous regions are the main sources of tourists in the Kanas scenic area. There are also a small number of inbound tourists. The data shows that the Kanas scenic area should focus on the preferences of tourists from domestic developed regions and Xinjiang autonomous regions.

3.2.2 The male-female ratio is relatively balanced, and the number of middle-aged and elderly tourists significantly increases

According to statistics, the male-c female ratio in Kanas is balanced, with female tourists are slightly more than males, female tourists accounting for 46.47%, and male tourists accounting for 38.10%. The age of tourists mostly concentrates in the young and middle-aged period. Among them, tourists aged from 25 to 44 account for 36.78%, and tourists aged from 45 to 64 account for 39.57%. It is worth noting that the number of elderly tourists has continued to increase in recent years, which is obvious; similar to last year, tourists over the age of 45 account for about 50% of the total number of tourists, while the number of tourists over 65 years old account for about 10%, which is stable at a large

proportion. The above data shows that the attraction of Kanas is basically the same for male and female tourists; while the more disengaged elderly and middle-aged people with economic strength are more important to Kanas' tourism. Therefore, the tourism development of Kanas should cultivate the increasingly expanding market of middle-aged and elderly, meanwhile, attract more young and middle-aged people, and carry out targeted service design according to the characteristics of the tourist groups.

3.2.3 High education level and middle income level

Statistics show that tourists visiting Kanas have a higher education level, and about 50% of those with bachelor degree or above. In terms of education level, the structure of tourists has the following characteristics: the undergraduate degree mainly, the proportion is 41.22%; the graduate degree and above account for 8.70%, the degree of junior college account for 21.18%, and the high school and below account for about 15% of the total proportion; In terms of income level, the overall income is middle-level, which is mainly between 5,000 and 10,000, accounting for 33.50%; tourists with incomes between 3,000 and 5,000 account for 23.97%; tourists with incomes between 10,000 and 30,000 account for 15.93% . As a tourist destination with a long distance, Kanas has a higher cost in travel, which requires higher economic income for tourists. However, the data shows that the economic income of tourists in Kanas is mainly middle-level, and the income gap between tourists is relatively large. In the future development, the classification of tourism products should be paid attention to. While satisfying the needs and consumption habits of middle-level consumers, create attraction with high consumption level and high service quality to meet the needs of tourists with different income levels.

3.2.4 Government agencies and corporate personnel are most, the number of retired tourists increase

Among the surveyed tourists, there are a large number from government agencies or institutions (15.76%), companies and other service industry personnel (27.91%) and self-employed owners (10.67%); it is worth noting that retirees continue to grow rapidly, accounting for 21.18%. Under the trend of China's consumption transformation, the consumption demand of the elderly for tourism has increased rapidly, which is a market worthy of grasping. For long-distance, higher-spending destinations such as Kanas,

disposable income and free time are important factors in travel. According to the free time and travel preferences of different professional groups, Kanas' tourism marketing carries out targeted promotion and publicity, and increase the share of tourists in other market segments.

3.3 Analysis of tourists' behavior characteristics

3.3.1 Self-help tour mainly, the proportion of family and friends participating in the group is relatively large

Kanas's travel modes are mainly self-guided tours, supplemented by group tours. Among them, self-guided tourists account for 41.05%; with family and friends participating in group tours and personal participation groups account for 27.91%, 22.66%. The future development of Kanas scenic area should pay attention to self-guided tourists and provide convenience for their travel; consider launching self-driving tour as a special tourist route, allowing visitors to freely stop and enjoy the scenic scenery; friends and family members participating in the tour as a relatively proportion in travel mode are also worth noting.

3.3.2 Network and recommendation of friends and relatives as the main information channel

Access to tourist information of Kanas for visitors is diverse, of which the most important channel is Web browsing, followed by recommendation of friends and family. Nearly half of the visitors say that the Internet is a major channel for obtaining information, and the network channel has maintained a stable proportion of nearly 50%.

3.3.3 The main tourist motivation is sightseeing, followed by leisure vacation and photography.

The purpose of most visitors to Kanas is sightseeing (82.92%), and leisure (47.62 %) and photography (22.33%) are also an important tourist motivation. However, tourist motivations are not obvious, such as business activities, official meetings and inspections, company and organization incentive travel, wilderness adventures and festival activities. It can be seen that the existing tourism attraction of Kanas is mainly sightseeing, vacation and photography activities based on superior natural scenery. Other types of activities are not yet

abundant and need to be further explored.

3.3.4 Duration of stay is mainly 1 to 5 days

According to the statistics of the length that tourists plan to stay in Kanas, tourists who plan to stay in Kanas for 1 to 5 days is the main part: 31.86% of the tourists stay for 1 to 2 days, and 36.12% of tourists stay for 3-5 days. Compared with last year, the stay time has a growing trend, and prolonging the stay time of tourists can promote the increase of tourism consumption.

3.3.5 Family hotels are still favored, choices of star hotels rise faster

Visitors choose to stay in family hotels (46.14%) and star hotels (41.05%). Compared with previous years, the number of tourists who choose family hotels generally shows a downward trend (Figure 3-13), while the number of tourists who choose star-rated hotels continues to rise. This shows that star-rated hotels in Kanas region relatively develop fast, while family hotel, relying on their national characteristics and price advantages keep a relatively stable market share. At the same time, the variety of accommodation facilities can be the focus of sustainable tourism development of Kanas.

3.3.6 Moderate purchasing power, mainly purchasing modern craft products

In terms of travel expenses, 34.65% of the surveyed visitors spend more than 5,000 yuan, and tourists who spend between 1000-5000 account for about 50%. However, in the cost structure, the proportion of accommodation and transportation and the proportion of entertainment souvenirs remain to be discussed. More needs to be done to raise the level of consumption of tourists. In particular, in terms of the structure of tourism consumption, pay attention to transportation, tickets and accommodation and other tourism consumption.

3.4 Tourists' perception of Kanas tourism

3.4.1 Natural scenery is the most attractive, followed by ethnic culture

Beautiful natural scenery and unique ethnic culture are the two main attracting elements of Kanas, and they are also important carriers of Kanas 's unsurpassed advantages in similar scenic spots. In the follow-up development, we should endeavor to protect the

natural scenery of Kanas, and at the same time highlight the charm of national culture, so that Kanas has the material environment and spiritual sustenance of the pure land of human beings.

3.4.2 There is a large demand for tourism information, where accommodation, introduction of the scenic spot and transportation are relatively large demands of tourists

Investigated visitors have a demand for varieties of tourist information. The demand for different categories of information is relatively average. Demand for accommodation information accounts for 52.05%; demand for the scenic spot introduction accounts for 49.10%, demand for traffic information accounts for 46.80 %; and demand for weather information accounts for more than 42.53%, etc. According to the data, the introduction of scenic spots, accommodation, transportation, etc., are the most demands of tourists who come to Kanas. Therefore, Kanas Scenic Area can carry out the construction of smart spots, so that tourists can obtain timely and comprehensive tourist information on the electronic mobile device; When the tourists purchase tickets, they will be given a travel brochure; at the same time, the relevant information will be updated in the corresponding publicity column of the scenic spot; timely carry out the popularization of the scenic spot related information and training of the scenic spot service personnel. Increase the access to tourist information to make it as convenient as possible for visitors to travel, creating a satisfactory experience for tourists in Kanas.

3.5 Tourist satisfaction evaluation of Kanas

3.5.1 The evaluation of tourist resources is high with charming natural resources and the evaluation of human tourism resources is rising

In the future development of Kanas tourism, some tourism activities and national cultural performances need to be developed. On the one hand, it highlights the ethnic customs; on the other hand, it increases the tourist participation, gradually transforming from sightseeing to experience tourism.

3.5.2 Social security is good; the evaluation of the quality of tourist supporting services is low, and overall satisfaction is low

In the future development, Kanas government still needs to continue to work hard on tourist catering, accommodation, reasonable ticket price and diverse choices of tickets, traffic convenience, richness of entertainment activities and local characteristics of tourist goods, to provide tourists with more satisfying service.

3.5.3 Overall satisfaction is low, but it is increasing year by year

Overall, tourists ' satisfaction with Kanas is on the rise. Many tourists say that the natural scenery of Kanas is very prominent, but there are problems such as high and single prices of accommodation and catering, poor service quality, little shopping and entertainment activities, and complicated inter-regional transfer, which need to be improved in the future development of tourism.

3.6 Follow-up influence of tourist satisfaction

3.6.1 Experiences of more than half of the visitors are beyond expectation, and tourists' experiences as expected is stably increasing

According to the analysis of the survey, 82.3% of the tourists' experiences reach or are beyond expectation, in which 23.5% of the visitors think the experience is far beyond their expectation, and only 17.7% of the visitors think the experience is below expectation. Since 2016, the proportion of tourists' experience that meet or are beyond expectation has increased year by year. This is, on the one hand, due to the improvement of the tourism environment and the quality of tourism services in Kanas in recent years, and the tourist experience of tourists is getting better and better. On the other hand, it also reflects that tourists' expectations are becoming more reasonable and rational.

3.6.2 Strong willingness to revisit, mainly in summer and autumn

(1) Strong willingness to revisit, distance is the biggest obstacle to restrict tourists from revisiting

According to the research data, more than half (57%) of tourists say they would come

to Kanas again, 23% say they would not come again, and 20% of tourists are uncertain about revisiting in the future. Compared with previous years, the willingness of tourists to revisit becomes stronger, and unwillingness to revisit compared with last year also increase, but is still below the 2016 statistics. 57 people among the tourists who made it clear that they will not revisit give their reasons. More than half of the tourists say that the distance and the tiring trip are the main reasons hindering their re-visiting Kanas. In addition, age, physical condition, choice of more tourist destinations, and poor tourist reception services in Kanas are also factors that affect whether they would revisit.

(2) Tourists tend to travel in summer and autumn

For tourists who are willing to revisit, in terms of their revisit time, according to survey data, visitors mainly choose June to October in summer and autumn to revisit Kanas, especially August for most, which 34.27 % of tourists choose to travel in this month , followed by July , August , June and October , accounting for 16.67% , 16.43% , 11.3% and 10.09% respectively. In the autumn, Kanas has the most beautiful scenery and the most pleasant climate, which is the most attractive to tourists and photographers. Besides, there is a Golden Week of October 1st, the National Day when visitors have more leisure time. Summer in Kanas comes later than in the inland. Everything is reviving, and a scene of prosperity is flourishing. At this time, it is exactly during the summer vacation, so the number of visiting students is also large.

3.6.3 Strong willingness to recommend which is improved compared with previous years

Compared with the previous statistics on the willingness of recommendation of 2015, 2016 and 2017, the willingness of recommendation is strengthened in 2018. After experiencing the trough in 2016, the tourists' willingness to recommend has risen steadily for two consecutive years, and surpassed the 2015 before the trough, indicating that the Kanas scenic spot has been continuously improved in terms of tourism order maintenance, scenic area management and services in the past two years. It has saved tourists' reputation and established a good tourist image. According to some tourists, although the journey to Kanas is far away, the traffic is inconvenient; the road is delayed for a long time and the body is tired; the transfer within the scenic area is cumbersome; and the accommodation facilities such as accommodation and catering are not perfect; and the price is relatively

high and less selectable, but the unique natural scenery is still worth visiting and photographing.

3.6.4 The overall impression is good, and the natural scenery is prominent

According to the survey data, the overall impression of Kanas is good, especially for the natural scenery.

3.6.5 The level of tourism reception facilities and services needs to be improved, and the price should be reasonable

Among the feedbacks collected from tourists, the ones mentioned most are “the service attitudes of guides”, “accommodation and dining conditions”, “high price”, “the complicated procedure of buying tickets”, “long traffic time in scenic spots”, etc. Aspects. First of all, in terms of the service attitude of tour guides, many visitors reflect that the tour guides have a bad attitude; the schedule is too tight; and the guides’ attitude towards tourists who are not self-funded is not friendly. Secondly, in terms of accommodation and catering, choices is less and the conditions are relatively poor; the price is high. Some innkeeper worry about the landlord casually raise the rent, so they did not dare to take risks to invest too much cost in decoration and facilities; thirdly, long distance and the cumbersome transfer are also problems that tourists have. On the one hand, it takes a long time to reach Kanas. Especially for the elderly tourists, they are very tired. On the other hand, after arriving at the scenic spot, interval transfers are required between the scenic spots. Some tickets do not include the transportation fee for the interval transfer. They need to be purchased separately, which brings a lot of trouble for the tourists who visit for the first time. Fourth, whether it is accommodation and food consumption, or the scenic spot ticket price, many tourists say that there is a problem of high and unreasonable prices, which is closely connected to less choices and poor cost performance. Thus, keep the accommodation and catering market in order; meanwhile, appropriately diversify the market, and increase more choices for tourists; in addition to the perfect the program of tourist circular tour area, increase more transfer vehicles and routes, add more signs or tour guides, etc. Besides, it is necessary to strengthen service training for tour guides and scenic spot staff, and pay attention to communication skills with tourists.

4. Impact of tourist economy

4.1 Monitoring indicators of tourism economic impact

This year's monitoring on tourism economic income covers the Kanas Xiahukou area, Kanas New Village and Old Village, Baihaba Village and Hemu Village, mainly using the secondary data collection from the government departments, the questionnaires for owners of tourism enterprises and employees of tourism enterprises and semi-structured interviews. 167 owners and 163 employees are interviewed for about 20 minutes to one hour. The types of business include accommodation, catering, supermarkets, tourist souvenir shops, renting horses, etc.

4.2 Economic benefits of tourist destinations

4.2.1 The number of tourists and tourism income

In 2017, the Kanas scenic spot received a total of 1.7287 million people (by December 31st, 2017), an increase of 136.91 % compared to the last year; the tourism revenue is 2.095 billion yuan, an increase of 16.65 % compared to 2016; the income of tickets is 206 million yuan, an increase of 28.75 % over the previous year. The infrastructure of the scenic spot has been improved day by day. The total number of beds available for reception has reached 10,705, a decrease of 21% compared with 2016. The number of receiving one-day tourists reaches a new peak, which for the first time exceeds 10 million .

4.2.2 Per capita net income of farmers and herdsmen

One of the concerns of the economic benefits of tourism destinations is the economic contribution to local residents. Since 2008, the monthly average net income of farmers and herdsmen in scenic spots has increased year by year. In 2018, per capita net income of farmers and herdsmen is 17,511 yuan, an increase of 12.31 % compared with 2017.

4.3 Seasonality of tourism

4.3.1 Distribution of low and peak seasons

Compared with the number of tourists in 2015 (by October 7, 2015) , the number of

tourists increased sharply in 2017, which is related to the increased marketing of Kanas scenic spots. By 2015, there are 230,593 tourists in August, which is the largest number of tourists. In 2017, the largest number of tourists visit in August and September tourists, which are respectively 304,455 and 309,243. In addition, the change in the number of Kanas tourists reflects the strong seasonality of Kanas tourism. The Kanas scenic area begins to receive visitors every May. Visitors mainly come in July, August and September, and in mid-October. Because of snowing in the late October, the number of tourists is reduced. However, in fact, in addition to the two most beautiful seasons, June and September, the snow and ice in winter is also to be developed. If the publicity is strengthened in the future, there is a large room for the number of tourists in winter to increase.

4.3.2 Measures related to marketing promotion

In 2018, Kanas realized the first paperless access to the park in Xinjiang. Kanas, as the leader, accomplishes the joint marketing of tickets with the surrounding counties and cities, and implements the “Kanas+” strategy. Strengthen the online marketing, and Kanas T-mall flagship store, Urumqi Kanas life museum (flagship store) begin to run. In terms of the theme promotion, the “Kanas Mountain Flower Festival – the place where the Golden Lotus is blooming” was held, and internet celebrities were invited to carry out network broadcast to promote; ten travel internet celebrities at home and abroad were invited to participate in the “Kanas Original Year”, and start the microblog topic discussion, where the cumulative reading exceeds 20 million. At the same time, 18th Autumn International Photography Festival, “grey-beard father”, indulgent in travel · Tik Tok Challenge and other themed events were held.

4.4 The impact of tourism on employment

4.4.1 Impact of tourism on residents' income

Tourism can promote the employment of residents in the tourism community and provide them with job opportunities. 2018 Kanas monitoring finds that owner's monthly income is mainly in the 3001 to 4500 yuan this range, accounting for 44%, which compared to 2016 declined. This is mainly because, from 2016 to 2017, Kanas management community implemented the demolition work of the illegal building and standardized catering accommodation fee standard of the scenic area, so most of the B & B rooms

significantly decrease, which affects the owner's income. In addition, owners whose monthly income is below 3,000 yuan accounts for 21%; 15% owner earn more than 10,000 yuan; In other cases, the owners account for 20 %.

4.4.2 Monitoring feedback from employees of tourism enterprises

2018 monitoring conducts a questionnaire survey of 163 employees in the Kanas scenic area. The occupations of the employees interviewed mainly include restaurant waiters, hotel attendants, ticket inspectors, chefs, security guards, cleaning staff, guide interpreter, crew members and so on.

4.5 Management and development of tourist enterprises

The data obtained from the scenic area management committee show that in 2018 the number of beds in Kanas, Jiadengyu, Hemu and Baihaba reaches 12,249, and the number of chairs reaches 12,297, of which the distribution is extremely uneven. Jiadengyu, as a window for receiving tourists, has a large number of beds and chairs, in which the proportion of beds is 36.54 % of the total number of beds, and the number of chairs is 40.35 % of the total number of chairs, followed by Hemu (31.77 % of beds and 35.46 % of chairs), Kanas (22.13 % of beds and 23.23 % of chairs), and the last ones are Haba and Tiexiang.

5. Tourism products and services

5.1 Monitoring indicators of tourism products and services

Tourism products and services rely on the development and design of tourism resources, which is the core content and fundamental guarantee for the existence and development of tourism. By creating a diversified tourism product and service to improve the tourism products and service system and improve the quality of tourism products and services, it can improve the satisfaction of the tourist experience, enhance the attraction of the tourist destination and the vitality of sustainable development, to help construction of a sustainable, healthy and vibrant tourist destination. The survey of tourism products and services in the Greater Kanas tourist area in this monitoring is mainly carried out through questionnaire surveys of tourists, interviews with management personnel and observation records. Through the collection and analysis of visitor questionnaires, interview records and

observation records, and the original data and data provided by the Kanas Scenic Area Management Committee, we are able to grasp the current situation of tourism products and services in the Greater Kanas tourist area, and finally finish report of this chapter. This part of the tourism product and service monitoring index system is mainly composed of four major indicators: tourism motivation and purpose, tourism products and routes, tourism services and quality, tourism image and publicity.

5.2 Tourist motivation and purpose

Tourists' motives and purposes can largely reflect the tourists' psychological expectations for tourism destinations, that is, the tourism experience they expect to have during the travel. Through the collection and analysis of information on the purpose of Kanas tourists, on the one hand, it helps the Greater Kanas tourist area to modify and improve the existing system of tourism products and service; on the other hand, it can also promote the potential tourism resources of the Greater Kanas tourist area, creating new types of tourism products for different types of tourists to improve and form a multi-featured tourism product and service system with strong appeal. The survey and analysis of tourist destinations is mainly achieved by using the data obtained from the tourist questionnaire. Since tourists often have multiple tourism purposes, the question of tourist purpose in the questionnaire is set to multiple-choice questions in order to obtain comprehensive information. Through the analysis of the questionnaires, the motivation and purpose of the Kanas tourists are obtained.

5.3 Tourism products and routes

5.3.1 Classic tourism products and routes

(1) Tourism products

In 2018, the Kanas Tourism Product R&D Center is established to continuously develop tourism products. At the same time, focus on the development of new attractions, with the goal of “expanding and prolonging” to create landmarks such as Hemu Sea of Flowers, Hemu Stone-Carving Bear, Baihaba Moon Grassland, Kanas Jizhou Park, etc., and actively cultivate and develop consumer products. The Altay gift shop opens, 9 merchants with 12 categories of products entering. The above measures are conducive to the updating

and upgrading of Kanas tourism products, and promote the transformation and upgrading of tourism-oriented tourism product systems to experience-based and holiday-oriented tourism products.

(2) Tourist routes

Currently, based on the diverse natural and human landscapes of Kanas, and the development of more mature tourism products, the scenic area has created six classic tour routes, and every regular route and outdoor hiking route, scientific research route and adventure route includes three lines.

5.3.2 Tourism products and routes in Winter

(1) Tourism products

In 2018, sightseeing of winter ice and snow, skiing entertainment, and people's livelihood participation are integrated; winter tourism routes are carefully planned; the vertical development of the three major winter tourism "first(key) products", ice photography, sports experience and folk culture are focused on. Firstly, adopt a customized way to watch horse racing in the snow, girls chasing, sheep snatching, ancient fur-board skiing, horse-drawn sledge competitions and folk song and dance performances; secondly, snow crossing, enjoy the snow on horse-sledge, snow photography, etc., such project of snow. For ski lovers, they can experience the Tielsha Khan Wild Snow Experience Camp and the Kanas Wild Snow Park Experience Camp (Hemu) Wild Snow Experience Project. For photography enthusiasts, the fish watching winter photography, sightseeing and folk experience project are developed.

(2) Tourist routes

The current winter tourist route in the scenic spot includes a long line across the scenic spot and three short lines. The long-distance tourist route is: "Urumqi – Burqin County – Coxon Hunting Ground (activities for watching wildlife, photographing, experiencing snow and ice, and stay in Burqin) - Chonghur Township - Kanas, where tourists can take horse-drawn sledges, horseback riding, ice skating, skiing, archery, photography, etc., and can also be a guest at the Kazakh and Tuva homes."

5.3.3 Online tourism products and lines

(1) Online travel routes

Searching on the OTA website with " Kanas " as the key word, a total of 640 travel product combinations are obtained. Each OTA usually recommend more than 7 days for stay length in the tourism destination, where little routes take Kanas as a separate destination. Kanas is usually in combination with Urumqi, Burqin, Cocoto Sea, Turpan City, etc. Among them, " Urumqi + Kanas " bundled products account for 69%.

(2) Online tourism market price

By crawling tourism product price information provided by OTA website, it is found that average price of tourism products in Kanas is from 1,800 to 20,000 yuan. The price fluctuations mainly depend on the travel length, accommodation conditions, distance from the source and transportation.

5.3.4 Visited-rates of major scenic spots

In 2018, the number of tourists in the Kanas scenic spot increases significantly, and the growth rate of tourism revenue is stable. In 2018, the ticket prices in the Kanas scenic spot drop significantly. The ticket price of Kanas scenic spot is adjusted to 160 yuan per person for 2 days in the peak season and 80 yuan per person for 2 days in the low season; the ticket price of Baihaba scenic spot is adjusted to 30 yuan per person in the peak season and 15 yuan per person in the low season; the ticket price of Hemu scenic spot is adjusted to 50 yuan per person in the peak season, 25 yuan per person in the low season. Factors such as the decline in the price of scenic spots and the strengthening of publicity and marketing have attracted more tourists to some extent. In 2018, the Kanas scenic area receives a total of 2.324 million tourists, an increase of 34.4 % over the same period of last year. It can be seen that the number of tourists received has increased significantly; the ticket income is 405.08 million yuan. Tourism revenue totals 5.66 billion yuan, and tourism revenue increases by 97 % year-on-year .

5.4 Tourism service and quality

5.4.1 Types of tourism services

In terms of the types of tourism services, the Kanas scenic area provides travel services to tourists: catering, accommodation (starred hotels, family hotels, youth hostels, yurts), featured local products (milk knots, milk, yogurt, etc.), handicrafts (Gobi jade, Ehe Stone, etc.), clothing and leather (national costumes, leather goods), entertainment (home visits, bars, etc.), tourist transportation (port cars, horses), postal services and other travel-related services. Compared to 2017, types of tourism service haven't changed significantly, but tourism infrastructure has been improved, especially tourism infrastructure of winter has been greatly improved. Also because the government implement more stringent regulation in the quality of tourism services, it has been some improvement on the norms of tourism services.

5.4.2 Overview of tourism service facilities

From 2015 to 2017, the Kanas scenic spot optimize distribution the number of tourism service facilities. The number of beds and tables decrease year by year in the core scenic spots, such as Kanas, Jiadengyu, Hemu and Baihaba, which to a certain extent to can avoid excessive commercialization, but basically can meet the needs of tourists in the peak season. The tourist toilet facilities have also been upgraded. High-standard tourist toilets have been built in many places in the scenic spot. Not only the general male and female toilet seats, but also the disabled toilet seats can meet the needs of various tourists. In winter, more toilets open. In the renovation of scenic spots, the scenic spot signage is completed, and the stone signs of Hemu River and Jiadeng and the signboards and road signs of various scenic spots are updated, which further improves the quality and level of tourism services in Kanas.

5.4.3 Quality improvement of tourism services

(1) Improvement of the tourism market order

In 2018, the Kanas Management Committee the tourism market under strict supervision. First, create a scenic spot with credit, present a clear price tag, and adopt a centralized inspection, random sampling, unannounced visits, etc. to conduct regular inspections on the pricing behaviors of scenic spot tickets, shuttle cars, catering,

accommodation, retail, and other service products, where 3,356 law enforcement officers are deployed. Secondly, 15 restaurants suspend business to bring up to standard; 45 food managements are ordered to make rectification; 9 violations of the law are investigated and prosecuted.

(2) Tourism service skills training

Firstly, the Scenic Comprehensive Law Enforcement Bureau work with Transportation Administration Bureau to carry out road traffic safety training for shuttle drivers, warning drivers that they should know the law, understand the law, and abide by the law. The second is to carry out emergency drills for waterborne ship accidents. Further improve the emergency rescue plan for water traffic accidents in Kanas scenic spot, and continuously enhance the ability of water traffic emergency response between various departments in the scenic spot. Thirdly, the Tourism Bureau of the Scenic Spot actively carries out the “Exchange language skills” activity to improve the level of tourism services. The fourth is to hold a special lecture on tourism culture excavation and tourism activity planning in scenic spots, the theme of which shows the main direction of the development of the scenic spot, the development space and problems at the current stage.

(3) Service innovation and refined management

Firstly, in response to the common and difficult problems in the tourism market management in recent years, the "2016 Kanas Scenic Spot Tourism Centralized Remediation Plan" is submitted to the scenic party committee for approval. The second is to formulate the Handbook for Quality Management of Tourism Services in Kanas Scenic Spot, which is distributed in Chinese and in Kazakh language, and distributed to enterprises and individual owners in the scenic spot. The third is to formulate the “Implementation Plan for Herdsmen Participating in Tourism Management in Kanas Scenic Spot” and strictly implement the industry access system. Fourthly, the “Tourism Service Quality Commitment Letter” is signed with the tourism operator. The fifth is that the scenic spot carries out the evaluation of the “B&B” rating according to the “Standards for the Quality of Travel Service Quality in the Kanas Scenic Area”.

5.5 Tourism image and publicity

5.5.1 Image of tourist destination

The Kanas Scenic Area relies on high-quality natural landscapes and cultural landscapes to shape the overall tourism image of “the pure land of human beings”. The Kanas Scenic Area continues to develop new tourism products in this year, improving the quality of tourism services and shaping a good tourism image. In 2014, Kanas Village was selected as the “National Eco-Cultural Village” organized by the China Eco-Cultural Association. In 2015, the most beautiful ten places in China’s autumn were selected, and Kanas ranked first. In 2016, the National Tourism Administration officially named the ten famous scenic spots in Xinjiang, such as Xinjiang Kanas, as the first group of “National Green Tourism Demonstration Bases”. At present, the national 5A-level tourist scenic spots, national geological parks, national nature reserves, national forest parks, and national green tourism demonstration bases have become the five brands supporting the Kanas scenic spot as a national-level famous tourist destination.

5.5.2 Perception of tourism image

In the questionnaires, tourists are surveyed for the main factors that Kanas attracts them. It can be concluded that the vast majority of tourists (96%) think that the greatest Kanas’ attraction is natural scenery. It can be seen that a natural scenery tourist destination is Kanas’ major image that appears in the image perception of tourists, and 32% of tourists believe that the ethnic culture of Kanas is also an important attraction. In addition, the climatic conditions (13%) and border atmosphere of Kanas (11 %), local residents' community (7%), and architecture (4%) all constitute the overall tourism image of Kanas to varying degrees, but these factors have little impact on the perception of tourists' image.

5.5.3 Tourism image promotion

In recent years, the Kanas scenic spot has mainly marketed and publicized the tourism image of the Kanas scenic spot through different methods such as festival publicity, tourism trade fair, media promotion and film and television communication. In 2018, it mainly carries out tourism promotion from four aspects: media marketing, hard publicity, organization and participation in promotion activities, and introduction of incentive policies.

The highlight is to use the new media platform to promote through video. For example, 12 short video websites, 3 browsers and 4 live broadcast platforms such as Tencent, Youku, Iqiyi, and Tik Tok, share original content in real time through graphic and video methods; invite travel experts and celebrities of Tik Tok on Weibo, Vibrato, Ctrip, Lotto, Mafengwo to launch short videos, travel guides, travel notes to share, to enhance the Internet popularity of Kanas winter travel.

6. Tourism planning and control

6.1 Monitoring indicators of tourism planning and control

In general, detailed tourism destination planning can avoid many negative effects of tourism development. Therefore, tourism planning and tourism sustainable development are often closely linked. The monitoring of tourism planning has a considerable auxiliary effect on planning. Firstly, it can provide direct and clear information for the monitoring of other indicators. Secondly, the indicators have a certain assessment of the sustainability of the planning, which provides opportunities for planners to re-measure goals and objectives during the intervention phase and development of the plan. Thirdly, indicators can also be used to measure the sustainability of tourism destination planning and policy environments or frameworks.

6.2 Integration of tourism and regional planning

6.2.1 Existing tourism planning

The current plan to guide the development of the Kanas scenic spot is the “Master Plan of the Greater Kanas Area (2005-2020)” compiled by Sun Yat-sen University in 2006, and in 2012, Sun Yat-sen University also started “the Revised Promotion Plan of the Greater Kanas Tourist Area”. At present, the Kanas Scenic Area has completed special plans such as "Protection Plan of Hemu Cultural Landscape", "Traffic Plan of the Great Kanas Tourist Area", "Conceptual Master Plan of Narin Prairie", "Master Plan of Smart Kanas", "Integrated Enhancement Plan of Jiadengyu Tourist District". In the past year, the Kanas scenic spot has completed the "Tourist Master Plan of Thousand lakes • Black Lake Scenic (2015-2030)", which in March of 2016 has got approved. To enhance brand building of

Kanas scenic spot and further expand the popularity, in June 24, 2016, “Brand Building Plan of Kanas Scenic Area” was completed. At the same time, Kanas scenic spot invested more in services, and researched and formulated specific strategic measures such as “Kanas Tourism Service Quality Management Manual”, “B&B Rating Standard” and “Implementation Plan for Herdsmen Participating Tourists in Scenic Spots”. It can be seen that with the maturity of Kanas tourist development, development planning and strategy are increasingly deepened in the professional and delicate management.

6.2.2 Public participation

The development of Kanas Scenic Area has always adhered to the planning concept of public participation and community participation in “the Master Plan of the Greater Kanas Area (2005-2020)” and “the Revised Promotion Plan of the Greater Kanas Tourist Area”. In 2018, Kanas carried out the construction and investment in people's livelihood projects around infrastructure, employment, education, housing, and social security.

(1) People's livelihood and welfare have been continuously improved

Adhere to the idea that employment benefits people – carry out the employment service theme activities such as “I contribute to the scenic spot”, skills training; provide employment opportunities to the countryside for 10 times, more than 1,750 jobs; solve the local employment problems of 560 people, and increase the per capita income by 12,000 yuan. **Adhere to the idea that education benefits people** – complete the reconstruction of Taekwondo training ground of Tierketi Township Elementary School and 300-meters fence construction of Hemu Primary School. **Adhere to the medical benefit of people** – set up the medical office in Kanas scenic area which is equipped with 2 doctors and 1 emergency vehicle. The free medical examination work for all people has been carried out smoothly, and the level of rural medical treatment has been improved. **Adhere to the idea that social security benefits people** – establish a rule for increasing the rural minimum living security year by year, comprehensively implement one-stop instant settlement of medical assistance, and explore the establishment of pre-measures for major illness relief. **Adhere to the idea that poverty alleviation benefits the people** – encourage and support the development of characteristic industries, rural tourism, traditional handicraft industry and courtyard economy, carry out “Visit the People, Benefit the People and Gather the People” activity and help the poor in pairs, and enhance the basic advantages of targeted poverty alleviation

to consolidate and improve the targeted poverty alleviation. **Adhere to the idea that cosy houses benefit the people** – implement 20 resettlement projects, and build 30 new sheds and 20 green storage cellars. **Adhere to concern benefits people** –declare 7 comprehensive rural environment improvement project with a total investment of 84.83 million yuan, which has been included in the comprehensive environmental protection project database of the Ministry of Ecology and Environment. The Kanas First Folk Artists Contest was held and more than 900 villagers participated. **Adhere to the development of the border benefits people** – increase 2 border guards , and file the horses and patrol dogs, and take the lead in implementing the insurance system of border guards.

(2) Communicate with people

During the Corban Festival, the officials of Hemu Villiage government express solicitude for the old party members, veteran cadres, religious figures, disabled people and the people with special difficulties; the work team of the Tiereeketi Village of the Tiekeketi Township in Kanas Scenic Area accepts to the proposal of the two committees of the village with full consideration, through the sifting of 289 households in the village, and 12 representative households such as old party members, village cadres, economically difficult households, disabled people, party members, and non-party people were finally given pre-holiday condolences and were sent gifts such as flour, rice, edible vegetable oil and fruit.

(3) Promote employment

In order to make it easy for farmers and herdsmen in the two townships of Kanas to find a job without leaving their house, the Political Department of the Party Committee of the Scenic Area opens the job fair in the village, which is called the “Spring Breeze Action” Rural Recruitment Fair with the theme of “Promoting Employment to Help Poverty Alleviation” that were launched in 7 villages of two towns. The focus is on providing free employment assistance for filed disabled people, people who have difficulty in finding a job, disabled unemployed people, unemployed people in low-guarantee families, and unemployed college graduates, and helping the enterprises in the scenic area to solve the problems of shortage of human resources to further help the healthy and sustainable development of tourism economy of the scenic spot. The Political Department of the Party Committee of the Scenic Area has opened the WeChat Group of “Kanas Scenic Spot

Employment Service” and regularly publishes various types of recruitment information. From time to time, the “Raising the National Flag in Monday” activity is held in a intimating and flexible manner to hold job fairs and actively promote employment policies. Efforts will be made to build a convenient platform for supply and demand of enterprises and posts, so that farmers and herdsmen can easily find jobs in the village.

(4) Standardize the horse management

Standardizing the management of the horse team is a requirement for development. There are 205 herdsmen and 372 horses in the horse team of Hemu Village. The team members must rent horses and manage horses in strict accordance with the management requirements of the team. The first is to strengthen market access. The establishment of horse team clearly must be approved by Hemu Village Committee that issue horse licenses and horse number, after which the horse team in the village can carry out business, and individual herders are forbidden to rent horses to tourists. The second is to strengthen normative services. Horses are required to be clean and tidy, draped with uniform accessories, and employers of the horse team wear uniform clothing with ethnic characteristics and are equipped with a number of horses. Horsemen should be over 18, able to skillfully control the horses. The horse team should clearly mark the price and charge according to the uniform price. After renting the horse at the designated payment place, the horse team in a unified and coordinating way to send the horse in accordance to the number. The third is to strengthen security management. The village committee also needs to check the daily management of the horse team from time to time. It is required that the rider should check and tighten the horse girth in time before tourists ride the horse, adjust the stirrup to decrease risk when tourists ride.

(5) Winter coal transportation

In order to solve the problem of 54 tons of coals in the village of Akbulak, the two committees in the village of Akbulak Village organized a meeting of “two meetings and two votes” in Akbulak village. By means of recommendation and vote, 18 households with difficulties were selected as the target of distribution. Coals will be sent to the 18households timely to solve their problems, and to ensure that people in Akbulak village feel warm in winter.

6.2.3 Planning monitoring

“The Revised Promotion Plan of the Greater Kanas Tourist Area” divides the future tourism development of Kanas into three stages: the recent (2012-2015), the medium-term (2016-2020), and the long-term (2021-2030) and describes the goals of different stages of Kanas tourism development.

6.3 Control of tourism development

6.3.1 Control program

“Master Plan of the Greater Kanas Area (2005-2020)”, “the Revised Promotion Plan of the Greater Kanas Tourist Area” and related controlling plans of scenic land use all give suggestions on land use and the division of Kanas scenic spot into functional areas. In addition, according to the needs of protection management, “the Kanas Scenic Area Protection and Tourism Service Standards” and “the Kanas Scenic Area Management Regulations” have been established to address the effectiveness of development and utilization of resources, conflicts of tourism and grazing, and environmental protection, etc. Under the guidance of the plan, the specific control means are land management, control of building style, market regulation management and other environmental protection measures.

(1) Land management

Register the right to use land for rural residential land and collective construction land. In addition, the Forestry Bureau conducts a thorough investigation of the land occupied by the enterprises in the scenic spot, which mainly examines the examination procedures for occupying the forest land, and reports it to the Forestry Department of the autonomous region. The Burqin Branch coordinate with Hemu transfer center project examines requisition and occupation procedures of forestland.

(2) Building style control

In accordance with the "Protection Plan of Hemu Cultural Landscape", Hemu Hanas Mongolian Ethnic Township government, in terms of the protection and demolition work of ancient traditional villages, carries out publicity and education activity in a home-visit way to herdsmen and business operators who has built board room in the village to do a good ideological work in the early stage, laying the foundation for the later key demolition work.

Now the home visits have been completed in Hemu Village, a total of 298 households. In terms of issues that herdsmen and business operators reflect, in the township judgment analysis meeting, recommendations are made: based on the legal provisions, prompt both parties to reach a satisfactory agreement; the scenic spot set up a facilitation team to resolve the conflicts of demolition work or issues a allocation plan on demolition compensation to solve the relevant problems between the business owner and the landlord regarding compensation and contract.

(3) Market regulation management

In order to keep the order of the tourism market, Jiadengyu launched a special activity to crack down on illegal operations, and persuaded the illegal booth personnel in the Jadengyu to leave. Hold the “Kanas Scenic Area and Enterprise (Owner) in Jiadengyu Region Coordination Meeting”, and sign the “Convention of Integrity Management in Kanas Scenic Area” with 72 tourism enterprises (business households).

(4) Construction of environmental protection facilities

Firstly, implement the central government's efforts to rectify environmental problems. Up to now, various reapply formalities have been conducted, such as 9 forestland procedure, 18 EIA procedures, 27 project establishment procedures, 23 site selection procedures, 14 land procedures, and 7 EIA acceptance procedures. The second is to establish and improve the channel length system, to define the secondary channel length of scenic rivers and townships, and to classify the channel length, to fully take the responsibility of river and lake protection and management, and to produce 10 pillars for installation and 44 public signs. The third is to carry out the red line delineation of the scenic area ecological protection. In “Red Line Plan of Xinjiang Ecological Protection (draft)”, ecological protection red-line area in the Kanas scenic area covers 9925.91 square kilometers, which accounts for 98.96 of the total. The fourth is to effectively reduce the interference and impact of human on the ecological environment of the protected area. The administrative center of the scenic spot has been relocated to the service area of Jiadengyu. Fifthly, comprehensively implement the banning grazing of 160,000 acres of water conservation, and issue grazing funds 800 million yuan. Carry out in the centralized remediation of livestock in key villages in the scenic spot to realize the elimination of free-range livestock in Kanas Village and Hemu Village.

6.3.2 Asset Management

With the approval of the “the Revised Promotion Plan of the Greater Kanas Tourist Area” and the implementation of “Integrated Enhancement Plan of Jiadengyu Tourist District”, Kanas Tourism Development has entered a new stage of transformation and the improvement of qualities and efficiency, which marks the arrival of a new round of development and construction in the scenic spot. In the face of the transformation and upgrading of Kanas tourism development, especially the huge financial pressure faced by infrastructure construction of Jiadengyu, there is a certain risk in the overall indebtedness.

6.3.3 Implementation

In response to the emerging phenomena and problems in the development of the scenic spot, as well as the further improvement and improvement of the scenic spot, in 2012, the Management Committee formulated the “the Revised Promotion Plan of the Greater Kanas Tourist Area”, and implement it according to the relevant contents in the plan. Establish planning and management committee of the scenic area and the advisory committee; strictly implement the planning approval procedures; implement the detailed construction regulations of Xiahukou, Jiadengyu, Tiereketi, Baihaba, Haliutan and other areas to strengthen the authority and seriousness of planning; accelerate the work of special plans for major areas and nodes in the scenic spot, and actively build a comprehensive, systematic and scientific planning system to promote, guide and standardize the development. In accordance to the principle that promote work in all areas by drawing upon the experience gained on key points, establish a leading role model, and advance on the whole, accelerate the transformation of Jiadengyu building facilities, urge three or four districts as soon as possible to restart the unfinished building construction work, of which proprietorship has been confirmed.

6.4 Tourism traffic

6.4.1 External traffic

In 2016, the biggest change in Kanas’ external traffic compared to previous years was the increase in tourist trains. In 2017, tourist train is opened to further improve the external accessibility of Kanas. The Xinjiang Railway Department seizes the opportunity of

Xinjiang's tourism development and successively launches five domestic tourist trains such as “Walking around the Northern Xinjiang” and “Fantasy Fire Island”, as well as the “Into Central Asia” tourist train to Almaty, Kazakhstan. In 2018, “Around the northern” reaches 260 outings with nearly 30,000 tourists. Combined with the characteristics of winter tourism in Xinjiang, the railway department also plans to launch tourism special trains such as Kanas “Ice and Snow Fairy Tales” to help Xinjiang develop winter tourism. In addition, the Xinjiang Railway Department also vigorously carries out the work of attracting tourists to Xinjiang. The special aid tourism trains from Guangdong, Zhejiang and other provinces and cities in the Mainland have successively started the line, where the routes run through the main scenic spots in both southern and northern Xinjiang.

6.4.2 Internal traffic

In 2018, the number of tourists in Kanas still maintain a high growth rate, which is affected by gentle and stable tourism environment situation in Xinjiang . The opening of the tourist train has led to a surge in the number of tourists during the short period of the peak season. During peak hours, visitors need to line up for 2-3 hours to get on the transfer bus, and the internal traffic pressure is huge. In order to alleviate internal traffic pressure, the Kanas scenic area takes the following measures:

(1) Big data platform of Kanas scenic area

Timely release the number of tourists and ticket sales in Kanas, Hemu Village and Baihaba on the official website, We-chat official account; daily release the data of hotel occupancy and parking vehicles, and predict passenger flow of the next day. At the peak of tourism, use the number of tickets purchased in the scenic spots in the next week to make predictions and analyze the peaks in advance, so as to provide better public services for tourists.

(2) Establish an early warning system

According to the tourist flow in the main scenic spot of Kanas, it is divided into 4 levels of emergency response, blue level (9000 -12,000 people), yellow level (12,000 - 15,000 people), orange level (15,000 - 18,000 people), red level (more than 18,000 people).

(3) Establish a traffic coordination management system

Coordinate main roads and transport nodes along the Buka Road of Burqin County; set up reminder signs; by fixed and temporary guard station, strengthen the management and control of crowded and chaotic roads; cooperate with the public security and tourism departments of the Burqin and Habahe counties to divert tourists and vehicles to nearby scenic area (spots) for sightseeing.

(4) Adopt the bus circulation mode

According to various factors, such as the tourist volume of the scenic spot, the distribution of the parking lot, the distance between the scenic spots, the distribution of the pedestrian zone, and the distribution of tourists in each period, 237 shuttle buses are scientifically and reasonably dispatched, where there are 102 vehicles from Jiadengyu to Xiahukou, 15 shuttle buses from Xiahukou to dock, 30 vehicles from Xiahukou to Guanyutai, 46 buses in Tiereketi - Baihauba – Xiahukou route, 40 buses from Jiadengyu to Hemu, and 4 airport shuttle buses. During the peak of tourism, more buses are increased from Jiadengyu to the ticket centre. Optimize the ferry line, site setting and vehicle scheduling of Hemu Village.

(5) Broaden existing roads leading to Hemu

In terms of the suggestion of “stopping constructing the road through the Jaden Valley to the Hemu”, the existing roads from Jiadengyu to Hemu (i.e., the right branches of Y-shaped roads in the Greater Kanas tourist area) are widened. Compared with rebuilding a new road, widening the original road can also achieve the purpose of reducing traffic congestion and improving safety, which is more economical and environmentally friendly. For Hemu, it also helps to enhance the attraction of existing family hotels and resort facilities. On the contrary, if we insist on rebuilding the old road through Jiadengyu to Hemu into a roadway, which although would bring Hemu Village more one-day visitors, it will reduce the tourists’ demands for reception facilities. The increase in the number of visitors to Hemu will be at the expense of the destruction of atmosphere and environment of Jiadengyu.

7. Travel health and safety

7.1 Related monitoring indicators of health and safety

Health and safety issues are critical to tourism development and are one of the determinants of tourists' decisions. According to "Indicators of Sustainable Development of Tourist Destinations", health and safety issues in tourism are taken into consideration mainly from four main dimensions – management department, tourists, tourism enterprises and local communities, including food safety, environmental safety, community safety, tourist safety and public safety. The monitoring of the health and safety of the Greater Kanas tourist area focuses on the following indicators (Table 7-1), mainly through interviews with tourists, resident and government community questionnaires, and secondary data collection.

7.2 Food hygiene and safety

The six elements of tourism – eat, stay, travel, sightseeing and entertainment – indicates that diet is an important part of the tour. The tourist behavior of many tourists is not limited to sightseeing, and the characteristic diet is also an important factor for them to consider. Therefore, food hygiene and safety is important, which not only affects the health of visitors, but also tourists' safety perception of the scenic spot, and also affects the image of the scenic spot. The regulation of food hygiene and safety cannot lag behind the development of Kanas tourism.

7.3 Quality of environmental protection

7.3.1 Evaluation of natural environmental quality

The evaluation of the quality of the natural environment is mainly interpreted from the perspective of residents and tourists.

Firstly, from the perspective of tourists, from Figure 7 – 4, it can be seen that the natural scenery, culture and climatic conditions are the top three, where the natural scenery account for more than 50%, which is a major factor in attracting tourists. It indicates that the natural environment and climate have an important impact on the sustainable development of Kanas tourism.

Secondly, tourists' satisfaction with natural resources is mainly evaluated from the

perspectives of the uniqueness of the primitive forest, the cleanness of Kanas Lake, the grassland scenery and the climate. The Figure 7 - 5 shows that tourists' satisfaction of Kanas natural resources is relatively high, in which the satisfaction of Kanas Lake and primitive is up to 90%, 76% for grassland scenery, 86% for the uniqueness of the climate. Overall, visitors are satisfied with the natural environment of Kanas.

From the perspective of residents, because of the long-term life, residents are more sensitive to changes in the environment of the scenic spot, and often bear the various effects brought about by environmental changes. The natural environment monitoring of the Kanas scenic area mainly investigates indicators such as resource consumption, air quality, noise pollution, water conditions and solid waste pollution.

7.3.2 Environmental maintenance and governance

Unregulated tourism development has an inevitable negative impact on the community environment. Environmental maintenance and governance are the main ways to eliminate negative impacts and an important way of sustainable tourism development.

The maintenance and governance of the environment is mainly: construction of environmental sanitation facilities such as garbage disposal, sewage and waste disposal, garbage bins, garbage transfer stations, public toilets, and greening.

7.4 Community Health and Wellness

Community health is mainly shown in two aspects: firstly, the availability of health care, namely medical and health institutions, premises, facilities and equipment, medical workers, professional standards and training, level of medical care, the cooperation level of tourism industry and hygiene department; Secondly, disease prevention is mainly shown in reports of infectious diseases, reports of major illnesses that have erupted, health education, personal health development and training, and cooperation with public health or publicity departments to enhance the promotion of health information, availability of safe drinking water, electricity and sanitation.

7.5 Tourist travel safety

Tourists' decision on choosing a tourist destination depends on the perception of safety and danger. Any natural disasters and accidents in the Kanas scenic area will threaten the

sustainable tourism development, which further affects the safety of tourists and the choice of itinerary. Changes in the environment can affect the health of visitors, while traffic accidents, heart disease, food poisoning and some sudden health threats can have an impact on the safety of visitors. The prevailing perception of danger will lead to a downturn in certain forms of travel and may also affect tourist destinations that are close to the incident. Tourists' perception of security comes from their prejudgment of risks in the Kanas region, civil wars, terrorism, conflicts, their response to natural disasters, and their understanding and judgement of scenic area response management, emergency plans and their simplicity.

7.5.1 Tourists' perception of safety

From the statistics of Kanas information that tourists most want in 2018, only 3.59% of tourists pay attention to the security information of the tourist destination. The Figure 7 - 9 shows that the purpose of tourists is mainly sightseeing and leisure which is relatively safer, and the majority of tourists doesn't not choose science investigation and outdoor adventure which is more dangerous. Therefore, the security issue is not the primary concern of most tourists. However, because the most tourists are from central and eastern tourists, and Xinjiang is in the hinterland of China so that tourists do not know it well, coupled with the social impact brought by the "July 4th" violent crime and other incidents, not only it hinders the continuous and steady development of Xinjiang tourism, abut also it is difficult for Xinjiang to get rid of this label in a short period of time which affects the tourism image of Xinjiang. Therefore, it is necessary to improve the safety perception of potential tourists through tourism promotion and waking their safety awareness.

7.5.2 Tourist safety measures

(1) Monitoring and enforcement

In recent years, the scenic area cooperate with related departments of Burqin County set up a comprehensive law enforcement team, regularly investigate and renovate scenic sits and sites of business operation. Besides monitoring on road traffic and firefighting, the monitoring team conducts a long-term supervision on illegal behaviors of tour guides, illegal operation, illegal stay of tourists and evasion behavior. In 2016, the Kanas Scenic Comprehensive Law Enforcement Team was also established .

(2) Facilities and equipment

Facilities and equipment are mainly for the protection of projects, production and life infrastructure, which is, specifically, the central protection station, management bureau, forest fire prevention facilities, network renovation of patrol maintenance, scientific research monitoring, publicity and education.

(3) Early warning and prevention

To enhance tourists' awareness of the safety and popularize basic knowledge of tourism security, in September 30th, 2016, the party and government office of Kanas scenic area issued "The Safety Instructions of Kanas Scenic Spot". In accordance with the "Detailed Management Rules for Kanas Scenic Area", the scenic spot will prevent and rectify hidden dangers, establish special safety emergency teams of corresponding scales in various tourist areas, establish emergency rescue plans for accidents, and timely handle various security issues and protect the safety of the lives and property of tourists and maintain the normal order of the tourist areas.

7.6 Social public safety

7.6.1 Natural disasters

Natural disasters are uncertain, inevitable, non-alleviated, and severely harmful. According to interviews over the years, local residents of Kanas said that natural disasters caused damage to infrastructure and landscapes, which was very unfavorable to tourism development. In 2018, some of the residents mentioned the forest fire. According to the information provided by the Burqin Land and Resources Bureau, there are low incidence areas of geological disasters (about 30%) and high incidence areas of geological disasters (about 70%) in the Kanas National Geological Park. The high-medium mountainous area is located in the low incidence areas of geological disasters, which is mainly distributed in the scenic area of Kanas Lake; the low-medium mountainous area is located in a high incidence area of geological disasters, which is mainly distributed in other scenic spots outside Kanas Lake Scenic Area.

7.6.2 Accidents

Accidents do not cause damage to the health and safety of tourists, but also cause anxiety to potential tourists, directly or indirectly affecting the tourism image of Kanas scenic spots and sustainable tourism development.

The “7 • 5” incident in 2009 and the Shache terrorist attack in 2014 have a relatively negative impact on Xinjiang's tourism image. However, with the effective control of the country, most tourists expressed their confidence in the law and order in northern Xinjiang.

7.6.3 Public safety measures

(1) Disaster response

In 2018, in order to prevent floods and geological disasters, the Kanas scenic spot established a prevention and health care team. In order to timely, effectively and orderly organize medical rescue work for emergencies such as natural disasters, improve the emergency response capability and medical emergency rescue level, and reduce casualties, the Social Work Administration of the Scenic Area established a medical rescue team. The rescue team consists of medical staff from various regions and is equipped with emergency vehicles.

(2) Prevention and supervision

The Kanas scenic spot divides the early warning level into four levels according to the degree of danger, urgency and development trend that may be caused by public emergencies : the most severe is level I → → red; more severe is level II → → orange; less severe is the level III → → yellow ; least severe the level IV → → blue .

(3) Border management

In 2012, the border security center of the scenic spot was equipped with 26 public security officers, 83 border guards, 39 police officers, and 80 soldiers. A 24- hour duty system was implemented in key border areas, and a number of large-scale investigations were carried out. A duty point was set up between the border pillars No.2 and No.4 of the Sino-Kazakh border, and joint patrols were carried out with the border guards. In addition, the scenic spot also organized the herdsmen to actively participate in the “the management, control and construction of border” activity to prevent foreign-related incidents like

personnel and livestock crossing the border. The Public Security Bureau also continued to collect fingerprints, which provides a solid foundation for preventing and combating crimes and maintaining social security. In 2015, with the assistance of the staff of the Kanas Scenic Front Team, Jiadengyu ticket station investigated and handled 850 false certificates, including 360 certificates of military officers, 278 false disability certificates, and 198 fake military disability certificates, 4 false identity cards and 10 false press cards. At present, all visitors to Baihaba need to apply for a border permit, which is of great significance to the border management of the scenic spot.

8. Tourism resources and environmental protection

8.1 Overview of monitoring indicators of tourism resources and environmental protection

The Kanas scenic area belongs to the Altay area. The Altay area is located in the middle of the Altay Mountains, in the north of Xinjiang, and its northwest is bordered by Russia and Kazakhstan, and its northeast is bordered by Mongolia. The border line is 1,100 kilometers long. With the geographical advantage of the north of scenic spot bordering Kazakhstan and Russia, and the east bordering the outer Mongolia, grasp the policy opportunities of Hemu Jikepulin and Aktobek port to open border tourist ports, to build port tourism commercial facilities, and strengthen cooperation and contact with overseas tourism, and create opportunities for cross-border tourism. The total area of Kanas covers 117,000 square kilometers, including some administrative areas of Hemu Village, Kanas Village and Baihaba Village, as well as the full range of Kanas National Nature Reserve.

8.2 Natural resources protection and management

8.2.1 Overview of natural resources

(1) Geomorphological conditions

The southern border of the Kanas tourist area is 48°13' northern latitude; the east is bounded by Hemu Township; the northwest is close to the national border. Its border line is long, which borders many countries with the advantage of developing border tourism. The place is beautiful and the landscape resources are good, including 7 famous natural landscape areas and 3 humanistic landscape areas which is known at home and abroad, such

as Kanas National Nature Reserve, Kanas National Geological Park, Baihaba National Forest Park, Jiadengyu National Forest Park, Burqin River Valley, Hemu Grassland, and three original Tuva villages, Hemu Village, Baihaba Village and Kanas Village. The core scenic spot of Kanas Lake is known as “the most beautiful lake in the world”.

(2) Hydrological conditions

The river system is developed, mainly composed of the Kanas River and its tributaries. The landscape formed by the water body is mainly lakes and scenic river sections, especially the Kanas river with strong landscapes in the region. There are many glacier-fed lakes. Except for Kanas Lake, which is located at the lower elevation of the Kanas River Valley, other lakes are distributed in high-altitude glacial depressions, where hundreds of glacier-fed lakes are scattered, which is rare for low- medium altitudes.

(3) climatic conditions

The Kanas Nature Reserve has good water conditions, great air humidity, and a relative humidity of 59%-90%. The humidity increases with the rise of altitude and the humidity in the forest can reach over 90%. In addition to the precipitation brought by the west wind and the north wind in Kanas, the local mountain wind and the valley wind change day and night, making the air fresh, cool and pleasant, and the negative ion concentration is high, for which it is a summer resort.

(4) Biological conditions

There are various types of vegetation in the reserve. The forest vegetation in the reserve is the Southern-Taiga type mountain forest. It is the only representative of the Western Siberian Taiga forest ecosystem in China. The main components of the forest: Xinjiang larch, Xinjiang spruce, Xinjiang fir, Xinjiang pinus parviflora, betula pendula and Populus tremula, etc.

8.2.2 Natural resource protection and management

(1) Scientific planning and rational development

The natural resource development of Nature Reserve must be based on the full investigation and strict proof to make scientific plans and overall design layout. Planning must protect the tourism resources as the premise, and evaluates the tourism environmental

capacity from an ecological perspective to determine a moderate development scale and maintain the ecological balance of the scenic spot; make full use of local climates, and rationally plan artificial amusement projects. In 2018 Kanas carries out a series of snow experience project.

(2) Ecological construction and conservation of forests

In terms of forest conservation, various regulations for preventing forest fires have been introduced, such as “the Forest Fire Prevention Regulations”, “the Measures for Implementing the Forest Fire Prevention Regulations in the Xinjiang Uygur Autonomous Region”, and “the Forest Pest Control System in the Hanas National Nature Reserve”. In August 2017, the “Temporary Measures for Reporting and Rewarding Forest Fires in Kanas Scenic Spots” was launched to clarify the scope and standards of relevant awards, which played a significant role in uniting people to conserve forests.

(3) Publicity and education; protection of animals

Carry out social activities related to the protection of wild animals. 593 community teams in the Altay region protect integrate the protection of wild animals into the production and life of farmers and herdsmen. Through publicity and education, caring, helping and feeding, farmers and herdsmen’s awareness of protecting animals is continuously enhanced, which creates a good atmosphere for everyone to protect animals. Zhu Mahui, the team leader of Akelebie Village from Altay Municipality Forestry Bureau takes advantage of home visits to educate and guide farmers and herdsmen to protect wild animals, to inform farmers if it is found injured wild animals, report it to the relevant department in time to conduct professional treatment. The kind rescue story about wildlife is becoming more common in Kanas. In addition, the Kanas Village community team also launched the “Wild Animal Rescue Emergency Plan” and established the wildlife rescue group to jointly take measures with the Forestry Management and Protection Center to ensure the safety of wildlife.

8.3 Protection and management of humanistic resources

8.3.1 Overview of humanistic resources

(1) Architectural landscape

In addition to the natural landscape, the architectural landscape is also an important

part of Kanas and the tourist landscape. The main architectural landscape in Kanas are “wooden flute house” that locals (Tuva) live in. It is a tower-shape wooden house made of wooden pine, and it is called “wooden flute house”, of which the walls are carved from the original wood, and stuffed with moss. The roof is sharp and oblique which adapts to the rainy and snowy environment in the mountains. There are three general arguments about their origin: one is that they are descendants of Genghis Khan and the guardian of the mysterious treasure of Genghis Khan. The second argument is that according to Russian scholars, the Tuva may be the ancestors of the Indians. The third argument is that they migrated from the Republic of Tuva to here.

(2) Ethnic culture

The residents of Kanas are mainly local Tuva, so Tuva culture is the main ethnic culture of Kanas. In terms of language and culture, the Tuva people still maintain their own unique living habits and languages. The Tuva language belongs to the Altaic Turkic language group which is similar to Kazakh language group. Therefore, the Tuva people speak Kazakh language, but it is different from the Mongolian language.

(3) Festivals and events

Local residents of Kanas have abundant festivals and festival events, including the traditional Mongolian Obo Festival, the local Zoulu Festival (Winter’s Day), and the Han Chinese Spring Festival and the 15th Lantern Festival. On the grass highland by the northwest side of Yaze Lake, there is a stone pile, which is a sacred site of Kanas – “Genghis Khan Obo”. The Tuva people are convinced that this obo enjoys a history of more than 700 years. When Genghis Khan returned from the West with victory, he came to Kanas. According to the legend, Genghis Khan is full of countless treasures that have been plucked from the West. The treasures have been piled around the Kanas Lake, and a grand ceremony has been held here. This obo is specially built for this festival. Therefore, the Tuva people regularly carry out sacrificial activities and the Obo Festival every June 8th. On the morning of Obo festival, each household brings good food, gathers around Obo which “sacred trees” are planted around, begins to incense candles, worship the sun, moon, stars, mountains and rivers and religious historical figures. Everyone ties a strip of cloth to the tree, and put a pile of stones upon the obo, and then the senior leads the men to sing around the obo with the food that they bring from their homes scattering on the obo. After three rounds, the young

and the old bow to the obo and pray for the blessings of the god, praying for good weather and the livestock. And then carry out traditional Mongolian folk entertainment activities such as horse racing, wrestling, archery, etc., and cook the sheep. The whole village sat around drinking milk and singing together to celebrate the festival.

8.3.2 Protection and management of humanistic resources

(1) Integration of culture and travel with benign interaction

With the reform of state institutions, tourism and culture will be deeply integrated. Kanas will follow the pace of integration of culture and tourism, launch a series of related cultural and tourism integration products, such as promoting the Mongolian Tuva clothing, food, dance and cultural festivals and other cultural resources. Make products effectively integrate and make package upgrade to develop local culture as the core competitiveness of tourism products, which could enhance tourist attraction, raise tourism Cultural connotation, and also activate and protect traditional culture. Some projects of cultural and tourism integration have been launched: Hemu to build the “Tuva Folk Culture Museum”, Jiadengyu to construct Performance Center , planning and promotion of folk custom and home visits.

(2) Landscape protection on the base of the whole

The protection of traditional wooden houses adheres to the principle of naturalization. Based on the natural ecological advantages of Kanas and the protection and development of traditional ancient villages, the historical style and architectural style of the traditional ancient villages in the scenic spot will be maintained as the premise and foundation for the development of tourist B&B. In accordance with the principle of maintaining wooden dwellings, adhere to the principle of creating quality buildings, strictly examine and supervise the building decoration, the transportation of materials, and the building construction; timely repair wooden fences, gates, plank roads; remove the color steel roof to replace with wood materials; decrease the color of houses; build outdoor wooden balcony; beautify the exposed bare ground and plant , green plant on it; continue to expand the public space of the region to make the beautiful natural environment and the characteristic wooden house harmoniously symbiotic.

8.4 Monitoring and governance of environmental quality

8.4.1 Water environment quality

In 2018, the total area of artificially increased water in Xinjiang reached 500,000 square kilometers, the weight of which reached 1.265 billion tons, and the area of arable land protected by hail control was 20,000 square kilometers. The effect of artificial weather modification is remarkable, ensuring agricultural development and water cycle.

8.4.2 Sewage treatment

In general, the quality of water resources in Kanas is excellent, and there is no phenomenon that the cross-flow of sewage and water quality deteriorate due to tourism development, where the sewage treatment system and capacity of the scenic spot are particularly important.

In terms of water supply and drainage infrastructure: actively plan PPP projects, sign PPP projects of roads, water supply and drainage, and tourism comprehensive services which values 700 million, and actively promote the upgrading of the water supply and drainage system in the scenic spot and the progress of the water recycling project. The company continues to carry out environmental management, implement the upgrading and renovation project of Jiadengyu and Hemu wastewater treatment plant, and the sewage treatment reaches the four standards of surface water.

8.4.3 Solid waste treatment

By 2010, the scenic spot mainly has used the way of landfill to treat various types of solid waste. The sanitation facilities of some hotels in Jiadengyu and Kanas Lake District have been initially improved, and waste products and garbage can be collected and treated intensively. A number of garbage containers, garbage transfer stations, public toilets and other sanitation facilities are set along the roads.

8.4.4 Vegetation coverage

The existing forests in Kanas Nature Reserve are all formed by natural natural and natural succession. The community structure is stable, the ecosystem is perfect, the ecological service function is strong, and the forest landscape is beautiful. It is mainly

distributed in Kanas Lake, Baihu Lake and Kana. On both sides of the River and its main tributaries, there is a “tree-shaped” distribution pattern. The protection level of forest land is above Grade II, and the area of protected forest land in the core area and buffer zone accounts for more than 63%.

8.4.5 Atmospheric environment

Most of Kanas scenic areas still remain a relatively primitive state, residents are relatively rare, most of the areas are depopulated zone, where the air is fresh. In the questionnaire survey of residents on the impact of tourism, more than half of the residents do not agree that tourism deteriorates the air pollution, which indicates that the tourism development has less impact on local air. The anion concentration in the air of Kanas is high, while the dust capacity is low, and there is no air pollution source, which is in line with the national level I standard of GB3095-1996 atmospheric environment. In 2018, in order to ensure the quality of the atmospheric environment, the scenic spot carries out strict inspections on the shuttle vehicles and establish inspection files. All yachts and shuttles that do not meet the emission standards of the exhaust gas shall not be put into operation.

8.4.6 Acoustic environment

The Kanas scenic area is far away from the urban and populated areas, where the natural environment is quiet. The noise is mainly from hotels, restaurants, shops, cultural and recreational facilities, residents' living and vehicle operation, which is divided into living noise and traffic noise. Except for the partial influence brought by tourism in the lakeside area of Kanas Lake, there are basically no other noise sources, which is in line with the national GB12348-90 noise level I standard.

9. Summary and recommendations

9.1 Summary of Kanas tourism

9.1.1 Residents' participation level is improved with structural optimization, and they hold positive attitude towards tourism development

With the continuous deepening of tourism development in Kanas, the scale and

popularity of tourism development has been continuously improved, which not only brings profound social, economic and cultural influences to the community residents in Kanas scenic area, but also influences the Altay region. The scale and level of residents' participation in tourism development in the Altay region have been improved. According to the data, in addition to the increase in the number and scales, the population structure of tourism practitioners has also changed: on the one hand, the education level is improved; on the other hand, the diversity of occupations and ethnic types is enhanced. This shows that with the development of Kanas tourism, the competition in tourism-related industries is becoming increasingly fierce; the requirements for the level of tourism services are constantly improving; the structure of local tourism professionals is increasingly optimized, and the overall level of tourism development in Kanas is further improved. It has a positive effect. The also reflects that the professional division of labor in the development of Kanas tourism industry is refined; the development of the tourism industry has given more local employment opportunities, and the willingness and service awareness of residents to participate in tourism development has gradually increased.

At the same time, the development of tourism has contributed greatly to the overall economic, social and cultural development of the region and has been recognized by local residents. In terms of employment opportunities and economic benefits brought by tourism development, they generally think of positive significance: lead to the sustainable development of local economy; tourism investment increase the mobilization and the vitality of the local economy; but some residents reflects the development of tourism has brought the corresponding rise in prices and the gap between the rich and the poor. The professional level of local tourism practitioners is uneven, and not all residents can share the tourism bonus; on the other hand, it also reflects the need to improve the local economic order and the capacity of government policy response.

In addition, from the perspective of the social impact of tourism development, residents are more satisfied with the improvement of public infrastructure construction, transportation, medical and health care, especially in the past three years, where the medical conditions of local communities have gradually improved. With the rising of tourism professionals' education level, tourism has continuous positive impact on the local 's education level.

From the point of view of cultural impact, because the local community has formed a strong ethnic cultural identity and pride of place, the majority of residents believe that tourism mainly promotes external cultural exchanges, without adverse impact on the local

folk and traditional culture. This shows that in the tourism development, local folk customs and traditional culture still maintain their own vitality, and the impact of tourism development is relatively small. In short, from the perspective of residents, residents have a high satisfaction with Kanas tourism development, which lays a good social foundation for sustainable tourism development.

9.1.2 Family group tourism is prominent, and tourists pay more attention to tourism resources and accommodation conditions

In terms of the tourism market, the tourist sources of Kanas tourist market are mainly developed provinces in the long distance. It can be seen that Kanas has a strong tourist attraction and can drive a wide range of tourist source markets, which conforms to the image positioning and market positioning of its tourism development. At the same time, it further reflects that the tourists who came to Kanas after long-distance travel have higher expectations and requirements for Kanas tourism, and it is also a strict test for the level of tourism services. Therefore, tourists generally expressed the importance of the scarcity of tourism resources to their influence on the tourists motivation. It is believed that the natural scenery of Kanas, especially the mountain, forest and lake in autumn, is more prominent, while Kanas's humanistic tourism resources are not concerned. This shows that the unique natural resources provide Kanas with the most core tourism attraction, but its tourism experience products and cultural products are relatively scarce or single, failing to form a good tourist reputation and image for tourists. The tourism marketing and publicity of natural scenery and humanistic scenery have not formed an ideal complementarity.

In terms of changes in the national tourism market, family group travel has become the main form of travel, which is also prominent in Kanas's tourism market structure this year. Such team travel also has a high level of consumption and spending power. It is of great significance to promote tourism economic growth. In terms of this year's research, accommodation and food have become the tourists' focus, which is also determined based on such a visitor structure. Although family-based accommodation is still popular, the requirements for starred hotels is rising. In terms of the satisfaction of tourists, the accommodation of family hotels in the peak season cannot fully meet the growing requirements of family and the old. Therefore, in the future, we need to pay attention to the optimization of the tourist accommodation environment, standardize the service level and sanitary conditions of the family hotel, and provide a good accommodation and rest

environment for tourists.

At the same time, the increase in the proportion of family travel and the proportion of self-help travel has raised new requirements and challenges for the tourist identification system, tourist facilities and tourism products of the scenic spot. In terms of the feedback of tourists this year, the tourist guides and guidelines in the scenic spot should be improved, which lacks effective guidance for self-guided tourists, and has caused inconvenience to some tourists in taking the shuttle bus. The distance between the road guidance and the actual walking length of the core attractions (such as Kanas Lake) is not clearly marked. Some middle-aged and old tourists cannot further visit the scenic spots and stay in the transfer station for a long time, which causes the crowdedness in transfer station and toilets during the peak hour. Therefore, the tourist market structure of the Kanas scenic spot has been basically stable, but it is necessary to pay attention to the new tourism market trends, constantly improve the overall tourism environment, and meet the needs of different tourist groups.

9.1.3 Develop winter tourism, and further enhance the popularity of classic tour routes and products

The core tourism products of Kanas scenic spot includes sightseeing, leisure, outdoor sports, folk culture experience and other types of tourism products, focusing on Kanas "Pure Land" of tourism destination image, highlighting the characteristics of "China's most beautiful autumn", and the popularity of key attractions on the classic tour routes has been further enhanced, which is verified by the revisited rate of tourists and the perception of tourism image of the destination. In 2018, the Kanas scenic area paid more attention to the updating and upgrading of tourism products, and added a variety of tourism products. In particular, in order to narrow the gap between the peak season and the low season, the Kanas scenic spots increase winter tourism routes and richer winter tourism products, such as the snowfield sightseeing experience project, folk culture experience projects and five theme tourism festivals, further improving the winter tourism product system. On the whole, in order to achieve the goal of "expansion and delay", the structure of Kanas tourism products meets the basic requirements. With the establishment of the Kanas Tourism Product R&D Center, it will focus on the development of new tourism products, which will help the future to the development of attractions. At the same time, in terms of the development of tourism products, consumer products have been actively cultivated and

developed; the number and types of stores that have settled in has increased, which enriches the types of tourism goods.

However, due to the continuous refinement of tourists' needs, there are still some defects in product richness and experience. This is mainly reflected in: Firstly, there is a certain homogenization of product types, and the experience content is mainly sightseeing, riding, watching, which is relatively simple, and the tourism projects for different market segments are relatively few, thus causing tourists with different tourism needs to experience similar tourism projects. Secondly, the experience and participation of tourism products are weak, which makes tourists stay in transfer station for a long time. There is no boutique or small workshop tourism experience project to divert tourists or arouse tourists' interest. Thirdly, there are still few types of tourist goods and special tourist souvenirs. The promotion of special products and the franchise business places are not clear, which is unable to satisfy tourists' purchase demand for tourism goods, which is more prominent in the feedback. At present, traditional postcards, maps, refrigerator stickers and other souvenirs are more, while there are few cultural and creative products. The local excellent books sold mainly by Fox Bookstore are still limited in popularity. In the future, the combination of local cultural characteristics and local agricultural products, handicrafts can be further explored to develop more diverse forms of cultural and creative products.

9.2 Proposals for Kanas tourism development

9.2.1 Strengthen tourism vocational training and raise tourism service level

As the scale and depth of residents' participation in tourism operations continue to expand, the number of full-time staff engaged in tourism services is also increasing, which will profoundly affect the overall level of Kanas tourism services. Therefore, in order to match tourism development scale and tourism service capability, and to further improve tourists' satisfaction with tourist destinations, it is necessary to further strengthen tourism vocational training, formulate training programs in a targeted manner, refine training content, and improve tourism service levels.

Firstly, regularly carry out targeted tourism training course for tourism professional services personnel and administrative staff to learn overall level and future trends of local tourism development, to understand external competitors and changes of tourism market structure; adjust training content, put forward timely and effective guidelines for tourism

policies; secondly, absorb local professionals to participate in tourism development, such as intangible cultural heritage inheritors, folk artists, craftsmen, etc., carry out tourism service trainings to connect service awareness, the basic idea, cultural heritage and value of tourism, laying the social foundation for the development of new travel experience products; thirdly, tourism service training is even more important for the residents. Most residents expressed willingness to participate in regular trainings, which will help them improve their travel management capabilities. Then the training of residents mainly includes several main contents: First, in addition to the basic training of basic etiquette and service awareness for the less educated business households, it should be combined with the development direction of the current “Internet +” in Kanas scenic spot. Popularize the correct channel of tourism marketing and the way of developing customer sources; introduce the basic online and offline sales products and methods, which not only form a top-down marketing expansion system, but also can exert their subjective initiative from the bottom up; the second is for operators or service personnel of family hotels, star-rated hotel, carry out regular vocational education and training; reward individuals or groups with outstanding achievements to promote the overall level of tourism services.

9.2.2 Improve the construction of supporting facilities to meet the needs of tourists and operators

The construction of supporting facilities not only refers to the continuous construction of hardware facilities such as infrastructure, but also refers to the need to have effective software support while the hardware facilities meet the standards to meet the needs of tourists and operators. This monitoring focuses on the following two aspects:

Firstly, in terms of the construction of transport facilities and management, in 2018, the improvement of external traffic conditions is the most prominent. The open of tourist trains, to a certain extent, causes short-term surge in tourists in Kanas, which brought the internal traffic huge stress. Therefore, with the optimization of outer ring, the internal environment, management, and traffic grooming system should be further optimized to deal with possible future more tourist flow. On the one hand, shorten or prolong the service time of transfer buses; on the other hand, strengthen the traffic grooming system of scenic spots on the ring line. In addition, the new expressway to Hemu Village will be opened, which will change the classic circular tourist routes to a certain extent. On the one hand, it must retain the attraction of the core attractions, such as the number of tourists in Kanas Lake to be strictly

monitored; In the meantime, it is necessary to appropriately divert the tourists from the core attractions to the surrounding scenic spots, and add some suitable small-scale tourism projects in the surrounding scenic spots to prolong the stay length of the tourists. Through the flexible deployment of time and space, visitors can more fully explore the entire Kanas scenic area. Secondly, because of increased air tourism, such as the construction of a small apron in the future, which helps the introduction of multi-vehicle, but also needs to produce a corresponding plan for its impact on the environment and tourism route products. In addition to airborne tourists, overlooking the scenic, guarantee the travel and stay length of travel tours, which is put forward the higher requirements for the product, project software package.

Secondly, in terms of the system of water conservancy and power supply, according to the survey and feedback of the operators, the tourism community, such as New Village and Hemu Village, which is mainly based on the catering and lodging industry, need to further strengthen the water and power grid to the continuous development of winter tourism. Because of the restriction of special natural environment, tourism-related departments and the government, water conservancy, and power departments further negotiate and discuss professional and effective solutions. This is a livelihood project involving local community residents, and proposes water use plans and water transfer plans in the scenic area to gradually build a complete power network to meet the requirements of safe and stable operation of the power grid. Different water supply and power supply plans will be implemented in the peak season and the low season, comprehensively coordinating the construction of power supply facilities and other facilities of external cities, and reserve sufficient corridors of high-voltage line; design and coordinate the supply of tap water and infrastructure to meet the basic water demand. In short, scenic areas need to further improve power planning and water resources planning, design innovation in the water network of nature tourism destination, upgrade and optimize the water network and power grid, building more intelligent, efficient and green water systems and power supply network .

9.2.3 Enrich the types of tourism products and enhance the experience of new tourism products

In this monitoring, the range of tourism commodities still not fully satisfy the needs of tourists. The bulk commodities are not easy to carry, and the characteristic small-scale tourism product is less, so that the majority of tourists are less satisfied in the perception of

tourism commodities. At the same time, the main income of local residents participating in tourism comes from accommodation reception, catering services or house leasing, but the income from the production of agricultural special products or specialty handicrafts is less. Therefore, in the future, Kanas scenic area can develop certain shopping tours to increase the income of local residents (especially those who are not involved or unable to conduct tourist reception services), and sell tourism products with Kanas cultural characteristics related, such as Kazakh ethnic handicrafts, costumes, dairy products, art works of Kanas landscapes, etc. Some shopping spots should be combined with local products and handicraft processing spot to enhance the visibility and participation of shopping and tourism activities. Improve the mail, express delivery and other logistics services to make it convenient for a large number of tourists to purchase bulk commodities. Encourage and support research and development, innovation and implementation of tourism products. Appropriately regulate the flexible and scattered sales methods of tourism products of residents, and set up commodity sales spots in each community. Create branded tourism products, and register corresponding products to enhance brand value-added of tourism products.

In terms of tourism products, the participation and experience need to be further enhanced. Although the image of Kanas' core tourist destination is centered on natural scenery, the ethnic culture and humanist customs also constitute the unique northwest ethnic culture, where the contact between tourists and folk activities is very limited, and traditional sightseeing tours still dominate. Therefore, tourism products need to be further enriched, especially the combination of ethnic culture and tourism activities, such as the appreciation of ethnic music in the home visits of Kanas village, the simple production of dairy products, etc., and the content and form of participation. It mainly brings fresh experiences to tourists. Intangible cultural heritage and minority cultures as local folk culture, which is created, used and inherited by the people, living culture of people as well, to achieve the publicity of local culture is to satisfy the participatory and experiential needs of tourists. These unique cultural symbols are felt through the experience.

9.2.4 Regulate the tourism market and create a good tourism environment

With the improvement of the quality of tourism supporting services, the satisfaction of tourists has been increasing year by year, but there are still many problems in general. The tourism market has just opened. After all, the tourism order is not yet mature, and the

normative nature of the tourism market has not been deeply rooted for people. According to the survey of this monitoring, it should be improved from these aspects:

First, strengthen the management of tour guides and full-time travel service personnel. The service quality of tour guides is uneven. Many team visitors are extremely dissatisfied with the service attitude of tour guides, which are mainly dissatisfied with the tight schedule and different treatment of tourists who do not participate in self-funded projects, which seriously affects the tourists' perception of Kanas tourism image. Therefore, in response to problems such as violations of tour guide service personnel and poor service quality, strengthen the supervision of condition in the peak season, eliminate the problem of compulsively selling self-funded projects, and receiving unreasonable rebates; provide visitors with an effective complaint and reporting platform, and timely feedback to the travel agency where the tour guide works; establish a black and white list of guides: on the one hand, reward the excellent guides on the white list, which provides visitors with alternative reference; on the other hand, disclose blacklisted illegal tour guides, and include them into the list of dishonest tour guides for a period of time to reduce their service opportunities.

Second, strengthen the normative, healthy and secur family hotels and housing construction. As the requirements of accommodation conditions are getting higher and higher, and the scale is gradually increasing, the construction, maintenance and expansion of family hotels in the scenic area need further regulating. At present, the safety of power facilities is especially emphasized. The buildings in the community, based on the relevant planning protection and legal and regulatory documents of the scenic area, are strictly protected, and different types of buildings are protected, maintained and restored in different ways. Protect its spatial pattern, scale and original features. Protection of traditional architectural forms, construction material, color, etc. should keep its ethnic character, unity, continuous integrity and visual landscape. In addition, the sanitary conditions and safety of accommodation need to be improved. The bed quality of some family hotels is poor; the sanitary conditions are worrying; the wires in the room are entangled, which has certain safety hazards and requires timely inspection, supervision and overhaul by relevant departments.

Thirdly, strengthen market supervision and prevent cheating behavior which will disrupt market order. For the tourism market prices of different communities, including the cost of catering, accommodation, basic expenses for housing rental, strengthen the promotion of integrity, adjust the lease fees of foreign operators to comply with the

regulations for effective contract signing, and the department should focus on the unreasonable price. On the other hand, for the ups and downs of accommodation prices, not only must the price be clearly marked, but also need to be further explained to the tourists why there are price differences in different communities. In this interview, a lot of visitors to reflect different prices, and with higher prices, the quality of accommodation is little different, even worse, which needs to increase channels of communication, indicating the distribution and transportation of various community resources are discrepant in conditions. Improve the overall level of accommodation, as much as possible to dispel consumer suspicion and excessive defense. At the same time, strengthen supervision and joint law enforcement, and rectify market order and cheating behaviors.