

2018 Monitoring Report on the Sustainable Tourism Development of Xidi Village

Monitoring Centre for UNWTO Sustainable Tourism Observatories

People's Government of Yi County, Huangshan City



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1. Foreword

1.1 Monitoring Purpose

With the gradual deepening of the concept of sustainable development, promoting sustainable tourism has become a global trend. Finding specific technical methods for long-term monitoring of destinations and taking indispensable preventive measures and corrective measures to ensure the sustainable tourism development has become the focus in the world today. Since 2006, Sun Yat-Sen University and the World Tourism Organization (WTO) have established good cooperative relations, and work together to apply the sustainable development indicators of tourism destinations designated by the World Tourism Organization to practical operations, and to scientifically carry out the monitoring and upgrading of tourism destinations.

In 2012, the Monitoring Center set up observatories in Xidi and Hongcun, two ancient villages in Yi County, Anhui Province, and carried out continuous tourism monitoring. The monitoring team is in charge of the monitoring of Xidi Village. The main purpose is to provide feedback to local residents and the government on the monitoring results of previous years, and to provide practical suggestions for local tourism development.

1.2 Monitoring Range

Xidi Village is an ancient village in the southern part of Anhui Province. The main structure of village is a vertical street and two roads along the stream, constituting the east-oriented, north-south extension of the village street system. The village originated in the 11th century and developed at the peak of the 14th-19th centuries. Because it was less affected by war as well as the great economic development, the original form of the village has been preserved intact, and the authenticity and integrity of historical development have always been better maintained. There are 124 ancient dwellings built in the Ming or Qing Dynasties and 3 ancestral halls in Xidi Village, all of which have been listed as key cultural relics protection units in Anhui Province. In November 2000, together with Hongcun, it was included in the World Cultural Heritage List by UNESCO. On May 5, 2011, Xidi Village Scenic Spot was officially awarded the title of “National 5A Attractions” by the National Tourism Administration. At the same time, Xidi is also the national key cultural protection

unit, the Chinese historical and cultural village and the top ten most famous towns in China.

1.3 Monitoring content

The monitoring work lasts for 7 days and includes: 1) issuing tourist questionnaires, conducting simple interviews with tourists to understand their perceptions and satisfaction with the tourism development of Xidi, and sharing sustainable tourism related knowledge to tourists; 2) issuing resident questionnaires and Interviews with residents on local business development, residential protection, community resilience and environmental protection, collecting residents' attitudes and opinions on local tourism development, distributing brochures to residents, and popularizing tourism sustainable development knowledge; 3) archiving residents by numbering, documenting and household surveys of houses in the main blocks divided by the main streets; 4) establishing the Xidi commercial information database and collecting commercial information in the Dalu Street, Zhijie Street, Henglu Street, Qianbianxi, Houbianxi and along the Qihuang Road; 5) attaching importance to the environmental protection issues of Xidi, and further understanding and focusing on the problems of generation and treatment of garbage and sewage; 6) understanding the tourism development of Xidi, and providing suggestion on the upgrade of its tourism products and solutions to brand building; 7) understanding the impact of tourism on the lives of local residents, and pay attention to changes in intergenerational inheritance and shooting videos.

2. Current Situation of Ancient Dwellings

2.1 Basic Information of Ancient Dwellings

There are 36 ancient dwellings along Dalu Street and the middle of Qianbianxi, of which 10 are for key protection, 21 are for protection and 5 are ordinary dwellings. The ownership of the dwellings in Dalu Street and the middle of the road is mainly for residents' own use. The number of residents participating in self-employment and farming is relatively high among the economic sources of known households. At the same time, the diversification of family economic sources emerges. This area is close to the road, where tourists usually get off the road and enter the scenic spot. Therefore, the way of which residential houses participate in tourism business activities is

mainly based on the operation of B&B.

There are 9 ancient dwellings at the meeting of Qianbianxi and Houbianxi, of which 4 are for key protection and 5 are ordinary dwellings. Most of the houses at the meeting of Qianbianxi and Houbianxi are for residents' own use, and a small amount is rented and partially leased. There are many residential houses participating in tourism business activities mainly on hotel and catering operations. The dwellings archived basically have residential function.

There are 17 houses in Dalu Street and the middle of Qianbianxi, where 3 are key protected residential houses, 10 are ordinary dwellings, and 4 are ordinary houses. The uses of dwellings are more diverse, including both residence and tourism-related facilities, such as tourist accommodation facilities and catering facilities. All the ownerships of dwellings are mainly for residents' own use, and there are also a few cases where foreigners rent and operate. Most of the residents living in the area are older people. While the elders live in the village, the youths go out to work.

2.2 Current Situation of Protection of Ancient Dwellings

The residential buildings in Dalu Street and the middle of highway vary in construction time and styles. The dwellings are mostly traditional Hui style architecture and uniform in appearance. Some older buildings have blackened walls and cemented exterior walls, while the new exterior walls are cleaner and mostly painted with white ash. In terms of internal structure, the new architectures and the traditional Hui-style architectures are very different. Most of new buildings have no structure like a patio, and some of the older houses are also renovated inside. The common decoration is to seal the patio with a plastic shed and renovate the interior. Either a new building or a traditional old building has relatively complete and basic internal facilities, such as toilets and bathrooms.

The construction period of the dwellings at the meeting of Qianbianxi and Houbianxi is generally divided into two periods: One is the ancient Hui-style building with a history of 100 to 300 years built in the Ming or Qing Dynasty, and the other is the new buildings built in the second half of the 20th century. The preservation of residential houses is different. Basically, each ancient dwelling has various changes, including the coverage on the patio and adding some modern facilities such as lamps. Under the influence of Xidi tourism business activities, the dwellings were transformed into

B&B or catering facilities. The interior of the house was greatly modified, which was quite different from the original ancient buildings.

The dwellings in Dalu Street and the middle of Qianbianxi are dense, the shape of which is not regular. Although most of the buildings still look like traditional Hui-style buildings, some of the houses are greatly renovated either for tourism business activities or for improving living conditions, which are basically the same as modern dwellings. Most of ancient dwellings are leaking, so they need repairs almost every year. Most dwellings will build a shed above the patio to improve the problem of wetting and leaking rain. Whether it is a relatively new dwelling house or an ancient dwelling house, there are problems of poor lighting. Some ancient dwelling houses increase lighting by adding electric lights inside the house.

During the visit, the residents reflected that the government had stricter maintenance regulations for the dwellings in Xidi Village. Either ancient dwellings of the Ming or Qing Dynasty or the newly built buildings of the second half of the 20th century cannot be repaired at will. Common minor repairs such as leaking houses can be handled by themselves, but if the structure of the house is to be modified, it needs to be reported to the government. With the permission of the government, the government will send people to design, repair and renovate the house.

2.3 Current Situation of Ancient Dwelling Use

During the field research, it is found that the residential areas in Dalu Street and the middle of the highway have three uses: one is for residence, the other for commercial use, and the third for agricultural use. Although Dalu Street is relatively close to tourist routes, due to their middle position in Dalu Street and the highway, the geographical location is not very favorable. Therefore, most dwellings are not used for commercial activities. The investigation shows that tourism development has little impact on the region and has not changed the function of most residential houses. However, some dwellings are still affected and there has been a change from residential functions to commercial use.

Because the houses archived at the meeting of Qianbianxi and Houbianxi are distributed inside the alley, and some are distributed along the street, the way to participate in the tourism business activities is not only to open B&B, but also stores with shopwindows and snack bars. Tourism

development has a great influence on the residential areas at the meeting of Qianbianxi and Houbianxi. Most of these dwellings are involved in tourism activities. While dwellings in the busy tourist area sell goods and start catering, dwellings in the unpopular tourist areas open B&B.

Some dwellings that archived in Dalu Street and the middle of Qianbianxi have been transformed into commercial activities, and the forms of operation are also diverse, such as tourist accommodation facilities, catering facilities, shops, bookstores and so on. Since this part is not located in the busy tourist area, some residential houses that conduct commercial activities will hang the signboard of the shop name on the outside, and owners of the house will visit the place with a large amount of tourists or roads to solicit.

3. Survey for Community's Perception

3.1 Basic Information of the Questionnaire

The community survey questionnaire consists of seven parts: residents' livelihood assets, residents' lifestyle, residents' agreement with life, residents' awareness of the impact of tourism development, residents' perceptions and suggestions on tourism development and heritage protection and basic information of residents, where residents' livelihood assets, residents' lifestyle, the residents' agreement with life and the residents' awareness of the impact of tourism development are measured by the five scale of Likert to measure residents' agreement with specific descriptions and assign from 1 to 5 with "strongly disagree", "disagree", "no feeling", "agree" and "strongly agree"; In terms of two parts, residents' perceptions and suggestions for tourism development and heritage protection, multiple-choice questions and short-answer questions are adopted. At the same time, interviews are used as a supplement to the data and materials.

Among the 99 residents surveyed, there are 50 males and 45 females. The gender ratio is relatively balanced. At the age level, the majority of the population is 25-60 years old; the education level of the most respondents are high school, secondary school or below; 82.98% of the respondents has lived in Xidi for more than 10 years, and the residents who have lived for a long time reached 85.71%; in terms of occupations, the self-employed owners mainly account for 48.96%, and about 70% of the surveyed residents work in the tourism-related industries; more than half of the surveyed

residents' monthly income is below 3,000 yuan; in terms of the total number of family members, residents in Xidi Scenic Area are mainly small families of 3-5 people, reaching 82.02%, where 1 or 2 family members in most families go out to work and 1 or 2 family members work in tourism.

3.2 Residents' Living Costs

In terms of residents' perception of natural capital, the average of the four indicators of local natural resources is relatively close and greater than 3.5, which shows that residents have a positive and supportive attitude towards the development of local natural resources, where residents in Xidi have the highest recognition of local natural resources, reaching 70.41%, and the recognition of local natural resources is very low, which is 57.73%. On the four indicators of local tourism resources, local residents have the strongest recognition for “local tourism resources have high tourism value”, and the percentage of residents who agree with them is above 80%, with an average value of 4.0 or above; Local residents have a high degree of recognition for the “the number of local tourism resources is large” and “Xidi Scenic Area is well-known”. Overall, the surveyed residents generally agree that Xidi has good natural capital, that is, residents believe that local natural resources are abundant, rich in variety, good in quality and well protected. Local tourism resources have high tourism value and are abundant in amount. The combination of tourism resources is in good condition and the popularity of Xidi Scenic Area is very high.

In terms of residents' perception of material capital, residents of Xidi have the highest recognition of “my family is close to the famous local scenic spots”, reaching 77.55%, and the average value is above 4.0. In addition, residents have a relatively high recognition of “local transportation is very convenient”, reaching 62.63%. The recognition of the remaining indicators is generally not high. It reveals that tourism infrastructure measures and public service facilities in Xidi need improving, and public space needs to be properly planned and allocated to ensure that Xidi residents can equally enjoy public resources; in addition, this reflects to a certain extent the families of many residents are not satisfied with their economic situation and unfair and unreasonable distribution of interests in the process of developing tourism happens in Xidi. On the whole, the residents generally believe that material capital of Xidi is insufficient. Xidi also needs to upgrade and improve all aspects of material capital to provide a solid material foundation for tourism

development of Xidi.

In terms of residents' perception of human capital, three indicators of “the overall education level of local people has been raised”, “the health of local people has improved” and “the level of local tourism services has increased”, get a high recognition, where the percentage of residents who agree is higher than 60%, and the average value is above 3.6. It shows that residents generally believe that the overall education level, health status and tourism service level of local people have been improved. The percentage of residents who agree with the remaining indicators is low, which reflects that the overall labor capacity of residents in Xidi is not high, which greatly affects the overall living conditions and level of Xidi residents. Generally speaking, the level of human capital in Xidi is not high, in which the overall education level and health status of Xidi locals are relatively good. Individuals' academic qualifications, related skills and labor ability are relatively general. Therefore, the individual's level of Xidi residents needs improving to adapt to the overall needs.

In terms of residents' perception of economic capital, among the first four indicators for measuring local economic capital, while residents have higher recognition of “the development of local tourism is improved” and “the local economic environment has become better”, the recognition of “The types of enterprises are increasing and the number of enterprises is increasing” is low. It shows that the tourism status and economic environment of Xidi have been improved, but the types and quantities of enterprises have not increased significantly. In the last five indicators to measure the economic capital of residents, “My job opportunities have increased”, “My income has increased”, “More types of selectable jobs are increasing” and “My income sources are more than before” the average value of all is below 3.5, and the average value of “I have increased my consumption level” is 3.74. It reveals that with the development of Xidi, the job opportunities, income, job types and income sources of residents did not not significantly increase, but the level of consumption of residents has increased to a greater extent. On the whole, the level of economic capital of Xidi is poor. While the development status and economic environment of Xidi have become better, the types and number of enterprises have not increased much. The job opportunities of residents, income, types of work and sources of income have increased slightly, but the level of consumption has greatly increased.

In terms of residents' perception of social capital, in addition to the "The community provide multiple training opportunities " and "I am more influential in the local area than the average person", the average of the remaining indicators is larger than 3.6, indicating that the percentage of residents agreeing is greater than 65%, which reflects that social capital of Xidi is in good condition, and residents are in favor and recognition of local social capital. For the two indicators of “The community provide a lot of training opportunities” and “I am more influential in the local area than the average person”, the percentage of residents who agree with them is around 30%. It can be seen that the influence of residents in Xidi is not great. There are also insufficient training opportunities for residents, and the relevant skills of residents are limited. Overall, the social capital of Xidi is good. Residents consider themselves to be a member of the community. They have a good relationship with family members. They can get help when they need help. The number of their friends is increasing, and community residents are very friendly, trustworthy, supportive and helpful, but the community offers less training opportunities and they residents lack of local influence.

3.4 Lifestyle

In terms of resilience, regarding residents' ability to perceive risks, residents have a good ability to perceive risks, but lack certain autonomy to perceive risks; for the indicator of “ability to understand, learn and plan”, residents do well in it, but they lack certain autonomy of learning plan and the ability to adapt to change, which is also a part of the community's resilience that needs improving. When it comes to the ability of dealing and coping with risk, the number of people who hold opposing views of the two indicators is the largest in total, and residents' perceptions of their own abilities and the ability of solving problems are low. In general, the resilience of Xidi residents in the dimension of “ability to deal with risks and adaptability” is not good. In the dimension of “the degree of interest in change”, although local residents have certain interest in change, they lack certain execution. Residents like to try new things, but they don't want to learn new skills or plan their own lives. Residents' resilience in this dimension is not good. In the fifth dimension, “profit from tourism”, the average value of this indicator is around 3.50. Residents in Xidi like to engage in tourism-related work. Although tourism has improved the living standards of Xidi residents, residents' perception of profiting from tourism is still not obvious, and many residents say that

business is getting harder and harder.

In summary, the resilience of Xidi community is still at a low level. Although local residents have a certain ability of risk perception and ability to understand, learn, and plan, residents' ability of dealing with risks and adaptability is poor. Residents believe that "tourism development and planning is a matter of government", and what is more important for residents is the division of interests in the tourism development. Therefore, several contradictions have arisen in the development of Xidi tourism: "the degree of interest in change" of residents is high, but residents lack the ability to cope with change and deal with risks. Therefore, in the tourism development, residents have relatively strong willingness to participate in tourism development but lacks of good ability to make profits. In addition, in the tourism development, residents are dissatisfied with some decisions of the government and tourism companies, but residents believe that decision-making and implementation are government affairs. Many residents say that they do not "not understand, are dissatisfied, and do not want to participate in government decision-making." Due to the lack of professional talents in the current tourism development of Xidi and the fight within the multiple interests of tourism companies, governments, residents and foreign operators, the resilience of Xidi community still has a lot of room for improvement, which must be overcome in the process of sustainable tourism development.

3.5 Life Satisfaction

According to the residents' perception of happiness in life, except for the indicator that "if life could be lived over again, I did not want to change", the average of the rest indicators is above 3.0. It shows that the tourism development of Xidi has brought certain changes to the residents and continues to develop. The indicator of "In general, I am satisfied with my life" has a high recognition of 65.3%, showing that residents are satisfied with current life. In this interview, it can be known that since the development of tourism, residents have relied on tourism to maintain their lives and are more optimistic, and hope to expand the tourism market.

3.6 Residents' Perception of the Impact of Tourism

According to residents' perception of influence of tourism economy in 2018, in addition to the

indicator of “tourism development is conducive to narrowing the gap between wealth of local residents”, the average value of other indicators is above 3.5, which indicates that residents support and recognize the impact on economy brought by the tourism development of Xidi. Residents have the strongest recognition of the three indicators of “tourism greatly promotes local economic development”, “tourism development has raised local housing prices, rents, etc.” and “tourism development improves local living standards”, and the percentage of residents who agrees with the indicators is above 80%, and the average is above 3.9. In terms of “gap of wealth” indicator, perceptions vary in different groups of people. The disparity in the number of people who “disagree” and “agree” is small. On the whole, the surveyed residents generally agree that tourism has driven local economic development, improved living standards, brought more employment opportunities and has absorbed more investment and consumption, but also led to the local rising prices and housing prices. To some extent, tourism development narrows the gap of wealth

According to data of residents' perception on the impact of tourism society, on the whole, residents generally have a positive attitude towards the social impact of tourism. The average of this positive kind of indicator like “the development of tourism has improved the local infrastructure” is above 3.5, and most residents agree with it. The average of negative descriptions such as “tourism development causes the local security worse” and “tourism causes local traffic and population overcrowding” is lower, all below 3.0, which means that most residents object. In terms of infrastructure, most residents said that with the development of tourism, local road conditions and transportation facilities have been greatly improved. In terms of population structure, 44.9% of the residents indicated that they were not affected, and a few residents said that the foreign population had a certain impact on the local population structure. For the indicators of congestion of the population and disturbance on the order of life, etc., most people wished a larger passenger flow, otherwise it will affect their business, and this year, the passenger flow has a certain decline. Therefore, residents don't take congestion of the population as a disturbance.

According to data of residents' perception of impact on tourist culture, on the whole, residents have a strong recognition of the promotion role of tourism on culture of Xidi. The average of these positive descriptions like “tourism development makes local residents aware of the value of Xidi cultural heritage” and “tourism development helps to strengthen the cultural pride of local residents” is higher than 3.5, indicating a positive evaluation of the residents on the cultural influence; and

negative descriptions like “tourism destroys traditional culture, skills, national customs, etc.” are below 3.0, which shows that most residents do not think that the tourism development has caused damage to the traditional culture, skills and national customs of Xidi, but has played a facilitating role.

According to the residents' perception data on the impact of tourism environment, the average of indicators like “tourism development causes the decline of air quality” and “tourism development increases the noise pollution” is below 3.0, indicating that tourism development has no impact or less influence on the air quality and noise pollution. The average value of other indicators is above 3.0, indicating that tourism development has increased water pollution, which makes the management of solid waste more difficult. The construction of tourism facilities also has destroyed the natural environment, in which water pollution is the most serious. 48% of residents agree with it, and the average value is 3.16, which is at a high level. Through interviews, it is found that water pollution mainly originates from two aspects: first, students of painting dump pigment wastewater; secondly, upstream residents or hotels discharge of domestic sewage secretly.

3.7 Residents' Perceptions and Suggestions on Tourism Development

According to the survey, most residents have a positive attitude towards tourists' visiting homes. They do not feel very resentful to tourists visiting homes. This shows that the residents have a friendly relationship with tourists. Without effect on the daily life of residents, tourists to them are welcome or acceptable; in addition, more than half of the residents participate in tourism by living here and opening their own shops or inns.

What the residents are the most dissatisfied with in the tourism development are mainly three aspects: the government, tourists and the environment. The main problems are: (1) the management of government is not enough. There are problems of human relations, lacking innovation and the complicated process of approval; 2) insufficient publicity and promotion; (3) insufficient tourism development and lacking long-term plans; (4) lack of diversified tourism projects, complete tourism infrastructure measures and public service measures; (5) destruction and negative influence in the process of tourism development, such as destroying existing buildings and roads, degrading the quality of food, etc.; (6) insufficient government subsidies and uneven distribution of resources in the

village; (7) the quality of tourists is declining, the problems of littering, conflicts, etc. emerge. Crowds make it difficult for residents to go out; (8) environmental pollution caused by garbage and sewage.

Residents put forward their own opinions on the current development of Xidi from the aspects of protection, development, publicity, distribution, management, etc., which mainly focus on the following points: (1) under the premise of protection, strengthen development efforts; (2) the tourism development and utilization of the business needs to be developed and utilized according to the law, and annually assess the operators of the ancient dwellings that are recognized by the government; (3) the overall planning for needs of tourism development, the increase of tourist attractions and routes, the development of special activities, the emphasis on local cultural development and the increase of the quality of tourism; (4) Improve the basic measures of Xidi tourism, such as parking lots, gardens, elderly activities, tourist toilets, sketching places, public leisure places, etc.; (5) Strengthen the publicity of Xidi, deploy a high-quality publicity team and increase the reputation of Xidi; (6) the distribution of tourism should be more even, and tourism development should narrow the gap between the rich and the poor of local residents; (7) the government strengthens management, including public security management and pollution management.

3.8 Residents' Attitude Towards Heritage Protection

Overall, residents are satisfied with the current situation of heritage protection in Xidi, but compared with 2017, residents' satisfaction with heritage protection in Xidi has dropped by 3.87%. In terms of residents' attitude, more efforts of heritage protection should be made. In terms of residents' attitude towards the maintenance of ancient dwellings, 53% of the surveyed residents indicated that they would take the initiative to repair, and only 2% of the residents said they would not carry out maintenance. The most troublesome problem to residents in the heritage protection of Xidi is that the maintenance of the house requires approval which would take a long time; secondly, compensations from the government are less, so residents lack maintenance funds. Many residents said that although the government will provide some subsidies for the renovation of ancient houses, it would not help a lot. It is found that most residents hope to set up tourist facilities outside the heritage site to maintain the authenticity of the heritage site. Residents' opinions and suggestions on

the heritage protection of Xidi mainly focus on heritage protection, heritage of culture and government supervision. The perspectives of residents' opinions are more comprehensive and diverse.

4. Perception Survey of Tourists

4.1 Basic Information of the Questionnaire

The questionnaire of tourist experience and satisfaction consists of four parts: tourists' satisfaction with Xidi tourism, tourists' attitudes towards Xidi tourism, tourists' behavior and demographic characteristics of tourists. Tourists' satisfaction and attitude towards Xidi Tourism are measured by using the five scale of Likert and the numbers of 1,2,3,4,5 were assigned to match "disagree strongly", "disagree", "neutral", "agree", "agree strongly". From July 23 to July 30, the survey team randomly distributed tourist satisfaction questionnaires to tourists in Xidi. A total of 200 questionnaires were distributed, of which 180 were valid, and the questionnaire had a return rate of 90%.

The proportion of males and females surveyed was similar among the tourists surveyed, and female tourists were slightly more. In terms of age, Xidi's tourists are generally young, mainly concentrated between 15-44 years old. Among them, tourists who are from 15 to 44 years old are the most, accounting for 43.6%. These tourists consist of students who sketch, college students and young couples. The overall level of education of the tourists is also relatively high, with 72.5% of the tourists with high school degree or above. Compared with 2017, these tourist characteristics are not much different. But they are more reasonable in age distribution, which may be the result of a more reasonable method of selecting samples.

Compared with last year, there have been some changes in the characteristics of tourists' occupation and source of tourists. The proportion of students has declined. Compared to 2017, the source of tourists in Xidi in 2018 is more concentrated. The proportion of tourists in Anhui Province between 2015 and 2017 continued to decline, and there was a rebound in 2018. In 2018, the proportion of tourists in Anhui Province was roughly twice that of last year. The proportion of tourists from Zhejiang Province has risen sharply, which becomes the second largest source of

tourists. The proportion of tourists from Jiangsu Province has dropped sharply, which the third largest source of tourists, while the proportion of other sources of tourists has changed little from last year.

4.2 The Travel Features of Tourists

In terms of access to information, there are three main channels for tourists to obtain tourist information: the internet, friends and family, and newspapers and magazines, where the internet is the largest access to information, followed by family and friends, and then newspapers and magazines. The proportion of the last two is similar, and the results are similar to 2017, but the proportion of newspapers and magazines has increased significantly, which may be related to the increase in the proportion of middle-aged and older people in the Xidi tourism group this year.

In terms of travel methods, 43.2% of the respondents choose team tours and 56.8% choose independent travel. Compared with 2017, the proportion of team trips has increased, and the proportion of independent travel has decreased, but the proportion of the latter is still higher than the proportion of the former. Tourists who travel independently are more inclined to visit by themselves, and the proportion of staying in the scenic area and chatting with the residents is higher than that of the group tour. The tourists of the group tour are more inclined to visit the scenic spot with the tour guide, and the proportion of the group tourists buying souvenirs is more than independent travelers. They are also more inclined to see the idyllic scenery around Xidi. 85.1% of the respondents visit Xidi for the first time, and 14.9% revisit Xidi. Compared with 2017, the proportion of revisiting has increased, but the revisit rate is still low.

In terms of length of stay, stay in Xidi for half a day and below makes up the highest percentage, followed by one day. Tourists who stay for two days or more than two days are mainly students who sketch.

The tour activities are mainly to visit ancient dwellings and to see the pastoral scenery. Most tourists will visit the most distinctive ancient dwellings of Xidi with the tour guides, and they will also visit some other ancient dwellings by themselves. However, the proportion of tourists who stay, eat and shop in Xidi is not high, at 13.4%, 27.2% and 35.6% respectively.

4.3 Travel Experience and Perception

In terms of evaluations of destination landscape and tour, the interviewees are generally satisfied with the Xidi landscape and the tour, in which the satisfaction of traditional Hui-style dwellings in Xidi is the highest, followed by the rural scenery of Xidi, and the satisfaction with the comfort of the tourist environment and the enthusiasm of the residents around the scenic spot are slightly lower. It is basically consistent with the situation in 2017.

In terms of perception of the destination environment, the interviewees are generally satisfied with the destination environment, in which the satisfaction of the air quality in the scenic spot is the highest, followed by the sanitary environment and environmental protection management. 91.1% of the respondents are satisfied with the air quality. Among the seven indicators on the destination environment, tourists are least satisfied with the commercial atmosphere, following the congestion of the scenic spot. However, these two indicators are also relatively satisfactory. The scenic spots should effectively plan the commerce, rationally allocate commercial areas, and rationally plan the tourist routes to avoid crowdedness.

In terms of the perception of infrastructure, the interviewees were more satisfied with the infrastructure of the scenic spot, in which the satisfaction with the comfort of public transportation to the scenic spot is the highest, while the satisfaction with the completeness of the public toilet is the lowest. In the survey, many tourists feel that there are few tourist toilets, but in fact, the tourist toilets are not too few. It may result from lacking signs the scenic spot. Therefore, in addition to further improving the infrastructure construction, Xidi should also set up some signs. At the same time, in the communication with tourists, it is also found that many tourists arrive at the scenic spot without taking public transportation. Therefore, many tourists may answer the question of the satisfaction with public transportation, and attitudes of more tourists are neutral.

In terms of the perception of scenic service, the interviewees generally have a satisfactory attitude towards the scenic spot service. The interviewees are most satisfied with the guides in the scenic spots. Compared with 2017, the satisfaction of the tour guides has been greatly increased, which shows that the guide service of Xidi in 2018 has been improved. Tourists are least satisfied with the reasonableness of the price of scenic spot tickets. The main reason is that Xidi's tourism activities are too single, which will make tourists feel that the fare is not worthwhile. Compared with

the data of recent years, the availability of tourism information and the satisfaction of the scenic spot mark system increase slowly, and the improvement of Xidi in these two aspects needs to be strengthened.

In terms of the perception of safety and health in the scenic area, the interviewees are more relatively satisfied with the safety and health of the scenic spot, in which tourists are most satisfied with the local public security situation, and least satisfied with medical equipment. Safety instructions are not obvious, so it is easy to cause dissatisfaction and neutrality. The Xidi Scenic Area should set instructions of medical sites and safety facilities so that tourists in need can find them immediately.

In terms of the diversity of experiences and activities related to scenic spot, the interviewees are generally satisfied with it. Tourists are satisfied with the value and charm of the traditional Hui-style dwellings, the rich history and culture, the traditional living conditions of the residents and the simple folk customs. Tourists' satisfaction with local souvenirs and catering is relatively low, with the lowest satisfaction with the abundance of sightseeing project of Xidi, which is similar to the 2016 survey results.

In terms of perceptions of heritage protection, the interviewees have a high perception of the Xidi heritage. 81.1% of tourists know that Xidi is a World Heritage Site; 91.1% of tourists believe that Xidi ancient dwellings should be protected; 76.1% of tourists are satisfied with the protection status of Xidi ancient dwellings.

In terms of perceptions of local attitudes, the interviewees are basically satisfied with the attitude of the locals. About 70% of the tourists are satisfied with the attitude of the local service staff, and are willing to communicate with the locals and feel that the locals are warm and friendly. Compared with previous years, it has been found that since 2013, tourists' perception of local residents has remained basically unchanged.

4.4 Overall satisfaction

The surveyed tourists have a higher overall satisfaction with Xidi tourism. Among them, 81.1% of the interviewed tourists expressed satisfaction, and 80.0% of the interviewed tourists said they would recommend Xidi to their relatives and friends. However, tourists' willingness to visit again

was relatively low. Only 53.4% of the interviewed tourists thought that they would come to Xidi again in the future. Although the satisfaction of Xidi is high, the willingness to revisit is low because Xidi lacks more interesting projects to attract tourists. Compared with 2017, travel satisfaction and recommendation will remain basically the same, but the willingness to revisit has dropped significantly.

Tourists' impressions of Xidi are mainly about ancient dwellings, historical culture, simple folk customs, rural scenery and the beautiful environment, which is not much different from that in 2017. Tourists' suggestions for the development of Xidi tourism mainly include infrastructure construction, tourism projects and heritage protection. First of all, many tourists think that the tourism facilities in the scenic spot are insufficient, and there are too few rest areas and tourist toilets. Secondly, for the heritage protection, many tourists suggest to adhere to the protection of ancient dwellings and regularly repair ancient dwellings. For tourism development, many tourists report that the ticket price and the price of the goods in the scenic area are too high, and hope that it can be reasonably lower. There are also tourists who reflect that tourism activities in Xidi are simple, so some experiential tourism projects should be developed. The signs are not clear, especially those in many lanes in Xidi, so developing more signs is necessary. The local tourism development department should attach great importance to these travel suggestions to make progress and improve tourist satisfaction.

5. Conclusion

The overall protection of ancient houses in Xidi is in good condition. The characteristics of traditional Huizhou architecture are well preserved and there are some subtle changes in details. In line with the protection requirements of “repairing the old as the old”, residents need to complete the renovation under the approval and supervision of the government; the residential buildings will be refurbished or modern facilities will be introduced to meet the needs of life. With the development of tourism in Xidi, ancient dwellings, as a tourist attraction, have a residential function and are also used for commercial purposes. However, due to the influence of tourist routes, there is a significant difference in the development of commercial functions of Xidi dwellings.

Residents in Xidi have a positive attitude towards tourism development and believe that tourism has a positive impact on economy, culture, society and environment. Among them, the most recognized is the promotion of tourism to the local economy. Tourism also makes residents aware of the heritage value of traditional Hui-style architecture, and strengthens the sense of pride and belonging to culture. However, tourism development also has a negative impact on local residents. The first is the inability to adapt to the economic transformation process, and local prices and rents have risen. Next, the environment is mainly polluted by the pigment pollution brought by the students. Finally, some residents reflect that there is disagreement with the government on the protection and utilization of ancient dwellings.

The satisfaction of tourists in Xidi is relatively high, and they recognize the local Huizhou architectural culture and natural scenery, and are also satisfied with the community environment and folk customs. Tourists here mainly go on sightseeing, but this kind of tourism brings a low sense of participation and experience for tourists. The length of stay of tourists is short and they may not stay overnight, which greatly reduces the possibility of local tourism consumption.

Special Topic 1: Commercialization of Tourism in Xidi

1 Business Monitoring Method

The investigation of Xidi Business was based on interviews and observation to obtain the information. The scope of monitoring was five major streets in the village—Henglu Street, Zhi Street, Dalu Street, Huishi Street, Qianbianxi, and Houbianxi. The monitoring content was mainly for the village. The shops in the streets are coded, located, and classified as business types. The distribution maps of Xidi shops are plotted. Shop information is registered according to the numbers, including the basic information of the operators, the ownership of the shops, the original use, the type of business, the date of opening the shop, etc. Information analysis is the simple statistics and status analysis of the obtained data. The purpose of commercial monitoring is to organize, archive Xidi's business information, and to strive to establish a complete database for Xidi business information. The monitoring results showed that 205 profiled stores' information was profiled. The basic information was relatively complete, but some of the information in some shops was missing.

2 Basic Information of Shops

(1) Commercial Distribution Characteristics

Dalu Street is the main road of Xidi Village. It is the only way for tourists to get in and out of Xidi Scenic Area. Therefore, there are altogether 46 shops in this street. The main business types are mainly tourist souvenirs. The streets are relatively narrow, but due to the hot lines of the tour guides, the shops are very densely distributed. Among them, there are 13 shops in Henglu Street and 20 in Zhi street. The business types in the two streets are mainly snacks and tea sales, and there are very few accommodation facilities. The front side of the river is relatively long. The east and west ends are mainly residential and farmland. The business is mainly concentrated in the middle section, with a total of 34. The type of business is relatively diversified, and accommodation and catering are relatively large. There are 24 accommodations and catering categories, 7 of which provides both accommodation and dining, and 6 of which provides accommodation. Houbianxi Street is a long area and is the main area for the villagers to live in and it is also the main area of agricultural production. Because they are not included in the regular tour route, few tourists will arrive there. And also there are few shops, a total of 13. And most of them only provide dining, a total of 7, accounting for more than half of the entire Houbianxi shops. From this we can see that the business distribution of Xidi heavily depends on the tour route led by tour guides.

(2) Analysis of Business Characteristics

Among all business types in Xidi, there are 75 restaurants which is the main type, accounting for 36.6% of the total commercial volume, 24 specialty shops, mainly tea shops, 25 accommodation and service facilities, mostly self-employed by residents. But there are fewer chain hotel chains. And the number of catering service facilities is about 75. But taking restaurants, beverage shops, and restaurants that have been transformed from ancient residential areas, as well as government-owned booths on both sides of the road providing accommodation for rent, and operate accommodation and catering in to account, there are 20 service facilities providing accommodation and catering in the same time. In addition, there are 5 community stores in the scenic area, mainly selling drinks, daily necessities and simple foods.

The proportion of men and women who is engaged in tourism business shop is relatively balanced. And the age of the operators is mainly concentrated in 30-60 years old, accounting for 85.14%, mainly young and middle-aged. A small number of elderly people participate in it. In general, the majority of commercial operators are people in Xidi Village, accounting for 66.7%. 21 people are from other provinces, accounting for 14.19%. And 28 people are from other regions in the province, accounting for 19.05%. In general, Xidi's commercial operators are still dominated by Xidi locals. However, in the past two years, many Xidi natives have bought houses in the town. And they would operate shops in the scenic area during the day and return to the county in the evening or off-season. And foreign operators of this year are much less than in 2017.

Regarding the property rights relationship between commercial operators and their houses, 51.61% of the houses used in Xidi shops are owner-owned, and 47.10% are rented by shopkeepers. Only a small portion of shopkeepers buys houses to operate, accounting for 1.3%. Compared with 2017, the proportion of self-owned houses increased (47.3% in 2017), and the proportion of rented houses didn't change significantly (48.3% in 2016), which indicates to some extent that the change of store house operators is relatively small. May be due to the change in the rental price of the house itself, a part of the residents choose to rent the house to get more profits. Another reason is the decrease in the number of foreign operators due to the decline in tourist volume, so the proportion of local operator is enlarged.

3 store Name Situation

(1) Store Name Characteristics

The name of the Xidi store is mainly carved on wooden boards, with the form of plaques hanging horizontally above the store or hanging on both sides of the store. There are also shops that hang the plaques on the outside and are more eye-catching. Some stores make metal brackets and will engrave the name of the store on it. A wooden board or billboard is fixed on the metal bracket on the door. The background color of placards or billboards is mostly black. The gold or yellow characters are engraved on it, the font is mostly carcass, and the overall tone is commensurate with the color of the Hui-style architecture. In addition, the Hui-style architecture was used to inlay placards at the entrance. Therefore, most of the shops in Xidi will hang their placards at the entrance.

There are also some stores that are remote and there are no other shops on either side of the street. Placards are placed in prominent locations on the streets to guide customers to their stores or they will place multiple plaques on the side of the road or at corners to guide customers. In addition to plaques, lanterns are also commonly used as their placards for Xidi businesses, while newly-opened stores pay more attention to distinctiveness and consider the overall style of color matching. For the ancient buildings and ancient dwellings used for visits, the government is tying a uniform style name plaque next to the doorway. On both sides of the sign is a more primitive style, with a metal plaque in the middle, and a world heritage logo on the upper left corner. The font highlights the building's name and the WeChat QR code is under the name to introduce the building.

(2) Store Name Analysis

The name of the accommodation store can directly reflect the operation content of the store. The accommodation facility is generally named as an inn or a house or the words related to the accommodation, such as “home” and “room”, showing the business content. The business content is also marked on the card, and the common labeling content is "accommodation and meals."

Native products are mainly tea, wine and various carvings (including stone carvings and root carvings). The name of the shop in the specialty shop is relatively straightforward, and it is generally a certain tea (Zhuang), a certain wine (fang), and a certain carving.

The souvenirs are mainly postcards, key pendants, ornaments with Jiangnan characteristics. Some names of shops are postcards or souvenir shops. Some stores do not have names but products placed at the doorway and that makes it easier to identify the type of goods sold.

The names of coffee and bar shops are more distinctive and poetic. It is difficult for people to identify what it is only from the name.

Snacks shops are mainly distributed in the southeast of Houbianxi and Dalujie. There are no names for those snack stores with simple sheds. The seller will peddle when the tourists are passing by.

Visitors pass by when the tourists pass by. Snack stores without simple sheds usually have plaques, on which they will note their varieties of snacks.

The names of supermarket stores are relatively common, because they are mainly consumed by

local residents. Generally, the names of supermarkets are not very special, and some even do not have names or are directly linked with plaques with business categories but do not have store names.

4 Summary and Analysis

(1) Overall Analysis of Business

The shops in Xidi are mainly distributed on both sides of the important tourist routes of Xidi, including Henglu Street, Zhijie Street, the west section of Dalu Street, Huixian Street and Qianbian Middle Section, and thus form a commercial hot zone; Including the Houbian River, the eastern section of Dalu Street, and the east and west ends of the front stream, a commercial cold zone is formed. The difference between the hot and cold areas is obvious, which is not conducive to the balance of commercial income of the residents in the Xidi Scenic Area, which easily leads to the contradiction between the residents of the hot and cold areas and the residents of the cold areas and the government and tourists.

The shops in Xidi are mainly distributed on both sides of important Xidi route, including Hengluo Street, Zhi Street, West Section of Dalu Street, Huishi Street and the middle section of Qianbianxi. And they form a commercial hot spot. But the routes that tourists travel less pass by, including Houbianxi, the eastern section of Dalu Street and the east and west ends of the front stream, form a commercial cold area. The obvious difference between the hot and cold areas is not conducive to a balanced business income among the residents of the entire Xidi scenic area, which may easily lead to conflicts between the residents in the hot and cold areas and among residents in the cold areas, the government and tourists.

As for the business types of the five streets, souvenir shops, accommodation, and food and beverage outlets are the main types. But the types are too single, especially for souvenirs, snacks, and other food and beverage supplies. The reason is that the small-scale business is easy to imitate and differentiate. The possibility of innovation is small. Native products are dominated by tea and wine, but the products provided by different stores have little difference. The souvenirs are mainly postcards and pendants, and the types of goods are not enough. However, compared with the past, Xidi owners have become more and more aware of their differentiated operations. Xidi's businesses are also moving away from homogeneity and pursuing differentiation and uniqueness.

Compared with 2017, the proportion of rented houses and self-owned houses of Xidi shops haven't significantly changed. But the newly opened Huishi Street is fully leased, indicating that shop operators have changed greatly because of the decrease in tourist volume and the decline in profit margin. On the other hand, local residents participating in tourism operations will increase significantly. Xidi's successful application for world heritage will make more residents aware of the ancient dwellings. Especially, after seeing the residents who have earlier invested in tourism are getting profit, they would like to participate in tourism development if the funds permit, and profit from the development of tourism.

The distribution of the age of Xidi is more in line with the general business growth cycle. There are 15 "old stores" that have opened more than 20 years, and there are also 26 stores that have opened for 10-20 years and a total of 116 shops that have opened within 10 years, accounting for 73.89% of the total number of shops, increased by approximately 6.69% compared to 2017 (67.2%). The increase in the proportion is mainly due to the significant increase in the number of shops opened in Huishi Street during the year. And under the law of the survival of the fittest in the market, some excellent businesses have survived, and others have been eliminated under the influence of market competition, subletting or changing their operating products.

The houses used in commerce are mostly converted from old residential buildings. In the process of housing renovation, it will involve the compliance of the regulations for the protection and protection of ancient residential buildings, the related supervision and law enforcement agencies. The unclear management regulations and the unsuccessful implementation of lower-level management personnel have led to dissatisfaction of the villagers with the government, but the villagers themselves lack feedback channels, which is not conducive to the improvement of the efficiency of government administrative work. These policies have a relatively large impact on the owners of operating accommodation.

(2) Summary and Analysis of Store Names

The carrier of the Xidi store name was dominated by plaques. The plaques in the early stores were mostly black and with gold characters on it to echo the hue of the Huizhou architecture, but it was difficult to find those plaques from those buildings. In recent years, the owner of the store had

had a different awareness. In recent years, the store name carrier has become more and more diversified, with different fonts and designs, but the overall tone is similar. Differentiation is mainly reflected in the design of the fonts and plaques. The abundant design of plaques allows visitors to have a deep impression on specific stores, and it also allows visitors to bring a variety of experiences to Xidi stores and enrich visitors experience.

The characteristic of the names of accommodation, specialty products, and snack shops is not very obvious. Basically, they will entitle based on their services or they will some character to show their services. Some stores will mark the contents of the business or the services provided on the plaque. The names of drinks and souvenir shops are relatively literary and characteristic. It is more difficult to know what products the store operates by using only the store name, and these two types of shops are less marked on the plaque, but can be understood through store decoration or other auxiliary billboards.

Although there are only 300 households in the Xidi Ancient Village, the number of storefronts has reached 205, and the commodity market has become saturated. How to get out of the business requires the owner to carefully design in all aspects, including the name of the store and the design of the plaque. Distinctive design can impress tourists more and then can make them willing to stop in the process of the tour and buy more things. The names of the shops selling liquor and tea are the most similar. If each store can entitle according to its own unique characteristics, it is easy for consumers to remember. We believe that there will be more customers in the business process.

Special Topic 2: Environmental Protection of Xidi

1 Garbage Disposal

There are four types of trash cans in the Xidi Scenic Area: trash cans decorated with flowers for tourists, in total of 67; various kind of trash cans for residents, including black plastic trash cans, foam boxes and household trash cans, in total of 76; paint buckets for sketching pigment sewage, in total of 27. There are 8 cleaning staffs in the village and they discharge of the garbage in different areas. The time to start cleaning the garbage in the morning is uncertain. The cleaning starts at 7:30 at the latest. The rest starts at 11:30 that will last for one hour, and the work is end at 17:00. When

there are fewer tourists, the cleaning staff can get off work at 16:30 in advance. If there are more tourists, there will be no overtime work. You can get up early and clean up the next day. Tourist roads need to be cleaned more frequently, while the non-tourist roads and uninhabited alleys can be cleaned only 1 or 2 times a day; there are 4 people transporting garbage, and each person take charge of one area, starting at 4:30 am, resting at noon for one hour, and going off work at 5:30-6:00. The garbage needs to be collected 8-9 times a day on weekdays, and more than 10 times when there are more garbage. After the garbage is collected, it is sent to the garbage transfer station. The staff of the garbage transfer station will transport it to the Jixian Waste Treatment Center for centralized treatment every day; the garbage in Qianbianxi, Houbianxi and Mingjing Lake is handled by a special personnel and processed once a day. In the water of the lake, there are mainly the leaves and the papers drawn by the students and a small number of packages that tourists use; the moss and grass on the lakeside and by the stream are cleaned up once a month.

According to the interviews and observations of the villagers and merchants in the village, the amount of kitchen waste generated by different types of merchants varies, among which restaurants and agritainments generate more kitchen waste, while diet bars and residents generate less kitchen waste. The treatment of kitchen waste is mainly to feed it to residents' own pigs and neighbors' pigs, and pour them directly into the trash can.

2 water pollution

The sewage in Xidi is mainly produced by tourists and residents. The sewage generated by tourists mainly includes domestic sewage, operating sewage and pigment wastewater generated by sketch students. The domestic water is mainly derived from tap water. Except for vegetables and rice washing water that residents use for feeding pigs and watering vegetables, tap water is basically converted into sewage; the students of painting use the pigments in the process of watercolor sketching which have soluble substances containing heavy metals such as lead (Pb), barium (Ba), barium (Sb), cadmium (Cd), mercury (Hg), arsenic (As), selenium (Se), chromium (Cr) that have impact on environment.

There are two main types of sewage treatment in Xidi Scenic Area: one is to discharge to the sewage pipeline through the sewer, and the other is to discharge directly into the stream and roadside

ditch without any treatment. Due to strengthened supervision of the scenic spot and students' awareness of environmental protection, the phenomenon of students casually dumping the pigment wastewater is rare, but the treatment method of the pigment wastewater is too simple, that is , the pigment wastewater is transported to the sedimentation tank of the garbage transfer station for sedimentation, and the pigment wastewater passes through the sedimentation tank. After sedimentation, it penetrates directly into the ground.

3 Noise Pollution

Noise in Xidi includes construction noise, traffic noise and social life noise. Sources of noise of social life include the music of the diet bar and the beverage store, the advertisements of the shop merchants, the voices of tour guides through the loudspeakers, and the voice of the tourists. It mainly occurs on the tourist routes of ancient dwellings, namely the Paifang Square, Dalu Street, Henglu Street, Zhi Street, Huishi Street and the Qianbianxi ancestral hall The noise is usually generated from 9:00 to 17:30; the traffic noise is mainly generated by the transportation that local residents use when they go out - the sound and the whistle of the motorcycle, which takes place in the streets where the shops are concentrated like Dalu Street, noise occurrence is mainly from 8:30 to 9:30 in the morning and 16:30 to 17:30 in the afternoon; the noise of building construction is mainly the sound of the decoration of the local house. The noise would be heard all day long and it is intermittent. The area where noise is generated is the second half of Houbianxi, the second half of Dalu Street and the middle of the Qianbianxi (near Huapeng Tea House). The perception of noise by tourists and residents is not obvious. Local residents do not like these noises but they say they can accept it.

4 toilet

There are three tourist toilets, which are located at the parking lot in the entrance, Hui Shi Street, and the meeting of Qianbianxi and Houbianxi. The tourist toilet opposite the Yuanxiu Lou has been demolished and is now under construction. Facilities conditions: overall good; take the induction of water; be equipped with hand washing liquid, toilet paper. But occasionally there will be water stoppage. Tourists are satisfied with the environment of toilets, but tourists say that the location of the tourist toilet is relatively remote and difficult to find.

There are three main forms of feces disposal in Xidi. One is to discharge it through pipelines, such as toilets for tourists; the other is to build useful septic tanks under the dwellings and then discharge the feces into the septic tanks. With natural decomposition and infiltration in the septic tanks, it will finally be removed; and third, use it as fertilization.

5 Energy Consumption

The energy use in Xidi Scenic Area mainly includes electricity, water, gas, coal, firewood, solar energy and air energy. Traditional energy use and new energy use coexist in the Xidi scenic spot. Among all energy consumption, water and electricity are the most important energy consumption. In the first half of 2018, Xidi Village used a total of 1.0195 million kWh of electricity.

6 Impact of Tourism Development on Local Residents' Water Use

According to interviews, local residents believe that water pollution mainly comes from two aspects: one is that the pigment wastewater of the students pollutes the water resources, and the second is that the septic tank underneath the farmhouse penetrates into the groundwater, causing groundwater pollution. In addition, some foreign residents believe that local residents wash clothes in the creek, which will also pollute the water. Local residents believe that washing clothes in the stream will not pollute the stream because the stream is flowing. The sewage that is discharged and the sewage of washing clothes will naturally precipitate and decompose, so it will not pollute the stream.

With the development of tourism, the water consumption of Xidi residents has changed as follows: First, the drinking water of residents has changed from well water to tap water; second, the place and manner of washing clothes have changed. In the past, the residents washed clothes in the front and rear streams. Because the stream is polluted, the villagers near the source of the stream will clean the clothes in the stream, and the rest of the residents wash their clothes in the water pool (flowing water) outside the village or wash them with a washing machine. Third, the farmland near the Paifang Square is used for planting ornamental flowers. In addition to natural rainfall, there is basically no need to additionally water the farmland, and the water use in the farmland has become

much better. Fourth, many merchants use the well water to keep fish as part of the store landscape after purifying the water.

7 Conclusions and Suggestions

The garbage treatment system of Xidi is operating well and basically meets the current sanitation requirements of the scenic spot and is recognized by residents and tourists. However, tasks of the cleaning staff is heavy and they have a long working time. The salary of the cleaning staff can be appropriately increased to encourage the cleaning staff to do the work better;

There are still problems with sewage treatment. Although most merchants have installed sewers to treat sewage in a unified manner, there are still loopholes. Many residents and operators still discharge sewage into the water. The treatment of pigment wastewater is too simple and rough, and depending on sedimentation in sedimentation tanks will still cause great damages to the environment and it can be found from time to time that students dump the water of the paint In the scenic area. The sewage management in the village should be strictly improved, especially the manure treatment in the septic tank underneath the farmhouse, which should be strictly managed to reduce the pollution of groundwater; for the problem of dumping the pigment water in the sketching group, the situation can be explained to the leading teacher in advance with a booklet that explains where the pigment water should fall, the damage of dumping pigment wastewater to the environment and every student should keep the booklet. If students who dump the pigment water carelessly, certain punishments should be taken.

The noise in Xidi Scenic Spot is mainly concentrated on the main tourist routes of ancient dwellings. tourists and residents' perception of noise is not obvious. Local residents do not like these noises, while they say they can accept it.

The facilities of the tourist toilets are well managed by a dedicated personel, but the location of the toilets is remote and difficult to find. It is recommended to improve the road sign and increase the number of toilets as appropriate.

In terms of energy consumption, the use of traditional energy sources coexists with the use of new energy sources. Water and electricity are the most important energy consumption. The use of air conditioners has a great impact on electricity consumption of Xidi. It is recommended that B&B,

inns, etc. provide the card to power, reducing the waste caused by the working air conditioner when leaving the door.

In terms of the impact of tourism development on residents' water use, the development of tourism has a certain impact on the water use of residents. Groundwater pollution is serious and the well water in the village is basically affected. The role of the stream is weakened. It is recommended that the sewage treatment system be strengthened and improved in the scenic area to reduce the pollution of groundwater and surface water.

Special Topic 3: Upgrade of Xidi Tourism Product and Report of Brand

Building

1 Background

According to the current market conditions, Xidi's tourism development has the advantages of natural and cultural tourism resources, the strong demand for national tourism and opportunities of the vast tourism market. However, it also faces problems of lacking operational models and management experience, tourism products lacking in characteristics, strong competitors and diversion of tourists. In order to maintain the competitiveness of Xidi, it is necessary to upgrade the products, improve the current infrastructure, service management, business environment and other deficiencies, create special products, and enrich products of cultural experience, so as to attract different types of tourists and extend the length of stay of tourists.

2 Ideas of Xidi Tourism Brand Construction

Xidi's main resource advantages are ancient dwellings, profound Huizhou culture and a quiet countryside environment. Xidi Tourism can rely on these advantages to enrich its tourism products. Well-preserved and more primitive rural status of Xidi has become the advantage which is distinct from other tourist attractions near ancient villages of Huizhou. Combined with the resource endowment of Xidi itself and the needs of the market, it is proposed tourism positioning of Xidi is “tranquil Xidi, Taoyuan People” . According to the current development trend of the tourism market, products of study tour and parent-child tours are popular. Tourists are increasingly seeking to enrich

their knowledge through tourism. Parents in parent-child travel also expect to provide learning opportunities for children through travel. As a an ancient village with long history, Xidi has the resources to conduct study tours and parent-child tours.

Adhering to the concept of “old-fashioned + innovative”, which is to innovate tourism products while maintaining the original environment of Xidi. Maintaining the original appearance does not mean sticking to traditional tourism products. With the gradual maturity and rationality of the tourism market, traditional monotonous tourism products can no longer meet the individual needs of tourists, so it is necessary to renovate existing tourism products for different target groups to enhance the competitiveness of Xidi Scenic Area. Give full play to the advantages of having many exquisite ancient buildings and characteristic handicrafts, and low degree of commercialization. On this basis, in order to meet the needs of tourists, innovative tourism products and create personalized tourism products to achieve differentiation with other homogenous products. Based on the image of the ancient villages of Xidi, the upgrade of Xidi tourism products needs to enrich the tourism experience products, including the experience of ancient dwellings, handicraft production and Hui-style food. In view of the fact that there are few night activities in Xidi, it is also possible to increase the night activities appropriately to enrich the experience of tourists' evening activities and increase the number of overnight tourists.

3 Plan of Product Upgrade and Brand Building

Through the above analysis, Xidi tourism product upgrade and brand building mainly start from four aspects: First, adopt the current suggestions from tourists: increase the instruction information; add and improve the rest areas for tourists; add street lights; regulate commercial activities in the scenic area; Enrich words to explain and extend the time of visits to attractions; strengthen environmental management. Second, enrich the sightseeing, shopping and entertainment products to all types of tourists: diversify entertainment activities, increase water projects, regularly or irregularly carry out cultural activities such as exhibitions, increase the folk cooking performances in Huishi Street and increase night activities; develop multiple tourist routes, clarify the distribution and related stories of ancient dwellings with development value, and excavates cultural customs such as life, exchanges and ceremonies of ancient residents. Third, attach importance to guiding and

developing specialty B&B products: brand positioning as ancient Hui-style dwellings, promote low-end B&B with medium and high-end B&B, regulate management measures to spare no effort to make the experience of ancient residential houses into one of Xidi tourism products; fourth, create cultural and handicraft experience products for study tour and parent-child travel: promote the culture of village architecture and enhance the rural farming experience.

4 Conclusion

Xidi is rich in natural resources and cultural resources, but it still needs to be developed. The current product development and operation is still at a relatively preliminary stage. The Xidi tourism products are upgraded mainly through the improvement of existing products, the deep excavation of cultural stories to increase tourism interest, the appropriate increase of entertainment projects and night activities; start the brand building mainly from the B&B products, study tour and parent-child tour products. The development and improvement of different tourism products is different in implementation difficulty and capital investment. Most of the products listed in the report cost relatively low. Therefore, the key to the upgrading and brand building of Xidi products lies in the exploitation and utilization of existing resources and the recruitment and training of related talents. In addition, ways of brand building of B&B should be attached great importance, where some tourism products can conduct cooperation to reduce operating costs.