

2018 Monitoring Report on the Sustainable Tourism Development of Xishuangbanna

Monitoring Centre for UNWTO Sustainable Tourism Observatories

People's Government of Xishuangbanna Dai Autonomous Prefecture



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And all those who helped with the monitoring work.

1. Foreword

The Monitoring Centre for UNWTO Sustainable Tourism Observatories (UNWTO MCSTO, The Centre for short) conducted the monitoring on sustainable tourism development in Xishuangbanna from July 26 to August 2, 2018. This is the fourth monitoring after the establishment of the first Sustainable Tourism Development Observatory of Yunnan in Xishuangbanna in April 2015. This report is based on data collected in 2018 and related secondary data, and focuses on the analysis of the resources, environmental, social, and economic impacts of tourism development in Xishuangbanna.



Figure 0-1 2018 Xishuangbanna Monitoring Framework

(Regular monitoring: resources environment; economic impacts; resident perception; tourist perception

Special Monitoring: Rainforest Group-Wild Elephant Valley; Primitive Forest Park;

MengYuan Wanderland; Skytree; Ethnic Style Group-Dai Nationality Park; Jinuo Mountain Village; Mengjinglai; Tea Tourism Group-Banpo Old Village; Dayi Tea Factory; Chenshenghao Base; Hani Cultural Park; Border Tourism Group-Mohan Port; Shanggang Village; Urban Scene Group-Wanda International Resort; Agile Xishuanglinyu; Jinghong City; Intelligent Tourism Group-Travel Agency Visit; Wild Elephant Valley; Dafo Temple)

This monitoring is divided into 3 phases of preparation, field investigation and report writing. In the phase of preparation (from June 14 to July 25, 2018), the preliminary work of research design and communication were completed. In the phase of field investigation (from July 26 to August 2, 2018),

against a background of the construction of "World Tourist City" in Xishuangbanna, the overall situation and situation of the sustainable development of Xishuangbanna tourism, and the four core tourism products of Xishuangbanna (characteristic village, tropical rain forest, tea tourism, border tourism), city scape and smart tourism was monitored. The investigation conducted a questionnaire survey. A total of 521 tourist questionnaires were distributed, 498 valid ones were collected, of which the rate of validity was 95.60%; 390 resident questionnaires were distributed, and 335 valid ones were collected, of which the rate of validity was 85.90%. Meanwhile, the monitoring group participated in the monitoring seminar hold by the Commission of Tourism Development, collected tourism data and conducted interviews with various stakeholders involved in tourism development (representatives of relevant departments of the Xishuangbanna Government, travel agencies, local residents, tourists, etc.).



Figure 0-2 2018 Monitoring spots of Xishuangbanna

This monitoring combined the indicator methodology provided by UNWTO with the actual situation of Xishuangbanna's tourism development, and then formulated the basic indicator system for the sustainable development of tourism in Xishuangbanna (see Table 0-1).

Table 0-1 Basic Indicator System for the Xishuangbanna Sustainable Tourism Development

Theme	Major Issue	Basic Indicators
Tourism with Resources	Ecosystem Protection	Forest coverage
		Protection of important species

and Environment Protection		Conservation Area
		Tourism development's impacts on Conservation area
	Land Utilization	Land utilization rate
Tourism and community	Residents' perception and attitudes towards tourism	Residents' general attitude towards tourism development
		Residents' evaluation on economic impacts of tourism
		Residents' evaluation on socio-cultural impacts of tourism
		Residents' evaluation on environmental impacts of tourism
	Residents' utilization of tourism resources	Residents' visit to scenic areas or spots
	Residents' level and awareness of tourism participation	Level of community participation
		Awareness of community participation
Tourist perception and satisfaction	Destination image	Destination image; overall image; fundamental facilities; security and health;
	Evaluation on services	Tourists' evaluation on services of scenic area, catering, transportation, accommodation, shopping and entertainment
	Tourism complaint and consultation	Tourists' evaluation of tourism complaints and consultation services
Tourism and economy	Status quo of tourism development	Tourism statistics (tourism revenue and its components; tourist volume; domestic tourist volume; international tourist volume)

	Tourism and economic growth	Proportion of tourism revenues in GDP
		The overall development trend of the tertiary industry driven by tourism
	Tourism and investment	Overall trend of tourism investment
		Tourism investment direction

2. Tourism and Resource and Environment Protection

2.1 Tourism and Resources Protection

In terms of environmental protection, in the whole year of 2017, the number of days with good air quality index reached 345 days in Jinghong, with an excellent and good rate of 94.5%; by the end of 2016, in terms of Jinghong centralized urban drinking water sources, 12 monitoring activities had been launched. The water quality in 9 monitoring activities reached class II standard and reached class III standard in 3 monitoring activities. The water quality was good; by the end of 2016, the rate of harmless disposal of household garbage in Xishuangbanna was 100%.

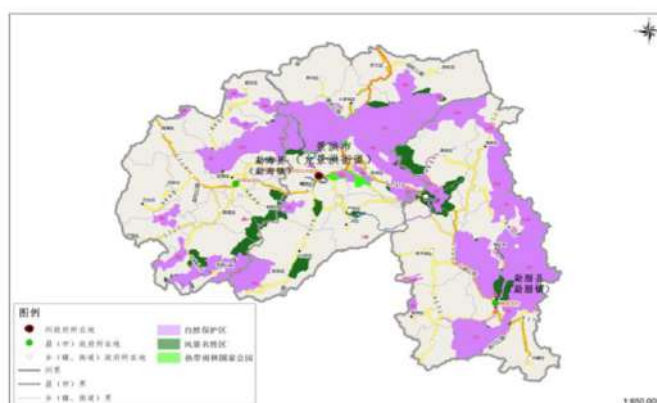


Figure 0-3 The Distribution Map of Xishuangbanna Reserves

File Sources: Xishuangbanna Dai Autonomous Prefecture Ecological Construction and Environmental Protection of the Thirteenth Five-Year Plan

2.2 Tourism and Land Utilization

According to the classification criteria used in the second land utilization survey of the country, in terms of the 2016 Xishuangbanna land utilization structure, forests occupy an area of 10,548km², accounting for 55.2% of the total land area of the entire state, which is the main land type in Xishuangbanna; orchard and perennial plantations occupy an area of 5,616.8km², and the area of farm land and grassland is 1,396.2km² and 659 km² respectively; urban village and the industrial land, water area and land for water conservancy facilities and land for traffic amounts to about 590.1km², and other land covers an area of some 285.9km².

Inferred from the change of the proportion of land utilization in the total area from 2014 to 2016, the land utilization in Xishuangbanna didn't fluctuate significantly. Concerning the specific space, it showed a reduction of natural land area. While the proportion of construction land of Jinghong City and Mengla County increased noticeably, Menghai County maintain stability. With the further promotion of the strategy of main functional area in Xishuangbanna and the gradual construction of the new space of "one circle, two poles and four belts", it is expected that the proportion of construction land in Xishuangbanna will continue to rise in the future, which presents a new challenge for the ecological protection of Xishuangbanna.

During the "Thirteenth Five-Year Plan" period, Xishuangbanna will fully implement the "Ecological State" strategy, firmly establish the green development concept of "lucid waters and lush mountains are invaluable assets", adhere to the environmental protection as a priority, and promote the formation of the model and lifestyles of green development. It is estimated that by 2020, the intensity of the state's land development will be controlled within 3%; the area of various types of protected areas will reach 3,900 km²; the forest coverage rate will reach over 80%, and the forest stock volume will rise to 170 million cubic meters.

3. Economic Impacts of Tourism

In 2017, Xishuangbanna's total tourism revenue was 50.775 billion yuan, an increase of 20.81% over the previous year. In 2017, the growth rate of comprehensive tourism revenue dropped from the peak of 2016 (46.59%), and tourism development was stable. Comprehensive tourism income mainly

depends on the domestic tourism, the income of which is 47.718 billion yuan, accounting for 94.17% of total tourism income. Tourism has the characteristics of strong correlation and obvious driving effect, and tourism development will contribute to economic development greatly.

Table 0-1 the contribution of tourism revenue to GDP in Xishuangbanna from 2010 to 2017

year	Total tourism revenue (0.1 billion)	GDP (0.1 billion)	Proportion of tourism revenue to GDP (%)
2010	80	161	49.7
2011	100	197.7	50.6
2012	140	232.6	60.2
2013	171.7	272.3	63.1
2014	228	306	74.5
2015	286.7	335.9	85.4
2016	420.28	366.03	114.8
2017	507.75	393.84	128.9

File sources: Statistical Communique of National Economic and Social Development of Xishuangbanna Dai Autonomous Prefecture

According to the questionnaire data, the average per capita consumption of domestic tourists in 2017 is high. Specifically, the proportion of tourists with personal consumption below 500 yuan accounted for 5.02%, the tourists with the consumption of 501-1000 yuan accounted for 16.06%, the tourists with the consumption of 1001-2000 yuan accounted for 26.10%, and the tourists who consumed more than 2000 yuan accounted for 52.21%, indicating that per capita consumption of tourists in Xishuangbanna is high, promoting local economic development.

Xishuangbanna entered the period of the quick development of tourism investment. The Commission of Tourism Development adheres to the idea of large-scale investment to promote regional development and conducts a large number of investment promotion work. By April 2018, Xishuangbanna have constructed 37 key projects, with a total investment of 98.01 billion yuan. Among them, 6 in the early stage, 3 in new construction, 22 under construction, and 6 expansion, mainly involving the development of tourism projects and upgrading of tourist attractions.

Table 0-2 Tourism projects introduced into Xishuangbanna (by March, 2018)

N o.	category	Number of projects	Planned investment (0.1 billion yuan)
1	Tourism public service facilities construction	5	108.41
2	Scenic area promotion and upgrading	13	32.91
3	Tourist attractions construction	7	56.35
4	Tourism county construction	6	558.88
5	Tourism resort	4	192.84
6	Tourism route transportation	2	13.14
7	Other tourism projects	1	17.49
	total	37	980.01

File sources: data collected from the Commission of Tourism Development of Xishuangbanna Dai Autonomous Prefecture by the monitoring group.

4. Resident Perception and Attitudes

4.1 Sample Information of Respondent Residents.

A total of 390 questionnaires were distributed and 335 valid ones were collected, reaching a valid rate of 99%. The resident questionnaires were mainly distributed in Gaozhuangxi Shuangjing, Wild Elephant Valley, Primitive Forest Park, Xishuangbanna Dai Nationality Park, Jinuo Mountain Village. Within and around the area, it also includes villages (towns) that carry out tourism activities such as Nannuo Mountain and Banpo Old Village, as well as non-tourism activities such as Jinghong City and Mohan Port. Methods of convenience sampling was adopted.

4.2 Residents' Willingness of Participation in Tourism

According to the sample data, most of tourism practitioners are tour guides and scenic area instructors, and the types of enterprises operated by tourism-related enterprise operators or individual business owners are diverse, mainly based on tourism commodities, accommodation, and catering.

The data shows that residents of Xishuangbanna support tourism development and have a strong willingness to participate in tourism. Most residents hope that more tourists will travel to the local area, and they are willing to take the initiative to communicate with tourists and recommend relatives and friends to travel to Xishuangbanna. Residents' willingness of providing advice on local tourism development is active, but they still need to be more proactive.

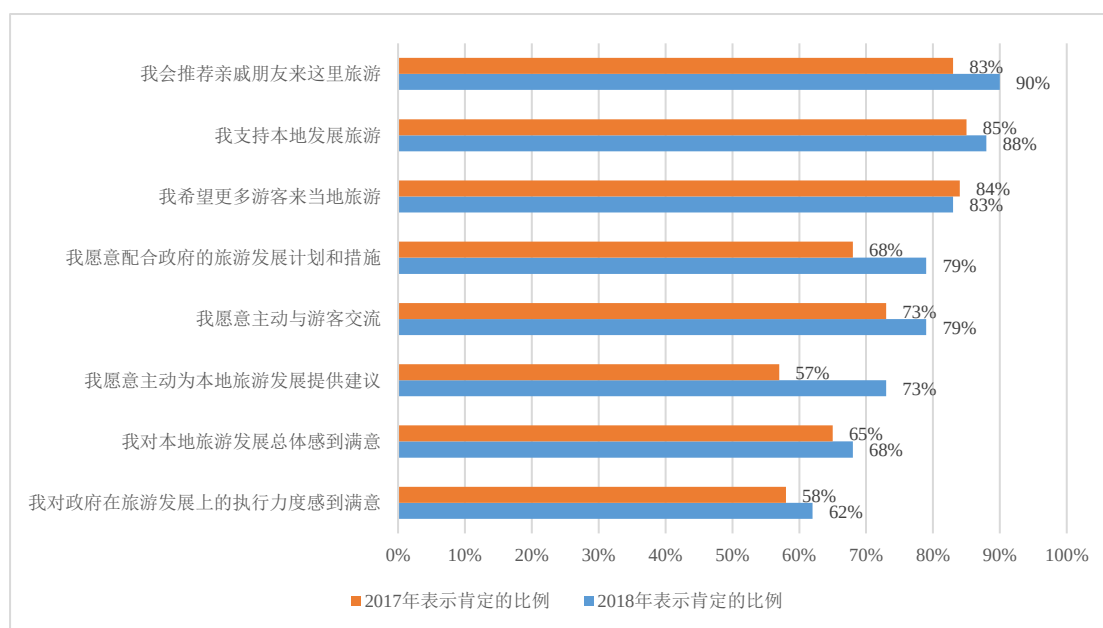


Figure 0-4 Residents' Attitude and Action Perception of Tourism Development

(From top to bottom: I will recommend relative and friends to travel here; I will support local tourism development; I hope that more tourists to travel here; I am willing to cooperate with the government's tourism development plans and measures; I am willing to actively communicate with tourists; I am willing to actively give advice on local tourism development; I am satisfied with the government on the execution of tourism development. Orange Stripe represents 2017 proportion of residents' positive attitude; Blue stripe represents 2018 proportion of residents' positive attitude)

4.3 Residents' perception of impacts of tourism development

In terms of economic impact perception, in comparison with the 2017 monitoring data, residents have significantly improved the perception of a series of indicators on the promotion of economic development due to tourism in Xishuangbanna, including promoting overall economic development, increasing economic returns, providing more employment opportunities and improving living standards. However, the role of narrowing the gap between rich and poor has not yet been recognized

by residents. In addition, tourism development raised the price and the price of local houses or land, which residents have increasingly perceived.

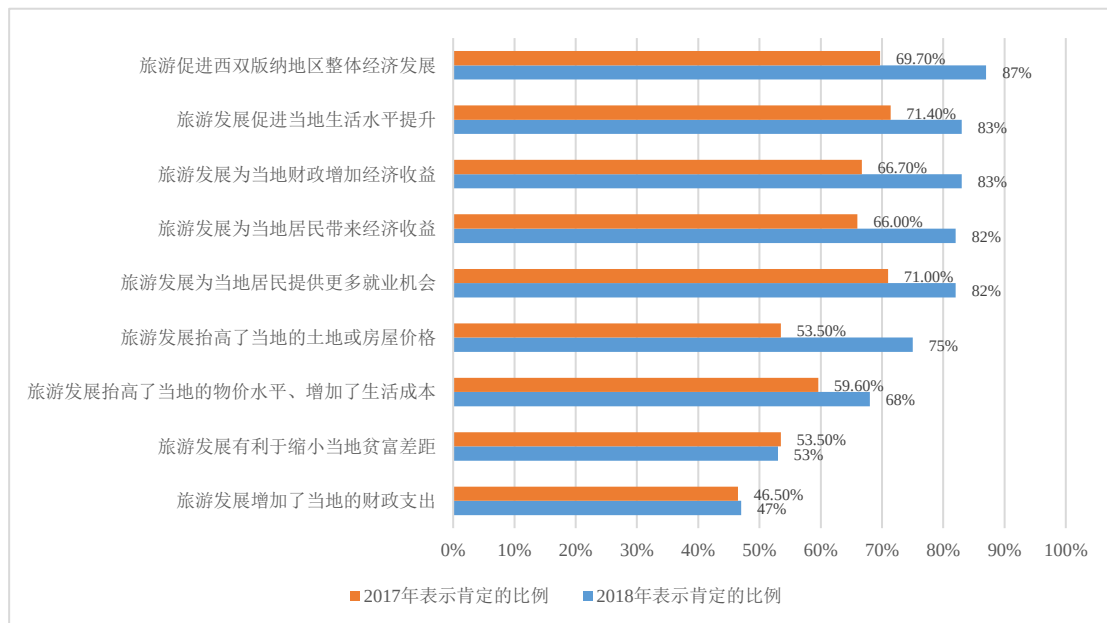


Figure 0-5 Residents' perception of impacts that tourism promotes economy

(From top to bottom: tourism promotes overall economic development in Xishuangbanna; tourism development promotes local living standards; tourism development increases economical income for local finance; tourism development brings economic benefits to local residents; tourism development provides more employment opportunities for local residents; tourism development raises the price of local land or houses; tourism development raises local price levels and increases the cost of living; tourism development has the benefit of narrowing the gap between rich and poor; tourism increases local financial expenditure. Orange Stripe represents 2017 proportion of residents' positive attitude; Blue stripe represents 2018 proportion of residents' positive attitude)

In terms of social impact perception, the positive social and cultural impact of tourism development on Xishuangbanna has been affirmed by local residents, but residents concern that tourism development has changed local traditional values, as well as local traditional culture, traditional skills, national customs and other aspects.

In terms of environmental impact perception, more than half of the residents believe that tourism development is conducive to the protection of important local natural resources, to the protection of local rare species, and to the maintenance of local biodiversity, but a few residents still concern about the solid waste pollution generated by tourism, noise pollution and water pollution caused by tourism

development.

5. Tourist Behavior and Satisfaction

5.1 Sample information of respondent tourists

A total of 521 questionnaires were distributed and 498 valid ones were collected, reaching a valid rate of 95.6%. The resident questionnaires were mainly distributed in Gaozhuangxi Shuangjing, Wild Elephant Valley, Primitive Forest Park, Xishuangbanna Dai Nationality Park, Jinuo Mountain Village. Within and around the area, it also includes villages (towns) that carry out tourism activities such as Nannuo Mountain and Banpo Old Village, as well as non-tourism activities such as Jinghong City and Mohan Port. Methods of convenience sampling was adopted.

5.2 Tourist behavior analysis

In terms of tourists' access to information, online channels and introduction through relatives and friends are the most important ways for tourists to obtain information, the proportion of which increases when comparing to 2017. Access to information obtained through travel agency brochures, television broadcasting, and newspapers and magazines is decreasing.

In terms of tourists' travel type, self-help travel is the main form of tourism for Xishuangbanna tourists, the proportion of which increases in 2018. Proportions of group tour with friends or family members, personal travel in groups are continuously decreasing and travel organized by units or companies makes up a small proportion.

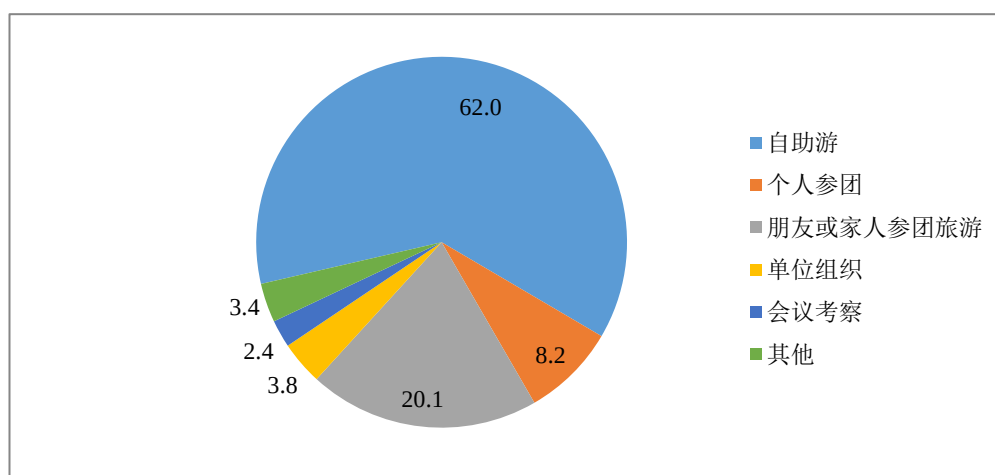


Figure 0-6 Respondent Tourists' travel type (%)

In terms of tourism motivation, tourists visit Xishuangbanna for relaxing on holidays, culture, food and enjoying a good climate. The proportions of “visiting friends and relatives”, “adventure” and “business”, are relatively low, all below 10%.

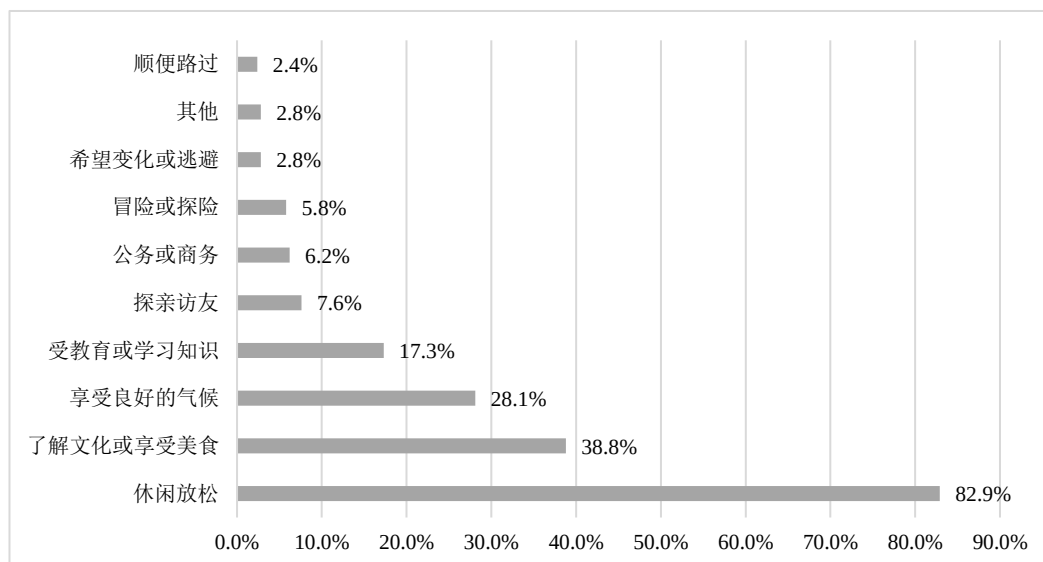


Figure 0-7 Tourism Motivation of Respondent Tourists

(From top to bottom: stopping by; other motivations; liking change or escaping; adventure; business; visiting friends and relatives; education or learning knowledge; enjoying a good climate; understanding culture or enjoying food; leisure and relaxation.)

In terms of tourism transportation, airplane is the major transportation choice, followed by long-distance buses, self-driving cars and trains. While the proportion of self-driving increases in comparison with 2017, long-distance buses decreases.

Xishuangbanna tourists have a long stay, which is 2-7 days reaching 80.4%. Only less than 2% of tourists take one-day trip. The star hotel is the major accommodation type, followed by family hotels and youth hostels. The star hotel is still the major type of tourist accommodation in Xishuangbanna, and the demand for local family hotels is also growing.

5.3 Tourists' recognition of Xishuangbanna

On the whole, tourists' level of understanding of tourism services is at a medium level, and many indicators have declined.

In terms of services in scenic spots, tourists are less satisfied with the ticket price and the congestion of the scenic spot. Tourists are least satisfied with the reasonableness of the pricing of the scenic spot ticket (52.6%), and it is lower than that in 2017.

In terms of catering services, tourists are most satisfied with “taste, variety and characteristics of the catering” (65.8%). Tourists' recognition of Xishuangbanna catering service (58.4%) is low, and catering service level should be improved continuously.

In terms of transportation services, tourists are least satisfied with the traffic comfort (57.1%) and convenience (56.4%). In comparison with 2017, there is no significant difference in the satisfaction evaluation of tourists with transportation services, but the satisfaction of the traffic signage system (signage, road signs, etc.) (69.3%) has significantly increased.

In terms of accommodation services, on the convenience of accommodation like hotels or inns, the proportion of satisfaction with accommodation services has decreased slightly but is not obvious.

In terms of shopping experience, tourists are most satisfied with the diversity of goods (67.2%). Most of the tourists are satisfied with commodities with the characteristics of Xishuangbanna (65.5%), but reasonableness (55.6%), value (54.7%) and the market order (58.1%) are doubtful.

In terms of entertainment services, tourists are most satisfied with the safety of entertainment facilities or projects (67.3%), while they are least satisfied with the reasonableness of the pricing of these entertainment facilities or projects (56.2%).

In terms of counseling and complaints services, tourists are most satisfied with “the attitude of providing consulting services” (68.3%) and “the convenience of accessing tourism information” (64.9%).

5.4 Tourists' overall evaluation of Xishuangbanna tourism

Overall, the overwhelming majority of tourists are satisfied with their visits to Xishuangbanna and think that it meets their expectations. Compared with the past three years, the proportion of tourists whose travel experience conforms to expectations has risen remarkably, and the proportion of tourists whose recognition is lower than expected has declined, indicating that Xishuangbanna tourism is in a favorable development trend.

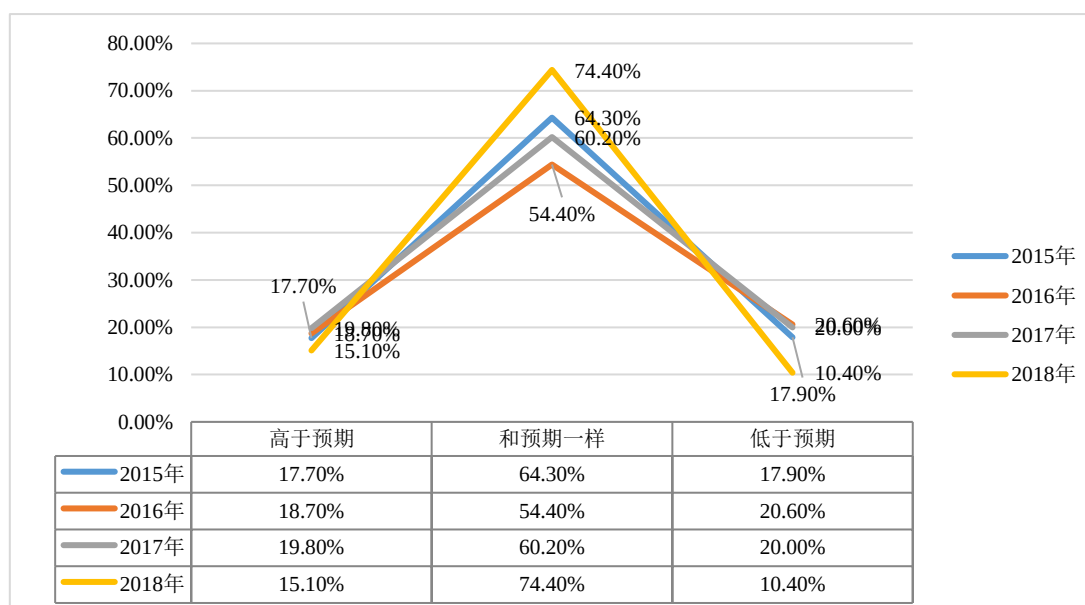


Figure 0-8 The Comparison Between Tourists' Recognition of Visits to Xishuangbanna and Expectations (2015-2018)

(From left to right: beyond expectation; in line with expectation; below expectation)

5.5 Tourists' willingness to revisit or recommend

In general, tourists have a high willingness to revisit and recommend, and the willingness has not changed significantly in comparison with 2017. On the one hand, this phenomenon may be due to the errors caused by sampling. On the other hand, it reflects the potential crisis of tourism development and needs attention in the future work.

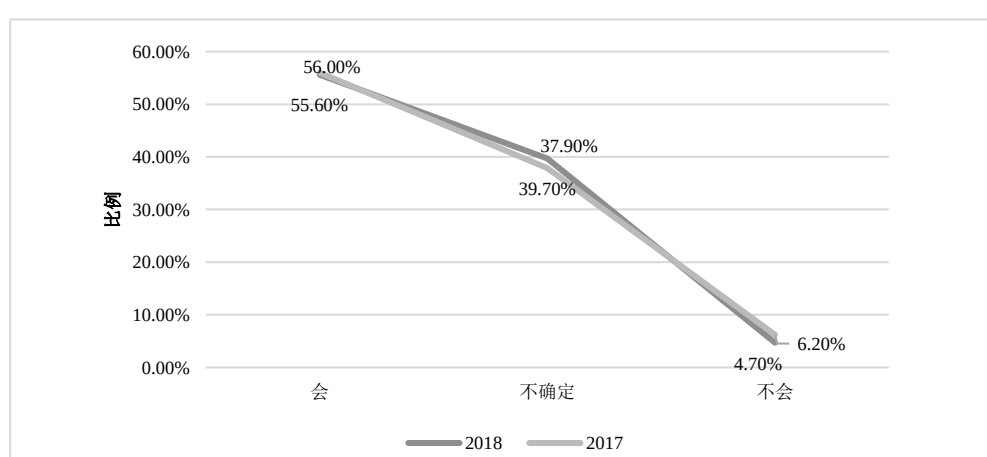


Figure 0-9 The Proportion of Willingness to Revisit

(From left to right: I'll revisit; uncertain about revisit; I'll not revisit)

5.6 Tourists' suggestions for Xishuangbanna tourism development

(1) The market of self-help travel has been further expanded, and there are higher requirements for the diversification, specialization and cost performance of tourism products.

Under the background of China's consumption upgrading, tourism is in an important period of transition from sightseeing to leisure and tourism. Under the rectification of the tourism market such as Xishuangbanna's rectification of the tour group, the market share of self-help travel has further increased, reaching 62%. The new consumption concept has led the tourism market to put forward higher requirements for the quality of tourism products.

(2) The tourism industry has become an important industry for the economic development of Xishuangbanna, and seasonal issues have become a challenge.

The tourism industry has become important for Xishuangbanna's economic development and has made great contributions to local economic development. However, the tourism development of Xishuangbanna has also shown certain unsustainability in recent years. For example, the seasonality of tourism is becoming increasingly outstanding, and the attraction of tourism in winter is enhanced. In contrast, the development of summer tourism is weak, which brings instability to Xishuangbanna tourism development. Secondly, due to the continuous impact of the tourism market rectification that conducted from April to May 2016, the number of tourists in some scenic spots has dropped significantly, which challenges the operation and development of the scenic spots.

(3) The quality of tourism infrastructure and services still needs to be improved as well as the convenience of tourists.

Tourists have always had relatively low satisfaction with Xishuangbanna's tourism infrastructure which Xishuangbanna tourism needs to be upgraded. According to the results of this monitoring, there is a sharp decline to varying degrees in tourists' evaluations on the infrastructure and transportation services in Xishuangbanna; the attitude and quality of tourism services need to be improved as well as the catering services and health management. More than half of tourists are not satisfied with the initiative of catering services, and the service quality of the tourism practitioners

needs to be further improved.

(4) Rising house prices caused by the development of tourism real estate leads to worries, and people's livelihood security needs to be put into emphasis.

The residents of Xishuangbanna have a positive recognition and attitude towards tourism development, but they still face the problem of rising housing prices, market chaos and the gap between the rich and the poor. At the same time, some residents worry that tourism changes their traditional culture and values; in terms of resources and environment, residents could perceive the positive role of tourism development, however, pollution and destruction could be perceived as well.

Special Topic One: Rainforest Products

This topic focuses on tropical rainforest products with the method of questionnaires, participatory observations and interviews, to understand the ecological and operational experience and challenges faced by tropical rainforest scenic spots.

The trend of homogenization of tropical rainforest scenic spots is mainly manifested in two aspects: firstly, the variety of tourism products in different scenic spots lacks features; secondly, there is a lack of medium and advanced tourism products, and specialty tourism products are lacking. Facing the status quo of homogenization, avoiding homogenization development is one of the driving forces for the development of tropical rainforest scenic spots. For example, the scenic spots in Mengyuan Wanderland pay attention to the excavation of Buddhism culture, combining the karst caves, Health regimen and Buddhism culture to create a town with characteristics of health regimen; the Primitive Forest Park facilitate the comprehensive development to build the “backyard of Dai City”; Skytree focuses on the brand building of species *Parashorea chinensis*.

Figure 1-1 Xishuangbanna's product features and future direction of main tropical rainforest scenic spots

Scenic spots	Features of scenic spots	Future direction
Primitive Forest Park	Projects of ethnic style and rainforest features: Single Tree Forest, the peacock -fly, large-scale ethnic performances in Aini Mountain Village and primitive valley forest.	The main plan is to increase construction land to build Asia's largest tropical rainforest theme aquarium, a comprehensive tourist attraction with shopping and living.
Wild Elephant Valley	Projects on elephants: High-altitude path for watching elephants, rainforest sightseeing ropeway, Asian elephant museum, Asian elephant breeding base and Asian elephant performance school.	The main plan is to increase construction land to expand the Wild Elephant Valley scenic spot, paying attention to brand protection and carrying forward national culture; to reconstruct the elephant hotel, elephant bus station, roads for riding elephants, viewing facilities, configuration of tropical plant and other projects; to highlight the ecological concept of environmental protection, harmony between human

Scenic spots	Features of scenic spots	Future direction
		beings and nature, human beings and wild elephants, as well as scientific research monitoring of national park and the role of popular science education.
Skytree	Projects of tropical rainforest style and rainforest landscapes: the rainforest landscape experience museum, the Nanla River, the Phillips Trail, the canopy air corridor, the Cai Xitao Trail	The main plan is to increase construction land to create a health regimen-style tourist attraction integrating sightseeing, shopping and living.
Mengyuan Wanderland	Projects of tropical rainforest landscapes and camping culture: Fushou Palace, Baojiaoni Cave, roads for sightseeing in the primitive forest, outdoor camping base, Baoniui Resort Hotel.	The main plan is to increase construction land to build a health regimen-style tourist attraction integrating sightseeing and medical treatment.
Rainforest Valley	Projects of ethnic style and tropical landscapes: the canopy air corridor, the spectacle of tropical valley rainforest and performances present by ethnic minority.	A tourist attraction that integrates ecotourism and popular science education
Tropical botanical garden of the Chinese Academy of Sciences	Projects of popular science education and tropical forest tour products such as tropical rainforest scenic spots, Rare and Endangered Plants Ex situ Conservation Area, Southern Tropical Wild Flower Garden	A comprehensive research institution and scenic spot that combines scientific research, species preservation and popular science education

Special Topic Two: Ethnic Style Products

The topic focuses on the characteristic village-type scenic spots represented by the Dai Nationality Park, Jinuo Cottage and the Mengjinglai, and puts emphasis on two aspects: the inheritance of traditional crafts and transformation of products, and comparison of folk products in Lancang-Mekong sub-region.

Figure 2-1 A List of categories of existing traditional manual products and crafts

The general class of traditional crafts	Existing resources of traditional crafts	Corresponding manual products and crafts	Corresponding ethnic minorities	Corresponding scenic spots
Manufacturing process of tools and instruments	Manufacturing technique of the Elephant-foot Drum Manufacturing technique of the Sun Drum	The Elephant-foot Drum The Sun Drum	the Dai ethnic group the Jinuo ethnic group	Dai Nationality Park Jinuo Mountain Village
Traditional food processing technology	Brewing technique Handmade sugar technique	Rice wine Brown sugar	the Dai ethnic group	Mengjinglai
Weaving and dyeing technics	Brocade crafts Kandao-fabric textile technology	Dai embroidery Kandao-fabric	the Dai ethnic group the Jinuo ethnic group	Dai Nationality Park Mengjinglai Jinuo Mountain Village
Weaving and tying	Bamboo-weaving art	Creels, bamboo baskets and crates	the Dai ethnic group	Mengjinglai Jinuo Mountain

technology			the Jinuo ethnic group	Village
Ceramic technology	Slow-wheel pottery handicraft	Ceramic water vat and ceramic cup	the Dai ethnic group	Mengjinglai
Processing technology of metal smelting and forging	Iron forging technique	Sickles and axes	the Dai ethnic group the Jinuo ethnic group	Mengjinglai Jinuo Mountain Village
Processing technology of stationary	Handmade papermaking technique	Paper sacks and drawing paper	the Dai ethnic group	Mengjinglai
Special process and others	Pattra production technique	pattra	the Dai ethnic group	Dai Nationality Park

Figure 2-2 Comparative analysis of scenic spots as a folk category in Lancang-Mekong sub-region

Country	Scenic spots	Comparative objects	Major differences
Laos	Luang Prabang Temples	Dai Nationality Park Mengjinglai	1. As a world cultural heritage site, Luang Prabang has a higher international reputation and a greater tourist attraction radius. 2. The cultural atmosphere of Luang Prabang is more intense and the cultural ecology is better.
Thailand	Pattaya Thai-style	Dai Nationality Park	1. In the experience of the customs, the interaction between the host and the

Country	Scenic spots	Comparative objects	Major differences
	Parks		guest is more mature. 2. The Thai-style Park has a more professional and unified folk song and dance performance.
Cambodia	Folk custom village	Xishuangbanna scenic spots with ethnic customs	1. Cambodia's Angkor culture has greater international appeal. 2. The ethnic-custom products of the Cambodian villages of folk culture are relatively simple, and the display forms are mostly traditional custom activities without much design.

Special Topic Three: Border Tourism

1. Development Status of Border Tourism in Mohan Port

Thanks to the promotion of the “two districts” construction of the cross-border tourism cooperation zone and the border tourism pilot zone and the national “the Belt and Road” initiative, the border tourism in recent years has developed rapidly. In 2017, a total of 412,900 tourists visited Mohan, including 105,000 overseas tourists and 310,400 domestic tourists. The total tourism revenue was 619 million yuan, a year-on-year increase of 68.21%, and there were 6831 tourist groups, an year-on-year increase of 79.81%.

2. The Comparison of Tourism Development Conditions Between Laos and Thailand.

Figure3-1 The comparison of tourism development conditions between Laos and Thailand

Country	Tourism resources	Natural landscape	Ethnic groups	Tourism policy
Thailand	Sukhothai, the ancient towns of Ayutthaya, Banqinga Archaeological remains, Hungyai-Huai Kha Khaeng Wildlife Sanctuaries	Coastal scenery	Mountain ethnic groups like Thai, Lisu, Akha, Karen, Lahu, etc..	Tourism policies are constantly standardized and simplified.
Laos	The city of Luang Prabang and Champasak cultural scenic spot.	Ang Nam Ngum, Vang Vieng karst cave	Nearly 68 ethnic groups, three major ethnic groups: Laos Loum, Laos Theung, Laos Soung.	Tourism policies are relatively loose and actively cooperate with the region.

special Topic Four: City Scape

This topic mainly researches the current situation of Xishuangbanna's urban scape, focusing on the five aspects of natural environment, architectural style, road traffic, public space and tourist's recognition of city-scape.

In terms of natural environment, Xishuangbanna has superior natural environment, high vegetation coverage rate, excellent water quality and rich bio-diversity. Natural environment plays a positive role in shaping urban landscape.

In terms of public space, Xishuangbanna's public space markers have distinctive national characteristics, but they need more comprehensive maintenance and more scientific utilization on the utilization rate, environmental quality and equipment integrity.

In terms of tourists' recognition of city-scape, tourists have been left a good impression on the city-scape of Xishuangbanna, believing that the architectural style can reflect the local characteristics and show the unique tourism image of Xishuangbanna.

In terms of architectural style, some architectural features of Xishuangbanna have certain ethnic characteristics, and relevant departments actively carry out related work on the improvement of urban features. The investigation found a few problems: 1) there is no sub-regional control over the characteristics of the architectural style, and all the buildings are decorated with ethnic features, resulting in discrepant styles in a region; 2) the city lacks of planning in color matching. Too rich colors is not conducive to shaping a distinctive and distinctive urban image; 3) there are some uncoordinated modern buildings that undermine the overall beauty of urban architectural style; 4) there are a large number of high-rise buildings that are identical in the tourism real estate development zone, which affects the characteristics and style of the city.

In terms of road traffic, the construction of physical elements of public transportation such as roads, transportation, and signage systems still needs improvement. Some roads have problems of unreasonable planning, lack of management, and low practicality of the marking system; public transportation, especially buses, are faced with a series of problems of aging equipment, less line coverage, and affiliated operations; It is urgent to standardize the management of taxis and online

taxi booking.

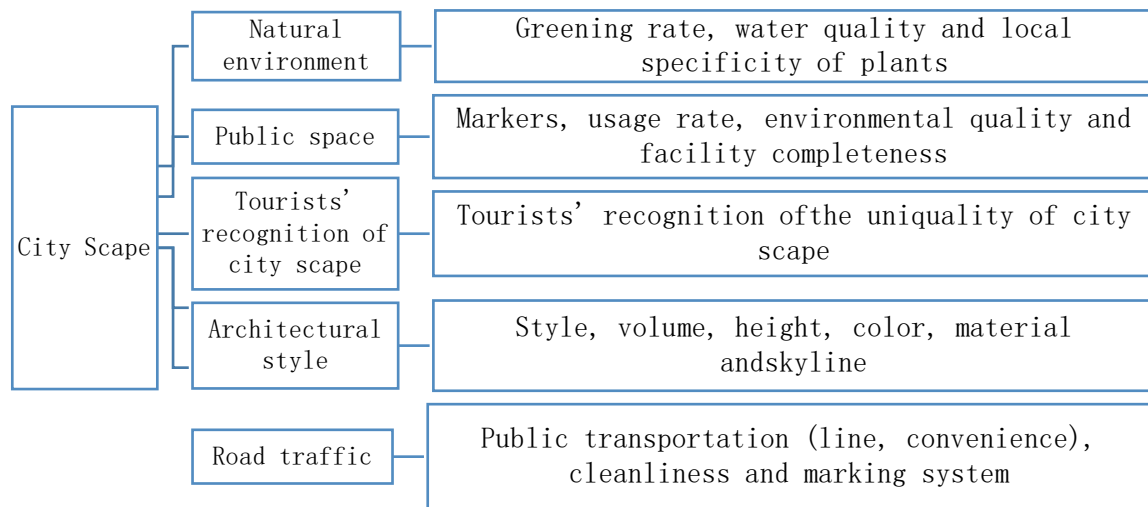


Figure 4-1 The Analysis Framework of Urban Landscape

Special Topic Five: Tea Tourism

This report mainly researches the Menghai County of Xishuangbanna Prefecture and the famous tea mountain Nannuo Mountain. Through field research, we can understand the current situation of tea resources and tourism reception resources, and study the successful cases of the tea tourism to explore a reasonable modal of integrated development of tea and tourism and to interpret the connotation and construction ideas of the “Exhibition and Experience Center of Pu'er Tea Cultural Tourism”.

The exhibition and experience center of tea culture should not be just an independent building. Instead, it should focus on the overall situation, rational planning by integrating the tea culture into the activities of food, shelter, travel, entertainment, etc., which will makes Xishuangbanna a core area for the Pu'er tea culture tourism experience. The exhibition and experience center should have the following basic features:

Display function: to lively display tea culture through a variety of dynamic and static methods. At the same time, with the help of modern technology, it will help to promote the culture of Pu'er tea, renovating and enriching tourism.

Experience function: based on the village to build a tea tourism park, enriching tourism activities, improving the tea culture experience of tourists; also relying on professional scenic spot management companies to create a tea culture experience base. Combined with local characteristics culture, a comprehensive experience of tea culture is provided which better serves tourists' living and traveling.

Trade function: the core function is tea processing and tea trade. By renting or selling shops, it attracts well-known tea enterprises to settle in; with the development of tea trade, a series of tea culture leisure, ecological real estate and other products are derivatively developed.



Figure 5-1 Meijiawu Tea Culture Village



Figure 5-2 Experience in a Ceylon tea factory of Nuwara Eliya

Special Topic Six: Smart Tourism

1. The current situation of smart tourism development of Xishuangbanna

At present, the smart tourism of Xishuangbanna is proceeding in an orderly manner. The public service platform of smart tourism including website clusters of smart tourism and mobile terminal APPs and the comprehensive supervision platform for smart tourism have been established. The “Tour in Yunnan with One Mobile Phone” project is the mainly constructed.

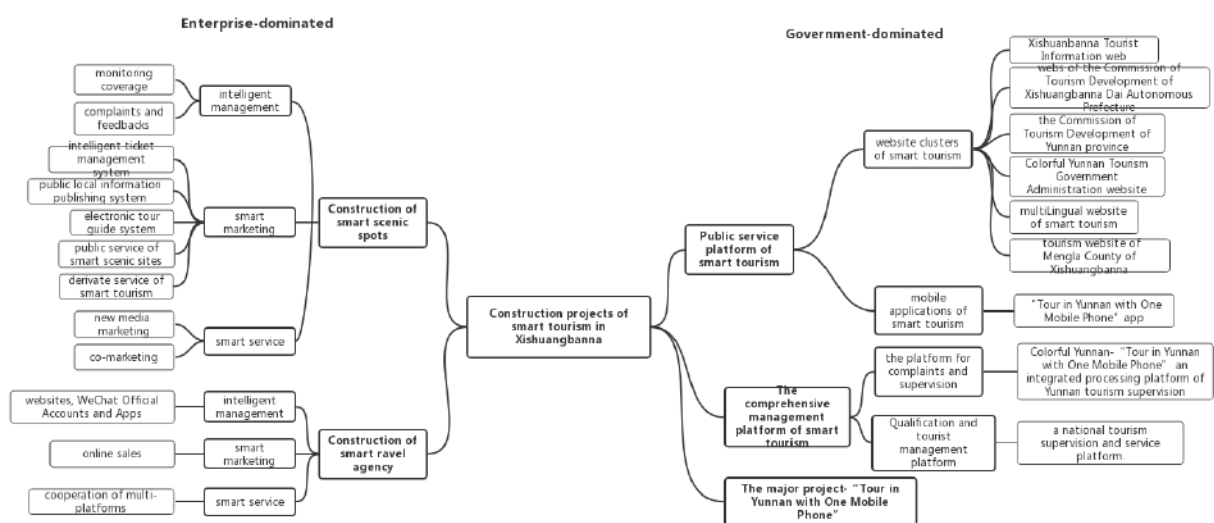


Figure 6-1 Construction projects of smart tourism in Xishuangbanna

(Construction projects of smart tourism in Xishuangbanna)

2. The analysis and summary of modal cities

Xishuangbanna cannot compete with Luoyang and Hangzhou in terms of smart tourism construction as follows:

(1) The development of smart tourism in Xishuangbanna is implemented by the Xishuangbanna prefecture that is asked to implement requirements of the provincial government. The standard is unified, however, teething problems caused by discrepancy among cities is also neglected, so that the individualized development of the city will be restricted.

(2) Tour in Yunnan with One Mobile Phone has built a framework and a general direction for smart tourism construction. The focus of work is still on infrastructure construction, and a complete

framework has not yet been established.

(3) The relative shortage of funds and talents limits the development of smart tourism.

(4) Xishuangbanna travel-related enterprises have different understandings of smart tourism. Many enterprises have not realized the benefits brought by smart tourism to the management, and the resistance against promotion of smart tourism is large.

(5) Due to local development and conditions of infrastructure construction, the basic environment of smart tourism still needs improvements.