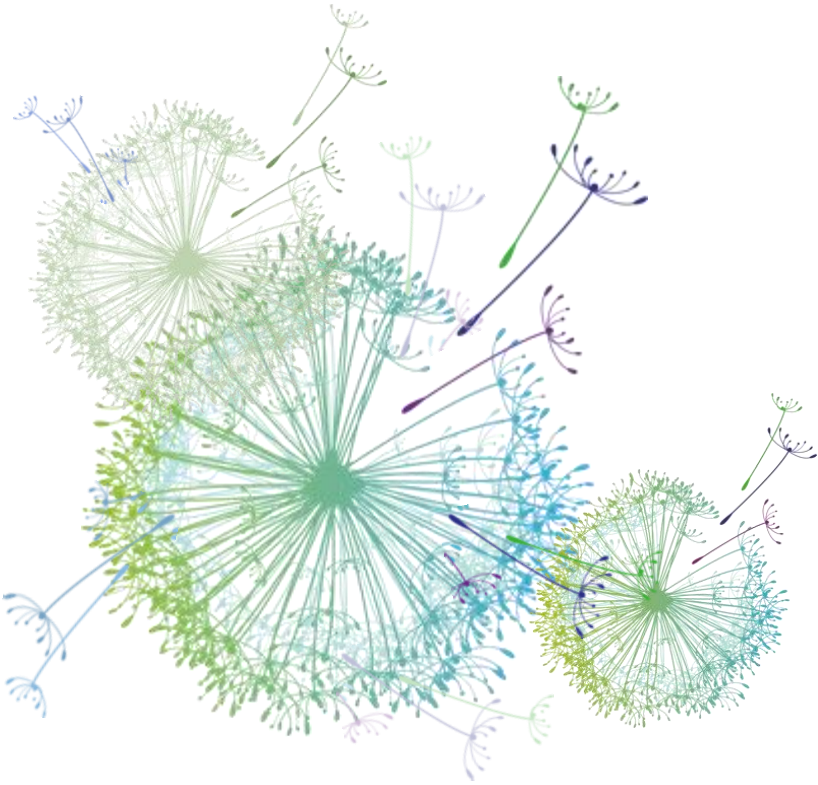


2018 MONITORING REPORTS ON THE SUSTAINABLE TOURISM DEVELOPMENT OF OBSERVATORIES IN CHINA

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2018 Monitoring Report on the Sustainable Tourism Development of Yangshuo

Monitoring Centre for UNWTO Sustainable Tourism Observatories

Guilin Municipal Tourism Development Committee

People's Government of Yangshuo County



Acknowledgement

General Director: BAO Jigang

Technical Director: SUN Jiuxia

Members of Technical Group:

WANG Shujia, CHEN Yating, DENG Jialin, DING Ting, GAO Cong, LAN Yuemei, LI Han, LI Luyang, LIAO Zuhui, LIN Hui, LIN Yiping, LIU Huixiao, MA Chiyuan, SUN Shaoxiong, TAN Lu, TAN Xiaohui, WANG Hanqi (French), WANG Haoru (French) , WANG Hongli, WANG Siya, WANG Yuing, XIAO Xiaoqing, XU Xinying, ZENG Yiman, ZHAO Jiaying

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And all those who helped with the monitoring work.

1. Foreword

1.1 The origin of the monitoring

In 2004, Guilin signed a cooperation agreement with the World Tourism Organization to put tourism data of Yangshuo into the "World Tourism Organization (2012), Indicators of Sustainable Development Tourism Destination - A Guidebook, UNWTO, Madrid). On July 26, 2005, the world's first sustainable tourism observatory was formally established in Yangshuo and an inauguration ceremony was held in October 2009, marking the start of Yangshuo's long-term sustainable tourism monitoring. In September 2010, the United Nations World Tourism Organization signed a cooperation agreement with Sun Yat-sen University to establish UNWTO MCSTO, which is responsible for the management and monitoring of sustainable tourism observatories in China and even the Asia-Pacific region in the future to ensure the continuous, comprehensive and effective monitoring work. This marked the formal completion of the physical establishment of the monitoring center and marked that the cooperation between Sun Yat-sen University and UNWTO in promoting the sustainable development of global tourism has entered into a substantive phase. Since August 2006, the Tourism Development and Planning Research Center of Sun Yat-sen University has successfully completed the monitoring of the sustainable development of tourism in Yangshuo from 2006 to 2016 according to the indicators and methods of the World Tourism Organization's GOST project. MCSTO pays special attention to the indicators of tourism's impacts on Yangshuo's natural resources, ecological environment, social culture and the like. In addition, it also analyses the development conditions of Yangshuo's tourism industry, timely spotting the existing problems of tourism development and taking according corrections and strategies. MCSTO's efforts have been fully recognized by UNWTO and have promoted the sustainable tourism development of Yangshuo and all other tourism destinations.

1.2 Monitoring process

The monitoring period is from July 19 to July 26, 2018, for a total of eight days. The group consists of 27 members, including a professor at the Tourism Development and Planning Research Center of Sun Yat-sen University, three doctoral students, and two master students. 21 undergraduate

students. The monitoring team has visited the West Street, Shili Gallery (Moon Mountain, Rongshu), Yulong River, Old County, Shijiao Taoyuan and Xingping Ancient Town for Chinese and foreign tourists. Questionnaires and random interviews were conducted to community residents, small business owners, employees and foreign practitioners. 1050 questionnaires were distributed for tourists, including 800 domestic tourists questionnaires, 753 valid questionnaires, with 94.13% effective rate, and 250 foreign tourists questionnaires, including 206 valid questionnaires, with an effective rate of 82.4%. A total of 600 resident questionnaires were distributed, of which 539 were valid questionnaires, and the effective rate was 89.83%. A total of 200 employee questionnaires were distributed, 191 valid questionnaires were recollected, and the effective questionnaire rate was 95.5%. A total of 150 questionnaires for small business owners were distributed, 128 of them were valid questionnaires, and the effective questionnaire rate was 85.33%. In addition, the monitoring team conducted a general survey of 2,509 shops along the 27 main and secondary trunk roads in Yangshuo County, and recorded and analyzed changes in their commercial formats. In view of the Yangshuo government's implementation of road traffic control on the Shili Gallery Scenic Spot and the Yulong River Scenic Spot since September 15, 2017, this survey also pays special attention to the attitude of the parties after the implementation of the traffic control policy of the Yangshuo Shili Gallery Scenic Spot one year later.

The monitoring team completed the 2018 Monitoring Report on the Sustainable Tourism Development of Yangshuo, referring to the contents and indicators of *Indicators of Sustainable Development for Tourism Destinations: A Guidebook*, and based on a comprehensive analysis of field investigation data, interview materials, questionnaire data and second-hand materials. The report can be divided into two parts: The overall report covers tourism and community, tourist satisfaction, health and safety, tourism planning and control, tourism economic benefits, tourism and resource environmental protection, tourism products and services, etc. The special section is about the topic of Yangshuo traffic control implementation.

2. Tourism and Community

2.1 Overview

In this monitoring, a total of 600 questionnaires were collected, of which 539 were valid questionnaires, and the effective rate was 89.83%. The questionnaire was distributed from July 19 to July 25, 2018 for a total of 7 days. The distribution sites include West Street, Yitian West Street, Shenshan Road, Longyue Road, Pinci Road, Qitao Street, Jiangjun Road, Yangshuo Park, etc. in Yangshuo County, Yulong River, Dabanshu and other surrounding scenic spots, as well as Xingping Ancient Town.

Yangshuo residents generally agree that the development of tourism has greatly promoted the economic development of Yangshuo and has a greater positive impact on social culture. Residents' satisfaction with tourism development has declined significantly. The negative effects of rising prices and the destruction of the natural environment cannot be ignored. Most residents have no obvious perception of the negative social and cultural impacts caused by tourism, and believe that due to the development of tourism, the emphasis on social security management and moral culture is conducive to local development. The increase in cultural activities and festivals has led more and more people to participate in the activities of promoting traditional culture.

Many residents directly or indirectly obtain economic benefits from tourism development. However, due to factors such as traffic control and commercialization of tourism, the attractiveness of destinations has declined. The number of tourists this year is significantly less than that of the same period of the previous year. At the same time, competition in various industries is more intense, and it is more difficult for tourism practitioners to maintain profit margins. At the same time, residents are more concerned about environmental issues. On the one hand, it is believed that the excessive number of tourists will bring about problems such as traffic congestion and environmental degradation. On the other hand, they also have concerns about the vicious circle of impaired tourism attraction caused by environmental damage. In addition, Yangshuo government and enterprises make full use of WeChat as a communication channel, and at the same time set up relevant industry associations to enhance internal communication and improve communication efficiency. However, for ordinary residents and practitioners, participation and expression channels still have a large space

for construction and improvement.

2.2 Indicator analysis

(1) Residents' overall perception of tourism development

88% of the residents believe that tourism is conducive to local development; 60.3% of residents believe that they can benefit from the tourism industry, decreasing by 11.7% year-on-year; nearly half of the residents (49.2%) are satisfied with the tourism development of Yangshuo, compared with last year at the same time, 84.6% of the residents indicated that they will continue to support Yangshuo to develop tourism, decreasing by 4.9% year-on-year. Most residents believe that tourism is conducive to local development and will continue to support Yangshuo tourism development, but residents are unsatisfied with local tourism development , and residents' overall evaluation of tourism development has declined. In the interviews, it was found that most residents believe that the benefits of tourism development in the past have been more favorable. The decrease in revenue this year is mainly affected by traffic control, and the number of tourists has been greatly reduced. It can be seen that the government's traffic control behavior has had a great impact on the impotence of tourism as a pillar industry. At the same time, some residents mentioned that the commercialization, homogenization and chaos of West Street disrupted the order of the streets and had a negative impact on the attractiveness of Yangshuo's tourist destinations.

(2) Residents' evaluation of the impact of tourism on the environment

More than half of the residents believe that tourism development will bring more serious air, noise and waste pollution to the local environment, and also make traffic more crowded. Residents generally believe that the increase in the number of tourists is the main reason for the decline in environmental quality. Traffic control has alleviated traffic congestion to a certain extent and also reduced vehicle emissions. Therefore, the environmental damage perceived by most residents is still mainly reflected in the increase of traffic and solid waste, and the perception of water pollution and air pollution caused by tourism is relatively weak. In the rapid development of tourism, tourism and environmental protection departments have invested a large amount of funds in environmental

construction. Most residents feel the improvement of environmental protection infrastructure and environmental quality. In terms of environmental awareness, residents pay more attention to the impact of the natural environment in the development of tourism; they also take the initiative to slowly improve themselves, understand and establish a sense of "sustainable development."

(3) Resident and community's participation

The number of residents participating in tourism in Yangshuo is large but not high. Among them, the occupations related to tourism are concentrated in the food and beverage, tourist shops, hotels and other industry (mainly for tourists), etc. The ability still has room for improvement. Most of the residents engaged in the sale and catering of goods mentioned that they were affected by traffic control, the passenger flow decreased, and the benefits were significantly reduced. As a result, many practitioners withdrew from the tourism industry, which may cause the community residents to participate in the tourism industry to decline slightly. In terms of tourism employability, some residents and practitioners have indicated that they can benefit from the employment skills training provided by the government and industry associations. Residents' tourism decision-making participation is enthusiastic but their participation ability is insufficient. Residents do not have convenient and reliable channels and effective ways to understand the dynamics and information of the tourism industry, and the communication channels with the government have not been significantly improved. In addition, residents have insufficient power to participate in decision-making, and there is no clear channel for participation in decision-making. There are still major obstacles in community participation in tourism.

3. Tourist satisfaction

3.1 Research Overview

This survey uses the questionnaire survey method to evaluate the tourist satisfaction of Yangshuo's tourism sustainable development. It mainly surveys tourists' tourist information, tourism impressions, tourism experiences, tourists' perceptions of tourism resources, products and services, and tourist behavior characteristics.

3.2 Tourist behavior characteristics

In terms of travel methods, the self-help travels continued to maintain a high level, the proportion of domestic self-help travels increased significantly, and the proportion of foreign self-help travel declined slightly. The proportion of domestic tour groups has shown a downward trend, while the proportion of foreign tour groups has rebounded. The proportion of travel expenses per unit has dropped, and the tourism market at the conference is still immature.

In terms of tourism information, the network and recommendation of friends and relatives are the primary channels for domestic and foreign tourists to obtain information on Yangshuo tourism. Domestic tourists are more dependent on network information. Traditional information media, such as newspapers, television, and travel book recommendations, are relatively weak in disseminating tourism information.

In terms of tourism motivation, the motivation of domestic tourists is mainly for sightseeing and leisure vacations. Experiencing local cuisine and culture is also one of the important motivations of domestic tourists. Foreign tourists take sightseeing as their main motivation, but foreign tourists are motivated in more ways, such as leisure resorts, local cuisine and culture, wild adventures and photography, all of them account for a considerable proportion. There are significant differences in the motivations of domestic and foreign tourists in the wild, such as climbing projects.

In terms of transportation methods, the choice of means for domestic and foreign tourists to reach their destinations is diverse. Due to the difference in space distance, domestic tourists mainly arrive in Yangshuo by train or self-driving, while foreign tourists mainly rely on trains, airplanes, long-distance buses and cruise ships. Due to the traffic control in Yangshuo, the traffic patterns of tourists in the scenic area are mainly walking, bicycle or electric vehicles. The proportion of domestic tourists choosing self-driving cars and taxis is higher than that of foreign tourists.

In terms of residence time, the stay time of domestic and foreign tourists is mainly 1-3 days of short-term tourism, and the proportion of short-distance tourists has rebounded, and the overall stay time has been shortened.

In terms of accommodation facilities, domestic and foreign tourists have increasingly diversified accommodation options in Yangshuo. Domestic tourists prefer family hotels or star-rated hotels. Foreign tourists prefer youth hostels, family hotels and star-rated hotels. Domestic and

foreign tourists have improved their evaluation of accommodation facilities and the quality of service in the accommodation industry has improved too. The property industry has the potential to become a new business card for Yangshuo.

In terms of consumption levels, although the consumption level of domestic and foreign tourists in Yangshuo is still low, the domestic tourists' travel expenses are generally higher than those of foreign tourists.

3.3 Tourist satisfaction level

The level of customer satisfaction is mainly measured in seven aspects: tourism resources, tourism services, tourism environment, folk customs, overall evaluation, willingness to recommend and willingness to revisit.

In terms of tourism resources, Yangshuo's natural scenery and cultural landscape have been consistently highly evaluated by domestic and foreign tourists. Among all the indicators for measuring tourism resources, tourists have low evaluation of the water quality of the Lancang River and Yulong River, especially foreign tourists.

In terms of tourism services, service evaluations have multiple levels and differences: (1) lack of complaint handling capacity, low efficiency, low evaluation of tourist toilets; (2) domestic tourists are more aware of the unreasonable price of food and beverage; 3) The traffic sign system needs to be more clear and perfect, especially for the English logo of foreign tourists; (4) Yangshuo B&B is widely recognized by domestic and foreign tourists; (5) Domestic tourists pay attention to the homogenization of goods, foreign tourists pay attention to commodity prices and counterfeiting puppet phenomenon, and hope to have more entertainment activities

In terms of the tourism environment, due to the large number of tourists, foreign tourists have low ratings for congestion and noise. Domestic tourists perceive commercialization more than foreign tourists, and foreign tourists have higher acceptance of Yangshuo commercialization. Regarding the perception of human cultural environment, domestic and foreign tourists generally believe that the local residents of Yangshuo are friendly and have convenient interaction with people from different countries or regions.

In terms of folk customs, the overall evaluation of domestic and foreign tourists is low, and the evaluation of foreign tourists is significantly lower than that of domestic tourists. Foreign tourists feel more about folk culture from the diet, and the evaluation of local catering is relatively higher than that of domestic tourists.

In terms of satisfaction, willingness to revisit and willingness to recommend, although the overall satisfaction is higher than expected, and willingness of recommendation of foreign tourists are higher than domestic tourists, due to space distance and other factors, the willingness of foreign tourists to revisit is significantly lower than that of domestic tourists.

3.4 Handling of complaints from tourists

Yangshuo tourists complaints mainly focus on tourism promotion, price, and fraud. The complaints are mainly for travel agencies and shopping stores. In the first half of 2018, Guilin's tourism complaints decreased compared with the same period of last year. The complaints about the level of tour guides and service attitudes were significantly reduced. To some extent, Yangshuo's overall tourism service quality improved. On the whole, the government has achieved certain results in the centralized rectification of the tourism market and the handling of complaints from tourists. However, it is still necessary to strengthen market supervision, effectively protect the rights and interests of tourists and reduce unnecessary complaints and disputes.

4. Health and safety

Most tourists expressed satisfaction with Yangshuo's food hygiene, scenic environment, accommodation security and public security. Among them, domestic tourists are less satisfied with catering hygiene and accommodation safety than foreign tourists, and their satisfaction with the scenic environment and public security status is higher than that of foreign tourists. Residents are not satisfied with local environmental protection and environmental sanitation; residents' satisfaction with public security status and medical services is high. In addition, the relevant departments of Yangshuo County Government actively carry out and promote food safety, environmental sanitation, water source protection and medical disease control, effectively safeguarding the health and safety of Yangshuo and the health and safety of Yangshuo residents and tourists, providing residents with a

safe and hygienic living environment provides visitors with a good travel experience.

5. Tourism planning and control

5.1 Promote the sustainable development of Yangshuo tourism and strengthen the construction of smart tourism

At present, Yangshuo tourism development still needs to focus on its unique natural tourism resources, follow the sustainable development strategy of tourism, and adopt protective development measures to avoid the destruction and over-exploitation of natural resources. Yangshuo's annual number of visitors has increased year by year, and the flow of people varies greatly at different times of the day. Therefore, in addition to the regular and fixed-point flow control of tourists' concentrated spots, it is also necessary to strengthen the maintenance of scenic spots during the peak passenger flow and the prevention of crisis events. At the same time, the government should continue to improve the construction of “Internet + Tourism” and smart tourism systems to achieve the diversion of popular attractions. The development of "global tourism" will fully create a new image of the destination of "painting landscapes and living in Yangshuo" and accelerate the creation of Yulonghe National Tourism Resort and Autonomous Region Ecotourism Demonstration Zone.

5.2 Rational planning and use of tourism land

As a major industry in Yangshuo, tourism needs to develop practical plans with a development perspective and strictly control the implementation of the plan. The increasing number of emerging tourism projects has also increased the pressure on tourism land, responding to the appropriate management of tourism projects, developing a few high-quality projects, improving the quality of the entire Yangshuo tourism industry, and alleviating the contradiction of tourism land use. In the process of planning and control, the government must not only consider tourism transportation, but also consider the factors of tourism resource endowment, land use, urban architectural landscape and humanistic care, and control the influence of negative factors, ensuring its scientific and reasonable planning, in order to make Yangshuo tourism move towards sustainable development

6. Tourism economic benefit

6.1 Tourism drives the economic development of Yangshuo

In recent years, Yangshuo County's tourism income has been increasing, accounting for an increasing proportion of GDP. Tourism has driven Yangshuo's economic development and has become a pillar industry in Yangshuo. This also makes Yangshuo's economic structure relatively simple, and is greatly affected by internal and external factors. If there is a problem in the development of tourism, it may cause Yangshuo's economic development to fall into crisis. At the same time, the Yangshuo government's fiscal revenue is in a state of slow growth, and the economic benefits brought by tourism have not contributed significantly to the Yangshuo government's fiscal revenue.

6.2 Maintain the leading role of tourism and promote the transformation and upgrading of industrial structure

Since the tourism industry has taken the lead in vigorously developing the service industry, the three-industry structure of Yangshuo has undergone significant changes, and changes cannot be separated from government policy guidance. Among them, the tourism industry has driven the rapid development of the economy, which has a profound impact on the three industries, with the proportion of the tertiary industry continuing to rise and the proportion of the secondary industry slowing down as the main trend. On the one hand, Yangshuo should maintain the leading role of tourism and promote regional development. At the same time, the authority should support and guide the structural transformation of the primary and secondary industries to ensure stable economic development and enhance social ecological resilience.

6.3 Investment-inviting projects focus on cultural aspects

In terms of large-scale investment, Yangshuo County's investment promotion projects are mainly concentrated in tourism commercial complexes and cultural related projects. The tourism commercial complex is a product of tourism development to a certain stage, and cultural related

projects can make up for the shortcomings of Yangshuo tourism culture to a certain extent, enrich Yangshuo natural tourism resources, and promote the development of Yangshuo leisure holiday tourism market and culture. Accommodation and leisure and entertainment are the hot industries of Yangshuo investment. These two industries are experiencing small capital withdrawal and large capital entry.

6.4 The attractiveness of investment for small business owners has declined, and the B&B industry is expected to become a new trend.

In terms of individual business investment, the number of stores has stabilized, the proportion of tourism stores has declined slightly, and the proportion of empty shops has increased. Accommodation and catering stores maintained a relatively stable level, while leisure and entertainment stores and travel service stores accounted for a decline. In terms of the use function, the phenomenon of the transfer from the service tourists to the service tourists and residents is presented, and the problem of homogenization of goods is prominent, and the business tends to be saturated. The confidence of business owners in the investment potential of Yangshuo has shown a significant downward trend. They believe that tourists' consumption ability and rent are the biggest factors affecting business operations, and that corporate competition and policies have the second impact on business operations. It is worth noting that Yangshuo B&B has a variety of styles, and its architectural style and business philosophy contain many personal feelings and interests. While attracting tourists, it is also conducive to the construction of Yangshuo culture, which makes Yangshuo's tourism image and brand perception improved.

6.5 The owner's awareness of sustainable development needs to be improved

In general, the owners are satisfied with the natural environment of Yangshuo, and have insufficient understanding of environmental sustainable development. The energy conservation behavior of the owners has decreased compared with last year, but the awareness of energy conservation has improved, and the awareness of sustainable tourism development has also been improved. Therefore, the owners' energy-saving behavior and environmental protection and energy-saving awareness are still not universal enough, and their awareness of sustainable

development still needs to be improved, so as to promote the healthy and sustainable development of Yangshuo tourism.

6.6 Employees have limited work skills, reduced enthusiasm for learning English, and frequent turnover of employees

Yangshuo's employees tend to be younger, and women are the majority. Most of them are not the main economic pillar of the family, and they have more secondary education. Owners generally provide job skills training, but in a traditional way, employees have limited ability to master work skills. Yangshuo's current structural changes in the tourist source market, the decline in the proportion of foreign tourists, the decline in employees' English learning enthusiasm, but the English ability has increased significantly compared with last year. The high turnover of employees' work and the actual turnover rate are unfavorable for the overall service level of Yangshuo tourism, which increases the instability of social employment.

6.7 Residents support tourism development and maintain a conservative attitude towards tourism development

Residents believe that tourism development can bring more employment opportunities to them, but with the implementation of the traffic control policy, residents feel that the number of tourists has dropped significantly. Therefore, compared with last year, they are not optimistic about the opportunities for tourism and employment, and not optimistic about entering the tourism industry in the future. In addition, the attraction of Yangshuo tourism to migrant workers is still on the rise.

7. Tourism and resource protection

7.1 Environmental protection

Yangshuo's tourism development relies on landscapes. The theme is “mountains and rivers in the mountains”. Sustainable tourism needs to pay more attention to the protection of the atmosphere and water environment. After treatment, the improvement of the atmosphere and water environment will not only enable local residents to have a good and suitable living environment, but also provide

visitors with a good and beautiful leisure and entertainment environment, and improve the satisfaction of local tourism and residence.

7.2 Noise control

A large number of tourists have increased the noise in Yangshuo Scenic Area, and the noise intensity in the West Street is too large. The competition for sound space and the hawker screams make the entire West Street full of ubiquitous noise, which not only interferes with the rest of the residents and tourists, but also reduces the satisfaction of tourists. In particular, the satisfaction of foreign tourists is not conducive to the future development of West Street. Therefore, it is necessary to control the key noise sources and rectify the West Street sound space.

7.3 Sanitation Arrangement

With the surge in tourists every year in Yangshuo, the direct impact is environmental damage and increased solid waste. While developing tourism, it is incumbent upon the environmental health of the scenic spot. At present, the solid waste in Yangshuo is increasing. There are littering in the scenic area and outside. The regular road cleaning vehicles and cleaning staff are equipped. The garbage disposal is more effective and timely, but needs to be maintained and strengthened.

7.4 Landscape maintenance

Landscape maintenance and visual impact are part of sustainable tourism. Residents still lack awareness of landscape maintenance. At the same time, some residents still do not agree with the importance of landscape maintenance. Therefore, it is still necessary to continue to publicize and educate local residents and improve residents' consciousness and attention to environment. In the process of developing the new district, the government should pay more attention to landscape maintenance and be more cautious about land demolition and protect traditional buildings.

7.5 Energy conservation

Enterprises do not understand the importance of energy, and do not understand the measures to save water and electricity. At the same time, they lack funds and equipment to implement energy

conservation. The government should increase the concept and specific measures for promoting energy conservation and emission reduction. The government should conduct measures to encourage small businesses to implement energy conservation, such as providing subsidies and subsidies for energy conservation and emission reduction, to promote the implementation of energy management and achieve sustainable development.

8 Tourism products and services

8.1 There are certain regularities and differences in the motivations of domestic and foreign tourists.

Sightseeing and leisure are the main motivations for domestic and foreign tourists. Experiencing local food and culture as well as photographing rank third and fourth. With the improvement of traffic accessibility, people's living standards have improved, and short-distance travel has become possible in a short period of time. More domestic tourists choose to use a shorter time to rest and relax in a non-conventional environment, while foreign tourists choose to take sightseeing as their primary purpose which is much higher than the proportion of leisure vacations.

8.2 Tourist attractions are more concentrated in spatial distribution

Yangshuo tourism attractions are mostly distributed on the banks of Minjiang River, West Street and Shili Gallery. On the one hand, such a spatial distribution can facilitate the travel of tourists, reducing the time and expense spent on the connection of attractions. At the same time, the distribution of too concentrated spots has also brought about traffic congestion, diversion difficulties and the development of marginal tourist attractions.

8.3 Foreign tourists are more rational in tourism consumption

Domestic tourists love the handicraft shops. Although foreign tourists are more interested in handicrafts, most foreign tourists choose to leave instead of buying after visiting or watching. In order to attract more foreign tourists and even domestic tourists to spend on handicraft products and souvenirs in Yangshuo travel, it is necessary to improve the locality and uniqueness of these

products.

8.4 Use the network to create tourism information inquiry and tourism scenic spot marketing platform

The network is the main source of domestic and foreign tourists' access to Yangshuo tourism information. Tourists' expectations for cultural information are gradually rising. Yangshuo should pay more attention to the output of its tourism culture. From the perspective of landscape and humanities, it will popularize and introduce Yangshuo culture to tourists on the platform, so that tourists have a better understanding about Yangshuo before traveling.

9. Yangshuo traffic control implementation monitoring

9.1 Yangshuo Traffic Control Implementation Overview

The Yangshuo County Public Security Bureau issued the "Announcement on the Implementation of Road Traffic Control in the Shili Gallery Scenic Spot and Yulong River Scenic Spot in Yangshuo County" on September 10, 2017, stipulating that since September 15, 2017, the traffic control in Shili Gallery Scenic Spot and Yulong River will be issued. Since traffic control involves more subjects, different stakeholders have different opinions and opinions on this.

9.2 Views and opinions of different stakeholders

Tourists: Self-driving tourists are blocked and the number is small; the travel experience of team tourists is declining, and the travel experience of individual travelers is rising.

Residents: For one of the stakeholders in the traffic control zone, the local residents, their views and attitudes are affected by factors such as location and occupation. Residents in the district believe that the travel is inconvenient and the roads are crowded; the residents in the district think that it is inconvenient to go to work and the income is reduced; other residents think that the accident is reduced and the environment is quiet. Participation in the reduction of income of the tourism industry is mostly against traffic control. Those who do not participate in the tourism industry think that the traffic is orderly and the environment is quiet. Most of them are neutral. Non-related practitioners

have shown a more positive attitude towards traffic control. They believe that traffic control reduces vehicles, traffic is more orderly, the environment is quieter and pollution is reduced, which greatly solves the problem of traffic congestion on holidays. However, residents will still complain that it is inconvenient for them to travel, increasing travel time and costs.

Small tourism business owners: Small tourist enterprises located near the “Shili Gallery” and near the Yulong River Basin, with reduced passenger flow and reduced turnover, of which the catering industry is more negatively affected than the lodging industry. Shanshui Transportation Investment Co., Ltd. is equipped with a B&B cycle dedicated line for the B&B along the route, but the supply of shuttle bus services is insufficient and the operating costs of the accommodation industry increase. The tourism small business response plan has not kept up, making the service quality face challenges and the number of complaints from tourists has increased. Tourism small businesses located outside the traffic control area are also facing huge challenges due to the reduced number of tourists, but some small businesses have voices of understanding and support policies.

“Traffic operators” mainly refer to bicycles, electric car rental companies and Uber drivers. After the implementation of the traffic control policy, the demand for transport vehicles has increased dramatically, which has further promoted the transportation industry. There are a large number of illegal travel workers, which have a significant impact on local residents, tourists and illegal workers. The government should pay close attention to this and prepare for risk estimation, and there are hidden dangers in the safety of tourists. Thus, traffic practitioners need to be standardized and managed.

Online media: Criticism and questioning are across the web. Online media is an important medium to guide public opinion. Most online media have questioned and denied attitudes toward traffic control. They believe that traffic control has caused the people to “get rid of poverty and become poor”, which has caused the Yangshuo industry to encounter “cold winter” and thus affect the development of “global tourism”.

Tour guides and travel agencies: Tour guides are difficult to lead, travel agencies reduce the number of groups. Traffic control restricts bus access to scenic spots, increases the difficulty of guiding tour groups, reduces the number of travel agencies, and weakens the willingness of travel agencies. After one year of adjustment, the travel agency can purchase discounted scenic spots for

sightseeing. The travel agency will still arrange a small number of routes to Shili Gallery and Yulong River Scenic Area for visitors to choose, but the number of arranged tours is much less.

10 Conclusion

10.1 Community residents' evaluation on tourism development is more negative than in previous years

Yangshuo residents generally believe that the development of Yangshuo tourism will greatly promote the local economic development, and they can benefit from tourism and are willing to support the development of Yangshuo tourism. Residents' overall evaluation of tourism development has been reduced, especially for the satisfaction of local tourism development and the degree of benefit from tourism. The main reason should be that traffic control has a great impact on the impotence of tourism as a pillar industry. Residents perceive negative effects such as rising prices and natural environmental damage. On the other hand, more than half of residents feel good about environmental protection. Many residents believe that tourism development pays more attention to social security management and moral culture, but it still needs improvement.

10.2 Community residents are more willing to participate in tourism and tourism decision-making, but their participation and ability are not high, and there is room for improvement

Yangshuo residents have a strong willingness to participate in the tourism industry, and most residents have expressed their willingness to participate in the tourism industry. However, most of the residents mentioned that they were affected by traffic control, the number of customers decreased, and the benefits of the industry decreased significantly. Many practitioners withdrew or engaged in other industries, and a considerable part of residents' willingness to participate decreased. Residents have strong willingness and enthusiasm for participating in tourism decision-making, but the actual participation and ability are not high. Residents' participation in decision-making is insufficient. Residents still have major obstacles in obtaining policy information. Thus, the government should increase residents' participation in accessibility and participation is a goal that communities and

governments need to continue to work hard.

10.3 The network and friends and relatives recommendation are the main ways to obtain tourist information. The population of self-help and sightseeing tours is not reduced.

In terms of tourism information, the network and friends and relatives recommendation dominate, and the information preferences of domestic and foreign tourists are significantly different. The proportion of tourism information obtained by traditional media channels has decreased, and the proportion of online tourism information has increased. The self-help tour becomes popular while the group tour is not that popular as before. In terms of tourism motivation, domestic tourists are more interested in tourism, mainly for sightseeing and leisure vacations, while foreign tourists have more diversified tourism motives, such as sightseeing, leisure, experience, local cuisine, field exploration and photography. Sightseeing tourism is still a tourist hotspot for domestic and foreign tourists. Therefore, the Yangshuo County Government should continue to pay attention to the construction of sightseeing tourism in Yangshuo County, providing more sophisticated services for domestic and foreign tourists.

10.4 Diversified modes of transportation, self-driving tour becomes popular, and overall stay time is shortened

Domestic and foreign tourists have a variety of transportation options, and trains and long-distance buses are frequently used by domestic and foreign tourists. Due to the hot self-driving tour, the government should pay attention to strengthening the standard handling of self-driving parking lots and traffic order. The proportion of tourists who choose bicycles and taxis in Yangshuo has increased compared with last year, and the way of travel is greener and healthier. In terms of residence time, domestic and foreign tourists are mainly short-term tourism, and the overall stay time is shortened. On the other hand, the proportion of foreign tourists staying for more than 15 days is higher, but the proportion has decreased. For this part of the “immigrant” tourists, the government should pay attention to their living conditions.

10.5 Accommodation options are diversified, the level of tourists' consumption has risen overall, and consumer awareness has changed.

Yangshuo's tourist accommodation facilities are diversified, and family hotels, youth hostels and star-rated hotels are more popular. In recent years, high-end theme hotels and homestays have been hot, and more and more tourists are choosing themed resorts and high-end hotels instead of star-rated hotels at the same price. In terms of consumption levels, the total personal spending of tourists has risen overall, and domestic tourists spend more than foreign tourists. In recent years, the improvement of the quality of Yangshuo's tourism experience activities has achieved certain results in increasing tourism economic income. Domestic tourists have greater potential in tourism spending and can moderately deepen high-end product mining.

10.6 The overall satisfaction of tourism resources is high, and the natural scenery and cultural landscape are well evaluated, but the water quality evaluation is relatively low.

Domestic and foreign tourists agree that Yangshuo is rich in natural resources; on the other hand, tourists have low evaluation of the water quality of the Lancang River and Yulong River. Domestic and foreign tourists give high evaluation of Yangshuo cultural landscape, and think that the government need to continue to protect and inherit, while natural landscape needs to pay attention to environmental protection and governance, especially the water quality should be strengthened.

10.7 The efficiency of complaint handling in scenic spots needs to be improved, the tourist toilets need to be improved, and the transportation services need to be rectified.

The service quality of the staff in Yangshuo tourist scenic spot is good, and the level of tour guides is high, but it still needs to be improved in the efficiency of travel complaint handling and travel toilets. In terms of tourism transportation services, the evaluation has declined compared with last year: domestic tourists have mixed evaluations on transportation convenience. Most domestic tourists said that although there will be some inconvenience after the road closure, the overall traffic in Yangshuo is still convenient; foreign tourists strongly disagree with the traffic performance of Yangshuo. The decline in traffic service evaluation was due to the traffic control policy implemented

on September 15, 2017 and the lack of a traffic signage system for foreign tourists.

10.8 Accommodation, catering and entertainment services are generally satisfactory and can be upgraded slightly

The tourist accommodation service in Yangshuo County is highly evaluated in terms of safety and health, reasonable price, and quality of service for food and accommodation staff. The evaluation from foreign tourists is higher than that from domestic. Domestic and foreign tourists generally believe that Yangshuo food has characteristics, health and safety, but the price of food and beverage is high; most foreign tourists can accept Yangshuo food and beverage prices. Domestic and foreign tourists have a low degree of approval for “reasonable prices of tourism commodities”, indicating that the prices of Yangshuo tourism commodities are high; in terms of commodity differentiation, domestic tourists tend to think that the types of tourism goods are similar, while foreign tourists generally do not know tourism commodities. The homogenization is serious, and most of them can buy satisfactory souvenirs and handicrafts, and think that this is a commodity with local characteristics.

10.9 The overall tourism environment is good, the perception of commercialization of domestic and foreign tourists is different, the congestion of the scenic spot is still obvious, and the folklore experience is insufficient.

Yangshuo's natural scenery is well-known at home and abroad. The unique tourism resources attract a large number of Chinese and foreign tourists, and tourists are highly satisfied with its natural environment. The evaluation of local residents, accommodation environment and entertainment environment is relatively high. Yangshuo's overall tourism environment is relatively good. Domestic visitors are significantly more aware of commercialization than foreign tourists. Foreign tourists generally believe that the Yangshuo scenic spot is crowded, while domestic tourists consider it acceptable. Domestic and foreign tourists' perception of folk customs is generally low, especially for foreign tourists. In addition to the high perception of ethnic minority diets and the diversity of activities, other perceptions such as religious activities, marriage customs, festivals are lower.

10.10 Overall satisfaction of domestic and foreign tourists is higher, generally higher than expected

Domestic and foreign tourists have high satisfaction with Yangshuo tourism. The satisfaction of foreign tourists is higher than that of domestic tourists, but it has decreased compared with last year. The satisfaction of domestic tourists has increased compared with last year. Most domestic and foreign tourists believe that the travel experience is higher than expected or in line with expectations, a significant increase from last year. In terms of revisiting and recommending willingness, domestic tourists have a higher revisit rate. There are a large number of tourists in Yangshuo. As the accessibility increases, the possibility of tourists revisiting will also increase. Foreign tourists may seek a sense of freshness, and due to space restrictions, they don't have strong willingness to revisit.

10.11 The overall health and safety environment is good, but it is still necessary to create a tourism-safety environment.

Yangshuo's health and safety status is at the upper-middle level. The Yangshuo County government has increased the handling of tourism environmental safety and on-site surprise inspections this year to ensure food safety and food hygiene. Most visitors expressed satisfaction with the Yangshuo scenic environment. In terms of accommodation security, more than 90% of domestic and foreign tourists are neutral, agree or strongly agree with the safety of accommodation. In terms of social security, domestic and foreign tourists have higher satisfaction with Yangshuo's social security. More than half of the residents believe that tourism has caused more environmental pollution to Yangshuo. In terms of crime rate, residents have little difference in the crime rate of Yangshuo, and most residents have a positive attitude toward the security situation of Yangshuo.

10.12 Tourism resource planning and control maintains a focus on customer needs

In terms of tourism resource planning and control, Yangshuo County proposed “One-pole, One-zone, Six-axis” tourism scenic spots strategy in the “Planning”. In response to the needs of domestic and foreign tourists, the government should strengthen the development of corresponding humanities, deepen the cultural heritage of Yangshuo, and highlight the regional characteristics of

northern Guangxi; for foreign tourists, the government should maintain the original flavor of the community, focus on the development of the community Tourism and rural leisure tourism with Yangshuo characteristics. In terms of tourism land use, the “Yangshuo County Master Plan (2012-2030)” proposes a regional tourism spatial layout of “one core, two slices and three belts” within the county-level tourism development plan.

10.13 Tourism has become a pillar industry in Yangshuo, and the three major industrial structures have been continuously optimized.

Tourism has become a pillar industry in Yangshuo. However, the tourism industry alone makes Yangshuo's economic structure single and prone to economic fluctuations. The Yangshuo government's fiscal revenue is in a state of slow growth, which is manifested in the state of "enriching the people and not making wealth." In recent years, Yangshuo has been continuously attracting investment. The investment projects are mainly concentrated on the level of tourism products and infrastructure construction. It can not only ensure and improve the normal life of residents, but also meet the basic needs of tourists. The new investment introduced in 2017 is concentrated in tourism comprehensive. The development of both body and culture complements the short-term cultural resources of Yangshuo. The potential of Yangshuo cultural tourism has been gradually stimulated, and the hotel has become a new tourist attraction of Yangshuo.

10.14 Investment attractiveness declines, business format should adjust with demand

Tourism small business owners generally believe that the commercialization of West Street is serious, the overall investment attraction is declining, and shop rents are rising year by year, which makes the store business situation continue to deteriorate. Tourism-related shops still dominate, and the number of empty shops has increased compared to last year, and there are still a large number of homogenized stores. The store is functionally represented by the phenomenon of simply serving tourists to the service. In tourism-related shops, accommodation and restaurant stores maintain a stable level. From the perspective of tourism investment projects, hotels and leisure entertainment are the hot industries of Yangshuo investment, showing small capital withdrawal and large capital entry. Shops in the tourist center area are relatively stable, while shops in other areas are transitioning

to serve tourists. In the changing state of business, business owners also consciously move closer to local characteristics to enhance their competitiveness.

10.15 Insufficient energy conservation awareness of tourism small enterprises, environmental sanitation needs to be improved, and noise pollution control needs to be strengthened

In general, Yangshuo County's tourism resources and environmental protection are in good condition. The government is constantly striving for environmental protection and has introduced relevant environmental protection policies and programs. At present, it has achieved certain results. In terms of environmental pollution, more than half of the residents have a clear perception of atmospheric and water pollution, while tourists generally hold a positive and optimistic attitude. However, residents and tourists have a strong perception of noise pollution. With the increase in the number of tourists per year in Yangshuo, it has a direct impact on the environment, and the most obvious trend is the increase in solid waste. In terms of energy management, most enterprises lack energy-saving awareness or lack of material basis such as capital and equipment. Therefore, the government should increase publicity and take certain measures to encourage or help small and medium-sized enterprises to carry out energy conservation management and achieve sustainable energy development.

10.16 Designing tourism products for the needs of foreign tourists in China, and rationally distributing service facilities

The main motives for domestic and foreign tourists in Yangshuo are sightseeing and leisure. Photography and experience of food and culture are the focus of domestic and foreign tourists, and thus the government can design different types of products for different needs of domestic and foreign tourists. Yangshuo County has a wide range of service facilities, which can meet the needs of tourists and residents. However, the regional distribution is not reasonable while the commercial atmosphere is strong. The shops with high concentration of tourists are too concentrated, and the concentrated areas of residents and the areas where tourists and residents mix accommodation. The limited number of shops for tourists is less attractive to tourists, which is not conducive to the

diversion of tourists in the scenic spots.

2018 Monitoring Report on the Sustainable Tourism Development of Huangshan

Monitoring Centre for UNWTO Sustainable Tourism Observatories

Mt. Huangshan Administrative Committee



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General Director: BAO Jigang

Technical Director: XU Honggang

Members of Technical Group:

CHEN Fangfang, ZENG Guangkun, HE Huan, JI jie, LI Qinlin, LIAO Manjing, LIU Dongming, LIU Shimei, PU Meijing, QIU Yisi, REN Yuejia, ZHANG Qingfang

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1. Introduction

1.1 Monitoring Introduction

Huangshan, a world-class scenic spot, is an outstanding representative of China's mountain-type tourist destinations, and its sustainable tourism development has attracted the attention of China and the world. On February 26, 2008, the World Tourism Organization and UNESCO officially established the World Tourism Organization Tourism Destination Sustainable Development Huangshan Observation Point and the World Heritage Site Sustainable Tourism Development (Huangshan) Observation Area. The purpose is to collect long-term monitoring of many indicators such as tourists' perception and satisfaction, and the impact of tourism on the community, and collect data on the sustainable development of tourism in Huangshan Mountain, and then explore the maximum tourism economy and the greatest benefit to the community. A development model that minimizes negative environmental impacts. On May 30, 2011, China Huangshan Scenic Area Management Committee and Sun Yat-sen University officially signed an agreement on the construction of observation points and formally joined the technical evaluation system of the United Nations World Tourism Organization GOST project. Under the vigorous support and proactive cooperation of the committee, the university has sent a monitoring team to the Huangshan Scenic Area for field investigation from July 21 to July 30, 2018. It is hoped that through the comprehensive investigation of the environmental, social and economic impacts of Huangshan tourism development, the management experience in sustainable tourism development would be summarized and promoted globally.

1.2 Monitoring methods

1.2.1 Monitoring process

The monitoring scope of the current period is the overall planning scope (2006) and buffer zone of the Huangshan Scenic Area, including the 160.6 square kilometers listed in the Huangshan Scenic Area, and the surrounding five towns (Tangkou Town, Tanjiaqiao Town, Sankou Town, Gengcheng Town and Jiaocun Town. The total administrative area of these towns is about 490 square kilometers.)

Based on the review and summary of the previous five-year monitoring results, from July 21st to

July 30th, 2018, a professor, a lecturer, two doctoral students, a master student and eight undergraduates from Sun Yat-sen University are merged into a monitoring team, which participated in the monitoring activities. Through questionnaire surveys, field surveys, and government interviews, they completed: (1) Huangshan tourism and resource environmental protection assessment; (2) The Survey on Huangshan tourism's Social and Economic Impact on buffered five towns environment; (3) Residents' satisfaction with Huangshan Tourism in five buffered towns; (4) Visitors' perceptions and satisfaction of scenic spots and other regular project monitoring. And they also completed: （5）Investigation report on the construction status of Dongdamen in Huangshan Scenic Area; (6) Community Responsibility Behavior Practice of Tourism Small Business Operators; (7) Research on the Livelihood Capital Research Report of Huangshan Buffer Residents.

In this monitoring, a total of 444 questionnaires were issued, including 306 valid questionnaires; 300 community questionnaires were distributed, and 289 valid community questionnaires were returned; interviews were conducted with government agencies, small business owners, and community residents in the buffer villages and towns. Relevant secondary information was collected through relevant Management Committee.

1.2.2 Main issues and indicators screening

Based on the World Tourism Organization (WTO) indicator method, the "Huangshan Scenic Area Tourism Master Plan" and the actual situation of tourism development in Huangshan Scenic Area, combining with the previous monitoring experience, the basic indicators for the sustainable development of tourism in Huangshan Scenic Spot were formulated. See Table 1-1 for details.

	main problem	Monitoring basic indicators	Is there routine monitoring?	The monitoring frequency of this project
Tourism and resource protection	Biodiversity conservation	1. Number of key national species	Yes	Five years
		2. Endangered species species; quantity	No	Five years
		3. Number of ancient and famous trees; distribution status; protection level	Yes	Five years
		4. Forest coverage	Yes	Five years
		5. Name of research cooperation project in resource protection; task; cooperation institution; duration	No	One year
		6. New protection measures	No	Two years
	Cultural resource protection	7. The number and protection of cliff stone carvings and cultural relics	Yes	Five years

		8. Funds and proportions for heritage conservation (recovery, protection and maintenance)	No	One year
		9. New policies and protections	No	Five years
	Tourist diversion	10. Proportion of visitors to the mountains at each gate	Yes	One year
	Water Environment	11. Surface water quality compliance	Yes	One year
		12. Drinking water quality compliance	Yes	One year
		13. Annual total amount of domestic sewage treatment; peak daily processing volume during peak season	Yes	One year
	Acoustic environment	14. Life and traffic noise compliance	Yes	One year
	Atmospheric Environment	15. Air quality compliance	Yes	One year
	Solid Waste	16. Total annual output of solid waste	Yes	One year
		17. Ways to deal with waste	Yes	Five years

		18. Proportion of total recycled waste	Yes	One year
	Main landscape reputation	19. The reputation of the main landscape	No	Three years
	Protected area construction area	20. Construction area and concentration in the protected area	Yes	Three years
Tourism and community	Tourism development level	1. Total population of the community (locally constituted)	Yes	3 years
		2. Number of attractions	Yes	1 year
		3. Number of accommodation facilities	Yes	1 year
		4. Number of visitors to the reception	Yes	1 year
		5. The overall impact of tourism on local communities	no	2 years
	Resident attitude and impact perception	6. Residents' overall attitude towards tourism development (questionnaire)	no	1 year

		7. Resident perception of the economic, social and cultural impact of tourism	no	1 year
	Community involvement and awareness	8. Proportion (quantity) and main types of community-related tourism-related work	no	1 year
		9. Community residents' perception of their participation in tourism	no	1 year
		10. Community residents' perception of the concept of “sustainable tourism development”	no	1 year
		11. Issues related to tourism development that residents are concerned about	no	1 year
	Business partner satisfaction	12. Satisfaction with tour guides and travel agencies	no	1 year

Tourist perception and satisfaction	Tourist satisfaction level	1. Tourists' satisfaction with Huangshan resources, services, overall tourism environment and other aspects	no	1 year
		2. Overall satisfaction of visitors	no	1 year
		3. Visitors' perception of whether the travel experience is in line with expectations	no	1 year
		4. Visitors' revisit rate and recommendation willingness	no	1 year
		5. Huangshan Scenic Area Tourist Complaint Rate	Yes	1 year
	Tourist safety	6. The incidence of tourist accidents	Yes	1 year
		7. Visitors’ perception of safety in Huangshan Tourism	no	1 year

	Tourist education	8. Proportion of visitors who participated in the commentary education activities carried out in the Huangshan Scenic Area	no	1 year
Economic impact of tourism	Tourism income	1. The total number of tourists in Huangshan Scenic Area	Yes	1 year
		2. Tourism statistics (total tourism revenue, number of beds, overnight stay, per capita spending, etc.)	Yes	1 year
		3. Number of visitors to the surrounding low mountain attractions	Yes	1 year
		4. Tourism statistics for surrounding low mountain attractions	Yes	1 year
	Seasonality of tourism	5. The ratio of the number of tourists in the scenic spot to the month of the month	no	1 year
	Tourism and employment	6. Employment created by tourism	no	1 year

		7. Satisfaction of tourism practitioners	no	2 years
	Tourism economic action	(special study)	no	3 years
Organization and management	Organizational management achievements and social recognition	Industry and social recognition	no	3 years

2. Tourism and resources, environmental protection

2.1 Biodiversity Conservation Assessment

2.2.1 Overview

There are various kinds of plant species in Huangshan. There are 1807 recorded species of plant, of which 1,450 are native species. There are 176 species listed on the World Heritage List. More than 50 species are rare and endangered plants. There are 300 species of vertebrates, including 48 mammals, 170 species of birds, 38 species of reptiles, 24 species of amphibians and 24 species of fish. Among them, 31 species have been included in the World Heritage List.

Meanwhile, Huangshan Scenic Area has always attached importance to biodiversity conservation and sustainable utilization, and it actively carried out biodiversity conservation cooperation projects. The main progress in 2017-2018 includes: 1) Huangshan Scenic Area Biodiversity Conservation Research Base Cooperation Project, newly built 10 observation plots of 0.48 hectares and 0.2 hectares, reviewing the original 10.22 hectare plot of Xiaoling foot and 1 hectare plot of Guanliulou and Xianglu Peak; 2) Huangshan large fungus diversity research project: new large scale in Huangshan Scenic Area Five fungal fixed observation plots were combined to carry out long-term positioning observation and conservation research on large-scale fungal diversity.

2.2 Cultural Resources Assessment

Huangshan has a long history of humanity and rich cultural heritage. The cultural relics include: intangible relics such as ancient cultural sites, ancient buildings, ancient paths, ancient tombs, stone cliffs, important historical sites and representative buildings of modern times, and significant objects of various periods in history; tangible cultural artifacts such as works of art, ancient books, manuscripts, books and materials, and representative objects.

In recent years, Huangshan Scenic Area has carried out a comprehensive set of scientific, faithful, and complete files of data, words, drawings and acoustic images through the implementation of the general survey of cultural relics and historic sites, the general survey of cliffs and the third national cultural relics survey, and figured out the quantity, distribution and status of Huangshan cultural relics and historic sites ,possessing first-hand information on the protection of cultural relics, and solidifying the foundation of cultural relics protection management. At the same time, the overall planning of Huangshan Cultural Relics Protection was initiated, so that scientific and reasonable protection and management measures were used to better protect and extend the entire historical information and cultural value of cultural relics.

2.3 Monitoring of environmental protection ,indicators

This period of monitoring shows that In terms of domestic sewage, the site has a total of 15 sewage treatment stations with a total designed capacity of 6,300 tons per day. The average annual sewage treatment capacity is approximately 500,000 tons, and the length of the main control network is approximately 11 kilometers, basically achieving wastewater collection and slicing within the scenic area. In terms of air quality, the major air quality indicators for scenic spots in 2017 were all better than the national ones.In the case of solid waste, classification of different types of solid waste has been achieved.

3. Tourism and community

3.1 Status of community economic development

Among the five towns around Huangshan Scenic Area, except for Tangkou Town, which is

dominated by agriculture and service industries, other towns basically use agriculture as the pillar industry, while service sector and industry are at the development phase. In recent years, the development of Dongdamen and the construction of Donghuangshan International Town in Tanjiaqiao Town have entered the implementation stage. The status of tourism in the national economy will be improved, and the income level of residents is expected to increase. Jiaocun Town is currently actively developing rural tourism and vigorously introducing the integration of agriculture and tourism. Both Gencheng Town and Sankou Town have a high degree of emphasis on characteristic agriculture.

3.2 Status of community tourism development

Among the five townships in the Huangshan buffer zone, Tangkou Town was given an opportunity to develop due to its location advantage in Nanmen, and tourists, tourism products, and tourism development in Tangkou Town were all ahead of those in other towns. The transformation from traditional tourism products to leisure resort products is the major problem that Tangkou Town needs to solve currently . The construction of the Huangshan East Gate and the building of the East Huangshan International Town have brought an important opportunity for the development of Tanjiaqiao Town. Jiaocun Town, Sankou Town, and Handan Township all have certain tourism resources, but due to the lack of tourists, the lack of development efforts, the richness and maturity of tourism products, and the average level of tourism development have stagnated. At present, the three towns are actively looking for ways to take advantage of beautiful rural construction, global tourism, to create ancient village tours, agricultural leisure tourism, RV camp, hotel and leisure complex and other tourism products.

3.3 Community public services and environmental sanitation

In recent years, Jiaocun Town has actively carried out the construction of a social security system, built a social security system centered on medical insurance and the low-income, and implemented many people's livelihood projects such as medical cooperation, beautiful rural construction, and compulsory education funding. Since 2017, Gencheng Town has been promoting the global environmental improvement and improving the urban and rural living environment through “sending one point, upgrading two lines, and expanding coverage”. Sankou Town is currently undergoing a global environmental remediation work. Tanjiaqiao Town is committed to the overall environmental

remediation, in order to clean up garbage, firewood, sundries, advertising signs, building materials, chaotic cords, private and illegal construction, and comprehensively rectify the village as a unit,formed a unit with a file. Since March 2018, Tangkou Town has quickly started the work of creating a city and the whole environment, focusing on the demolition of illegal construction, cleaning up and rectifying the road management, and greening and beautifying the city appearance.

3.4 Buffer residents' attitudes and perceptions

3.4.1 Monitoring method

The survey on residents' attitudes and perceptions in the sustainable development of Huangshan Tourism involves the economic, social, cultural and environmental influences of residents' tourism development and the attitudes of residents. The questionnaires were mainly distributed to the residents of five townships around Huangshan. In the design of the questionnaire scale, the Likert 5-level scale design pattern is adopted, that is, five alternative answers are given for each question in the scale. The five answers are arranged in increasing order of consent, and the corresponding assignment value is 1. 2, 3, 4, 5 respectively. A total of 300 questionnaires were distributed in this monitoring, and 300 questionnaires were collected, of which 289 were valid, and the effective rate was 96.3%. The following is the results of the questionnaire analysis.

3.4.2 Community Questionnaire Demographic Statistics

variable	category	Number of people	percentage
gender	male	155	53.6
	Female	130	45
age	Under 15 years old	5	1.8
	15-24 years old	49	17.2
	25-44 years old	128	44.9
	45-60 years old or older	88	30.9
	60 years old or	15	5.3

	older		
education	Junior high school and below	20	7.1
	High school or secondary school	86	30.7
	College	103	36.8
	Bachelor	68	24.3
	Bachelor degree or above	3	1.1
Profession	student	36	12.7
	Planting farmers	17	6.0
	Poultry farmers	1	0.4
	Service worker	54	19.0
	Company employee	17	6.0
	Government or institution	33	11.6
	Retired staff	4	1.4
	Individual private household	94	33.1
	other	28	9.9
monthly income	1,000 yuan and below	35	13.1
	1001-2000 yuan	42	15.7
	2001-3000 yuan	91	34.1
	3001-5000 yuan	58	21.7
	5001-10000 yuan	30	11.2
	More than 10,000 yuan	11	4.1

3.4.3 Residents' perception of the economic, social, cultural and environmental impacts of tourism

Buffer residents' perception of the influence of on tourism was measured. The indicators of tourism impact perception were divided into four categories: economic, social, cultural, and environmental.

The indicators with the highest perceiving mean and rate of approval are: "Tourism Development Makes Local Residents Recognize the Value of Huangshan Cultural Heritage", "Tourism Development Helps Enhance Local Residents' Cultural Pride to Huangshan", and "Tourism Development Promotes Cultural Exchanges between Local and Foreign Countries" "Tourism is conducive to the inheritance of local traditional culture, ethnic customs, etc.", "Tourism development has caused local housing prices, rents, etc. to rise" and "Tourism has increased local prices and increased living costs", and the perceived mean is higher than 3.80.The above indicators include economic indicators and cultural indicators. The indicators with the lowest perceiving mean and rate of congruence are:"tourism development has made the local public security situation worse", "tourism development has disturbed the lives of residents, causing troubles for residents" and "tourism is easy to cause conflict between tourists and local residents", the perception mean is below 2.80. The above three indicators are negative indicators, and the low perceptual mean indicates that the perception and recognition of residents' negative impact on Huangshan's tourism development is not obvious.

3.4.4 Overall attitude and life satisfaction of community residents

The monitoring results show that 84% of the residents agree or strongly agree to support Huangshan to continue to develop tourism, and 73.2% are willing or very willing to take the initiative to communicate with tourists, 61.7% of residents are willing to take the initiative to provide advice for local tourism development. Both the attitude of residents' overall development of tourism in Huangshan and the attitude of foreign visitors are positive. However, local residents are not satisfied with the status of tourism development and their attitude towards participating in tourism is not particularly positive.

In terms of life satisfaction of community residents, the average life satisfaction of the five towns was 3.39, and the standard deviation was 0.78. Overall, the community residents were satisfied with

the current life, but do not have high satisfaction. According to the data collected from the sub-regions, the satisfaction of residents in Sankou Town and Yucheng Town is higher in the five towns, and the satisfaction of residents in Tangkou Town is lower than that of other urban residents.

4. Visitor experience and satisfaction

4.1 Basic information on the tourist questionnaire

This time, the monitoring work for tourists is to collect and monitor data of various indicators, which was mainly based on field research and the method of issuing questionnaires, supplemented by brief non-structural interviews. Among them, the questionnaires were distributed in the Yingkesong-Yuping Cableway Station (the scenic area), the Yungu Temple Visitor Center (the periphery of the scenic area) and the transfer center terminus (in the tourist portal community). A total of 444 questionnaires were distributed and 412 questionnaires were returned. Due to the lack of information in some questionnaires, 306 valid questionnaire data were used for analysis.

This monitoring has collected three indicators for tourists, including demographic characteristics, parade action, visitor experience and visitor satisfaction. Visitor demographic characteristics is to understand the gender, age, source, education, occupation and other basic information of the visitors, the parade action is to understand the travel plans and companion ways of the visitors to Huangshan; the visitor experience includes a total of 7 evaluation projects; The total includes 9 evaluation items.

4.2 Characteristics of the demographics of tourists and the appearance of parades

In this survey, there are 173 male tourists and 132 female tourists. The male-female ratio is 1.3:1. The number of tourists aged 15-24 is the highest, accounting for 51.49%, and the number of tourists aged 25-44 accounts for 38.94%.

Among the valid questionnaires, Anhui Province had the largest number of tourists, accounting for 16.72%; the number of tourists from Jiangsu Province ranked second, accounting for 15.41%; secondly, tourists from Guangdong Province, accounting for 11.15%. %; the fewest visitors from Yunnan and Qinghai. It can be seen that the radiation range and extent of the tourist source in Huangshan Scenic Area are characterized by three levels: the main source of Huangshan is the

province of Anhui Province and the province bordering Anhui Province; the second is the southeast coastal province, while Yunnan, Qinghai, Guizhou, There are very few tourists from southwestern and northwestern regions such as Xinjiang and Gansu.

Among the valid questionnaires, there are 160 undergraduate students, accounting for 53.16%, followed by high school or secondary school graduates, with a total of 55, accounting for 18.27. It can be found that most of the tourists have undergraduate and above qualifications and are highly educated.

Among the 306 respondents, 265 were their first to visit Huangshan, accounting for 86.60%; 69 people chose to stay in Huangshan for only one day, 163 tourists stayed for two days, and 74 tourists stayed for three days (and the above). From the number of visits and the time they staying, Huangshan Scenic Area is still mainly for tourists who are attracted to stay for one to two days. The tourist revisit rate is not high and the stay time is not long.

4.3 Visitor experience

In this visitor monitoring, the tourist experience is mainly divided among three major categories: landscape aesthetic experience, cultural experience, and weather impact.

Landscape aesthetic experience

Seventy percent of tourists believe that the Huangshan landscape and facilities are in good condition, and the artificial facilities are in harmony with the natural environment. Visitors agree that the landscape is real and non-artificial. The sound in the scenic area is the sound of nature itself, and the tranquility of nature can be experienced in Huangshan. It is comprehensively shown that Huangshan has built a good position in natural landscape protection and infrastructure in developing tourism.

It is worth mentioning that among the options for the right people, 65% of the visitors agree or strongly agree that Huangshan is very suitable for young people to visit. The approval rate is the lowest among all the items, indicating that the tourism products provided by Huangshan Scenic Area are gradually losing their appeal for young people.

In addition, there are gender differences in the aesthetic experience of Huangshan tourists. The overall data shows that, including the basic condition, uniqueness and overall aesthetic experience of

Huangshan, there is basically a higher degree of female approval than males, thus indicating that the experience of female tourists is more intense.

Cultural experience

The survey found that Huangshan tourists mainly focus on the landscape poems and landscape paintings of Huangshan in terms of cultural experience. The survey data shows that mass tourists are more inclined to associate with stories. In terms of gender differences, the cultural experience of Huangshan tourists is affected by gender differences, and women's cultural experience is stronger than men's, which is similar to the gender difference in aesthetic experience.

Comparing the overall average of the aesthetic experience and cultural experience of natural landscapes, the aesthetic experience is generally higher than the average of the cultural experience, that is, tourists are generally more likely to produce an intuitive natural landscape aesthetic experience, while the cultural experience is lacking. In this regard, the scenic spot should increase the popularity of culture before or during the tourist tour, such as the description and explanation in the brochure, and the voice explanation function on the spot.

Weather effects

The survey found that Huangshan tourists are more optimistic about the impact of the weather. Only 21.6% of visitors agree or strongly agree that it will be affected by the rain during the tour. In July, East China has a high temperature and a long-time duration. About 20% of tourists agree or strongly agree that the sun exposure time is longer and the temperature is higher compared with expectations. It shows that most tourists are more tolerant of temperature. Nearly 50% of tourists believe that the clouds and fog in the Huangshan Scenic Area are more than expected. Visitors say that too much cloud covers the distant scenery and are not satisfied with it. Through the T test, the perception of adverse weather effects was found to be affected by gender, and men were more sensitive to weather than women.

4.4 Tourist satisfaction

According to the existing research, this monitoring will evaluate the tourist satisfaction of mountain-type scenic spots into the following six aspects: scenic traffic, landscape value, scenic environment, scenic dining, scenic accommodation and shopping entertainment.

As regards the traffic in the scenic spot, overall, the traffic construction inside and outside the scenic spot is in good condition and the accessibility is high. In terms of landscape value, 79.1% of the tourists agree that the landscape of Huangshan Scenic Area is of high value, attractive and has marketing value; but under this condition, only 41.6% of tourists believe that the ticket price of the scenic spot is reasonable. In terms of the scenic environment, tourists are generally satisfied with the environment and sanitation evaluation of Huangshan Scenic Area, indicating that the landscape facilities in Huangshan Scenic Area are well constructed; compared with the landscape and public facilities, the evaluation of the congestion degree of the scenic spot is low, and the congestion in the scenic area needs attention. In terms of catering, most tourists were dissatisfied with the catering price in the scenic area. Only 25.0% of the tourists thought that the price in the scenic area was reasonable. In terms of food, only 37.9% of the tourists thought that the local food was impressive. In terms of scenic accommodation, the tourists' evaluation is relatively low. 47.0% of the tourists agree or strongly agree that the quality of the accommodation service in Huangshan District is very high, and 40.2% of the tourists are neutral. In terms of shopping and entertainment, 32.7% of the tourists disapproved or strongly disapproved of the tourist souvenirs in the scenic spot; only 27.5% of the tourists thought that the souvenir crafts in the scenic spot were impressive and 45.4% were neutral. Combined with field trips, it was found that Huangshan Mountain District lacks distinctive souvenirs and handicrafts. In terms of entertainment experience, Huangshan Scenic Area relies mainly on the steepness and magnificence of nature to give visitors a pleasant experience. The entertainment method is relatively simple.

4.5 Summary of this chapter

On the whole, the main tourist groups in Huangshan Scenic Area are middle-aged and young people. The three-level tourist market is presented to the center of Anhui Province. The tourists are mainly students, and clerks of enterprises or institutions. The education level is high. Most tourists choose to go to Huangshan for 1-2 days to go sightseeing, the overall satisfaction is relatively high, but the revisit rate is low. Through the combing of the previous aspects of this chapter, Huangshan District should focus on the following aspects in order to improve its satisfaction:

1. Consider the gender differences of visitors. According to the monitoring data of this year, even

thinking of the differences in the acceptance of questionnaires between men and women, the gender factors of Huangshan tourists show different attitudes in many indicators. Therefore, the scenic spots need to maintain the interest of male tourists and focus on the female tourist experience. Start in both directions to enhance the overall experience of the visitor.

2. Strengthen the construction of the commentary system. Huangshan tourists are mainly individual tourists, and individualization may become the trend of future tourists. Therefore, the online intelligent explanation and navigation system for individual customers, especially young educated groups, should be improved.

3. Pay attention to the improvement of experience quality. Huangshan's main problem in the experience and satisfaction of tourists are the lack of interactive and experiential tourism products, the quality of accommodation, catering and tourism products needs to be improved . It is recommended to develop more experiential tourism products such as study tours, develop typical tourism products with destination characteristics, and enhance the quality of accommodation and dining in the mountains.

Due to the above, most of the surveyed visitors are not willing to revisit, and they only have a strong will of recommendation. At the same time, as the world's natural and cultural heritage, Huangshan Scenic Area should strengthen the tourist education function and enhance the green awareness of tourists.

5. Special studies

Topic 1 Investigation Report on the Construction Status of Dongdamen in Huangshan Scenic Area

1 Background

As the gate of Huangshan Mountain, there is no effective benefit for Tanjiaqiao Town in tourist development from the tourism of Huangshan Mountain. To this end, the Anhui Provincial Party Committee and the Provincial Government, the Huangshan Municipal Party Committee and the Municipal Government put forward the strategic concept of “opening the four gates of Huangshan” and proceeded to plan and construct the “Dongdamen” of the Huangshan Mountain Scenic Area.

Based on the monitoring last year, this special survey was conducted to understand the construction of the Huangshan Gate and the perceptions and attitudes of the residents, merchants and tourists of the two towns through interviews. The attitudes of residents (merchants) and tourists can reflect the progress of the project to a certain degree, explore potential problems, and provide a certain extent of reference for the development of Dongdamen in Tanjiaqiao Town Scenic Area.

2 Research process

The survey of visitors to the sustainable development of Huangshan Tourism was completed by two doctoral students, one master student and eight undergraduates from the School of Tourism of Sun Yat-Sen University. The investigation time is from July 7 to July 12, 2018. This special survey mainly takes semi-structured interviews. The survey targets are residents of Tangkou Town and Tanjiaqiao Town (mainly merchants) and relevant staff of Tanjiaqiao Town Government. Meanwhile, a simple interview was conducted with tourists who have already visited Huangshan.

The interview included understanding the progress of the project from the relevant departments of the Tanjiaqiao government tourism planning (and conducting field research), and understanding the channels, extent and their attitudes to Dongdamen project from the merchants and residents of Tanjiaqiao Town (and Tangkou Town)

3 Overview of the status of Dongdamen construction

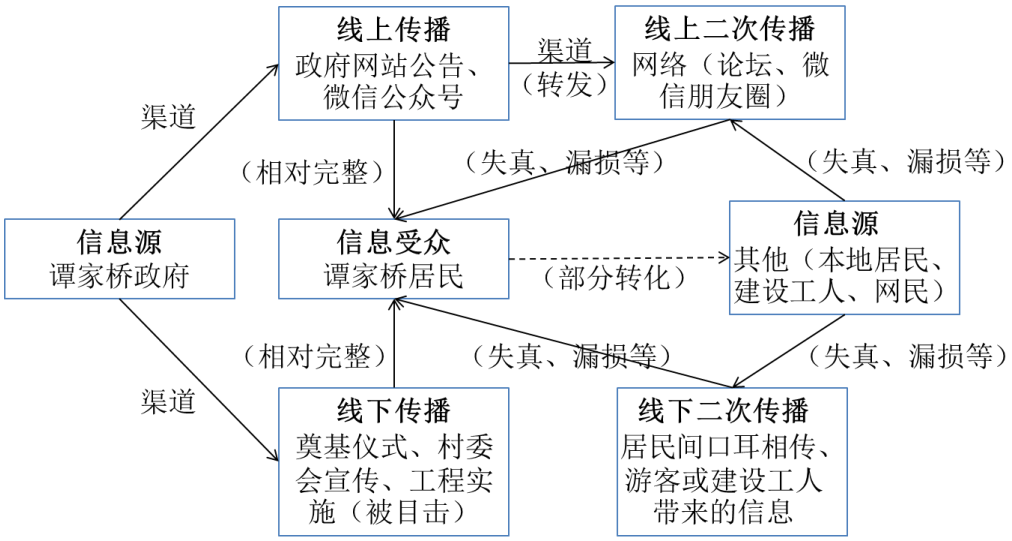
The concept design of Donghuangshan International Town and the urban design of the core area was completed by the design company AECOM through international bidding. The “Tanjiaqiao Town Master Plan” was reviewed and approved by Beijing Urban Construction Design and Development Group. The adjustment of “Tanjiaqiao Town Land Use Planning” was finished on schedule. Due to the investigation time, the construction of international towns was officially launched. The first phase of the project has been implemented in the southern part of the group, and the second phase is also being carried out smoothly. In addition, due to the initial stage of construction, there are still many planning projects waiting to be implemented.

4 Research feedback

The information collection of this topic mainly includes the following three points: information channels, understanding level and attitude.

4.1 Access to information

According to the collated interview information, the information on the residents of Tanjiaqiao Town about the construction of Dongdamen is mainly divided among the following three types: 1. Direct access to government information. Some of the residents from Tanjiaqiao Town, who were interviewed, participated themselves in the ground-breaking ceremony of the internationalized town held by the government, so that they understood the planning of the Dongdamen of the town government.Because of their official information channel, the information they obtained was precise. In addition, residents mentioned the announcement of the planning and construction issued by the town government. 2. Offline secondary transmission. Some of the respondents said that they learned about the construction of Dongdamen through the words of mouth of others. In the secondary dissemination of Dongdamen development and construction information, information may occur the leakage, distortion, distortion, etc. , and the wrong information may cause residents to have a negative attitude. 3. Onlien secondary transmission . Network information has also become an important way for residents to obtain Dongdamen development and construction. Network information has the characteristics of strong immediacy, fast transmission speed and wide range of communication. Therefore, the network is also an important factor affecting residents' perception and attitude towards Dongdamen construction.



4.2 Understanding of the construction of Dongdamen

Compared with last year, this year, residents of Tanjiaqiao Town generally knew the news of the construction of Dongdamen . However, for the degree of abundance and authenticity of information mastering, there are certain differences between various interviewed individuals. Some residents can learn the details of the construction plan through certain channels, and the information acquisition level is relatively rich and complete. Secondly, residents who are less involved in tourism are less likely to have relevant information. In this survey, there are still some people interviewed who do not know that Tanjiaqiao Town wants to develop as the Huangshan Gate,but generally the residents have had this information yet .

Through surveys and interviews, it can be seen that residents' attitudes toward Dongdamen construction are influenced to some extent by the channels of information they receive and the richness and authenticity of information.

4.3 Attitude towards DongdamenConstruction

Through investigations, it was found that residents and merchants generally responded positively to the changes brought by the construction of Dongdamen. The specific performance was that many merchants began to prepare for the renovation and upgrade of the stores. Among them,the reactions of industries closely related to tourism such as hotels, agritainment, inns and others are most positive and obvious. Other residents also hold a relatively positive attitude. At the same time, some residents have

negative attitudes. The main reason is that there is a certain deviation between the information they have and the actual planning and construction. Therefore, they have a negative attitude towards the construction of Dongdamen .

Residents and tourists in Tangkou Town expressed their support for the development of Dongdamen , and some merchants in Tangkou Town have concerns that the growth of Dongdamen will decline the number of tourists in Nandamen , thus affecting their business and then reducing their economic income.

5 Summary and recommendations

As the construction of Dongdamen (Tanjiaqiao Town) has just started, generally speaking, visitors to the Huangshan Mountain Scenic Area have less knowledge about it. Most tourists will still choose to enter the Huangshan Mountain Scenic Area from Nandamen (Tangkou Town), but support for the development of Dongdamen. The residents and merchants in Tangkou Town still hold a wait-and-see attitude. The residents of Tanjiaqiao Town have different attitudes towards the construction of Dongdamen due to different information mastery. The merchants related to tourism have begun to cope with the changes brought about by the development of Dongdamen. The ordinary residents generally hold the attitude of supporting construction and development. At the same time, there is also information distortion, and some have a negative attitude.

Therefore, in the process of development and construction of Dongdamen , it is necessary to strengthen the effective degree of information dissemination of project construction progress. Only by obtaining the general support of most residents, the smooth progress of project construction can obtain effective protection and avoid unnecessary obstacles.

Topic 2 Community Responsibility Behavior Practice of Tourism Small Business Operators

1.Background

In recent decades, more and more community residents have participated in the development of community tourism through the establishing small tourism enterprises and become the owners or

managers of them. Good interaction between business and locality is an important issue for the sustainable development of the community.

In order to promote the benign development between small tourism businesses and destination communities in the surrounding communities of Huangshan tourism development, this topic aims to understand the community responsibility behavior of small tourism business operators, the current perceived level of social support, and the status quo of the business operators' cognition of reciprocity norms to further explore whether the social support perceived by the business operators can influence their community responsibility behaviors. Among them, the reciprocal normative logic of enterprise operators themselves whether plays an important role in the fulfillment of community responsibilities . In the end, the survey seeks to provide some guidance and suggestion for local governments how to treat the attitudes and behaviors of the increasingly large-scale tourism small businesses in order to promote good interaction between enterprises and localities, and further realize the sustainable development of communities and tourism.

2. Research process

The survey of this topic is mainly carried out by means of questionnaire survey, and the survey object is the small business operators of tourism. This poll mainly sets up the survey questionnaire based on the research on community responsibility behavior of small business operators. The main body of the questionnaire is divided into three main parts: 1. Research guiding words, mainly at the beginning of the questionnaire to emphasize the anonymity of the questionnaire, the purpose of the study and there is correct or error of the answer, promising that the answers to the questionnaire are strictly confidential. 2. The main part of the questionnaire, including the scale measurement items of the three variables (community responsibility behavior, perceived social support, and reciprocal normative cognition) involved in this survey. 3. Some demographic information and concluding remarks of the respondents, and the anonymity of the questionnaire is emphasized again in the concluding remarks.

The Community Responsibility Questionnaire uses a five-point Likert frequency scale. Because it includes multiple items in the community responsibility, perceived social support, and reciprocal normative cognitive side measurement ,the overall levels are the sum of the level values of the items

under the respective scales. For example, the scores of the measurement items under the community responsibility behavior are added up, which represents the overall level of the community responsibility behavior of the tourism small business operators. The higher the score, the higher the overall level of community responsibility of the tourism small business operators.

The survey site was Tangkou Town. A total of 150 questionnaires were distributed and 150 copies were collected. The recovery rate was 100%, of which 149 were valid questionnaires. Among the 149 valid samples, 95 were locals, accounting for 63.76%, and 52 were foreigners, accounting for 34.9%. From the perspective of tourism business information, the types of enterprises mainly include restaurants, inns, and farmhouses (36%).), tourist shops (handicrafts, souvenirs, specialty stores) (31%), B&Bs (23%), bars, coffee and beverage stores (1%), others (9%).

3. Community Responsibility Behavior of Tourism Small Business Operators and Its Influencing Factors

3.1 Current status of community responsibility behavior of tourism small business operators

Tourism small business community responsibility behavior refers to the support and contribution of small business owners to the community. The measurement items mainly include two factors: community participation and community support. According to the results of data analysis, Tangkou Town's tourism small business operators have a high level of community responsibility, and their community responsibility activities are frequent. From the perspective of community participation and community support, the level of community participation of tourism small business operators is slightly lower than the level of community support.

3.2 Perceived social support and community responsibility behavior of tourism small business operators

The perceived social support level of tourism small business owners refers to the support and help from the community perceived by the small business owners. The measurement items mainly include two factors, namely material support and emotional support. According to the results of data analysis, the tourism small business operators perceive a higher level of social support; the perceived level of

emotional support is slightly lower than the level of material support.

In order to understand the differences in community responsibility behaviors at different levels of perceived social support, we tested the mean difference in community responsibility behaviors between the high and low levels of perceived social support by an independent sample T test. The results show that there is a significant difference in the level of perceived social support between the two groups in the level of community participation, community responsibility and overall community responsibility ($p<.001$), and the level of community responsibility of tourism small business operators with high perceived social support level. The level of community responsibility of tourism small business operators is lower than that of low-perceived social support. That is: tourism small business owners who get more support from the community are more likely to be willing to give back to the community and assume social responsibility.

3.3 Reciprocal normative cognition and community responsibility of tourism small business operators

The level of reciprocal normative awareness of tourism small business operators mainly includes two factors, namely, generalized reciprocity and balanced reciprocity. Among them, generalized reciprocity represents an uncertain return and a low self-interest; in this exchange, the giver is selfless and does not expect the recipient to return with equal value within a predetermined time. Balanced reciprocity reflects the simultaneous exchange of peer resources, that is, the two sides that balance reciprocity are mutually beneficial. The higher the level of cognition of the reciprocal norms of tourism small business operators, the more the tourism small business operators will follow the reciprocal logic of social exchange.

According to the results of data analysis, the level of reciprocal norms of tourism small business operators is relatively high, and the social exchange between business operators and communities is more likely to follow the guidance of reciprocal logic. From the perspective of generalized reciprocity and balanced reciprocity, the balance of reciprocal cognition of tourism small business operators is slightly lower than the generalized reciprocal cognition level, indicating that the business operators will understand the relationship between enterprises and locals based on mutual benefit considerations. Social exchange will also tend to be a selfless dedication to the community with a pure morality.

However, we must be clear that the census level of generalized reciprocity and balance reciprocity in our sample is only slightly higher than the median value. To a certain extent, it can also be said that the tourism small business operators are reciprocal. The cognition of the norm is not sufficient, and it may not be possible to guide the business operators in practice with reciprocal logic.

In order to understand the differences in community responsibility behaviors among different small-scale reciprocal norms of tourism small business operators, we use the independent sample T test to test the mean difference of the community responsibility level of tourism small business operators under the level of reciprocal norms of the two groups. According to the results of data analysis, there is a significant difference in community participation, community responsibility.Overall community responsibility under high and low reciprocal normative awareness levels ($p<.001$), and the level of community responsibility of tourism small business operators with high reciprocal normative awareness. Both are higher than the level of community responsibility of small business operators with low reciprocity norms.

4 Conclusion

This topic aims to understand the community responsibility practice level of tourism small business operators in Tangkou Town around Huangshan Mountain and the influence of corporate managers' perceived social support and reciprocal normative cognition on social responsibility behavior. The research found that: 1) In Tangkou Town Tourism the overall level of community responsibility of small business operators is generally high; 2) the perceived social support level of tourism small business operators in Tangkou Town is generally high; 3) the perceived level of social support by business operators may be one of the main factors of corporate fulfillment of community responsibilities;4) The level of reciprocal normative awareness of the small business operators in Tangkou Town is generally average; 5) The level of reciprocal normative awareness of business operators may be one of the main factors leading to the fulfillment of community responsibilities by enterprises.

First of all, from the level of community responsibility of tourism small business operators in Tangkou Town, the level of community participation of business operators is limited, which makes the overall level of community responsibility affected. Therefore, destination managers should organize

events or build interactive platforms as much as possible to increase the community participation of business operators. In addition, we need to recognize the importance of the fulfillment of corporate managers' community responsibilities on the level of social support perceived by business operators and the perception of reciprocal norms, and pay attention tpo the importance of providing higher levels and more aspects support from the society for business operators, especially focusing on emotional social support, in addition to material support.

In addition, from the statistical survey results of small business enterprises we have also found out that the business content of Tangkou Town's tourism small enterprises is excessively concentrated on tourists' accommodation and tourism shopping, but ignoring leisure-oriented consumer demand for tourists such as bars, cafes, drinks shops, etc. This makes Tangkou Town more like a large tourism distribution center, becoming a “supplier” of accommodation and accommodation services attached to Huangshan Scenic Area. Therefore, destination managers should further consider enriching the tourism industry in Tangkou Town, introducing more innovative and creative corporate forms, and better realizing the healthy development of Tangkou Town enterprises.

Topic 3 Research Report on Livelihood Capital of Huangshan Buffer Residents

1.Background

Relying on the brand effect of Huangshan Scenic Area, Tangkou Town, Tanjiaqiao Town, Sankou Town, Jiaocun Town and Gengcheng Town, which are buffer zones of Huangshan Scenic Area, have been affected by tourism development to varying degrees, and the way people earn a living has changed significantly. Therefore, this topic focuses on the current situation of residents' livelihoods and livelihood capital after tourism development to understand the impact of tourism development on the community.

”Sustainable Livelihoods” is an important framework for studying the living conditions of residents (especially rural residents) and has been widely used in tourism research. “Lives”nclude the capacity of residents to make a living, including assets, assets, and activities. It is a concept centered on people (community residents).

2. Research process

This special survey is mainly carried out by means of questionnaire survey. The object of this questionnaire is residents living in Tangkou Town, Tanjiaqiao Town, Sankou Town, Jiaocun Town and Handan Town of Huangshan Buffer. Drawing on the relevant models and maturity scales of sustainable livelihoods and livelihood capital, combined with the characteristics of Huangshan Tourism Scenic Area, this topic will eventually form a subjective measurement scale that includes human capital, natural capital, economic capital, physical capital, and social capital. This topic measures the livelihood capital from the perspective of residents' subjective perception. The evaluation of these indicators uses the Likert 5 scale, which is “very disagree” (1 point) according to the residents' identification, “disagree” (2 points). , "Neutral" (3 points), "Agree" (4 points), "very agree" (5 points).

A total of 300 questionnaires were distributed in this survey, including 289 valid questionnaires. The proportion of valid questionnaires was 31.1% in Tangkou Town, 22.8% in Sankou Town, 19.7% in Jiaocun Town, 14.2% in Handan Town and 12.1% in Tanjiaqiao Town.

3. Analysis of the perceived living capital of residents in Huangshan Buffer

3.1 The overall perception of the livelihood capital of the residents in Huangshan Buffer

First,we should understand the livelihood capital perceived by residents. The overall mean value of the five major livelihood capitals is more than 3, indicating that the overall buffer residents are more optimistic about their own livelihood capital. Among them, the overall average value of natural capital is 4.16; the overall average value of human capital is 3.21, indicating that the skills and abilities of local residents, especially the ability to be engaged in tourism, need to be improved.

In terms of economic capital, residents in the Huangshan Buffer zone have clearly perceived that the local economic environment and tourism development have improved, and their consumption levels have increased, but their income, income sources, job types, job opportunities, types of enterprises and number of enterprises do not perform so well, especially income.In terms of social capital, the relationship among community residents, relatives and friends is harmonious, and the relationship between community residents is also concordant . Most residents agree that they are part of the community. In terms of physical capital, the material capitals perceived by the buffer residents

are better.

3.2 Analysis of perceived differences in livelihood capital among different urban residents

In order to learn the differences in the living capital status of different towns in the buffer zone of Huangshan Scenic Area, this topic explores the differences in the five capital averages of residents in Tangkou Town, Tanjiaqiao Town, Jiaocun Town, Yucheng Town and Sankou Town by one-way analysis of variance.

On the whole, the five major urban residents have significant differences in the perceptions of “economic capital”, “natural capital”, “social capital” and “material capital”, while the perceived difference in “human capital” is not so conspicuous.

The average per capita value of economic capital in different urban residents is generally low, while that in Tangkou Town is the lowest. It is likely that the tourism development of Tangkou Town is much higher than that of other towns. Jiaocun Town and Sankou Town are almost unaffected by tourism development. The development of tourism in Tanjiaqiao Town and Handan Town is moderate. Therefore, Tangkou Town is more prone to have the problem of vicious competition of merchants, which can lead to the strengthening of residents' negative perception of economic capital.

The perception of natural capital by residents in different cities is generally high, indicating that the residents of the buffer zone of Huangshan Scenic Area generally have a higher degree of recognition of Huangshan natural resources, and they have a stronger sense of brand awareness of Huangshan Scenic Area, and there is little difference between cities and towns.

The perception of social capital is also low in the residents of Tangkou Town. It is very likely that due to the development of tourism. Tangkou Town has a large seasonal population, which can lead to a weak sense of belonging and trust to the community and so as to be dissatisfied with the social environment of the community. .Residents of Jiaocun Town and Qicheng Town have higher trust and a higher degree of recognition of the community.

In terms of material capital perception, the residents of Tangkou Town have far less perception than the other four towns. Although we generally believe that tourism development can bring positive impacts such as traffic improvement, public facilities and tourism infrastructure, but the increasing tourism needs will also affect residents' perceptions.

4. Conclusions and suggestion

The sustainable livelihood survey of the buffer residents in Huangshan Scenic Area mainly assesses the living capital status of residents from the five dimensions of natural capital, physical capital, economic capital, human capital and social capital, and compares the differences among cities. Relying on the brand effect of Huangshan Scenic Area, residents' participation in tourism will affect the five major capital types and combinations, and residents with weak capital stock, insufficient flow and weak circulation will often have certain livelihood problems. On the contrary, those residents who can deal well with the five capital relationships tend to have better livelihoods.

At present, the residents of the five towns generally perceive the local high natural capital (4.16), which provides favorable conditions for the development of local tourism. However, due to their own human capital (3.21) and economic capital (3.39), most residents may not be able to participate in and benefit from tourism. In order to improve the livelihood and living conditions of residents, it is recommended that local management institutions enhance the skills and abilities of local residents by training and providing a good economic environment and economic support.

5. Questions and suggestions

5.1 The product type is single, it is recommended to develop more experiential tourism products such as research and study travel.

At present, the tourism products of Huangshan Scenic Area are mainly landscape tourism, with a single product type, lack of experiential products, and low revisit rate. In order to solve this problem, it is recommended that the scenic spot can take the advantage of the natural and humanistic value of Huangshan to develop more experiential tourism products such as research and study travel.

In recent years, study tour has become an increasingly important market segment, and market demand is increasing day by day. “Tourism+Education” products are sought after by more and more parents and students. Students can create their creativity and explore more possibilities on the road through their interaction with nature, destination communities, teachers and classmates,. It is suggested that Huangshan Scenic Area cooperate with travel agencies to develop interactive travel products that are more interactive and entertaining, and to play the educational value of Huangshan in

many aspects such as natural landforms, precious flora and fauna, history and culture, and rural experience.

5.2 The visitor experience has declined, and it is recommended to manage to enhance the visitor experience.

In recent years, young people have played an increasingly important role in the tourism demand market, and have made higher requirements for the richness, interactivity and experience of scenic tourism products. The monitoring found that only 65% of the visitors agreed or strongly agreed that "Huangshan is very suitable for young people to visit" and the approval rate is low in all the items. Meanwhile, according to the field research, Huangshan Scenic Area faces the problem of declining tourist experience, which is reflected in: 1) the single product type of the scenic spot is gradually losing its appeal to the youth group; 2) the weather has a greater impact on the visitor experience, but the scenic area lacks corresponding management and remediation plan; 3) there is a problem with the cable car queue management.

Tourist experience is an important factor affecting tourist satisfaction and revisiting rate. It is suggested that the scenic spot take certain actions to manage and enhance the tourist experience. Specifically: 1) Develop experiential and interactive tourism products, such as: public and educational activities of strong interaction, research and study tourism products, etc.; 2) For the uncontrollable factors of the weather, in addition to the traditional sale of raincoats and sunscreen products to reduce the impact of weather on tourists, it should also provide timely weather information, and consider compensating the experience of the tourists in other aspects; 3) Improve the queue management of the cable car.

5.3 The infrastructure is unreasonable,and it is recommended to improve the infrastructure of the scenic spot

Huangshan Scenic Area has invested a lot of manpower and material resources in infrastructure construction and achieved some results. However, according to the results of this monitoring, there are still many improvement room in infrastructure, such as:

First of all, the distribution of trash cans in Huangshan Scenic Area is unreasonable. It is

embodied in the fact that the distribution of garbage bins in the main lines of Huangshan is too dense, which may inspire the tourists' bad habit of littering . As a world heritage site, Huangshan should pay more attention to the environmental protection education of tourists and encourage tourists to take garbage down the mountain.

Secondly, the interpretation system of Huangshan Scenic Area needs to be improved. Due to the lack of an effective navigation information system in the current scenic spot, visitors cannot accurately learn the location, travel time and distance of the attractions during the tour. As a result, unnecessary road congestion has occurred. Therefore, our suggestion for the scenic spot is:1) provide online intelligent commentary and navigation systems for individual travelers, especially young educated groups. 2) Differentiate the channels of different functions and isolate them with particular physical separation.

In addition, the scenic spots also lack the facilities and services of rain gear, hiking equipment and other conveniences, making tourists tend to buy disposable raincoats, which will cause serious damage to the environment of Huangshan and its surrounding areas, and increase the work amount of environmental protection in scenic spots. We Suggeste that scenic spots 1) Provide timely and accurate weather information for tourists; 2) Pay attention to the management of tourists' rain gear; 3) Try to add rain gear and mountaineering equipment rent station at the entrance and exit of the scenic spot, and provide corresponding equipment for free or for a fee; 4) Strengthen environmental protection education and make visitors be aware of the environmental hazards of plastic raincoats and reduce the need of visitors to purchase disposable raincoats.

5.4 The development of the buffer community is uneven, and it is recommended to balance the development of the community.

Unbalanced development is a long-standing problem in the five towns of the Huangshan Buffer. The superior geographical position of Tangkou Town makes its tourism development the best, and the economic development level ranks first in the five towns; Tanjiaqiao Town faces a great development opportunity due to the development of Dongdamen ; in comparison, the development level of tourism in Sankou Town, Jiaocun Town, Handan is limited, and the agriculture still plays a more important role in the development of local economy.

However, the socres of residents in Tangkou Town, who are of the highest development level of tourism were significantly lower than those of other towns in terms of life satisfaction and perception of community livelihood capital. This may be due to the fact that after the development of tourism, the wealth gap within Tangkou Town has increased, resulting in a decrease in residents' life satisfaction and a decrease in the perception of community livelihood capital.

Therefore, Huangshan's tourism development should address the coordination of the problem of unbalanced development within the buffer community and within the community. On the one hand, it can combine the mountain scenery experience products of Huangshan with the rural tourism products of the surrounding communities to promote the development of surrounding communities; on the other hand, it can offer help to the community with the assistance of the government, non-profit organizations and other institutions, and enable more people participate in tourism development and reduce the wealth gap in the community through economic assistance and skills training.

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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General Director: BAO Jigang

Technical Director: XU Honggang

Special Guest: LI Yuanhong, XIAO Meiwen

Members of Technical Group:

CAO Rongpei, CHEN Minling, JI Zhongjuan, JIANG Fenfen, LIN Yuanwei, QUAN Haimei, RUAN Lin, WU Lihong, XIAO Xuehong

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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 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, Houbianxir 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 fon 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 lacks 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 dwellingss 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 mos 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 againa 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 dinning, 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 pace multiple plagues 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 form 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 form 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 pollutes 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.

2018 Monitoring Report on the Sustainable Tourism Development of Hongcun Village

Monitoring Centre for UNWTO Sustainable Tourism Observatories

People's Government of Yi County, Huangshan City



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General Director: BAO Jigang

Technical Director: XU Honggang, DAI Shanshan

Members of Technical Group:

YANGCI Lamu, FANG Shengping, HUANG Xingyu, LIFengping, LIU Yi, WEI Chao, XIE Shuyue, XUE Xudong, YIN Yihong, YU Yonglin, YUAN Meng, ZHANG Nan, ZHONG Ruxuan

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1. Foreword

At present, the concept of sustainable development is widely recognized and promotes the sustainable development of tourism into a global trend. The monitoring group conducts the monitoring of the ancient villages in Hongcun, Anhui. After being listed as a World Cultural Heritage in 2000, Hongcun became famous as a new cultural tourism hotspot with its long history, quaint culture and architectural style, being praised as "the village in Chinese painting". The monitoring process includes questionnaire investigations and interviews with residents of Hongcun to understand the changes in the residential areas during this period, record the changes in cultural heritage, and explore the sustainable development model of the heritage sites according to the changes to maintain the heritage with minimal negative impact; in addition, investigate on perceptions and satisfactions, behavioral intentions of tourists, and monitor the impact of activities of residents and tourists in tourism on the building and the environment of village, seeking measures of protection with the least negative impact; collect business information, and the information on the shops and shopkeepers of the main tourist routes is recorded in the file; the conditions of garbage, sewage, noise treatment and toilet setting in Hongcun are also thoroughly investigated; in addition, continue the file building of Hongcun on the basis of previous years.

The monitoring was divided into three phases. The monitoring team was set up in June, and then field monitoring was conducted from July 20 to 30. The report was completed from August to September. The monitoring also collected a large amount of information on heritage protection and tourism development, including the protection of residential information obtained by household investigation, community and tourist questionnaires, research data of commercialization and environmental protection, etc.. The field visit includes the following contents: The contents of the file building are the basic information of residential houses and distribution of housing functions, including written materials, floor plans and photographs. A total of 35 households were filed; residents in various areas of Hongcun were visited, who were distributed the questionnaires of sustainable livinghood and sustainable development. 97 questionnaires were finally distributed, 97 copies collected, and 95 questionnaires were valid. The rate of validity was about 97.93%; For the investigation on tourist in Hongcun, questionnaires on the satisfaction, perception and attitude towards Hongcun were distributed on the spot. Eventually, 204 questionnaires were distributed and 204

questionnaires collected. After eliminating the invalid questionnaires, there remained 199, and the rate of validity was 97.5%. The investigation on commercialization mainly used the method of field investigation to record the tourism commercialization of Hongcun. The scope covers the entire Hongcun scenic spot; in terms of sewage disposal, toilets, energy consumption of homestays and catering in Hongcun scenic area, this monitoring and research uses methods of observation and interview to collect data and analyze their current situation.

2. Current Situation of Heritage Protection in Hongcun

Through field observations and interviews with local people, this monitoring has further understanding of the current situation of Hongcun heritage protection. The results of investigation can be summarized into the following three characteristics:

(1) Good appearance and messy inside. After the visit, the Hongcun scenic spot has revealed the phenomenon that “the exterior of the ancient dwelling is intact and the interior is divided into multiple spaces for various commercial purposes”. The preservation of appearance of the ancient residential architecture in Hui style results from compulsory measures of the government for the repair of ancient dwellings. On the other hand, villagers generally agree that the Huizhou style is one of the important attractions of Hongcun scenic spot; the internal mess is mainly caused by commercialization. In recent years, the Hongcun scenic spot has developed rapidly, attracting a large number of migrants. The degree of commercialization has increased year by year, and the commercial atmosphere becomes strong. Many dwellings facing the streets have been divided into several shops to achieve greater economic profits.

(2) Transforming business causes a fierce competition. More than 90% of the dwellings have been completed or are undergoing commercial transformations such as B&B/Inn. At the same time, more experienced foreign businessmen enter the village to invest in the B&B. Therefore, the competition between the B&Bs has become fierce year by year, and the elimination rate is high. This has led to the widespread use of residential houses for commercial purposes in recent years. The constantly updated merchants do not know much about the residential conditions, and the original heads of households basically moved outside the scenic spots, which also caused certain work for the members of the archives. difficult.

(3) The level of protection of residential houses is uneven. Due to the increase of tourists and the development of commercialization, the busy and unpopular areas in the scenic area are more severely differentiated. The protection condition of dwellings varies in different areas. Most of the houses close to the main street are well-repaired and unique in styles. Dwellings far from the main street are generally older and some are even abandoned.

(4) As mentioned before, a one-house dwelling for one household was divided into one for multiple families. Some dwellings for multiple families are now merged into one household. Therefore, this filing report will be household-based. In addition, the regional division will be based on the latest zoning and residential number, which is slightly different from the residential addresses and the original zoning; at the same time, the case of dividing one dwelling into multiple households will be separated by a secondary number to distinguish. The situation will be in the form of addition of a sequence number when it comes to originally multi-family dwellings that has been transformed into dwellings for one household. Besides, due to the fast speed of transfer and update, objects with more than one year of work/residence were selected to get more accurate and reliable information. A total of 35 households are archived in this monitoring. Dongbianjie area (D): 4 dwellings are archived. Houjie area (H): 4 are archived. Qianjie area (Q): 2 are archived. Shangshuizhen District (S): 11 are archived. Dongbianjing area (J): 5 are archived. Chahanglong area (C): 2 are archived. Area along the river (Y): 6 are archived.

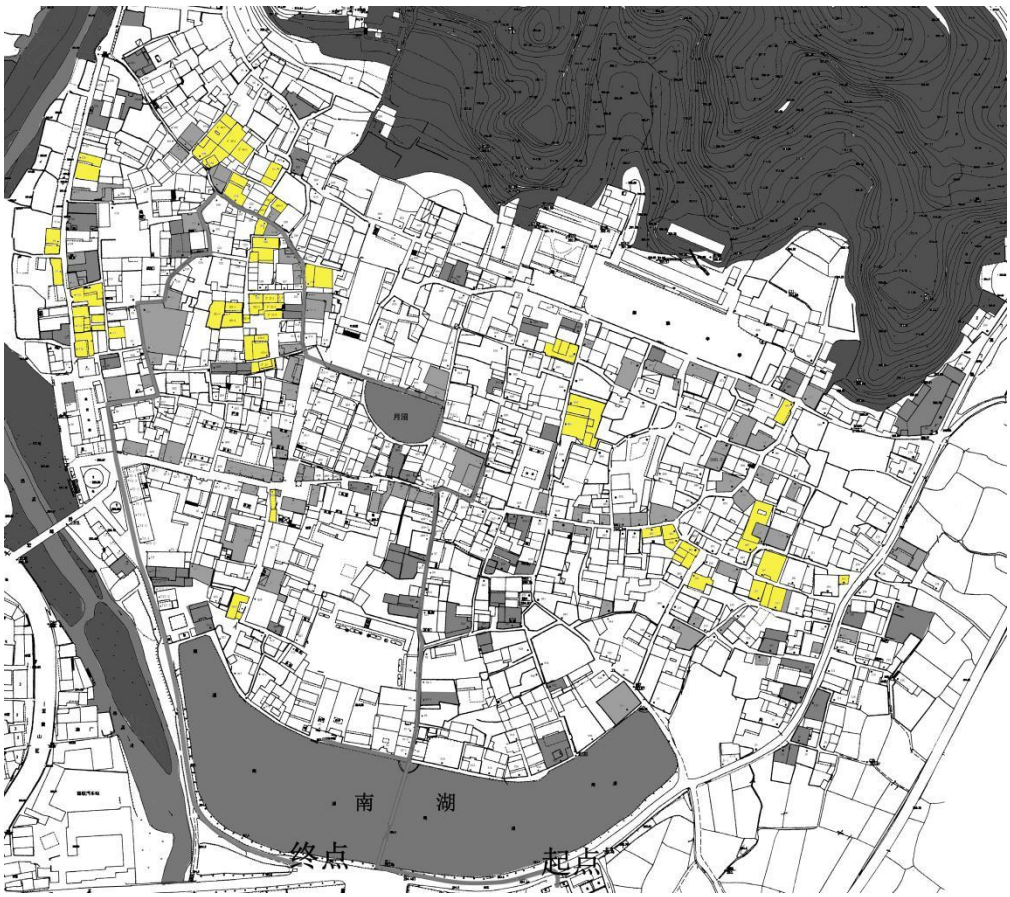


Figure 2-1 Condition of archive in Hongcun

3. Tourism and Community

The investigation was conducted mainly in local residents of Hongcun. The residents in a broad sense include the native residents of the Hongcun family, non-natives such as migrant workers. The investigation adopts a sampling survey method to visit residents in various areas of Hongcun scenic spot with questionnaires on sustainable livelihoods and sustainable development of residents. The investigation group distributed questionnaires in Hongcun scenic spot of Huangshan City in Anhui Province from July 22 to 18, 2018, where researchers strived to collect every questionnaire that had been distributed to improve the collection rate of the questionnaires. 97 questionnaires were finally distributed, 97 copies collected, and 95 were valid, the rate of which was about 97.93%.

A statistical analysis of the basic information of the residents participating in the investigation reveals that the sample male to female ratio is basically the same. In terms of age, 78.9% of the residents who participated in the questionnaire are in the range of 25-60 years old. It is the age of the

principal at home whose views can represent the mainstream view of Hongcun residents. In terms of the length of residence, 66.3% of the residents have lived in Hongcun for more than 10 years, which proves that the sample fits the whole well.

Table 3-1 Community monitoring indicators

Content	Questions	Monitoring indicator
capital evaluation of resident livelihood in Hongcun	Natural capital	The amount of local natural resources (water, forests, etc.) is abundant in amount; the kind local natural resources (water, forests, etc.) is abundant; the local natural resources (water, forests, etc.) are of good quality; the local natural resources (water, forests, etc.) are well protected; the local tourism resources have high tourism value; the quantity of local tourism resources is huge; the local tourism resources combine well; Hongcun scenic area is well-known.
	Material capital	The local tourism infrastructure is complete; the local transportation is very convenient; the local public service facilities are perfect (such as hospitals, schools, etc.); the local public space is increasing; my family's fixed assets are higher than average of local (such as houses); my family's durable goods are more than average of local (such as cars, TVs, computers, refrigerators, etc.); my home is close to the local famous scenic areas; the distribution of local tourism income is more even; everyone enjoys

		equal public space; everyone enjoys the equal right to public facilities and services; everyone has a chance to succeed.
	Human capital	The overall education level of locals has improved; the health of locals has improved; the level of local tourism services has improved; my academic level is higher than average of local; my skills in tourism are better than average of local; The number of laborers in my family (18-55 years old) is higher than average of local; the overall labor capacity of my family is better than average of local (referring to the number of labor, education, health status)
	Economic capital	The development of local tourism has improved; the local economic environment has improved; the types of enterprises have been increasing; the number of enterprises has increased; opportunities for jobs have increased; my income has increased; my consumption level has increased; the type of work I can choose is increasing; the source of income is more than before.
	Social capital	The community provides many trainings; the community residents are friendly; the community residents will support and help each other; the residents of the community are trustworthy; I get

		along well with my family; I have more influence here than average; I feel the sense of belonging in the community; I can get help when I'm in need; I'm getting more firends.
Residents' evaluation of lifestyle	Ability	The rapid changes in tourism have an impact on me; I have experienced the social changes brought about by tourism development; tourism development has had an impact on the local; I am always concerned about the development and changes of tourism; the impact of social change is always there; I am good at reflecting on the shocks and changes I have encountered before; I will think about the shocks I may encounter.
	Ability to understand, learn and plan	I will plan for economic security; I can adapt to change and profited from it; I am able to adapt to change; my friends are happy to share their ideas.
	Ability to deal with risks and strain capacity	I have enough ability to deal with various situations; I have the ability to solve various problems; I can get through many difficulties.
	My level of interest in change	I often learn new skills and knowledge; I am constantly trying to improve myself; I like to try new things; I will plan my life early; I will summarize my life regularly.

	Benefits of tourism	I like to work in tourism; I like working style related to travel; I am looking for opportunities to participate in tourism; working in tourism makes my life better.
Residents' overall satisfaction with life	In many aspects, my life is almost ideal; my living conditions are very good; in general, I am satisfied with my life; I have had the most important things I want in life; if life could be lived over again, I wouldn't change anything.	
Residents' perception of the impact of tourism development	Economic impact	Tourism has greatly promoted local economic development; tourism development has improved local living standards; tourism has brought more employment opportunities to residents; tourism has attracted more investment and consumption for the local area.
	Social influence	Tourism development has led to a deterioration in local security; tourism has overcrowded local traffic and population; the arrival of tourists has disrupted local living order and bothered residents; due to tourism development, local social morality is not as good as before; It is easy to cause tourists conflict with local residents because of tourism.
	Cultural influence	Tourism development makes local residents aware of the value of Hongcun's cultural heritage; tourism development helps to enhance local residents' cultural pride in Hongcun; tourism promotes

		cultural exchanges between local and foreign countries; tourism development has destroyed Hongcun's traditional culture, skills and national customs, etc.; tourism is conducive to the inheritance of local traditional culture and skills, national customs, etc.
	Environmental impact	Tourism development has reduced the air quality; tourism development has increased the noise pollution; tourism development has increased the water pollution; tourism development has made local solid waste management more difficult; construction of hotels and other tourist facilities has destroyed our natural environment.
	Residents' attitude and action	I am willing to take the initiative to communicate with tourists; I am satisfied with the government's execution of tourism development; I am willing to take the initiative to provide advice on local tourism development; I am satisfied with the current situation of local tourism development; I support Hongcun to continue to develop tourism.
Residents' perceptions and suggestions on tourism development	Distance from tourist routes; attitudes towards visits to residents' dwellings; ways to participate in tourism development; most unsatisfactory issues in tourism development; specific suggestions for tourism development	

Residents' perception and suggestions of heritage protection	Satisfaction with the current situation of heritage protection; the nature of house; maintenance attitudes to ancient dwellings; most troublesome issues in heritage protection; protection and development techniques; suggestions and opinions
Resident basic personal information	Gender; age; education level; length of residence; occupation and related to tourism; monthly income; occupation and its relevance to tourism; family status and number of people involved in tourism

3.1 Community Sustainable Livelihoods

In terms of natural capital, residents in Hongcun have a very high recognition of Hongcun natural capital. Most of the residents agree with the popularity of Hongcun scenic area, which means that local residents have cultural confidence in Hongcun's reputation to some extent. All the items can be divided into two categories: local natural resources and tourism resources. Residents' recognition of the latter is slightly higher than that of the former, indicating that the development of tourism has improved residents' self-identification. However, the scores of combination of tourism resources and the protection level of natural resources are not high, where managers should pay attention.

In terms of material capital, the evaluation of local residents on their own material capital is general or neutral. Most residents think that their material capital is not as good as other people. This reflects the residents' subjective evaluation on material capital. The lack of confidence in income and capital is the main thought of Hongcun residents about their own capital. Another outstanding problem is that most of the residents believe that the distribution of local tourism income is not even enough. The reason is that the tourist routes and mobility of tourists have seriously divided the busy and unpopular areas inside Hongcun.

In terms of human capital, local residents' evaluation of their own human capital tends to be general or neutral. Importantly, most residents think that their academic qualifications are not high

enough and their education level is not as good as the average level. But in 2018, with the prosperity of Hongcun tourism development, many residents send their children away to study, which may make improvement. The level of tourism service gets a comparatively high score, indicating that residents generally support tourism of Hongcun and are willing to increase their service level.

In terms of economic capital, local residents' evaluation of their own economic capital is intensively at the general or middle and upper level. The answer given by the residents means that most people agree with the pulling effect of tourism on local economic development and the improvement on their own economic income level. However, the evaluation did not reach the level of strong agreement, indicating that residents still have reservations about the evaluation of economic capital. In addition, residents' evaluation of local economic development, job opportunities and the number of enterprises is very consistent. As far as they are concerned, these are "a number of indicators" that can represent economic development.

In terms of social capital, many residents have a high evaluation of their relationship with their family members. This is due to the kinship effect under the influence of strong social relations, so that opportunities for interaction are much more and intimacy is stronger than those of other social roles. However, residents' integration into the community is not deep and the relationship with the community residents is not good enough. Relatively speaking, most residents do not agree with their relationship with other residents. Detached social interaction between communities and the "busyness" caused by tourism do not allow them sufficient time to interact with community members other than family members. The fixed time and space limits their social relationship with others.

3.2 Residents' Evaluation of Lifestyle

Residents' evaluation of lifestyles includes 5 aspects: the ability to perceive risk, the ability to understand, learn and plan, the ability to deal with risks and strain capacity, one's level of interest in change and the benefits of tourism. In general, Hongcun residents have a positive attitude towards the lifestyle changes brought about by tourism. For these five aspects, the residents' responses are at the upper-middle level. This shows that in the minds of most Hongcun residents, they have a good sense of risk and ability to cope with risks, and they are curious and open-minded about new things and willing to accept the new changes brought about by tourism. Residents also think that their

ability to learn and plan is good, which enable them to continuously learn from new things. The sustainable development of the community presents a good status. Residents have the wish and motivation to pursue a better life. Meanwhile, they believe that they are capable to help residents play an active role in production and living practice to adapt to changes in the market and create a dynamic community. The residents really can feel life changes brought about by the tourism industry, so they are willing to participate in tourism and engage in tourism-related work. However, the ability to deal with risks, residents' evaluation is relatively low, and 30%-40% of residents are not certain about it. This shows that, although the tourism economy has brought about an increase in income, the operational risks have also become diverse, and some residents in the face of operational risks are still passive. To improve this aspect, the government or the neighborhood committee should promote multilateral discussions and provide a good business environment. At the same time, it should provide trainings for residents in need to deal with economic risks and improve their management and operation capabilities.

3.3 Residents' Overall Satisfaction with Life

Overall, residents are relatively satisfied with their lives. Residents agree that their lives are near-ideal, and living conditions are good, and they are generally satisfied with life. But for the item that one has received the most important thing in life, it shows a polarization. Some residents do not agree at all for two reasons: One is that they have no idea of what the most important thing they want in their lives. The other reason is that things they value, such as the house, has not yet been obtained. Most of the people who disapprove are younger groups. Most residents do not agree if their life could be lived over again, they wouldn’t change their lives. It proves that most residents do not think that their past life is perfect. Although the current living conditions are satisfactory, they have the idea that they could have been lived a better life.

3.4 Residents' Perception of the Impact of Tourism Development

Residents' perception of the economic impact of tourism is very comprehensive. They feel that tourism can greatly promote local economic development. For example, their living standards are constantly improved due to tourism development, and there are more employment opportunities,

local investment and consumption. At the same time, they also have a deep understanding of the negative impact of tourism, and believe that prices and rising living costs are rising. However, according to the interview results, the positive impact of tourism is greater than the negative impact for residents, because the profits from tourism can offset the negative impact of rising cost of living. It is worth noting that compared with 2017, this year residents are more convinced that tourism narrows the gap of wealth. The possible reasons are manifold: the overall attitude of the local residents has more eased towards the gap between the rich and the poor in the village; the further development of tourism has a positive effect on more local residents to obtain more income and narrow the gap with the local average level.

In terms of the perception of social impact of tourism, the perception of tourism to improve local infrastructure has declined, which may result from the increasing pressure that tourism development puts on local infrastructure. For the objective description, the proportion of residents who agree that tourism development has changed the local population structure has increased to 46.3% of the residents. Compared with 2017, it has an obvious growth, which reflects that the development of tourism has increased the mobility of local population, and the villagers' perception of the internal demographic changes has become increasingly clear. As for the negative impact of tourism on society, the degree of perception of residents is low. Most residents give answers of “disagree” and “neutral”, but compared to 2017, the perception of negative impact on tourism to society is stronger and there is an increasing trend.

In terms of the cultural influence of tourism, the local residents have a very positive perception of the cultural influence of tourism. They believe that tourism development can make residents realize the value of Hongcun cultural heritage. Tourism development will help local residents to take pride in Hongcun’s culture, and promote cultural exchanges with other places and the inheritance of local traditional culture, skills and national customs and so on.

In terms of the environmental impact of tourism, most residents' responses are “neutral” and “agree”. Residents' perception of water pollution and solid waste is the most obvious. The perception of the declining air quality, aggravated noise pollution and destruction of natural environment caused

by tourism construction is also obvious. Compared to 2017, the perception of negative environmental impacts in 2018 is stronger.

In terms of residents' attitudes, most residents are willing to continue to develop tourism in the local area and actively communicate with tourists. They are satisfied with current situation of local development and are willing to provide suggestions for tourism development. However, there are certain contradictions between residents and the government. Most residents have reservations about the execution of the government, indicating that with the economic development, while the expectations of residents for the government are constantly being raised, the reform of the government's working methods cannot keep up with the needs of the residents. Generally speaking, compared to the past, satisfaction has increased.

3.5 Residents' Perceptions and Suggestions of Tourism Development

Most of the residents who participated in the investigation live in or near the area of tourist routes, and they have positive attitude towards tourists’ visit to their house. Ways for residents to participate in tourism vary, most of which is to run stores or inns which is also their dwelling. In addition, residents could participate in tourism development by tour guiding, collecting rents, etc...

In terms of tourism development, the most important concern of the residents is problems of government management and policy. For example, it is difficult to ask officials to help to cope with affairs and it takes a long time to get the approval of houses. Secondly, it is an environmental health problem that is closely related to the life of the residents. Water pollution and solid waste pollution are the most serious. Next, it is the issue of community interests, such as the commercialization of villages and the visits of tourists that affect residents' lives. In addition, there are issues of management and fairness of the scenic area. In terms of scenic spot management, the villagers feel troublesome when relatives and friends who visit them should buy tickets, and villagers in the village also pay for parking in the public parking lot. In fact, the issue of fairness is the most influential to the mood of the residents. The residents express deep resentment at "taking the relationship" and hope that the staff of the government departments will fairly implement the policy.

Residents' suggestions for tourism development are mostly raised in response to the problems reflected. In terms of environmental protection, residents recommend centralized collection and treatment of sewage to improve water quality and an increase of the number of trash cans and public toilets in the scenic area. Residents also advise that while tour guides are providing interpreting service, tourists could wear headphones to reduce noise pollution. In terms of tourism development, the villagers realize the drawbacks of excessive commercialization and suggest protecting the original things. It is recommended to issue scenic maps and improve the scenic area mark system. In terms of government departments, residents recommend that staff improve their work attitudes. In terms of community interests, residents suggest further facilitating transportation and strengthening the quality education of local people.

3.6 Residents' Perception and Suggestions of heritage protection

Most residents, who are satisfied with the current situation of heritage protection, have a strong sense of protection and maintenance of dwellings, and most of them are willing to take the initiative to repair. However, in the process of heritage protection, residents have also encountered various problems. For instance, the most common problem is that the maintenance of the house is subject to approval and the maintenance intervals are of long time. Secondly, it is difficult for motor vehicles to access, so it is hard to transport maintenance materials. The height of the house, the procedures for paying a deposit and the road width, all the factors more or less affect the convenience of the residents to repair the house. Some residents believe that the government has less compensation for heritage protection and the design drawings are unreasonable. Besides, the required timber is either difficult to buy or too expensive, and installing sanitary equipment and other restrictions is faced with many difficulties and limits..

In terms of protection and development methods, most residents agree that the original lifestyle of the residents should be preserved in the heritage area, while tourism facilities such as tourist accommodation and shopping should be built in the neighborhood. Some residents believe that it is more suitable to build the accommodation and shopping of tourists in the heritage area. Other residents believe that the commercial area should be expanded to the surrounding area after it is saturated.

Another 10.3% of the residents think that other development methods are better.

In terms of heritage protection, residents put forward some insights on five aspects of water pollution, building protection, government management, commercialization and health issues. Residents hope that Hongcun will not be more commercialized to retain its historical and cultural influence on people. In terms of water pollution, residents believe that it is necessary to strengthen water pollution control and control sewage discharge (especially the oily sewage of restaurants). Re-excavate the sewage pipe and wiring pipe, plan in a unified manner, and carry out sewage concentrated disposal. In terms of the protection of ancient buildings, residents think that buildings should be legally constructed to maintain the original ecology of Hongcun and the protection of ancient buildings should be strengthened to retain the traditional Hui style. In addition, the issue of wall tilt should be given enough attention. In terms of government management, it is hoped that tourism development will proceed as planned. Residents suggest that the government increase support for tourism development and speed up the process of examination and approval. For health issues, residents hope to strengthen health protection and pay attention to the quality education of tourists and residents.

4. Tourist Satisfaction

4.1Tourist Basic Information

In this questionnaire investigation, 204 copies of questionnaires on the satisfaction, perception and attitude towards Hongcun were distributed to tourists in Hongcun scenic area from July 21 to 29, 2018. 204 questionnaires were collected. After omitting the invalid questionnaires, there remained 199, and the rate of validity was 97.5%.

A brief analysis of the demographic characteristics of the investigated visitors is enacted to understand the tourist constitute. According to statistics, the gender ratio is basically the same, and there is no significant gender difference in the attraction of Hongcun to tourists. In terms of age, tourists are mainly made up of young and middle-aged groups. The tourists aged 15-44 account for nearly 90% of the total visitors. High school students and undergraduates account for 65.3% of the

tourist which constitutes the largest proportion, including tourists for sketching and art training school students. Regarding the tourist generating region, tourists mainly come from Jiangxi province, and other places in sequence are Guangdong, Jiangsu, Zhejiang, Shandong and so on. Geographical distance and regional economic development affect the travel options of tourists.

With regard to the tourist behavior characteristics, it is found through analysis that the main channels for obtaining information are relatives, friends and travel agencies. For tourists in Hongcun, team tour is an important type with a proportion of 42.7%. There are two types of self-service tourists: Follow the tour guides or not follow the guides. The former accounts for 55.3%, and the latter 44.7%. In addition, the proportion of tourists who revisits Hongcun is small, which is only 16.6%. The appearance of most tourists who choose the form of travel for a day trip in Hongcun results from the packaging service of the travel agency. The tourist activities are mainly sightseeing tours, and the participation is generally not high.

4.2 Tourist Perception and Satisfaction

Content	**Questions**	**Indicators**
Charcteristics of tourists	Aemographics	Age, gender, origin, education, occupation
	Tourism informaiton	Access to tourism information；way to travel；the situation of revisit；stay time of the trip；the activities during the trip
Satisfaciton	The sightseeing of the destination	Tourists' evaluation on the sceneries，Hui-style dwellings, attractions' appreciation, attractions' comfort, and residents' enthusiasm.
	The environment of the destination	Commercialization atmosphere, the degree of crowdedness, noise pollution, water quality, air quality, overall sanitary environment and environmental management.
	Infrastructure	The scenic spots' convenience, comfort and price of public transportation, completeness and sanitary condition of public toilets, the completeness of public rest facilities, the

		completeness of garbage collection facilities and the mark system
	Service on scenic spots	The scenic spots' ticket price, tour guide, richness of tourism information carrier, access to tourism information, clarity of signal system
	Safety and health	The scenic spots' security facilities, medical equipment and public security situation.
	Experience the variety of the activities related to scenic spots	The value and charming of Hui-style dwellings; riche historic culture; local residents' traditional living conditions; simple folk customs; local souvenirs and handicrafts; characteristic dining and snacks; variety of excursions
Perception and attitude	The perception of heritage	Have knowledge about the fact that Hongcun is world heritage ; ancient dwellings should be protected; satisfied with the protection of ancient dwellings
	The attitude towards local people	The good attitude of local people; willing to chat with local people; local people are friendly and hospitable
	Overall satisfaction	Satisfied with the whole trip; will recommend Hongcun to friends and relatives; will revisit Hongcun

Table 4-1 Indicators for measuring tourists' perceptions and satisfaction on tourism

In terms of satisfaction, after a one-sample t-test, the scores of all items can be considered to be significantly higher than the average level, which Cronbach Alpha can also provide evidence of relatively good reliability. Evaluations on satisfaction for the diversity of destination landscapes, sightseeing, experiences and scenic sopts, experiences are highest, which on destination environment, safety and health maintain at medium-to-high levels; infrastructure and scenic services are the least satisfied, with a significant proportion of visitors having "general" attitude.

In terms of heritage perception, according to the average value, tourists have a clear understanding of Hongcun as a world heritage. Everyone knows that Hongcun is a World Heritage Site

that should be protected. Visitors are aware of the value of the world heritage and the need for protection. The statistical results of the standard deviation also reflect that the low standard deviation indicates that the tourists' perceptions are more uniform.

4.3 Visitors' Impressions and Suggestions

In addition, the open-ended questions investigate the deepest impressions and suggestions of tourists. What impresses visitors most are the Huizhou architectural features and the water system of Hongcun. However, tourists also put forward some suggestions for the development of Hongcun tourism mainly on the protection of ancient dwellings, reducing the commercial atmosphere and improving infrastructure, etc.

5. Commercialization

5.1 Shop Distribution Map and Distribution Characteristics

In 2018, there are 395 tourism commercial facilities in the core scenic area of Hongcun. In addition, the number of handicraft shops is 69 this year. For the research focuses on the core scenic spots, only the 2017 statistics are preserved for the craft market with the number of shops being updated. This monitoring is also mainly targeted at shops in the core scenic spots (non-craft market).

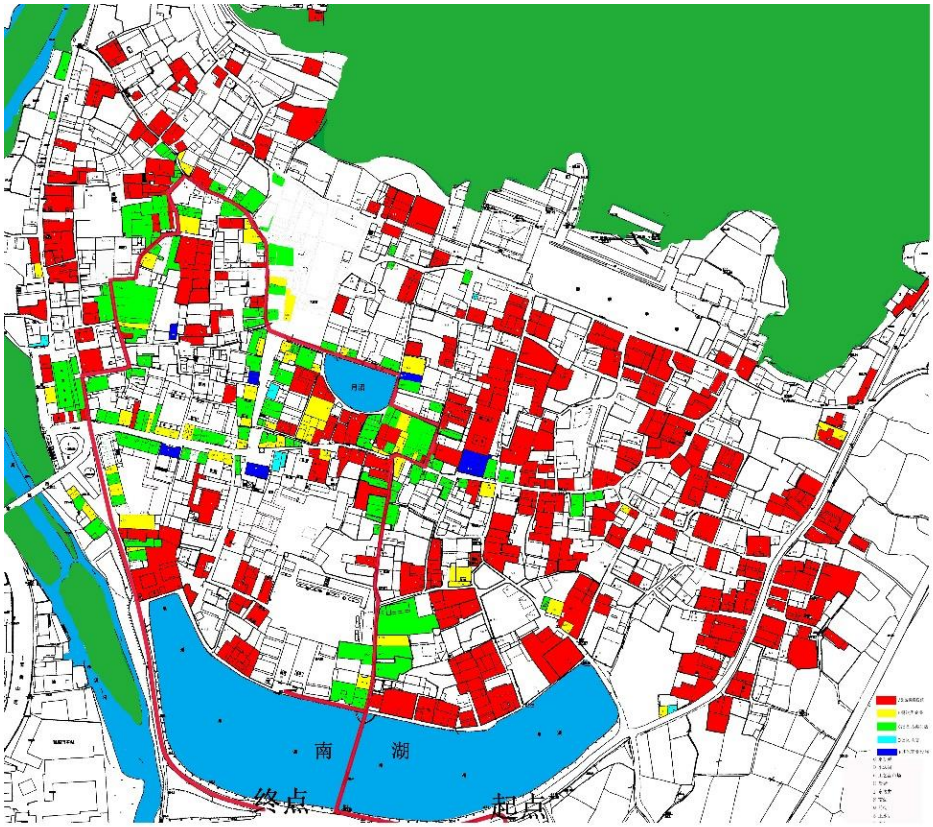


Figure 5-1 The Distribution of Commercial Areas in Hongcun

Among the 395 shops of the core scenic spots, there are 205 tourism reception facilities (Type A), accounting for 51.77%; 67 restaurants (B Type), accounting for 16.92%; 112 souvenir stores, accounting for 28.28%; 6 community stores (Category D) and 5 of other commercial facilities (category E), accounting for 1.51% and 1.26% respectively. Judging from the types of business operations, the commerce of Hongcun tourism mainly focuses on tourism reception facilities and souvenir shops. The proportion of these two exceeds 80%.

From the perspective of the distribution area, Qianjie, Shangshuizhen and Dongbianjie are the most concentrated commercial areas of Hongcun scenic area. The number of shops in these three regions accounted for 56.20% of the total number of shops in nine regions. The reason why it happens is that these areas are located in the densely populated areas in the central area of Hongcun.

Comparing the characteristics of Hongcun's commercial business in 2017 and 2018, the total number of shops in Hongcun has increased by 50 this year, while the number of shops increased by

only nine last year. The rapid development of commercialization begins with the long-term accumulation of capital in tourism development and the gradual improvement of business awareness. At the same time, tourism in Hongcun has attracted more foreign investors. In addition, most of investment is concentrated in tourism reception facilities (Class A), which has increased in the past two years. In 2018, the number has increased by 27 compared with last year. The number of restaurants (category B) has also increased year by year, with an increase of 14 in 2018. Souvenir retail stores (category C) has increased by 9 compared with last year. Compared with 2017, the business scope is not much different, and the number of shops that sell tea and specialty products has increased.

This monitoring counts the buildings and shops of Hongcun respectively and provide a reference for the assessment of commercialization degree in Hongcun through the ratio of “number of stores / total number of buildings in the area”. Currently there are 451 buildings in Hongcun, of which 354 are conducting at least one kind of commercialization, and the commercial penetration rate of the whole village has reached 78.48%, which is a rapid growth trend compared with 62.31% in 2017. The commercial penetration rate is generally above 60%. The commercialization degree relatively low in Dobianjing area and the area along the river, while other areas are generally highly commercialized.

5.2 Features of Stores' Names

Through the analysis of the type and location of the Hongcun store's signboards: Most signboards of shops in Hongcun are still based on horizontal signboards, and the most used ones are plaques. Most of them are wooden, simple in color, and traditional in style. They are also equipped with wooden couplets. Because the shops that use the plaques in general match traditional and classical styles which is in conformity with the style of Hongcun. In addition to the basic signboards, the merchants will also use various forms of signage, such as vertical wall-type signboard, hanging signboard. Signboards are more varied in style.

Through the analysis of the font selection of the Hongcun store’s signboard: through simple statistics, the regular script is the most used font on stores' signboards in Hongcun, followed by the

handwriting font. The glyphs of the regular script are both classical and practical, square in shape, clear in structure and very easy to read and understand. However, the hand-written font as a fixed sign language can create a thorough "Made in China" from a three-dimensional perspective (name, font, logo), which can better highlight the characteristics of shops.

In terms of syllables on the shop signboards in Hongcun, the most used pattern in signboard is four-syllable pattern, followed by tri-syllable, five-syllable, two-syllable, and six-syllable patterns. There are fewer signboard taking seven-syllable pattern. This is because the use of tri-syllable and four-syllable patterns can not only fully reflect the business information of shops to achieve the best advertising effect, but also follow the economical and simple principles that shops should be named to impress customers. The most used word in the signboard is the generic name "Ju", and the number is 32 followed by "Tang"(32), "Fang"(17), "Lou"(15), and "Xuan"(11). Many other generic names are used on signboards, such as “Yuan”, “Fu”, “Zhai” and so on, which have strong classical flavor, in line with Hongcun's architectural features and a long history of culture.

6. Environmental Protection

6.1 Garbage Pollution

The garbage in Hongcun scenic area can be classified into tourism garbage and kitchen waste. Tourist waste mainly comes from tourists' own materials, travel service providers in the scenic area and biological metabolism, etc. The kitchen waste mainly comes from restaurants, inns and the daily life of native residents. The kitchen waste can at least account for half of domestic garbage in the scenic area. Regarding the disposal of tourism waste and kitchen waste, the unpopular tourist zone (outside the tourist routes) and the busy tourist zone (within the tourist routes) are subordinate to different institutions. While Zhongkun Company takes charge of the health situation of the popular tourist zone, the health situation of the unpopular tourist zone is in the charge of the village committee. In terms of hygienic quality, the quality of the busy tourist zone is much higher than that of the unpopular tourist zone. In terms of garbage pollution, a large amount of tourism waste piles up, which will have a serious impact on the air quality of the scenic spot and the water body, even damage the

tourism image and decrease the experience of tourists.

At present, there are two main problems of tourism waste. Firstly, in the process of garbage disposal, most of the staff in the scenic area do not have the awareness of environmental protection. When cleaning up the garbage, the recyclable garbage and the non-recyclable garbage are mixed. The non-classification of garbage will reduce the efficiency of the garbage transfer station, aggravate the garbage pollution and will also violate the regulations stipulated by the National Tourism Administration. Secondly, since 2000, Hongcun Scenic Area has been included in the World Cultural Heritage. The number of visitors has been increasing, which gradually surpasses the carrying capacity of tourist attractions. The amount of garbage generated per day can reach 1,250kg. With large amount of garbage being generated, it not only increases the burden of the ecosystem but also wasted a lot of human and material resources in the scenic spot.

6.2 Water Pollution

Water pollution results from the mixture of various water bodies in nature and some natural or artificial pollutants in the circulation of water, where after a certain limit, human health can be directly or indirectly affected. According to the classification of different pollutants, there are water pollution of natural pollutants and water pollution caused by man-made pollution. Man-made pollution mainly includes pollution of domestic sewage, industrial sewage or pesticides. The water body is seriously polluted and will bring inconvenience to people's lives. Enjoying the name of “village in the painting”, one of the most beautiful villages in China, Hongcun is surrounded by mountains and rivers. Its ingenious water system design and typical Hui-style architecture are main attractions of Hongcun. With the development of tourism, the water quality of Hongcun has declined. The eutrophication was caused in many places by the operating oily sewage and the pigment sewage of students of painting. In addition, residents use detergents containing phosphorus to do laundry in the ditches, which caused eutrophication of water bodies, etc.

In 1986, Hongcun developed tourism activities. With the continuous development of tourism and the promotion of residents' living needs, tap water could be obtained. The water in the village was used

for secondary water for daily life and landscape water for sightseeing. Nowadays, tourists can see a lot of water in the ditches in the scenic area along the tourist route that is not clear as before. There are some areas without water. In the water of the South Lake and the Moon Marsh, a lot of oil and some dead plants could be seen. The main causes of water pollution in Hongcun are oily sewage in life, pigment sewage from students who comes to sketch. phosphorus containing washing powder that the residents use to clean clothes and some garbage from tourists. Nearly few solid wastes appeared on the water in the past few days of the monitoring. If it exists, the cleaning staff will clean it soon. However, no one copes with the oil and the eutrophication of the water which is more serious.

6.2.1 Operating Oil Sewage

Under the tourism development of Hongcun, many ancient dwellings have been transformed into catering and B&B stores. There are more than one hundred restaurants and catering stores in the village. The daily operation of catering stores generates a large amount of oily sewage, as well as the B&B shops and the residents' daily life. During the interview, many local residents believe that the water quality in the village is not as good as before. Hongcun's land is gravelly and it is easy for the water to percolate into the ground. Before the development of tourism or in the early stage of tourism development, people directly discharged with the oil water, so the sewage went underground, ran deep into the ground to the ditches, downstream. When it flows to Yue Nature Pond and the Southern Lake, there is not much oil. However, due to the improvement of people's living standards after the development of tourism, now the oil in the diet is much more than before, but the way of dealing with oil is almost the same as the original one, which increases the pollution of the water body. At present, there are several treatments of operating oily sewage in Hongcun scenic area:

The Treatment of Operating Oil Sewage	Remarks
Personal collection	Each of the restaurants and homestays has a special sewage collection bin. The village committee in charge of the removal of the sewage bins. The

	special cleaning staff will collect the sewage of the previous day.
Oil-proof land	Some of the oil is poured into the oil-proof land, and the sewage treatment facilities of the restaurants that are incomplete will not be given a business license.
Directly discharged into the water	Several residents who don't own tourism business and inns directly discharge with sewage into the ditches and wash kitchen utensils there.
Special cleaning staff cleans the oil in Yue Nature Pond and the Southern Lake	In order to clean up the oil pollution of Yue Nature Pond, the village committee has cooperated with the Ailes Ecological Restoration Company of Beijing to plant grass for purifying water in the pond, and has hired special cleaners to clean the oil.

Table 6-1 Treatments of operating oily sewage

During the field trip, along the water flow pattern of Hongcun, in the upstream area near the water source, in the middle reaches near Yue Nature Pond and the downstream area near the Southern Lake, more than 20 shops involving restaurants and B&B were visited. It is known that restaurants are required to set oil-proof land. The Industry and Commerce Bureau and the government will inspect the safety of the catering and their oil sewage treatment from time to time every quarter. If the oil sewage treatment is incomplete, the business license will not be given. In addition, bowls and chopsticks of some popular restaurants are cleaned and sterilized in Huangshan City, but the rest restaurants clean their tableware by themselves. During the field observation, it was found that several residents who didn't own tourism business in the upstream washed oily kitchen utensils and prepared fish in the ditches, as well as clothes and mops.

6.2.2 Sewage of Phosphorus Containing Detergents

Clothes of many homestays and residents in Hongcun are cleaned by themselves. They wash clothes by a washing machine or hand washing. Some even wash clothes in the ditches. In the hospitality industry, a lot of bed equipment every day needs cleaning. The sheets, quilt covers, pillowcases and towels of many B&B are in the charge of the company outside the scenic spot for cleaning. Some inns near Yue Nature Pond and the Southern Lake and popular B&B in the upstream are outsourced. They are all outsourcing others. Only the clean of sheets, quilt covers and pillowcases is 5 yuan, while towels are included together for 8 yuan. However, many of the homestays that have their own place for drying clothes and whose operating conditions are relatively stable do the laundry with their own washing machine. The laundry sewage is directly discharged into the groud, without any treatment. Residents' awareness of water pollution caused by cleaning their clothes is very weak. They think that water in the ditches are flowing, so cleaning these clothes and oil will not cause pollution, and there is not much improvement in their ideas.

6.2.3 Sketching Pigment Sewage

(1) Overview of Students of Painting

Hongcun is known as the “village in the painting” that attracts a large number of students to come to sketch. The Qian County has typical Hui-style architectures and beautiful sceneries. Every year, 70% of the county’s tourism income comes from sketching tourists. Only the consumption of students of painting in Hongcun account for 70% of the sales of tourism goods, and the daily expenses of art students are much higher than those of other students of the same age. According to interviews and observations, students of painting are not only art students but also students of architecture colleges. Students of painting can be categorized into sketching students and coloring students. Sketching students do not need to use pigments, and most of them are students of architecture college and art child students which makes up a small proportion of students in the village. Coloring students need to use chemical pigment such as gouache, watercolor, and acryl. The group is mostly students of the academy of fine arts. They are the majority of sketching students in the village. Each of them has a folding paint bucket of about 2 liters and uses 1 bucket of water respectively in the morning and

afternoon. The students of painting mainly gather near the Southern Lake and the commercial street. There are hundreds of people painting in the Southern Lake every day, especially the number of students in the holiday continues to increase. The office of scenic area does not permit students to paint near Yue Nature Pond, the South Lake School and Chengzhi Tang where are crowded with tourists. Students of painting mainly live in the Ji Village outside the scenic spot.

(2) Management of Students

The students of painting not only bring economic benefits to Hongcun, but also hidden dangers of environmental pollution. The students of painting and teachers stay longer than the average tourists for more than 10 days. The pigment is chemical. If the pigment is poured without restraints, it will cause great damage to the water quality of Hongcun. The pollution occurred after some students poured sewage in the ditches. Therefore, the local government has successively issued the “Standards for the Safety and Civilization of Students in the County of Qian County” and the “Interim Measures for the Management of Students in the Scenic Spots of Qian County” to manage the students’ sketching activities. Each student holds a student's card for sketching as their tickets, which is issued by the scenic area. The student's card has the “Sketch Notes” warning that students are prohibited from cleaning brushes and pouring paint buckets in the scenic water system. Upon discovery, the sketch card will be confiscated and a fine of 200 yuan will be imposed. It also stipulates areas where student sketching is prohibited. It is forbidden to paint on the main tourist roads, Yue Nature Pond and the Southern Lake, Chengzhi Tang and Lexu Tang.

(3**) Dumping of Pigment Water**

The Southern Lake and the post office in the commercial street, surrounding areas of the village committee and the water source of the village are the main gathering places for students of painting and the popular spots for sketching. The number of sketching group this year is larger than last year. This year, students sketch landscapes around the Southern Lake. 7 students are interviewed around the village's water source and 5 in the streets of the eastern unpopular area. Twelve students said that before entering the Hongcun, the teacher told them that the pigment water could not be poured into the water of the village. The pen could not be cleaned in the water either. The sewage had to be poured into

the special bucket for pigment placed in the scenic spot. Besides, villagers should keep an eye on the pigment dumping and stop students once the dumping occurs, and inform students of the buckets for pigment sewage.

(4) Distribution of sewage tanks

There are two kinds of sewage buckets in the scenic spot: one is a domestic sewage bucket, and the other is a special bucket for pigments. The two buckets are similar in appearance and are blue plastic buckets of the same size. The difference is that the bucket for pigment has a “pigment bucket” red sign. The domestic sewage buckets are mainly provided in the restaurants, B&B and dwellings. The buckets for pigment are designed for students to dump the pigment sewage. The South Lake is the place where the students gather most and the number of paint buckets is also the largest. Some students in the interview around the Southern Lake said that they only use the special bucket for pigment after seeing it. However, because the bucket for pigment is separated from the sketching students by a pavement, many students do not discharge with pigment sewage until they return to hotels. The students of painting near the Southern Lake in Hongcun have also become a landscape, and many tourists appreciate it. But many students are not willing to be surrounded by other when painting, so they will go to the unpopular areas in the village. However, the water source near the unpopular areas, buckets for pigment are fewer , while there are many sketching student, which a hidden danger to cause water pollution.

6.2.4 Residents' Perception of Water Pollution

The tourism development brings economic benefits and ALSO has an impact on the environment, society and culture. The impact on the economy is generally beneficial. The social impact is not very popular, and the environmental impact is double-edged. It is easy to reach a consensus on both positive and negative attitudes of environment and economy. Residents of Hongcun have different attitudes towardw the perception of Hongcun water pollution. Some people think that the water quality of Hongcun is not as good as before. Before, the bottom of the water was crystal clear. There were small animals in the water, and now almost disappear; some think that water is not as polluted as some other tourist attractions, and they can accept the changes; some think that tourism causes a lot of water

pollution to other crops and the environment, and attaches importance to the protection of the water body.

After visiting local restaurants and B&B, it is found that there are different views in the degree of water pollution among people who live upstream and downstream. The upstream residents of the water flow (the area where Yue Nature Pond goes up to the water source) feel that the water of the ditches is running water, so washing clothes in the upstream does not affect the downstream water. The upstream residents does not have much tourism income and their awareness of water protection is lacking. (We have been washing clothes here. Because this water is running water, washing clothes in the upstream will not affect other people. – a 60-year-old grandmother). The residents in the middle of the water (near Yue Nature Pond) are very sensitive to the pollution of the water body. They are very concerned about the cleanliness of the water. Although there are not many people cleaning the clothes in Yue Nature Pond, many residents have remodeled their own restaurants and B&B for Yue Nature Pond is the village center that many tourists will visit. The nearby restaurants are very prosperous, and the landscape of Yue Nature Pond could attract many tourists, so they are very concerned about the cleanup of Yue Nature Pond. (We will clean up the ditches every year. The water here was very clean. Now I don't know that what plants that the village committee has planted in influence the waterscape, so it is very inconvenient for us to do the laundry in the water. – Ms. Wang of Wangjia Tavern) The downstream residents (near the Southern Lake) feel that the current water body is polluted, which it is not very serious. The connection between water and them is not great. (You can smell it, and the water doesn't have that smell. It's very clean compared to some other scenic spots, and we don't use the water here. – the owner of Hongan Inn)

Different people have different perceptions of the degree of water pollution. It is common of them to think that the water is more polluted than before, and they think that the water pollution is only caused by the pigments of the students. They have no idea that phosphorus-containing washing powder could cause water pollution. People in the village are not sensitive to the pollution of water bodies, and people's awareness of environmental protection is relatively weak.

6.3 Noise pollution

According to the causes of the noise pollution in Hongcun scenic area, the noise sources can be mainly divided into five categories - motor vehicle noise, tourist activity noise, residential activity noise, commercial activity noise and construction and decoration noise. Motor vehicles Noise and tourism activity noise consititudes the highest proportion in the Hongcun scenic area, of which the noise is the loudest. When the motor vehicle passes and approaches the tour guide, the decibel value can reach 90-100, far exceeding the noise standard (60dB).

In this monitoring, seven locations are selected for noise measurement, namely unpopular zone A (Dongdajing), unpopular zone B (source of water system), the tree of village entrance, the Commercial Street, the Southern Lake, Yue Natural Pond and Taoyuan Ju, where Taoyuan Ju is the representative of indoor noise monitoring spots. In the monitoring period of mornings and afternoons in two days, in 7 monitoring points, while the noise of the commercial street and the tree in village entrance is the highest, and the noise of unpopular zone A and B is the lowest. The reason for this phenomenon is the number of tourists. In the busy tourist areas such as the commercial street and the tree of village entrance, there are a large number of tourists, which is noisy. In addition, the motor vehicles have to whistle to pass, which makes the noise louder. In the unpopular tourist zone, due to the small number of tourists, the level of noise is low.

The noise problem always exists in Hongcun scenic spot. In the 2017 monitoring report, it can be found that the noise problem of Hongcun has become the third largest pollution of the scenic spot after the garbage pollution and water pollution. However, the village committee is also actively solving this issue. Since January 2018, the car ban has been prohibited in some parts of the Hongcun scenic area. At present, it works well. Most tourists said that they would like to see the scenic spot close to all vehicles, which not only ensures the safety of tourists but also reduces the noise. However, as one of the long-term means of transportation that residents have long relied on, it is impossible to prohibit vehicles in a day. Therefore, the scenic area will spend a lot of time reforming.

Concerning the noise pollution, it is unexpected that residents and tourists are more tolerant of noise in scenic spots. However, the focus of the two on noise issues is different. Visitors reflect the inappropriateness of motor vehicle whistle in the scenic area. They believe that whistling or motor vehicles should be prohibited in the scenic area. Residents reflect the voices of tourists, noises, horns

of guides and some tourist activities such as noise generated by gliders flying low are the main source of noise in the scenic area.

6.4 Air pollution

In terms of the air quality of Hongcun scenic spot, compared with most tourist scenic spots in the country, the air quality of Hongcun scenic area is good, and there is no large-scale air pollution. But due to the increasing number of tourists i year by year, the temperature of Hongcun is constantly rising. Compared with the average temperature in Xi County, the temperature of Hongcun is about 4 °C higher. Hongcun is slowly forming a heat island effect, which will greatly threat the air quality of Hongcun.

The air pollution in Hongcun is mainly derived from the motor vehicle exhaust, the gases of residential lives, the random piling of domestic garbage and the destruction of water bodies. Although the water system throughout the village maintains the quality of the atmosphere and regulates the temperature, in recent years, it has been continuously destroyed, and some water areas in the South Lake have been in a stagnant state, and breeding mosquitoes, etc. If this condition goes worse, it will destroy the ecosystem of Hongcun and cause prevailing high temperature, abnormal climate and serious air pollution. Therefore, in order to the prevent the air pollution in the scenic area, the Hongcun Scenic Area Management Office should start with the protection of water bodies and the cultivation of green areas, which not only protects the tourism resources of Hongcun, but also maintains the foundation of the ecosystem and tourism development of Hongcun.

6.5 Public Environmental Facilities and Pollution

Regarding the rest service facilities, there are five areas in the Hongcun Scenic Area where visitors can rest: the square near the craft market, the tourist service center, Yue Natural Pond, the tree of village entrance and the Southern Lake. In addition to these five large rest areas, one or two stone benches are placed in front of alleys or in front of several ancient dwellings for visitors to rest, which is a rare condition. At the same time, some merchants will provide visitors with a charging seat. The environment, space and number of seats in each public rest area are very different, the most of which are outdoor spaces, and only the tourist service center is an indoor rest space. Although there are not

many public rest areas in the Hongcun tourist scenic spot, the problem of garbage pollution is not serious. Judging from the interview results, most tourists reported that the area available for rest in the scenic area was relatively small and difficult to find. In addition, some tourists said that the rest service facilities in the scenic area were poor, especially when the weather was hot, there was no shade in the rest area.

The tourism industry of Hongcun has been constantly developing, and the hardware service facilities in the scenic spots are gradually being improved. However, according to the data of 2017-2018, the problem of tourist toilets is still the shortcoming of the public service facilities in the scenic spots. The Hongcun tourist scenic area covers an area of 187km^2, but there are only 4 public tourist toilets in the scenic area which is in the village committee, the craft market, the parking lot and Chengzhi Tang. The quality of travel toilets is uneven, and some even less satisfactory. In terms of the layout of toilets in the scenic spot, only the toilet in Chnegzhi Tang locates on the tourist routes of Hongcun Scenic Area, where its location is very secret. There are no road signs at the entrance, and the facilities are relatively simple. In terms of the space, environment and function of toilets, the sanitary condition of the toilet in the craft market is the worst. The facilities are relatively old, and the doors and windows of the toilets are basically damaged which is replaced of by the curtains, so the smell in the toilets is unpleasant. The parking lot toilet are the largest, most completed and cleanest among the four tourist toilets. The slogan on the wall is used to show visitors the culture of Hongcun scenic spot. The toilet fully takes into the needs of children, the elderly, wheelchairs and others into account, achieving a humanized setting. But it is located outside the scenic spot, so visitors can only use the toilet before entering the park and after leaving the park. In summary, there are three major problems of tourist toilets in Hongcun – fewer toilets, difficulties in finding toilets and unclean toilets.

Similar to the situation of public toilets in tourist attractions, there are problems of public garbage bins in the scenic spot. Most of the tourists report that there are few garbage bins in the scenic spot, which is difficult to find and lacks design creativity and cultural atmosphere. According to incomplete statistics, there are about 58 garbage bins in Hongcun Tourism Scenic Area, including 32 domestic garbage bins, 15 classified garbage bins and 11 simple ones. From Figure 6-16, the distribution map of public garbage bins in Hongcun scenic area, it can be seen that simple garbage bins and classified garbage bins are mainly located on tourist routes and main nodes, such as commercial streets, the Southern Lake, and the tree of village entrance, where the number of buckets near the Southern Lake is

the largest, which is closely related to the sketching crowd around the Southern Lake. Some old dwellings are also equipped with trash cans. For example, there are more than 3 classified garbage bins in the ancestral hall of Yue Natural Pond. The domestic garbage bins are mainly located in the unpopular areas to collect the domestic garbage of the residents or the kitchen waste of the restaurants. The classified garbage bins and simple garbage bins located in the busy zone are usually cleaned by cleaning personnel, so the appearance is relatively clean. In the unpopular zone, few cleaning personnel would clean the domestic garbage bins, so surface hygiene is poor. The reason why the condition of garbage bins in two areas are different may be the tourism heat and managers of the two regions.

In summary, tourism development of Hongcun brings economic benefits to the village, but also hidden dangers to the sanitation of the village. In order to meeting the needs of tourists, the number of restaurants and homestays is constantly increasing and generates sewage and kitchen wastes affecting the environment, which have brought greater challenges to the sustainable tourism development. The revitalization of the countryside must take the harmony of human and nature into account, cultivate and promote the environmental awareness of residents and tourists, and attach great importance to environmental protection.

7. Summary

In the monitoring process, the investigators find that there are problems like insufficient quality education for residents, improper handling of domestic and operating water, incomplete infrastructure in the scenic spots and insufficient protection of ancient buildings. According to this, four aspects of management opinions are proposed: resident management, scenic area and staff management, tourist management and environmental management. For the management of residents, first of all, residents should collect and deal with domestic water and industrial water as required to reduce the water pollution of Hongcun. Secondly, inform residents of the disadvantages of excessive commercialization, and require residents to carry out the protection of traditional buildings. Finally, it is recommended that the scenic area managers inform the infrastructure construction costs, etc., so as to reduce the discordant voice from the residents and promote the harmony of the Hongcun community. For the scenic spot and its staff management, it is recommended to first provide tourists with earphones, trying

to equip one place with one guide, and then take restrictions and prohibit the whistle, unreasonable whistle or excessive whistle to improve the service level and quality education of the staff in the scenic spot. The scenic spot should increase the number of garbage bins, public toilets, signs and rest areas for tourists, and further enhance the accessibility of the scenic spots; for the management of tourists, strengthen the quality education for tourists, timely stop the acts of environmental damage such as littering, and issue a note book or play the video of environmental protection and precautions in the service center of tourists. For the students of painting who enter the non-permitted sketching area, they must be strictly controlled. Before entering the scenic spot, they must pass the quality examination and inform them of the prohibited items. In terms of the environmental management, all parties need to work together, and the government and the administration of scenic spots should strengthen the supervision of unreasonable construction, and at the same time recommend legal construction maintaining the original ecology of Hongcun; strengthen the protection of old buildings, preserve the flavor of traditional Hui style and pay more attention to the problem of wall tilting, and speed up the construction of sewage treatment facilities to make improvement in the quality of water body in Hongcun as soon as possible.

2018 Monitoring Report on the Sustainable Tourism Development of Zhangjiajie

Monitoring Centre for UNWTO Sustainable Tourism Observatories

People's Government of Zhangjiajie City



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General Director: BAO Jigang

Technical Director: ZHANG Chaozhi

Members of Technical Group:

WANG Zhaoguo, XIONG Jia, CUI Dehua, GUO Yinhui, JIANG Sixian, JIANG Xinru, LI Dan, LIU Qiangwei, LIU Shasha, LIU Shushu, LUO Junye, MAYueyue, TANG Jiaqi, ZHANG Yuliang, ZHAO Weiyan, ZHENG Yujia, ZHENG Zhimin

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1. Foreword

From July 21st to July 30th, 2018, led by Zhang Chaozhi, the deputy dean of the School of Tourism Management of Sun Yat-Sen University, a associated research fellow, a doctoral student, and 15 undergraduates went to Zhangjiajie for the monitoring activity. After the past seven years of monitoring, the Zhangjiajie monitoring site has formed a relatively mature monitoring program. This is the eighth monitoring of Zhangjiajie observatory. The monitoring work is carried out around the three subjects of government, scenic spots and communities, collecting information about government departments, tourists and residents. Under the active cooperation of the Zhangjiajie Municipal People's Government and the Yongding District and Wulingyuan District People's Government, the monitoring team visited relevant government departments to collect data related to sustainable tourism development of the past one year, focusing on the core scenic spots and residents' communities in Zhangjiajie.

The monitoring distributed questionnaires and conduct interviews with residents and tourists. The investigation for residents is conducted among scattered residents in the Wujiayu community, Baofeng Road community under the jurisdiction of the Jundiping Street Office, and the Zhangjiajie Forest Park. 500 questionnaires were distributed, and 485 questionnaires were collected, of which 477 questionnaires are valid. The rate of validity is about 98.4%. The investigation for residents is carried out in Tianmen Mountain National Forest Park, Zhangjiajie National Forest Park, Baofeng Lake, Huanglong Cave and other places. The main task is to issue tourist questionnaires, interview employees of forest park, and observe and record environmental problems in the scenic spots. A total of 800 Chinese questionnaires were distributed to the tourists, and 767 questionnaires were collected, 717 valid questionnaires, and the rate of validity is about 93.4%; 100 English questionnaires were distributed, and 98 questionnaires returned, of which 95 valid questionnaires are valid. The rate of validity is about 96.9%. On the basis of the questionnaire survey, the monitoring team interview tourists, residents and tourism practitioners (including local restaurants, hotels and scenic workers) on the sustainable tourism development, and supplement the questionnaire analysis with the interview data.

2. Tourism and Community

2.1 Community Residents' Attitude Towards Tourism Development

Most community residents agree that tourism is conducive to the development of Zhangjiajie and support the tourism development. The data shows that 92.8% of the respondents believe that the development of tourism is conducive to local development, and 79.7% of the community residents believe that they can benefit from the tourism industry. 92.6% of residents say they will continue to support Zhangjiajie to develop tourism. 36.0% of the residents believe that they can benefit from the tourism industry, but more than half of the residents are neutral, and a few residents are dissatisfied with the tourism development of Zhangjiajie due to the chaotic tourism market and the imbalance of price and wage levels. Residents of different communities have different concerns about tourism development. For example, residents of Baofeng Road community pay more attention to transportation and living facilities, while residents of Wujiatun community highlight income, employment and quality of life.

2.2 Community Residents' Perception of the Impact of Tourism

In terms of the positive economic impact of tourism, in terms of “the tourism industry brings us more employment opportunities” and “the tourism industry attracts more investment and consumption” , the perception of community residents is above 4.20. 83.2% of the community residents believe that their living standards have improved due to the continuous development of tourism. It can be seen that the majority of residents have a positive attitude towards the positive economic impact of the tourism industry. In terms of the negative economic impact brought by tourism, the average value of the recognition of “tourism causes the price to increase” and “tourism leads to the increase in housing prices” exceeded 4.00, indicating that the proportion of approval reaches 81.8% and 80.2% respectively. In recent years, the average of these two indicators and the proportion of residents' approval have increased, indicating that in the impact of tourism on prices and housing prices, residents' negative perceptions are getting stronger and stronger. The prices and housing prices are too high, which becomes an important factor affecting their happiness. On the whole, residents’ perception of positive and negative impacts on tourism development is stronger, indicating that the economic impact of tourism development in Zhangjiajie is becoming more and more obvious. In recent years, The difference of the average value between positive and negative

impacts has gradually become smaller, indicating that residents have a more comprehensive and clear understanding of the impact of tourism economy.

In terms of social and cultural influences, the perception of the positive impact of most residents on culture of tourist society is more obvious than the perception of negative influence. Among the three indicators of negative impact: “tourism leads to an increase in crime rate”, “tourists have disrupted our original life”, and “folk and traditional culture has been destroyed and forgotten”, the proportions of agreement are 19.1%. 22.3%, 36%, respectively, which is low, and the average value of residents’ attitude towards various negative indicators is not high, respectively 2.57, 2.78, 3.02, which shows that most residents believe that the negative impact of tourism development on the society and culture is significant. In terms of “public services such as medical facilities have been greatly improved”, “tourism has improved the local infrastructure”, “tourism has led to the demolition of old houses, and the number of new houses has increased”, “tourism is conducive to the protection and development of traditional culture”, “cultural activities or traditional festivals have increased” and “more people participate in the promotion of traditional culture” , the proportion of residents who agree with these indicators exceeds 60.0%, and the average value of the attitude towards the six indicators is above 3.6. Among them, “tourism has improved the local infrastructure” has an approval rate of 83.6% and an average value of 4.06, indicating that tourism development has greatly improved the local infrastructure. On the whole, local residents believe that in terms of culture, tourism has improved local living conditions and helped more people inherit traditional culture. However, respondents indicate that the Zhangjiajie government should focus on upgrading local medical facilities, educational facilities, and residents' leisure facilities to solve the problem of “difficulty in seeing a doctor”, “difficulty in going to school”, and “difficulty in daily leisure”.

In terms of impact on the environment, the average value of four basic indicators "tourism development causes more traffic jam", "tourism development makes noise pollution worse", "tourism development makes environmental pollution worse" and “construction of hotels and other tourism facilities destroys our natural environment" are 3.73, 3.57, 3.54, and 3.27, respectively. The percentage of residents who agree with the indicators is 67.9%, 60.1%, 59.3%, and 43.5%, respectively. Among them, residents' perception of “tourism causes traffic jam” is relatively high, with an average value of 3.73, indicating that Zhangjiajie still has a large room for improvement in road traffic. In terms of noise pollution and environmental pollution, resident’ agreement is relatively low compared to the problem of traffic jam, and the government has set relevant standards on the indicator that “construction of hotels and other tourism facilities destroys our natural environment”. Therefore, the damage to the natural

environment during the construction process is small, so the residents have the lowest perception of it, and the average value is only 3.27. Regarding the view that “protecting the natural environment is important”, the proportion of residents who agree (including agree and strongly agree) is as high as 92.9%, which indicates that the local residents have basically reached a consensus that “protecting the natural environment is very important”. On the whole, most of the local residents are satisfied with the existing urban style and sanitary environment, and gradually realize the hidden environmental problems of tourism development. However, how to coordinate the development of tourism and environmental protection is still a long-term problem that needs a joint cooperation, on the basis of considering the interests of the community residents, to work together for the local sustainable tourism development.

As far as the happiness of the residents is concerned, the average value of the two items“My life is full of joy” and “I am very satisfied with my life”, is above 3.9, and the number of residents who choose “Agree” account for 75.0% and 77.6% respectively. Most community residents have a high level of happiness. Residents' understanding of "happiness" and "unhappiness" mainly involves the material conditions and mental state of personal life. In terms of material, residents believe that life is guaranteed and living conditions are improved; there are more jobs and incomes are rising. However, prices and housing prices continue to increase; traffic congestion; increased environmental pollution; medical security has not been implemented; the gap between the rich and the poor has increased; and the demolition policies of the government are poor, which make residents feel "unfortunate".

2.3 Community Residents' Perception of Participation and the Degree of Participation

Residents' overall perception of community participation is more positive, which can be reflected in both subjective and objective aspects. In terms of subjective aspects, nearly 80% of residents feel that they can “benefit from tourism”, with an average value of 4.01; the attitude of residents towards “I think it is important to protect the natural environment” and “support the development of Zhangjiajie tourism” is very positive, with an average of 4.45 and 4.29 respectively, and 92.6% of respondents indicate that they would support the development of tourism. Although the average value of “Government's implementation is satisfactory to me” has improved slightly compared with 2017 (3.08), the average is still low (3.47), and the average of “I am willing to make recommendations for the development of the scenic spot” is only 3.98. In terms of objective aspects, the proportion of residents who agree with “when the

scenic spot managers makes some decisions, they will adopt our opinions" and "I have obtained relevant information on policies implemented by the government" is not more than half, and the average value of their attitudes is low, which is 3.31 and 3.36 respectively. In general, residents are subjectively enthusiastic about participating in tourism development. However, in terms of objective conditions, the accessibility of community participation in decision-making is general. Therefore, on the basis of improving the participation capacity of residents in the community it is necessary to raise the enthusiasm of residents to participate in tourism through appropriate channels and promote the sustainable development of scenic spots.

Tourism employment of residents in the community reflects the residents' benefit of participating in tourism development, which is an important indicator to measure community participation in tourism development. In terms of the impact of tourism on the employment of community, the average value of attitude of residents towards "tourism attracts more investment" and "tourism attracts more foreign consumption" is above 4.0, which shows a positive attitude. Most residents are optimistic about the employment prospects of Zhangjiajie tourism and recognize the positive impact of tourism on community employment. In addition, the age of tourism practitioners is mainly distributed between 25 and 44 years old (56.1%). The education level is mostly concentrated in high school degree or secondary school degree(41.6%). Most residents who engage in tourism-related work have lived in the country for more than 10 years (58.2%). The monthly income is concentrated at 2001-5000 yuan (29.6%). Local people are mostly engaged in operating family hotels or restaurants, specialty shops, and work as tour guides, ticket sellers, ticket inspectors, scenic security guards, drivers, store guides and so on.

2.4 Community Residents' Views on Tourism Development

Residents believe that the changes in Zhangjiajie caused by tourism development are mainly reflected in the four aspects of development and construction, living standards, environmental sanitation and urban development.

The tourism development and construction of Zhangjiajie has led to negative impacts such as demolition, land acquisition, occupation of some resources, traffic congestion caused by rectification of some roads, some facilities under construction affecting the city image. In terms of living standard, tourism development has increased the employment rate and the income of residents, and the quality of life of residents has improved. At the same time, the gap

between the rich and the poor has been widened to a certain extent, resulting in rising prices and housing prices. Household incomes fluctuate greatly and pressure of competition increases. In terms of environmental sanitation, with the government's environmental protection publicity and supervision are strengthened, residents' awareness of environmental protection has gradually increased, but the city still has problems such as noise pollution and inadequate sewage disposal. Among these four aspects, residents are most concerned about issues that involves their own interests, but some residents realize that tourism of Zhangjiajie should not be too hasty and should maintain a good momentum of sustainable development. It can be seen that residents' perceptions of tourism development are clearer and more objective.

In the view of community residents, the development of tourism has greatly promoted the development of Zhangjiajie, not only in the significant increase in GDP, but also in the improvement of urban civilization and urban fame. They believe that Zhangjiajie's current tourism development is at a stage of steady development, but there are still many hidden dangers. According to the comparison and analysis of the monitoring data of Zhangjiajie in recent years, residents are gradually aware of their personal interests and are more willing to participate in tourism development, related decision-making and management. It can be seen that in recent years, the tourism participation of Zhangjiajie residents has been deepened, and residents have closely integrated personal development with regional tourism development. However, the development of Zhangjiajie in the future should incorporate the interests and opinions of residents into the decision-making scope and narrow the gap between residents and the government.

3. Tourist Behavior and Satisfaction

3.1 Visitor Demographics

In this sample of visitor surveys, the sex ratio of domestic and foreign tourists is relatively balanced, and the age distribution of tourists is concentrated in the range of 15-45 years old (ie, 15-25 years old and 26-45 years old), but the main force of foreign tourists is younger and the main group of domestic tourists is older.

The education level of domestic tourists is mainly undergraduate, accounting for 46.3%; followed by high school degree or technical secondary school degree, accounting for 22.7%; the number of primary and lower tourists with primary school degree or below is the lowest, accounting for 0.6%. Foreign tourists have a higher proportion of master degree or above than

domestic tourists, of which master degree and above account for 44.2%; followed by bachelor degree, accounting for 36.8%.

Chinese and foreign tourists surveyed are concentrated in middle- and high-income groups and low-income groups. The proportion of high-income groups of foreign tourists is higher, and more than half of the tourists earn more than 5,000 yuan a month. The occupations of Chinese and foreign tourists are mostly students, engineers/teachers/medical staff, and students are one of the main groups in Zhangjiajie.

In terms of source of tourists, domestic tourists are mainly from Hunan Province and its surrounding provinces and coastal provinces, with the sources of Hunan, Guangdong, Hubei, Jiangsu and Shandong accounting for more than 5.0%. The sources of foreign tourists are mainly the United States, Spain, France, the Netherlands, South Korea, followed by the United Kingdom, Belgium, Israel and other places, and fewer tourists com from the rest of the countries and regions.

3.2 Tourist Behavior Preferences

84.6% of domestic tourists and 94.7% of foreign tourists visit Zhangjiajie for the first time. Compared with the 2017 revisit rate of Chinese tourist (13.7%), this year revisit rate of Chinese tourist (15.4%) has increased this year.

Word-of-mouth publicity and online communication are the main channels for domestic and foreign tourists to obtain information. The channels for domestic tourists to obtain Zhangjiajie tourism information are mainly network (53.2%), relatives and friends (40.3%), and information acquisition from travel agency brochures is also common, accounting for 22.4% of the total sample; in addition, tourists access to tourism information of Zhangjiajie from newspapers and magazines, television broadcasts, and other visitors account for 6.2%, 13.5%, and 5.65% of the total sample, respectively. At the same time, more than half of foreign tourists obtain information of Zhangjiajie from the Internet (57.4%); some foreign tourists obtain information from relatives and friends (24.0%); the proportion of tourism information obtained from travel agency brochures, newspapers and magazines, and television broadcasts is relatively low.

Among the tourists visiting Zhangjiajie, domestic and foreign tourists are more inclined to independent travel. Foreign tourists are still mainly self-help travel, accounting for 87.2%; the proportion of domestic independent travel (52.3%) is closer than that of 2017 (53.5%), showing that the domestic market of independent travel has good prospects.

The travel companions of domestic and foreign tourists are mainly family and friends. 55.3% of domestic tourists s travel to Zhangjiajie with their family member, and 27.5% of tourists travel with friends. 41.4% of foreign tourists travel with their families, and 25.3% of tourists choose to travel with friends.

The transportation of tourists is mainly airplanes and trains. 33.8% of Chinese tourists arrive in Zhangjiajie by plane, 27.9% of tourists arrive in Zhangjiajie by train, and 24.4% of tourists arrive in Zhangjiajie by car. 44.7% of foreign tourists arrive in Zhangjiajie by train; 35.1% of tourists arrive in Zhangjiajie by plane.

The (estimated) length of stay of Chinese and foreign tourists in Zhangjiajie is mainly in the medium and long term of 3 days and above. There are fewer tourists on one-day and two-day trips, and the (estimated) length of stay of domestic tourists is relatively longer. 81.6% of domestic tourists stay in Zhangjiajie for a period of 3 days or more, of which 32.5% (expected) stay for 3 days and 30.6% (estimated) stay for 5 days or more. In addition, most foreign tourists (83.3%) have an estimated (scheduled) stay in Zhangjiajie for 3 days or more.

The (expected) spending of domestic tourists in Zhangjiajie is higher than that of foreign tourists. Among them, total the spending amount of 40.2% of domestic tourists (estimated) is more than 2,500 yuan, and the total spending amount of 20.2% of tourists (estimated) is 1501 - 2000 yuan. More than half of foreign tourists (57.5%) spend less than 1,500 yuan, of which 33.0% (estimated) total spending is less than 1,000 yuan.

The top three popular attractions for Chinese tourists are Tianmen Mountain National Forest Park, Zhangjiajie National Forest Park and Tianzi Mountain, with the proportions of 82.4%, 82.1% and 66.3% respectively. The top three scenic spots for foreign tourists are Zhangjiajie National Forest Park, Tianmen Mountain National Forest Park and Tianzi Mountain, with the proportions of 82.1%, 81.1% and 49.5% respectively. The popularity of Tianmen Mountain National Forest Park has increased slightly compared with last year, and the popularity of Zhangjiajie National Forest Park has declined relatively. The Grand Canyon has a lower status in the mind of domestic tourists, falling from fourth place of last year (ranked in 2017) to seventh.

3.3 Tourist Satisfaction Level

Overall, tourists are more satisfied with the tourism resources of Zhangjiajie. More than 90% of domestic tourists are satisfied with the overall beauty of the scenic spot and the natural scenery characteristics of the scenic spot, and satisfaction of the natural ecological value

(87.3%), the scenic air quality (85.3%) and the scenic river water quality (81.5%) reaches 80%. In contrast, foreign tourists are more satisfied with the overall beauty of the scenic spot, the natural scenery characteristics of the scenic spot and the natural ecological value, respectively, 97.9%, 97.9%, 88.3%, but only less than 50% of foreign tourists are satisfied with the comfort of the sound environment of Zhangjiajie scenic spot

Tourists are basically satisfied with the quality of tourism services in Zhangjiajie. In terms of scenic service, the scores of domestic tourists are higher than the average level (3.00). Domestic tourists have the highest satisfaction with the clarity of the mark system of scenic spot, scenic infrastructure and consulting services, which are 68.3%, 67.6% and 69.0% respectively; the satisfaction level with the toilet hygiene and population density of the scenic spot is the lowest, only 47.1% and 53.3%. The scores of the scenic spot service from foreign tourists are quite different, and the overall satisfaction is low. Only the satisfaction degree of the scenic spot mark system, infrastructure of the scenic area and the consulting service is more than 50.0%, and the satisfaction degree of the other indicators is less than 50.0%, in which the lowest is the indicator of the scenic spot population density and toilet hygiene, only 29.7% and 36.2%. In terms of support services, the scores of Chinese tourists are higher than the general level (3.00), and the evaluation of transportation service and accommodation service is the highest, and the satisfaction degree of each indicator is higher than 60.0%; the evaluation of catering service is the lowest, and the satisfaction degree of each indicator is about 50.0%. Foreign tourists' ratings for support services are mostly above 3.50, with the highest evaluation of accommodation, followed by traffic evaluation and catering evaluation. In terms of shopping and entertainment projects, the scores of domestic tourists are all above 3.50, and the satisfaction degree of indicators is between 50.0% and 65.0%. Among them, the overall evaluation of entertainment projects by tourists is slightly higher than that of shopping projects. Foreign tourists' scores on shopping and entertainment items are all greater than 3.20, indicating that the satisfaction degree fluctuates between 35.0% and 60.0%.

Tourists are basically satisfied with the environmental protection of Zhangjiajie. The indicators that domestic tourists are satisfied with are residents' friendship level and scenic area safety facilities, which are 70.4% and 68.2% respectively, while the satisfaction with scenic medical facilities is relatively low (55.5%). The indicator thet foreign tourists are satisfied with is the residents' friendship level (75.8%).

Tourists have a high overall satisfaction with Zhangjiajie. The overall satisfaction of Chinese and foreign tourists to the scenic spot has reached 80%, and the overall satisfaction of foreign tourists to the scenic spot is slightly higher than that of Chinese tourists.

In terms of willingness of revisiting and recommending, positive sentiment of tourists is higher. The proportion of Chinese tourists clearly who show the willingness of revisiting (33.8%) is lower than that of foreign tourists (64.2%); The proportion of Chinese and foreign tourists who say that they would recommend Zhangjiajie to friends is more than 85%. Compared with Chinese tourists, the attitude of foreign tourists is clearer, and the willingness to revisit and recommend is higher.

3.4 Tourism Education

Domestic tourists mainly obtain relevant information through tour guides (67.30%), and the scenic is a secondary source of information (37.90%). Foreign tourists mainly obtain relevant information through the NAVIGATION (62.80%), the scenic commentary card (49.50%), and a secondary source of information is the tour guide (32.60%).

Domestic tourists have improved their understanding of natural landscapes such as the peaks and canyons, accounting for 90.30% of the total, and the understanding of local customs are secondary, which is 60.80%. Foreign tourists believe that the understanding of the natural landscape of stone peaks and the canyon has been improved, accounting for 78.30% of the total. The knowledge of quartz sandstone and the corrosion landforms is secondary (47.80%). Chinese and foreign tourists lack understanding of local religious beliefs. For the protection of Wulingyuan, more than 90% of Chinese and foreign tourists agree that Wulingyuan should be protected as a natural heritage of the world.

3.5 Cognition of Government Behavioral

Chinese tourists are more aware of the government actions than foreign tourists. Most of the Chinese tourists surveyed (75.8%) said that they had never heard of the “Safety and Satisfaction in Zhangjiajie” special campaign, and a small number (24.2%) said they had heard of the campaign. The vast majority of foreign tourists surveyed (95.7%) said that they had never heard of the “Safety and Satisfaction in Zhangjiajie” special campaign, and only a very small number of tourists (4.3%) said they had heard of the campaign. Among the 86 Chinese tourists who have an understanding of the event, the channels for them to obtain information are mainly newspapers and magazines (38%) and scenic spots (26%). The four foreign tourists who had heard the campaign have different channels of the information, namely, the promotion of the scenic spot, the brochure of the travel agency, the network, and the promotion of friends and relatives.

"Andaotong – Security Guarding Navigation System of the Scenic Area" is more popular among Chinese tourists than foreign tourists. Most Chinese tourists (83.8%) said they have never heard of "Andaotong". Some Chinese tourists (12.8%) said that they had heard about it but never used the system, and only a very small number of Chinese tourists (3.20%) said that they had known and used the system. Foreign tourists have less understanding of Andaotong. Most foreign tourists (95.8%) said that they have never heard of the system. Very few foreign tourists (3.2%) have heard of it but they never used the system.

In general, domestic and foreign tourists have little knowledge of the government's special campaign and construction of smart tourism.

4. Tourism Economic Impact

4.1 Overview of Tourism Development

4.1.1 Tourism Income

In 2017, Zhangjiajie Tourist Area received 73.358 million tourists, a year-on-year increase of 19.41%, including 3.55 million overseas tourists, an increase of 6.5% year-on-year. Overseas tourists accounted for 4.9% of the total. The number of overnight visitors was 34,494,400, an increase of 21.45% over the same period of 2016; in 2017, the total tourism revenue was 62.378 billion yuan, a year-on-year increase of 21.86%, of which the ticket revenue was 3.75 billion yuan, a year-on-year increase of 13.6%.

4.1.2 Impact of tourism on GDP

In 2017, the gross domestic product of Zhangjiajie (GDP) was 54.24 billion yuan, a year-on-year increase of 8.7%. According to the population of residents, the per capita GDP of the city was 35,442 yuan (current price), an increase of 8.4%. The contribution rate of tourism revenue to gross domestic product (GDP) has been increasing. The added value of tourism reached 17.445 billion yuan, accounting for 32.16% of GDP.

4.1.3 Composition of tourism ncome

In 2017, Zhangjiajie's revenues of tourism projects were: 1.52 billion yuan in accommodation, 2.49 billion yuan in catering, 14.27 billion yuan in retail sales, 710 million yuan in transportation and 0.4 billion yuan in entertainment. The consumption of tourists is

mainly in the three aspects of accommodation, catering and shopping.

4.2 Seasonal law

The tourist season in Zhangjiajie is very obvious. In 2017, the tourist season in Zhangjiajie was concentrated in July, August, September and October, while the off-season was December, January and March, in which the overall tourist reception volume in October was the largest, reaching 9,709,900, an increase of 27.2%; the tourist reception volume was the smallest in January, reaching 2,836,500 in 2017, an increase of 98.4%. In 2017, the disparity between the tourist season and off-season was reduced by 800,000 compared with 2016. However, The problem of unbalanced reception in different seasons among tourists has become more prominent.

In October 2017, the number of foreign tourist receptions was the largest, which was 651,100, an decrease of 48.84% year-on-year; in August, the number of overseas tourist receptions was the smallest, only 10,300, an decrease of 22.7% year-on-year. In 2017, the average monthly per capita consumption of Zhangjiajie tourism was about 792 yuan. The per capita consumption was more in March, August, October and December, and less in January, April and July. The per capita consumption of tourists in the off-season was generally higher than that in the peak season.

4.3 Tourism and employment

In 2016, tourism and employment reached 214,200, and the contribution rate of tourism employment was 26.83%. In addition, there are currently 2,508 registered tourism enterprises in Zhangjiajie, and 531 newly registered tourism enterprises in 2017, creating more than 1,000 jobs.

In terms of poverty alleviation in tourism, at present, more than 40% of the poor in Zhangjiajie participate in the poverty alleviation of rural tourism, and more than 200,000 poor farmers are engaged in tourism. In 2016, tourism of Zhangjiajie helped 21,505 poor people, and the contribution rate of alleviating poverty through tourism was 39.45%.

4.4 Tourism Industry

4.4.1 Accommodation and Catering Industry

The accommodation and catering industry in Zhangjiajie is in a period of rapid

development. The details are shown in the table below.

Table 4-1 Development of accommodation and catering in Zhangjiajie

Project (the following projects are all in Zhangjiajie)	**Time**	**Number**	**Year-on-year Increase**
The number of hotels	2017	1410	118.9%
The number of hotel bed	2017	130,000	26.8%
Total retail sales of the accommodation industry	January-May, 2018	567.72 million yuan	23.6%
Total retail sales of the catering industry	January-May, 2018	103,613 million yuan	15.9%

4.4.2 Travel agency

By August 2018, there are a total of 131 travel agencies in Zhangjiajie, an increase of 5.65% compared with 124 in the first half of 2017, including 128 in Yongding District and 3 in Wulingyuan District. At present, the number of tour guides in Zhangjiajie is 8,150, an increase of 11.16% compared with 7332 people counted in 2017. Among them, there are 11 senior tour guides, 261 intermediate tour guides, and the rest are junior tour guides.

In order to regulate the market order of the travel agency industry and reinforce the supervision of the travel agency industry, the Zhangjiajie government carried out various special rectification work in 2017.

4.4.3 Transportation Industry

In recent years, the transportation industry in Zhangjiajie has developed rapidly. In 2017, the transportation industry revenue of Zhangjiajie was 710 million yuan. From January to May 2018, the transportation industry revenue was 240 million yuan.

In terms of air transportation, in 2017, Zhangjiajie Hehua Airport had a total of 17,262 flights. Compared with last year, the total number of aircraft movements increased by 2.3%. Passenger throughput reached 1,773,700, an increase of 4.2% from 1,702,200 of last year. In addition, in order to improve the level of internationalization of tourism, in 2017 Zhangjiajie opened direct flights to Thailand, Jakarta, Indonesia, Jeju Island and Hong Kong. As for domestic flights, the number of direct flights to Yantai, Taiyuan, Fuzhou, Nanning and Zhengzhou were increased.

In terms of railway transportation, in 2017, the number of passengers sent by Zhangjiajie Railway Station and the amount of goods were 2,130,800 and 73,200 tons respectively, an increase of 7.4% (146,800) and 118.5% (39,700 tons) respectively compared with last year.

In terms of road transportation, volume of road passenger transportation of Zhangjiajie Highway in 2017 was 60.28 million; the volume of passenger turnover was 28,194,600,000 passengers per kilometer; the volume of cargo transportation was 220.32 million tons, and the cargo turnover was 472.17 million tons per kilometer, which compared with 2016, increased by 11%, 4.6%, 5.5% and 6% respectively. In addition, the mileage of highways in Zhangjiajie in 2017 was 8997.91 km, an increase of 2.1% compared with the same period of last year.

4.4.4 Tourism goods

At present, tourism products of Zhangjiajie are traditional tourism products mainly which mainly are local products and national costumes. In recent years, Zhangjiajie has developed many novel tourist souvenirs for the enrichment of tourism commodities. The official tourism products developed by the Post Office are the most popular with tourists. By August 2017, Zhangjiajie Post Branch had developed more than 130 kinds of products independently developed with Zhangjiajie scenery, culture and folk customs as its main design materials, including 56 kinds (set) of seals, pieces and card products. There are 42 stamp albums and more than 30 kinds of cultural and creative products.

In addition, in terms of enterprises of tourism commodity, the number of enterprises of tourism commodity was only 75 in 2000, and it grew to 115 in 2011. The annual output value of enterprises of tourism commodity has reached 920 million yuan in 2011 compared with 1.1 billion yuan in 2000, with sales revenue of 5.1 billion yuan and 53 sized enterprises.

Despite the rapid development of the tourism commodity industry in Zhangjiajie, there are still problems such as chaotic tourism market and the poor environment of tourism and shopping

Overall, tourism development in Zhangjiajie in 2017 was good, the domestic market developed steadily, and the number of visitors and tourism revenues rose steadily, with growth rates of 19.41% and 21.86%, respectively. The tertiary industry has a dominant position in the economy of Zhangjiajie. The added value of tourism accounts for 32.16% of GDP. The driving effect of tourism is obvious. It has a significant effect on promoting local employment, completing tasks of poverty alleviation and improving infrastructure such as transportation. Tourism of Zhangjiajie is in the stage of upgrading. It is expected that Zhangjiajie will become a more orderly and diverse tourism destination in the future.

5. Tourism Marketing

Tourism marketing strategy of Zhangjiajie is an important driving force for tourism development, which can be combined with the urban tourism natural resources, traditional cultural symbols and representative brand activities to play its role. The following is a detailed analysis of 2017 Zhangjiajie tourism marketing initiatives from four aspects: product, price, place, and promotion.

5.1 Product

In product marketing, Zhangjiajie relies on diverse Xiangxi cultures to develop in the direction of diversified and comprehensive products through brand activities, traditional festivals and innovative exhibitions.

5.1.1 Brand activities

The 2017 brand event includes the following two. 1. The first parent-child tourism festival with Golden Eagle Cartoon TV, and the theme of the event is “Enter Zhangjiajie, close to nature”, which will lay the foundation for the cooperation with the media of future outdoor and reality-oriented tourism activities; 2. The second China Zhangjiajie folk culture activity month and the first international celebrity of live broadcast tourism festival continues to promote the deep integration of tourism culture and creates a folk cultural tourism brand in Zhangjiajie.

5.1.2 Traditional festivals

Zhangjiajie is a multi-ethnic gathering place. There are many traditional festivals within various ethnic groups. Taking advantage of traditional festivals to hold celebrations with folk

characteristics is an important part of product marketing of Zhangjiaje.

(1) Gannian Culture Festival: in order to promote local culture and enrich the festival life, the 2017 Zhangjiajie Chronicle Folk Culture Festival is held to send a cultural feast to the local citizens and tourists, and at the same time to create the iconic cultural brand of winter tourism in Zhangjiajie.

(2) March 3: the "March Street" Culture and Art of Bai Nationality Festival is held for ten thousand residents from the Bai Nationality Township of Furong Bridge in Sangzhi County and tourists.

(3) Sangzhi Folk Song Festival: The Sangzhi Folk Song Festival of Zhangjiajie, which was undertaken by the Sangzhi County Government and implemented by the Publicity Department of Sangzhi County Committee, was successfully launched on October 20, 2017.

5.1.3 Exhibition

Zhangjiajie keeps pace with the development of online social networking in the tourism marketing approach. Comparing the holdings of exhibitions in Zhangjiajie in 2016 and 2017, we can find that the long-term events include: wing-mounted flight competition, folk culture month, winter swimming tourism festival, etc., which are nearly 10; in 2017, five international event exhibitions, such as International Celebrity of Live Broadcast Tourism Festival and the Parent-Child Tourism Festival, were added. The characteristics of the event and exhibition are: packaging the exhibition activities in a fashionable and trendy style to make it more vital.

5.2 Price Marketing (Price)

(1) **Low season preferential fare policy.** During the off-season in winter (December 1st, 2017 to February 28th, 2018, except for the Spring Festival Golden Week), core scenic spots of Wulingyuan carried out (including Huangshi Village, Jinbian River, Tianzi Mountain, Yuanjiajie, Yangjiajie, ten-mile Gallery, four rivers around the gates the same below, similarly hereinafter) the winter ticket price preferential policy for tourists (the preferential margin is about 44.5%); at the same time, the tickest is free for labor model, excellent sanitation workers and teenagers under the age of 18.

(2) **Special group discounts**. According to the NDRC's documents, from January 1, 2017 to January 1, 2019, the following preferential policies apply to the scenic spot tickets for government-guided price management: 1. children below 6 years old (excluding) or below 1.3 meters in height (inclusive), the elders of 70-year-old or older and disabled persons with valid

certificates are free of charge; for 6-year-old (including) to 18-year-old (excluding) minors, full-time undergraduate and below, and the elderly from 60 years old to 70 years old (excluding), active duty military, and military retired cadres will be given a half-ticket discount with valid documents. Teenagers from Hong Kong, Macao, Taiwan are entitled to the same ticket price concessions with valid identification. Religious faculty members and their staff members of religious activities in the scenic spot, as well as religious faculty members belonging to the same religion, entering the scenic spot to religious sites with valid documents are free of charge. 2. The price of transportation vehicles in the scenic spot will be half-price concession for the above-mentioned ticket concession objects.

In addition, the Wulingyuan core scenic spot has launched a series of preferential policies for specific holidays and some special groups. During the winter or summer vacation and Teacher's Day, the national teachers, faculty and staff can purchase the preferential tickets for the core scenic spots with valid certificates (the preferential margin is about 33.4%); the preferential policies for the residents of the 71 counties in the four provinces and cities of Wulingshan District (the preferential margin is about 34.3%).

5.3 Channel Marketing (Place)

5.3.1 Media Marketing

In 2017, Zhangjiajie continued to increase the intensity of media marketing and broaden the breadth of publicity. Media marketing mainly includes traditional film and television media, online media and smart marketing.

(1) Traditional film and television media: Zhangjiajie pays more attention to the use of high and new technology in the promotion of film and television media to create a unique and avant-garde film and television program, showing the beautiful scenery of Zhangjiajie to making people feel as if they were there; promote local culture by increasing the participation of local people; display the local history and culture through TV programs to stimulate the motives of potential tourists.

(2) Online media: In 2017, Zhangjiajie made full use of various online media, such as Weibo, online social apps, and network programs to promote destinations. In addition, the online media marketing in 2017 pays more attention to the participation of netizens, and attracts netizens to participate in the activities to achieve the purpose of publicity.

(3) Smart Marketing: In 2017, Zhangjiajie held “2017 Create New Age, Smart Tourism in Hunan” Internet + Smart Travel Customer Recommendation, launched a global tourism

information management system. Relying on China Mobile's network and advantages of information technology, in combination with Zhangjiajie's tourism and needs for tourism information development, promote the construction and trainings of tourism informationization profession groups focusing on the specific projects like the “construction of tourism information infrastructure” , “quality resource service in tourism cloud platform” smart tourism, “Internet + tourism” and “broadband China” special actions. Various forms of cooperation in the fields of informationization profession groups team building and training, information technology research and development, and promotion and application to realize the leap-forward development of tourism informationization in Zhangjiajie.

5.3.2 Communication and cooperation

In 2017, the tourism development in Zhangjiajie still attached great importance to the communication and cooperation with domestic and foreign countries. Through cooperation with other tourism destinations and media, Zhangjiajie has increased its exposure both at home and abroad, further widening the tourism market.

5.3.3 Partition Marketing

In 2017, Zhangjiajie City took Wulingyuan District as the core and actively promoted partition marketing through joint media, promotion activities, communication and cooperation.

5.4 Promotion

(1) **Advertising**. In 2017, Zhangjiajie strengthened the tourism publicity and marketing work from three aspects with the principle of “government guidance, enterprise main body, market operation and unified marketing”: 1. Strengthen cooperation with mainstream media. On July 20, 2017, the CCTV China Channel broadcasted the “Promoting for Hometown” Wulingyuan promotional film. 2 Fully play the role of the official media with the help of online new media operations. 3. Promote image communication through innovative marketing channels such as self-produced promotional videos and songs. On November 28th, 2017, Wulingyuan News Network launched "Science of Wulingyuan", which is amined to strengthen the promotion of Wulingyuan through the popularization of "Zhangjiajie Landform" and other theoretical knowledge.

Throughout Zhangjiajie's recent tourism prmotional films, there are various styles and

forms, including landscape editing, documentary films, micro-movies, etc.; content is gradually expanded from natural scenery, folk customs to geological and geomorphic values, overall construction and tourism services. The coverage is more comprehensive. It is suggested that in the future, the promotional film should focus on the geographical value and tourism quality of Zhangjiajie and uses new forms such as melodrama and microfilm in style and form to adapt to the fast-paced life of the new era and enhance the sense of participation of the audience.

(2) **Customer source marketing**. In 2017, Zhangjiajie led by the district and bureau leaders to Changsha, Guangzhou, Hong Kong, Macao and Taiwan, overseas countries and other tourist sources carried out publicity and promotion, held a tourism promotion meeting, conducted marketing or business cooperation to ensure the stability of the source market and open up new business market.

5.5 Marketing effectiveness

From the perspective of marketing activities, Zhangjiajie has formed a brand effect with significant influences of the major large-scale marketing activities of the tourism industry, which are the Folk Culture Month, the six major activities of the Golden Autumn, the six preferential policies and the five major activities in the winter. The new type of online and offline gathering activities is innovating marketing content that forms a combination of traditional activities and innovative activities.

From the perspective of marketing methods, tourism marketing is more in line with the new life styles of the people, attracting users of live broadcast platforms, audiences who watch reality show of parent-child activities, etc., and makes full use of the traffic spike of new media to further expand the target market.

Overall, in 2017, Zhangjiajie mainly promoted marketing through four aspects: product, price, channel and promotion. All kinds of marketing methods complement and promote each other, which has brought about a significant positive effect on the marketing and promotion of Zhangjiajie tourism. The visibility of Zhangjiajie at home and abroad has further enhanced.

6. Tourism and Environmental Protection

Zhangjiajie is a tourism city with tourism as its leading industry. It is also a world natural heritage site. Environmental protection is especially important for it. In 2017, the Zhangjiajie Municipal Government's work report state that it is necessary to continuously improve the

ecological environment and build a “beautiful Zhangjiajie”. In 2018, Zhangjiajie carried out environmental remediation and environmental supervision, and increased the transparency of information disclosure. The monitoring interviews residents of Zhangjiajie, forest park employees, hotels and restaurant staff to truly reflect the environmental protection of Zhangjiajie.

6.1 Status of Environmental Protection

6.1.1 Protection work

By the middle of 2018, Wulingyuan District had achieved fruitful results in forest resource monitoring and protection, wildlife protection and forest fire prevention. In the monitoring and protection of forest resources, the forest greening rate is 85%, and the forest coverage rate of the core scenic area is increased to 98%. In terms of wildlife protection, Wulingyuan District adopts various means which has remarkable effects; In terms of forest fire prevention, a complete fire prevention network of scenic spot is established and insists on conducting forest fire prevention knowledge training and exercises to enhance emergency rescue capabilities. However, in terms of tourist management, the results of this monitoring show that there are still loopholes in measures and facilities of bans on smoking and fires in scenic spots.

6.1.2 Energy use

(1) Energy in use

The energy sources used in Wulingyuan District mainly include electricity, liquefied gas and coal. Statistics show that the energy consumption in Zhangjiajie has increased year by year and the discharge of major pollutants has dropped. Interviews with hotels and restaurants showed that the energy used in restaurants includes liquefied gas, natural gas, environmentally friendly oil and electricity. The hotel’s hot water supply is usually heated by air and other uses are mainly electric energy. In the interviews, only a small number of hotels or restaurants used solar energy as a single renewable energy source due to the high cost of renewable energy and limited access to information and equipment. In contrast, the type of energy use of residents is more concentrated, mainly liquefied gas, natural gas and electricity, and the frequency of use of coal and firewood is gradually decreasing.

(2) Energy-saving measures

The survey results show that restaurants and hotel employees in Wulingyuan District generally agree with the importance of energy conservation and environmental protection. However, due to limitations of economic benefits and lack of access to relevant information, energy conservation is mainly reflected in individual behaviors. The overall characteristics can be summarized as: The hotel's awareness of energy conservation is stronger than that of restaurants. Medium and large restaurants are stronger than small and medium sized restaurants. Individual groups are stronger than chain groups, and the boss is stronger than employees. At present, in terms of energy saving, there are a series of problems such as less access to information and high cost of introduction of equipment.

6.1.3 Climate conditions

Zhangjiajie is the archetypal monsoon humid climate of central Asian tropical mountains. Most of the scenic climate is very suitable for sightseeing. However, there are occasional extreme weather such as heavy precipitation, freezing, thunderstorm and rain, which affect the operation of the scenic spot. Correspondingly, Zhangjiajie has rich experience in responding to weather changes and sufficient pre-plans, and it can basically maintain the order of reception in extreme weather. The survey of residents and scenic spots shows that the frequency of extreme weather in Zhangjiajie is low, and the challenges to scenic spot operation and economic losses caused by extreme weather are within a controllable range.

6.2 Environmental Monitoring and Assessment

6.2.1 Atmosphere and water environmental quality

The air quality in Zhangjiajie City is superior, and the current air pollution sources mainly include motor vehicle exhaust, dust of construction sites and traffic engineering. The indicators of PM10, SO2 and NO2 in Wulingyuan District were basically the same as last year. The air excellent rate was 92.3%, which increased by 5.18 percentage points year-on-year.

Taking Wulingyuan District as an example, the water quality monitoring indicators of the four centralized drinking water sources are better than the Class II standard limits, which meets the standards of the first-grade protection zones of centralized drinking water sources. It can be seen that the drinking water quality in Wulingyuan District is better and of stable quality. The water quality of Wulingyuan Scenic Area is better, but it is necessary to care about the problem

of sewage discharge in the Lin River commercial area.

6.2.2 Acoustic environmental quality and solid waste management

In the first quarter of 2016 to 2018, Zhangjiajie maintained an excellent compliance rate of noise and maintained 100% compliance for most of the time. In 2017, the acoustic environment quality of Wulingyuan City is second-class, and the evaluation of regional acoustic environment quality is relatively good, while the intensity level of urban traffic noise is second-class, corresponding evaluation of road traffic noise is relatively good, but the noise in busy traffic sections will have a certain impact on tourists and the surrounding residents, and the traffic order and driver quality need to be improved.

In 2017, the prevention and control of solid waste pollution in Zhangjiajie was good. The comprehensive utilization rate of industrial solid waste reached 99.4%. Industrial hazardous waste and medical waste were safely disposed, and the harmless treatment rate of urban domestic garbage reached 100%. It has been observed that the awareness of garbage classification of hotels, restaurants and tourists in Zhangjiajie still needs improving, and construction waste in some areas of the street has not been processed in time.

6.3 Environmental Protection Policies and Measures

6.3.1 Environmental Construction Institutions and Policies

From 2017 to 2018, Zhangjiajie Environmental Protection Bureau has well maintained the environment of the city, and all indicators are at an excellent level. According to the official website and residents' survey, the government often inspects the environmental protection status and has punishment and records the environmental protection implementation of the company. This reflects that Zhangjiajie has high requirements for the implementation of environmental protection work and environmental protection policies, but for individuals or certain small groups there are fewer environmental regulations. Based on this, Zhangjiajie Environmental Protection Bureau can reinforce the individuals’ awareness of environmental protection by enacting and implementing relevant environmental protection regulations.

6.3.2 Environmental Protection Promotion

Zhangjiajie City has adopted various channels to promote environmental protection publicity. In 2017, it has launched the official WeChat account of the Environmental Protection

Bureau and organized a variety of environmental protection publicity activities to attract people to participate. However, the public's awareness of environmental protection has not improved much. The public does not know much about the functions of environmental protection agencies, or lacks practical actions to maintain environmental protection. There is a long way to go for relevant publicity and education. In addition, the targets of environmental protection publicity activities in Zhangjiajie are mostly limited to the residents of this city. The education and publicity for tourists is less, which are static publicity methods such as slogan display. The government should further use the special resources of the World Natural Heritage Site to provide environmental education to tourists in combination with tourism activities.

Overall, the ecological environment of Wulingyuan District has been continuously improved, and various government departments have cooperated to achieve a series of achievements in energy control, animal and plant protection, forest fire prevention and pollution remediation. Zhangjiajie has established a relatively complete environmental construction system, but there are still many problems that need to be solved: pollution problems such as dust, noise and construction waste are severe; the proportion of renewable energy is small; the management and update of data on the official website is not in place; people are lack of awareness of environmental protection.

7. Conclusions and Recommendations

7.1 Conclusion

(1) Residents generally have a positive attitude towards tourism development, and their perception of impacts of tourism is clearer and more comprehensive.

Community residents are more aware of the positive and negative impacts of tourism development, and their environmental awareness has been further enhanced. On the whole, as the policies and management related to residents and urban development lag behind the speed of tourism development, residents will benefit more from tourism while the negative impacts on them are more concerned and sensitive.

(2) Tourists are satisfied with the scenic spot and there is still room for improvement in management

Chinese and foreign tourists are positive in their overall satisfaction with the scenic spot. The unique natural landscape value of Zhangjiajie leaves a deep impression on the tourists. However, most tourists reflected that the humanistic value of Zhangjiajie was lacking, which

mainly reflected in the lack of guide system and the cultural characteristics were not obvious enough. In addition, there is still room for improvement in the fees, catering features, crowd control, the toilet hygiene and ability to speak foreign language of staff in the scenic spots. These problems are similar to those in previous years and should be brought to the attention of relevant stakeholders.

(3) The tertiary industry dominates Zhangjiajie and tourism development maintains a good momentum

The tourism industry in Zhangjiajie has become the main driving force and pillar of its development. In 2017, the city scenic spots received a total of 73.358 million tourists, an increase of 19.41% over last year. In the whole year, the tourism revenue was 62.378 billion yuan, an increase of 21.86% over the previous year. The proportion of ticket income to the total tourism revenue of the whole year decreased. It can be seen that with the change of people's consumption concept, other consumer income increased further other than tickets.

(4) The environmental protection system is perfect, residents' awareness of environmental protection needs to be deepened

The Zhangjiajie Municipal Government spares no effort to protect the natural landscape environment, create a good tourism environment, and establish a relatively complete environmental construction system. According to the data of Environmental Quality Bulletin of Wulingyuan District Environmental Protection Bureau, the air quality, water quality and sound environment quality of Wulingyuan District are in good condition.

However, dust, noise and air pollution caused by urban development and construction still exist and need to be resolved. In terms of energy use, the utilization rate of new energy and renewable energy in Wulingyuan District is very low, and further promotion is needed in the future. Local residents have the environmental awareness, but their awareness of environmental protection is still insufficient. Most of them do not understand environmental protection agencies and their work. Therefore, the local environmental protection department should strengthen the publicity of environmental protection, and focus on cultivating the environmental awareness of local residents while carrying out environmental protection projects.

7.2 Recommendation

(1) **Support the development of local people, standardize the order of the tourism market, and improve the satisfaction of residents**

In the process of tourism development in Zhangjiajie, local enterprises and residents should be given more attention, providing preferential policies, business guidance and employment counseling, so that local people can really benefit from tourism. Improve real wages, and thus enhance residents' sense of happiness. Standardize the price and house price of the market, so that the business operators and residents can provide services to tourists at a relatively reasonable price, avoiding the transfer of rent and other expenses to consumers, and at the same time combating the phenomenon of overcharging, thereby enhancing the satisfaction of tourists to consolidate good reputation of Zhangjiajie.

(2) Improve the sanitation of the scenic spot and improve the supporting facilities of the scenic spot

In the sanitary situation of the scenic spot, tourists often reflect the problem of toilets, and the scenic spot should put more effort into keeping the toilets clean. In terms of catering, pay attention to food hygiene and quality, and convenience of consumption. In terms of the supporting facilities of the scenic spot, further improve the tourism guide system and focus on solving the problem of unclear Chinese and English marking systems. In the control of passenger flow and employee management of the scenic spot, optimize the diversion of the scenic interval; strengthen the vocational training of employees, such as improve their ability of speaking English, and thus improve the service level of employees.

(3) Accelerate the construction of internal and external transportation networks in cities such as high-speed rail, and develop ethnic special products

Accelerate the construction of external transportation such as high-speed rail and improve traffic accessibility. In terms of the internal traffic of Zhangjiajie, it is necessary to standardize traffic management and reduce traffic congestion.

In the development of tourism products, the scenic spots and the public are encouraged to build its own brands to highlight the locality, commemoration and practicality of products, so as to enhance the tourism image of Zhangjiajie and increase the shopping consumption of tourists.

(4) Strengthen marketing efforts and adhere to the road of sustainable tourism development

While maintaining the original brand activities, tourism marketing can try to combine the mode of film and television works, filming movies with theme of Zhangjiajie; use the network to promote the popularity of Zhangjiajie through the media platform; in addition, in the process of marketing promotion, respond to the issues which are most concerned by tourists like environmental sanitation, ticket prices, the mark system and other issues to enhance the

public's interest in Zhangjiajie.

In terms of sustainable development, the government, community residents, enterprises, and tourists should work together to do the following environmental protection work: First, we should strengthen the promotion of knowledge of forest fire prevention, environmental friendly energy, and knowledge of environmental protection. Second, the government can provide more guidance and assistance to restaurants and hotels on energy-saving measures or products, such as subsidies or the introduction of quality technology, thereby reducing the economic cost of energy savings; in addition, the government can carry out more trainings for employees of restaurants and hotels, develop waste sorting standards and regularly monitor the implementation; finally, adhere to follow the annual environmental quality issues of Zhangjiajie and develop more complete environmental standards and systems.

2018 Monitoring Report on the Sustainable Tourism Development of Kanas

Monitoring Centre for UNWTO Sustainable Tourism Observatories

People's Government of Yi County, Huangshan City



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General Director: BAO Jigang

Technical Director:SUN Jiuxia

Members of Technical Group:

WENG Lisheng, YANG Xihao, PANG Zhaoling, A Rongna, LIU Yangpin, WANG Siya, WU Jie, ZHANG Ruoxi, WANG Jianna, LIU Huimin

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And all those who helped with the monitoring work.

1. Foreword

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

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

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

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

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

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

2. Tourism and community

2.1 Tourism and community monitoring indicators

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

2.2 Basic situation of residents

2.2.1 Gender composition: more males than females

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

2.2.2 The age structure: the youth-oriented groups

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

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

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

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

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

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

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

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

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

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

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

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

2.2.8 Housing situation

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

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

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

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

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

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

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

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

(5) House rent: rents continue to rise

Residents collect rent from their houses that are rented to others. The rent is generally divided into three levels. The number of houses that are rented for 50,000 yuan has not changed significantly compared to 2017, which accounts for30%. 5The number of houses that are rented for 50,000 to 100,000 yuan decreases by 25%, which those that are rented for 100,000 or more increase by 22% year on year. The house rent in Kanas of 2018 continuously rises compared with 2017.

2.3 Residents' perception of the impact of tourism

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

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

2.3.1 Economic influence

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

3% of residents disagree that tourism promotes local economic development where10% of the residents of the residents take neutral attitude, 60% agree and 27% entirely agree.

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

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

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

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

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

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

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

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

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

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

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

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

2.3.2 Social influence

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

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

(2) Medical condition is improved: more agreement

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

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

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

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

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

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

(5) Traffic congestion: nearly half of residents agree

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

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

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

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

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

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

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

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

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

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

2. 3 .3 Cultural influence

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

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

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

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

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

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

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

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

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

2.3.4 Environmental Impact

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

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

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

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

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

14% of residents completely disagree that tourism consumes resources that local needs, and 14% of residents disagree; 24% of residents take neutral attitude; 29% of residents agree with the view, and 6% of residents fully agree. Overall, the proportion of residents who agree that t tourism consumes resources that local needs is 35%, while 38% of residents disagree, and 27% of residents take neutral attitude. In the interview, most of the residents think that tourism development has small impact on resources that residents use. For example, "our prairie is very broad, and here it is just a small part", such expression may appear from time to time in the community's feedback.

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

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

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

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

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

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

and still maintains a relatively good state.

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

10% of residents completely disagree, and 23% of residents disagree; 18% of residents take neutral attitude; 38% of residents agree with the view, and 11% of residents fully agree. Overall, 49 % of residents believe that tourism causes the increase of garbage, which decreases slightly compared to54% in 2017, and the proportion of residents do not agree to the view is 33%. This indicates that residents generally have a relatively intuitive and strong perception of the pollution on garbage.

2. 4 Residents' attitude and satisfaction

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

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

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

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

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

9 % of residents disagree, 20 % say they have no influence, 57 % of residents agree with this view, and the proportion of residents who entirely agree is 14 %.Overall, the proportion of residents who agree with the view is71%, while only 9% of residents disagree, suggesting that with the development of tourism, the local residents' sense of ownership continues to be enhanced.

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

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

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

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

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

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

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

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

3. Visitors' perception and satisfaction

3.1 Tourist perception and satisfaction monitoring indicators

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

3.2 Social demographic characteristics of the sample

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

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

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

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

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

3.2.3 High education level and middle income level

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

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

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

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

3.3 Analysis of tourists' behavior characteristics

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

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

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

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

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

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

abundant and need to be further explored.

3.3.4 Duration of stay is mainly 1 to 5 days

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

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

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

3.3.6 Moderate purchasing power, mainly purchasing modern craft products

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

3.4 Tourists' perception of Kanas tourism

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

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

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

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

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

3.5 Tourist satisfaction evaluation of Kanas

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

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

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

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

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

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

3.6 Follow-up influence of tourist satisfaction

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

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

3.6.2 Strong willingness to revisit, mainly in summer and autumn

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

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

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

(2) Tourists tend to travel in summer and autumn

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

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

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

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

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

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

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

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

4. Impact of tourist economy

4.1 Monitoring indicators of tourism economic impact

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

4.2 Economic benefits of tourist destinations

4.2.1 The number of tourists and tourism income

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

4.2.2 Per capita net income of farmers and herdsmen

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

4.3 Seasonality of tourism

4.3.1 Distribution of low and peak seasons

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

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

4.3.2 Measures related to marketing promotion

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

4.4 The impact of tourism on employment

4.4.1 Impact of tourism on residents' income

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

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

4.4.2 Monitoring feedback from employees of tourism enterprises

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

4.5 Management and development of tourist enterprises

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

5. Tourism products and services

5.1 Monitoring indicators of tourism products and services

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

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

5.2 Tourist motivation and purpose

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

5.3 Tourism products and routes

5.3.1 Classic tourism products and routes

(1) Tourism products

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

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

(2) Tourist routes

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

5.3.2 Tourism products and routes in Winter

(1) Tourism products

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

(2) Tourist routes

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

5.3.3 Online tourism products and lines

(1) Online travel routes

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

(2) Online tourism market price

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

5.3.4 Visited-rates of major scenic spots

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

5.4 Tourism service and quality

5.4.1 Types of tourism services

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

5.4.2 Overview of tourism service facilities

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

5.4.3 Quality improvement of tourism services

(1) Improvement of the tourism market order

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

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

(2) Tourism service skills training

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

(3) Service innovation and refined management

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

5.5 Tourism image and publicity

5.5.1 Image of tourist destination

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

5.5.2 Perception of tourism image

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

5.5.3 Tourism image promotion

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

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

6. Tourism planning and control

6.1 Monitoring indicators of tourism planning and control

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

6.2 Integration of tourism and regional planning

6.2.1 Existing tourism planning

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

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

6.2.2 Public participation

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

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

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

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

(2) Communicate with people

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

(3) Promote employment

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

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

(4) Standardize the horse management

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

(5) Winter coal transportation

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

6.2.3 Planning monitoring

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

6.3 Control of tourism development

6.3.1 Control program

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

(1) Land management

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

(2) Building style control

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

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

(3) Market regulation management

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

(4) Construction of environmental protection facilities

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

6.3.2 Asset Management

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

6.3.3 Implementation

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

6.4 Tourism traffic

6.4.1 External traffic

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

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

6.4.2 Internal traffic

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

(1) Big data platform of Kanas scenic area

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

(2) Establish an early warning system

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

(3) Establish a traffic coordination management system

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

(4) Adopt the bus circulation mode

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

(5) Broaden existing roads leading to Hemu

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

7. Travel health and safety

7.1 Related monitoring indicators of health and safety

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

7.2 Food hygiene and safety

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

7.3 Quality of environmental protection

7.3.1 Evaluation of natural environmental quality

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

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

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

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

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

7.3.2 Environmental maintenance and governance

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

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

7.4 Community Health and Wellness

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

7.5 Tourist travel safety

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

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

7.5.1 Tourists' perception of safety

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

7.5.2 Tourist safety measures

(1) Monitoring and enforcement

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

(2) Facilities and equipment

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

(3) Early warning and prevention

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

7.6 Social public safety

7.6.1 Natural disasters

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

7.6.2 Accidents

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

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

7.6.3 Public safety measures

(1) Disaster response

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

(2) Prevention and supervision

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

(3) Border management

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

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

8. Tourism resources and environmental protection

8.1 Overview of monitoring indicators of tourism resources and environmental protection

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

8. 2 Natural resources protection and management

8.2.1 Overview of natural resources

(1) Geomorphological conditions

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

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

(2) Hydrological conditions

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

(3) climatic conditions

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

(4) Biological conditions

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

8.2.2 Natural resource protection and management

(1) Scientific planning and rational development

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

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

(2) Ecological construction and conservation of forests

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

(3) Publicity and education; protection of animals

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

8.3 Protection and management of humanistic resources

8.3.1 Overview of humanistic resources

(1) Architectural landscape

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

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

(2) Ethnic culture

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

(3) Festivals and events

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

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

8.3.2 Protection and management of humanistic resources

(1) Integration of culture and travel with benign interaction

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

(2) Landscape protection on the base of the whole

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

8.4 Monitoring and governance of environmental quality

8.4.1 Water environment quality

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

8.4.2 Sewage treatment

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

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

8.4.3 Solid waste treatment

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

8.4.4 Vegetation coverage

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

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

8.4.5 Atmospheric environment

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

8.4.6 Acoustic environment

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

9. Summary and recommendations

9.1 Summary of Kanas tourism

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

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

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

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

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

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

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

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

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

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

environment for tourists.

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

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

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

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

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

9.2 Proposals for Kanas tourism development

9.2.1 Strengthen tourism vocational training and raise tourism service level

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

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

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

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

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

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

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

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

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

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

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

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

9.2.4 Regulate the tourism market and create a good tourism environment

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

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

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

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

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

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

2018 Monitoring Report on the Sustainable Tourism Development of Chengdu

Monitoring Centre for UNWTO Sustainable Tourism Observatories

People's Government of Chengdu City



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General Director: Bao Jigang

Technical Director: Zhang Xiaoming

Members of Technical Group:

BEN Guojiao, ZENG Jiayi, CHANG Lu, DENG Ruiqi, FU Yangjie, GUO Jiacheng, HE Yueying, HU Xiaojun, HUANG Li, HUANG Ruixi, HUANG Zhaohui, JIANG Cuiling, LEI Siqin, LI Xinkun, LIU Si, LIU Yuanyuan, MENG Fei, MIN Yuan, PENG Lixin, SU Xiaoying WU Qiongyi, WU Zhongbin, XU Wenyue, YAN Xiaodan, YANG Shu, ZHOU Cailin

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1. Introduction

During July 19th to July 27th, 2018, under the strong support of Chengdu Municipal Tourism Administration, the monitoring team successfully conducted the sixth phase of field investigation on Chengdu observatory on sustainable tourism development. The 2018 monitoring program was the continuation of the previous five phases, including regular monitoring and special monitoring, involving tourism and environment, tourism and community, tourist perception and satisfaction, tourism and economy, tourism and urban-rural development, and leisure city, etc. Moreover, based on the previous achievements, it also conducted investigation on several aspects, including city memory, tea house and leisure tourism, the development status of time-honored restaurants, to further improve the database of tourism development monitoring indicators for Chengdu tourism, so as to benefit the analysis and evaluation of Chengdu's tourism development conditions and problems and to discuss city tourism destination's sustainable tourism development mode.

This monitoring covers the entire downtown area of Chengdu. The main monitoring areas are Chengdu Kuanzhai Alley, Dujiangyan Scenic Area, Jinli, Giant Panda Base, and so on. The research team includes: 1 full-time teacher, 1 doctoral student, 7 master students and 19 undergraduate students in the Center for Tourism Planning and Research of Sun Yat-sen University (SYSU).

During the monitoring program, the research group visited related Chengdu government departments and carried out in-depth interviews with residents and administrators in the surrounding communities. In this survey, a total of 840 visitor satisfaction questionnaires were issued, 758 valid questionnaires were returned, 300 community residents questionnaires were distributed, 237 valid questionnaires were returned, 300 environmental quality perception questionnaires were distributed, and 279 valid questionnaires were collected; 122 questionnaires were distributed, 119 valid questionnaires were collected, 400 museums-related questionnaires were distributed, 392 were effectively collected, 350 teahouse and leisure questionnaires were distributed, 308 valid questionnaires were returned, 431 food tourism questionnaires were distributed, and 380 valid questionnaires were collected. The evaluation indicator system and analytical framework for this phase refers to Indicators of Sustainable Development for Tourism Destinations: A Guidebook, which is developed by the World Tourism Organization, as well as academic research and actual situations of Chengdu tourism development.

Table 1-1 Chengdu Monitoring Activity Questionnaire

	Chengdu tourists	Chengdu residents	Environmental quality perception	City memory (resident)	Museum (visitor)	Teahouse and leisure	Food tourism (resident)
Distributed questionnai-re	840	300	300	122	400	350	431
valid questionaire	758	237	279	119	392	308	380
Valid rate	92.9%	93.7%	89.3%	97.5%	98%	88%	88%

2. Tourism and Resources, Environment

2.1 Resources assessment

Chengdu has good natural, ecological environment, which provides basic conditions for various species to survive and reproduce. Government department and related institutes pay special attention to the city greening and biotic resources protection, such as old trees and famous woods, so as to guarantee enough greening areas in city. The diversity protection methods generally achieved the goal of balancing city's ecological system. When developing a scenic spot (area), government also lay special emphasis on the natural, ecological environment balance, so as to provide good environment for rare animals and plants and to make sure that natural conservation area is under perfect protection while making developments.

The richness of cultural heritages in Chengdu has been widely recognized by the world and China. Chengdu Municipal Culture Bureau and cultural tourism enterprises have taken various methods to realize the prosperity of cultural enterprises and the conservation of cultural resources at the same time. Jinli, China Lane, and Capital of Delicacy have already become distinct, creative name cards of Chengdu The re-development and reutilization of historical architectures due to tourism development, such as the case of China Lane, can not only protect the cultural heritage, but also can bring about a lot of benefits, such as improving local culture recognition, boosting local economic growth, and promoting local sustainable development, etc.

2.2 Environment assessment

Environment assessment will be elaborated in the following aspects: air environment, water environment, sound environment, ecological environment, and environment management methods.

In terms of air environment, compared with 2016, the 95th percentile of PM10, PM2.5, NO2, SO2 concentration and CO average daily value of air pollutants decreased, and the overall air quality of Chengdu improved.The number of days with excellent air quality increased, among which the number of days that have excellent air quality was 35 days, an increase of 8 days compared with the same period of last year; however, the number of heavy pollution days (including heavy pollution and serious pollution) increased by 9 days year-on-year, and air quality still needs further improve.

In terms of water environment, the proportion of inferior V water quality sections decreased compared with 2016. In addition, from the statistics of the past 10 years, the water quality compliance rate of drinking water sources in the downtown area of Chengdu from 2006 to 2017 was over 97%.

In terms of acoustic environment, based on the sound environmental quality monitoring data from 2007 to 2017, the acoustic environment quality in the urban area has been stable for nearly 10 years, and the equivalent sound level average has maintained a good level. In addition, the pollution sources of urban acoustic environment quality mainly include transportation, industry, life, construction and others.

In terms of ecological environment, *the 2016 Bulletin on Environment Quality in Chengdu* pointed out that the 2015 Chengdu Eco-environmental Condition Index was 65.7, reaching a “good” level. Compared with 2014, the eco-environmental status index fell from 65.8 to 65.7, and the ecological environment quality shows “ No significant changes".

In terms of environmental management measures, since 2017, the Chengdu Municipal Committee and the Municipal Government have steadily promoted the “three major campaigns” of prevention and control of atmospheric, water and soil pollution, carried out special supervision on motives for prevention and control of air pollution, and vigorously promoted environmental supervision and enforcement, and continued to implement them resolutely. The concept of green development adheres to the more prominent position of ecological civilization construction, and builds a beautiful Chinese model city with clear blue water, blue forest, and green trees.

2.3 Tourists perception of environment quality

In terms of environmental quality perception, tourists' satisfaction with Chengdu's environmental quality has increased compared with previous years, but similar to previous years, the satisfaction degree of “congestion” is still low, and the crowdedness of Kuanzhai Alley and Jinli is more prominent. And the perception of crowdedness of the giant panda base by tourists has also increased compared with previous years. In addition, regarding the queuing problem, the queuing situation of the relevant scenic spots is within the acceptable range of most tourists. In general, the congestion of indoor and outdoor scenic spots is still an urgent problem to be solved.

3. Tourism and Community

3.1 Tourists attitude towards tourism

The survey results show that most residents recognize the positioning of Chengdu being “leisure city” and its positive effect of tourism on local development. Although the overall satisfaction with tourism is not very high, most residents are willing to recommend relatives and friends to travel to Chengdu, and are willing to support the development of local tourism, hoping that more tourists will come. The attitude of the residents also laid a good foundation for the development of Chengdu being a city for people to visit their friends and relatives. However, the lower overall satisfaction indicates that residents believe that there is still room for improvement in Chengdu's tourism development and there is room for improvement. The key now is to identify and solve problems and improve residents' satisfaction and identity.

In terms of economic impact, most residents have a positive attitude towards the positive economic impact of tourism. They believe that tourism development can bring more employment opportunities, more investment and consumption, and improve the quality of life. On the other hand, because of the difference in social division of labor, for some residents, tourism development may not bring them direct economic benefits, but for the entire community, more employment opportunities, more investment and consumption will be promoted by tourism development. The development of the overall economy of the community is conducive to creating a better community environment and improving the quality of life of individuals.

In terms of social and cultural influences, Chengdu's tourism development has generally

improved the daily life environment of community residents, including local public transportation systems, old city renovation and renewal, medical and health conditions and services, but at the same time exacerbated traffic congestion and improved traffic conditions. In addition, tourism plays an active role in the cultural change of the community. Most residents believe that tourism is conducive to increasing their cultural exchanges with the outside world, making their thinking more open and opening up the eyes of children and young people, but some residents are gradually realizing that the development has an adverse impact on the protection of traditional culture and old buildings too.

In terms of environmental impact, the development of tourism plays a role in protecting the landscape to a certain extent, but at the same time it also inevitably produces some negative effects, such as increased garbage and increased pollution.

3.2 Community participation degree and awareness

The monitoring results show that Chengdu residents have more access to tourism information. As a stakeholder in tourism development, residents have a high degree of enthusiasm for participating in tourism decision-making, but the actual participation is not high, taking the form of the policies and opinions related to tourism development being limited. Residents have certain depth and value in their understanding of tourism development. If they can use it more, it will enable the government and civil society to jointly promote tourism development and strive to achieve a win-win situation.

Some residents said that the tourism industry has improved the environment of the scenic spot, but it has also led that the commercial street occupies the residential area. The ancient town has no living atmosphere any more. The original landscape is destroyed. It is still necessary to further standardize management and protect the ecology to achieve sustainable development.

4. Tourist Behavior and Preference

4.1 Tourist composition and behavior preference

In terms of source of tourists, among the tourists who come to Chengdu, the largest proportion is mainly residents of Sichuan Province and Guangdong Province. The Chengdu government needs to increase its own propaganda, enhance its influence in remote provinces, and carry out targeted publicity in provinces with strong development strength in order to

achieve better results.

In terms of access to information, network and word-of-mouth convey are the main channels for tourists to obtain tourist information. Therefore, it is necessary to increase the intensity of online marketing and publicity, while ensuring the quality of tourism, paying attention to the experience of tourists and enhancing the satisfaction of tourists.

In terms of tourism forms, more and more tourists from Chengdu choose DIY tours, and DIY tourists account for 84.5%.

In terms of tourism motivation, “leisure and relaxation” is the main tourist motive, reflecting to some extent that the leisure image of Chengdu has been well known to most tourists; in addition, tourists who are motivated by “knowing food and enjoying culture” shows inward trend, which indicates that Chengdu cuisine has achieved good results in city image under the government's vigorous publicity.

In terms of travel modes, more and more people prefer airplanes, trains and high-speed rails. This shows that strengthening railway and aviation construction is the future direction of Chengdu. It is more convenient for tourists to arrive by improving the motor trains and high-speed rail lines and aircraft routes.

In terms of accommodation types, nearly half of the tourists choose to stay in budget hotels, followed by star hotels, and only a small number of tourists choose to stay in family hotels or youth hostels.

4.2 Tourist perception and satisfaction

4.2.1 Tourists’ evaluation on tourism resources

In terms of resource characteristics, in addition to “adaptability to Chengdu climate”, tourists have a higher evaluation of Chengdu's resource characteristics which have further improved compared with previous years.

In terms of city image, the satisfaction of tourists on the image of the city has improved compared with last year, but the satisfaction of urban noise pollution is the lowest, and it is necessary to strengthen governance.

In terms of infrastructure, tourists shows highest satisfaction on the urban greening effect of Chengdu, while the satisfaction of the urban public toilet hygiene and road guidance markers is relatively low which needs to be improved.

In terms of safety and health, tourists are satisfied with urban safety, medical equipment

and public security. The Chengdu government has increased its security investment in various tourist attractions, traffic routes and public transportation facilities in Chengdu which has gained a high degree of recognition.

4.2.2 Tourists' evaluation on tourism services

In terms of scenic spot service, tourists' satisfaction with scenic spot service is at a medium level, and the satisfaction on ticket price and degree of congestion is the lowest.

In terms of catering services, tourists are more satisfied with the taste, variety and characteristics of the catering, but the satisfaction of the "initiative of catering service" and "price rationality" is relatively low.

In terms of transportation services, tourists believe that Chengdu has convenient transportation, high comfort and safety index, reasonable price and clear identification system, which can basically meet the needs of tourists.

Tourists are basically satisfied with accommodation services, shopping, and entertainment projects, but the prices are generally considered to be unreasonable.

In terms of consultation and complaints, tourists are generally satisfied, and the highest satisfaction is the "convenience of understanding tourism information", which reflects that the publicity work of the Chengdu Tourism Bureau in the reception centers of various tourist attractions is well recognized by tourists.

4.3 General evaluation and recommendation for improvements

According to the survey results, the analysis found that the majority of tourists are satisfied or very satisfied with the overall evaluation of Chengdu tourism. The tourism experience is higher than expected or in line with their expectations. The overall tourism experience evaluation reflects the degree of recognition of tourists to tourist destinations.

As for the improvement suggestions for Chengdu, the government can start from the following three aspects: (1) excavating the characteristic culture of the scenic spot and refining the symbols; (2) combining the planning of the scenic spots with reasonable layout; (3) designing the system and paying attention to integration with the environment.

5. Tourism's Economic Impacts

5.1 Tourism and economic growth

The proportion of Chengdu's total tourism revenue to GDP has steadily increased from 10.88% in 2010 to 21.31% in 2017, indicating that Chengdu's tourism development is stable and the momentum is good. The scale of the tourism industry is gradually expanding and plays an important role in the development of the national economy. .

The contribution of tourism to local fiscal revenue includes not only the direct impact of tourism, that is, the taxes and fees paid by tourism enterprises, but also the taxes and fees paid by the industries involved in the indirect impact of tourism. According to statistics, in 2017, Chengdu achieved a local public finance income of 127.55 billion yuan, an increase of 11.3% over the previous year; of which tax revenue was 90.09 billion yuan, an increase of 10.8% over the previous year. As can be seen from Figure 5.3, since 2007, tourism revenue and local finance have basically achieved simultaneous growth, and the growth rate has been equivalent since 2009.

From 2006 to 2017, the proportion of Chengdu's total tourism revenue to the added value of the tertiary industry increased from 24.20% to 40.04%. Its continuous growth indicates that Chengdu's tourism plays an important role in the development of the tertiary industry.

After the Wenchuan earthquake, the proportion of foreign exchange earned by tourism accounted for a sharp decline in the province's total foreign exchange earning, and continued to slump in the next few years. It did not rebound until 2015. In 2016, it surpassed the pre-earthquake level and returned to the level of pre-earthquake slightly before 2017. This shows that after suffering from the negative impact of natural disasters, Chengdu tourism has regained its important position in promoting foreign trade in the city for a period of time, and gradually stabilized at the pre-earthquake level.

5.2 Tourism and employment

Tourism investment is a hot spot for tertiary industry investment. Chengdu vigorously implemented investment promotion, actively engaged and invited China Tourism Group, HNA Group, Jindian Group, Guangdong Changlong Group and other large-scale tourism companies to visit Chengdu, preferably launch 120 tourism investment projects like Tianfu Cultural Center, West Sichuan Forest Plate, Tianfu Green Road, etc. , and signed the introduction of

Tianfu International Slow City, Gexianshan Sports Leisure Tourism Town, COFCO Wenchuang Tourism Town and other major projects, the annual contracted project reached amount of 29 billion yuan, overfulfilled annual target of 27 billion yuan investment.

Topic 1: Urban Memory in Chengdu

1. Resident perception of urban memory

In terms of urban memory objects, special investigations show that: Du Fu Caotang, Wuhou Temple, Qingyang Palace, Wenshuyuan, Daci Temple, Wangjianglou Park and other historical sites are the unique local historical and cultural carriers of Chengdu, while performing arts and handicrafts like Sichuan Opera, Qiang embroidery, Yu Jin also belong to the most precious intangible cultural heritage of ancient China. The old teahouses on the streets of Chengdu, such as Yuelai Tea House and Heming Tea House, have existed for nearly a hundred years and become the most vital life habits of Chengdu people. In general, the object resources of Chengdu city memory are very comprehensive, and the residents' perception and recognition of the above objects are also high.

In terms of urban memory media, the special survey found through questionnaires that although residents prefer to understand the history and culture of Chengdu through the network and new media, most people are in a state of random browsing (such as passive acceptance of push information), and less active inquiry. Therefore, it is necessary to increase the exposure of Chengdu's history and culture in the network and new media, and design a richer form of propaganda to encourage residents to understand and familiarize themselves with Chengdu's history and culture more spontaneously, and turn passive into initiative to form a virtuous circle.

In terms of urban memory subjects, the monitoring data indicates that residents' willingness to recommend Chengdu's historical and cultural attractions to others is stronger, indicating that residents are more recognized for Chengdu's historical and cultural attractions. Chengdu's historical and cultural attractions are more diverse in its approach, serving different social groups and embodying strong vitality. In particular, it can be closely integrated with the lives of residents. Some of the attractions have been integrated into the daily leisure space of residents, effectively enhancing the residents' Chengdu's sense of belonging and cultural identity. The survey found that residents' recognition of the influence of historical and cultural memories of Chengdu on cities and their individuals exceeded the general level, that is, the

historical and cultural memory of Chengdu is of great significance to the development of cities and individuals. Therefore, it is necessary to further respect the residents' right to know and suggest the relevant development and utilization of memory objects, thereby further strengthening the local identity and attachment of residents to Chengdu, promoting the memory of urban cities and the sustainable development of Chengdu's historical and cultural cities.

2. Problems and suggestions

Field investigations and survey results show that Chengdu residents have less understanding of the historical allusions of historical and cultural attractions, and the intergenerational differences in the historical and cultural memories of Chengdu residents. The elderly have a better understanding of Chengdu's history and culture, and young people pay less attention to this. At the same time, it is worth noting that residents refer to Chengdu's urban memories more often from their daily life and personal experiences, and less directly mention the memories associated with specific historical events and cultural carriers. It reflects the close connection between urban memory and daily life centered on the main body of urban memory.

In response to the above problems, the government can improve from the following two aspects: (1) Promote the intergenerational inheritance of Chengdu city memories. Urban memory objects are displayed by the urban memory media popular with young people, especially in the promotion of historical and cultural object factors, the way in which the historical and cultural objects of the city are displayed; (2)promote the social inheritance of Chengdu city memory. Urban memories can be integrated into life services. Leisure tourism is the key work of life service development, which can expand the contact between urban memory and the public, not only benefiting people's livelihood, but also facilitating residents' lives. At the same time, they can pass on residents and historical and cultural objects.

Topic 2: Chengdu Museum Tourism Research

1. Comprehensive Analysis of Tourism in Chengdu Museum

The cultural resources of Chengdu are good, the number of museums is various, and it has formed a relatively complete museum system. It has strong tourism appeal and, with the support of relevant local policies, has increasingly become a new impetus for the development

of tourism and cultural industries. Statistics show that the number of Chengdu museums continues to increase and the quality continues to improve. A large number of high-quality museums are concentrated in the city center and the main city. The location is superior, and the city's image of “Museum City” is gradually formed.

2. Analysis of field research data of Jinsha Site Museum

The tourism market of the Chengdu Museum has formed a stable consumer group and has a large market growth potential. Through the analysis of the tourists in the Jinsha Site Museum, the monitoring team found that tourism and leisure are important motives for tourists to visit the museum; the museum visitors group is characterized by youthfulness, high academic qualifications and high income; tickets are the main consumption expenditure of tourists in the Jinsha Site Museum, the expenditure on traffic and shopping is lower; tourists' overall satisfaction with museum visits is generally higher, and they showing a strong willingness to revisit.

3. Problems and suggestions

The survey found that the Jinsha Site Museum has the following three problems: (1) the content of Wenchuang products is rigid and lacks innovation; (2) the experience design is weak and flawed; (3) the marketing ideas are single and the interaction is insufficient. In view of the above problems, we can improve from the following three aspects: (1) vigorously encourage the development of cultural and creative products; (2) enhance the interactive experience of tourists; (3) improve the characteristic product system. At the same time, drawing on the success stories of the Suzhou Museum, it is suggested that the Chengdu Museum tourism and cultural and creative industries must be further integrated. The historical and cultural heritage of Chengdu is profound. The museum's IP (intellectual property) resources are abundant. In the future, within the scope permitted by laws and regulations, the market share and operation of IP resources can be strengthened, the vitality of cultural and creative industries can be stimulated, the structure of cultural tourism products can be optimized, and Chengdu can be upgraded.

Topic 3: Chengdu Tea House and Leisure Tourism

1. Teahouse guests' identity and consumption habits

In terms of demographic characteristics, the identity of teahouse guests in this survey is diverse, with 63% of tourists and 37% of residents. Their gender ratio is quite similar, with young people between the ages of 18 and 35 dominating, and older people also occupy a considerable proportion. In addition, respondents have higher academic qualifications and occupations are mainly students, which may be related to the summer vacation when is the peak period of student travel.

In terms of consumption habits, the time for respondents to go to the teahouse is not fixed. Some people often go to the teahouse on weekends and holidays because of their work. More than half of the people stay in the teahouse for at least half a day. Nearly 90% of the respondents are used to going to the teahouse with friends and family, and people go to the teahouse mainly for partying and leisure, and some people choose to enjoy the leisure space of the teahouse alone.

This part of the survey shows the dual meaning of the tea house as a daily leisure space for local residents and a place where visitors experience local culture.

2. Teahouse guests' perception and evaluation of teahouses

Overall, respondents were more satisfied with the consumption in the teahouse, indicating that the teahouse is a leisure place with relatively good experience and high evaluation.

In terms of evaluation of specific services, the highest satisfaction of respondents is the geographical location of the teahouse and the overall atmosphere of the teahouse. For the latter, many interviewees directly or indirectly describe the teahouse with the words "casually" and "relaxation". Respondents' less satisfied projects focus on refreshments, infrastructure, services and health. Some tourists also feel that teahouses should increase tea and performing arts activities to enhance entertainment.

According to observations and interviews conducted by the monitoring team, although most people (including residents and tourists) agree that the teahouse is a characteristic leisure space in Chengdu, only 24% of the people recognize the importance of the teahouse in leisure life. To a certain extent, this shows that although the Chengdu teahouse is famous, its role in tourism and leisure is still marginal. In the survey of local residents, nearly half of local

residents believe that teahouses are “important in leisure life”. Many interviewees pointed out that teahouses have not received enough attention from the public sector as a distinctive traditional leisure industry. Therefore, it is necessary to further strengthen the characteristics of Chengdu teahouses and enhance the status and role of Chengdu teahouses in tourism and leisure. It takes on more active and important functions in tourism and leisure, and expects relevant institutions to strengthen the overall management and support of the teahouse industry as soon as possible.

3. Problems and suggestions in the operation of Chengdu teahouse

The survey results show that Chengdu Teahouse has the following problems in its current operations: (1) inheriting the contradiction between tradition and modern development; (2) weak internal and external strengths in health, environment and facilities improvement; (3) industrial integration of development is uneven.

In response to the above problems, the development and protection of Chengdu teahouse and its culture can be carried out in the following aspects: (1) with government's support, improving the quality of teahouse management, and deepening cultural charm; (2) scientific positioning, enhancing service flexibility and enhancing business initiative (3) Activate the market and optimize the tourism internal control management capabilities.

Topic 4: Chengdu's Brand Food Tourism and Satisfaction Survey

1. The development of time-honored brands and changes in demand

At present, Chengdu food business enterprises pay attention to brand and cultural heritage in the development, and gradually develop towards the direction of multi-food culture. However, there are also some problems. For example, tasting is the main in the process of food tourism experience, lacking of participation and knowledge of food itself; the similarities in food products are serious, and the food market is chaotic. Many catering companies use “Chuan cuisine” as the brand promotion, but the products are not authentic Sichuan cuisine.

The authenticity of the authentic time-honored brand is not optimistic. According to statistics, among the 28 old Chinese brands identified by the Ministry of Commerce, more than 10 have been closed down one after another. The old brands such as Yaohua Restaurant, Rong

Paradise and Han Baozi have been “displaced”. These old-fashioned restaurants are facing serious business losses, difficulties in system transfer, shortage of talents, less protection of intellectual property rights, and weak market development capabilities, thus being defeated in the context of fierce market competition.

2. The challenge that the old brands face

The old brand has accumulated its own brand culture and image in the precipitation of the years. However, in recent years, faced with the constant impact of the “Popular Restaurant” and the management problems of the old brand itself, the development of the current old brand faces certain challenges.

The first is the shortage of food quality and service quality. Residents' satisfaction with the old brand is mainly influenced by the original authenticity, taste and service, and will not be given special preferential treatment because of the old name signboard itself.

Secondly, management concepts and marketing methods are outdated. Tourists' satisfaction with the old-fashioned restaurant is greatly influenced by brand awareness and marketing factors. The old-fashioned restaurant holds the brand's big name, famous reputation, and lack of customer's mentality. It does not improve the product improvement and service, which is its brand name. The consumption is not conducive to the sustainable development of the old brand. And the true level of their taste and quality of service can be felt by Chengdu local residents vividly and thus they can make the decision to vote with even their feet. Eventually, foreign tourists are rushing to some old-fashioned shops which local Chengdu people simply do not consume.

Finally is the gap of traditional heritage. The changes of the times, the inheritance of the chefs, the different raw materials procurement and other factors will make the old brand products stay in the old time, and the taste is no longer good.

3. Innovation and upgrade of the time-honored restaurant

Therefore, the innovation and upgrading of the old brand needs to pay special attention to the three key points of food, service and innovation.

Taste is always the commanding height of food. In the process of the development of the old brand, the government and operators should pay attention to the inheritance of traditional food culture and cooking techniques, so that traditional crafts can be carried forward.

Service is the biggest original factor that restricts many old brands to create a good brand

image. Many old shop employees are over-aged, lack of service awareness, and the service concept is outdated. The basic services are not enough compared with ordinary stores, not to mention the "Popular Restaurant". Therefore, in the future development, the time-honored restaurant should pay attention to training employees' service awareness and correcting the service concept of employees, and constantly innovate the service culture with the old sense of history and culture, so that the brand image of the time-honored shops has no shortcomings.

The 21st century is an era of innovation. If the old brand wants to last forever in the highly competitive catering market, it must dig its own advantages and, while maintaining the originality as much as possible, package the nostalgic soul in the shape of innovation, so that the old brand is not falling behind the trend of the times.

2018 Monitoring Report on the Sustainable Tourism Development of Luoyang, Henan

Monitoring Centre for UNWTO Sustainable Tourism Observatories

Henan Tourism Administration

Luoyang Tourism Development Commission



Acknowledgement:

General Director: BAO Jigang

Technical Director: WENG Shixiu

Members of Technical Group:

LU Jianming, LI Jinzhe, QU Mingya, LEI Lei, FANG Jiachun, WEN Yiling, LI Qingning, HUANG Ruoting, MA Yuan, CHEN Liyuan, XE Yue, LU Jingtao, LI Haozhen, MO Xueling, LIAO Jiarui, YANG Ziqing, ZHONG Zhe, KANG Xueting, LI Wenshi

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And all those who helped with the monitoring work.

1 Monitoring overview

This year's Luoyang Tourism Sustainable Development Monitoring conducted a field survey from July 19 to July 27, 2018. With the cooperation and help of departments such as Henan Provincial People's Government, Henan Provincial Tourism Bureau, Luoyang Municipal People's Government, Luoyang Municipal Tourism Development Committee, Longmen Grottoes World Cultural Heritage Park Management Committee, Baima Temple Scenic Area Management Committee, Luanchuan County Tourism Working Committee, Luanchuan County Chongdugou Scenic Area Co., Ltd., and in accordance with the index system and operation method formulated by the World Tourism Organization's Sustainable Development Department, the monitoring team successfully completed the work, catering to the local tourism development and actual needs.

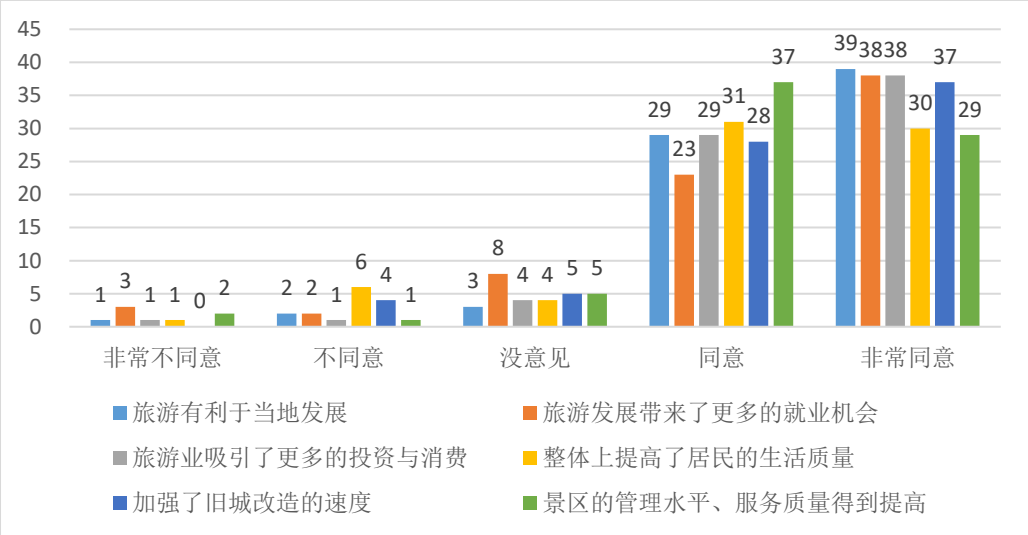
The main targets of this monitoring field survey are Longmen Grottoes, Baima Temple, Guanlin, Chongdugou, Heaven Mingtang, Luoyang Museum and Luoyi Ancient City and Luoyang Old Town. The monitoring content consists of two parts: (1) routine monitoring, including monitoring of tourist satisfaction, residents' perception, environmental impact, economic impact, etc.; (2) special monitoring, including *Cultural Tourism Annual Progress and Key Experiences*, *The Annual Report on Progress and Experience of Smart Tourism*, *The Annual Survey of Chongdugou Rural Tourism*, and *the Tourism development and main experience of Longmen Grottoes.*

A total of 947 valid tourist satisfaction questionnaires were collected, 355 valid visitor environmental awareness questionnaires, and 206 community-based structural interviews were completed. At the same time, the monitoring team, under the active organization and coordination of the Luoyang Tourism Development Committee, went to the Municipal Statistics Bureau, the Municipal Land and Resources Bureau, the Municipal Transportation Bureau, the Municipal Environmental Protection Bureau, the Municipal Water Affairs Bureau, the Municipal Wenguang New Bureau, and the Municipal Agriculture. The bureaus, municipal forestry bureaus, municipal commercial bureaus, and municipal garden bureaus collected a large amount of second-hand information and mastered the new changes in Luoyang tourism development in 2018.

2 The main findings of routine monitoring

2.1 Community residents generally support tourism development, with positive perception

Most community residents believe that tourism development has a positive impact on Luoyang, and more than 80% of the respondents are satisfied with local tourism development. Among them, about 12% of residents expressed high satisfaction with the development of local tourism. The vast majority of residents believe that the development of tourism in Luoyang has had a positive impact on the local area, and 92% of residents believe that “tourism is conducive to local development”.



In terms of economic impact perception, 86% of residents believe that tourism “promotes the development of local specialty restaurants, souvenir shops, etc.”, 88% believe that tourism “creates more job opportunities for local young people”. In addition, about half of the residents have a certain perception of the negative economic impact of tourism development, 51% of the respondents believe that “community housing prices are rising faster” and 42% agree that “the community price level is increasing faster”.

Residents' perception of the social impact of tourism is divided into two aspects: social life and social culture. In terms of social life, most residents believe that tourism development has promoted the development of infrastructure and local medical standards. Among them, the proportion of “municipal basis improved” reached 84.93%, and the proportion of “local medical conditions and services improved” reached 76.39. %. At the same time, about 60% of the residents believe that tourism development has led to traffic congestion, and nearly 30% of residents believe that “the daily life of local people is disturbed”. At this stage of development,

community residents generally agree that tourism development has an improvement effect on living conditions, while negative impacts are more prominent in traffic congestion and daily life. In terms of social culture, most of the respondents believe that tourism development has a positive impact on community culture. It can be seen that the development of tourism has not had a significant negative impact on the social culture of Luoyang. They are more aware of the positive social and cultural impacts brought about by tourism development.

In terms of environmental impact, 93.06% of the residents believe that tourism has made “landscape style better protected”. At the same time, 46.96% of residents believe that tourism has caused “reduced farmland area”, and about 60% of residents believe that tourism makes “garbage increase”. Other negative environmental impact options have a lower percentage of approval, both around 20%. It can be seen that in terms of environmental impact, the opinions of residents are relatively inconsistent, and the most direct perception of the impact of tourism environment is the reduction of cultivated land area, followed by the increase of garbage.

2.2 Tourists are generally satisfied with Luoyang tourism

Overall, tourists' satisfaction with Luoyang tourism is still high in 2018. 87.6% of the tourists expressed satisfaction or were very satisfied with Luoyang tourism, only 0.4% of the tourists expressed dissatisfaction, and none said that they were very dissatisfied. 86.3% of tourists believe that Luoyang tourism is in line with expectations or higher than expected.

Tourists are more satisfied with the resource characteristics of Luoyang tourism, except for the fact that satisfaction of climate suitability is less than 4 (out of 5), the others are above 4----the level of satisfaction. The satisfaction of Luoyang's historical and cultural heritage is as high as 4.65. Climate suitability satisfaction may be related to the survey time. Satisfaction in the image of the city is significantly lower than that in other areas. In addition to the vividness of the city image and the level of enthusiasm of the local residents, the remaining river water quality, air quality, cleanliness and noise pollution are all in the “being”. Generally "normal" and "satisfactory" levels. In the infrastructure, except for the satisfaction of greening, the rest are in the “normal” to “satisfactory” level, and the overall sanitation satisfaction is the lowest. In terms of scenic spot service, tourists are more satisfied with the infrastructure, toilet hygiene and signage system of Luoyang Scenic Spot. Visitors are less satisfied with the level of commentary and crowding. In 2018, the Longmen Grottoes and Baima Temple Scenic Spots were higher than the “satisfactory” level in all aspects of tourism development satisfaction. The average satisfaction of the four scenic spots in the four first-level indicators (scenario resource

characteristics, scenic image, infrastructure and scenic service) is higher than 4.

2.3 Tourism's contribution to economic growth has increased

(1) The number of tourists continues to grow and tourism revenue continues to increase. In 2017, the number of tourists received was 123 million, an increase of about 8%. Among them, the number of inbound tourists was 1.32 million, an increase of about 15%; the number of domestic tourists received 122 million, an increase of 8%; the total tourism revenue was 104 billion yuan, an increase of about 15%. Among them, domestic tourism income was 101.4 billion yuan, a year-on-year increase of about 15%, and tourism earned 400 million US dollars, an increase of about 15%.

(2) The tourism industry's output value continues to grow, promoting the upgrading of industrial structure. According to preliminary calculations, the total GDP of the city in 2017 was 434.31 billion yuan, which was 8.7% higher than the previous year. Among them, the added value of the primary industry was 23 billion yuan, an increase of 4.4%; the added value of the secondary industry was 203.77 billion yuan, an increase of 7.3%; the added value of the tertiary industry was 207.54 billion yuan, an increase of 10.8%. The three industrial structures are 5.3:46.9:47.8.

(3) Tourism promotes the employment of residents, and residents' participation in tourism awareness is enhanced. In 2017, 80,816 new market entities were newly established. Among them, 2001 were domestic-funded enterprises, up 54.4% year-on-year; 20,269 private enterprises, up 23.44%; individual industrial and commercial households were 57,351, up 16.27%; farmers' professional cooperatives were 1,155, up 3.4% year-on-year; 42 foreign-invested enterprises, down year-on-year 20.75%. As of the end of December, the city has 388,740 market entities. Among them, there are 12,260 domestic-funded enterprises with registered capital of 231.07 billion yuan; 90,132 private enterprises with registered capital of 514.446 billion yuan; 278,249 individual industrial and commercial households with a total amount of 24.447 billion yuan; 7400 farmers' professional cooperatives with a total investment of 17.562 billion yuan; 699 households with a registered capital of 6.012 billion US dollars. According to the survey, 82.43% of the residents agree that tourism has brought more employment opportunities to residents, which is basically the same as the data of 82.05% in 2017. Among them, it is worth noting that the residents who hold the “highly agree” view account for 51.35%. Last year's increase of 6.05% indicates that residents are not only aware of the positive effects of tourism on local employment, but also increasingly agree to develop tourism. This year, 4.05% of residents responded “very disagreed”, down 1.08% from last year. At the same time, the study found that 87.67% of residents expressed their consent and very

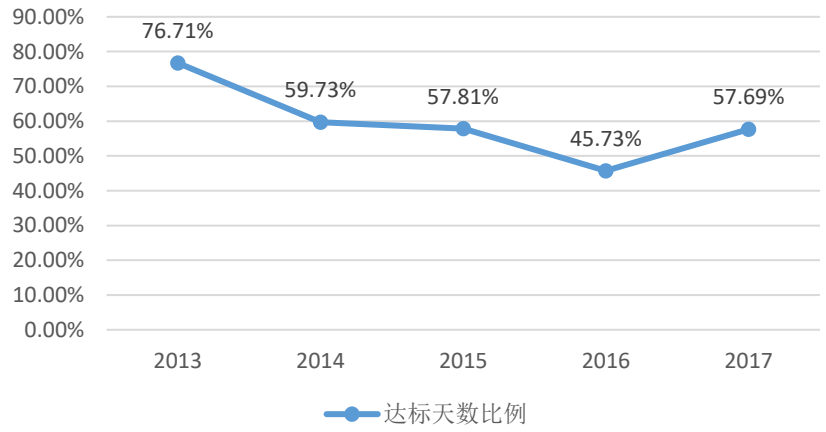
much agree with the community residents' views on “creating more job opportunities for local young people”, which is a larger than the 76.92% of 2017 data. The rise in the number of residents who held “no opinion” was 5.48% lower than last year.

2.4 Tourism does not cause damage to resources and the environment

Luoyang City is rich in biological resources. Some forests and vegetation have been developed into national forest parks or leisure tourist areas, which not only provide funds for the protection of biological resources, but also enable tourists to obtain the original ecological tourism experience. As far as the current monitoring data is concerned, although air quality has been declining, in general, tourism has not caused damage to biological resources and their ecological environment.

In terms of water quality, the overall water quality of the national and provincial surface water monitoring sections in Luoyang City in 2017 was good. In addition to the water quality compliance rate of 68.5% of the groundwater well groups in the eight drinking water sources, the water quality compliance rates of other water sources are 100%.

In terms of air quality, the overall air quality of Luoyang City has gradually declined from 2013 to 2016, but since 2017, air quality has rebounded. In 2013, there were 76.71% of the target days in the year, and in 2016 only 45.73% of the number of days reached, the air quality dropped significantly, and the number of days in 2017 rose to 57.69%.



In terms of cultural heritage, cultural heritage can be effectively protected or passed down. Luoyang City has 6 world cultural heritages (Longmen Grottoes, Silk Road, Grand Canal), 43 national key cultural relics protection units, 122 provincial cultural relics protection units, and nearly 500 city and county levels cultural relics protection units. There are more than 9000 non-movable cultural relics and more than 400,000 pieces of cultural relics (sets). The

Longmen Grottoes were excavated in the Northern Wei Emperor Xiaowen's reign, and after more than 400 years of continuous large-scale construction in the Eastern Wei, Western Wei, Northern Qi, Sui, Tang, Five Dynasties, and Song dynasties, they were regarded as one of the treasure houses of Chinese stone carving art. Luoyang is also the eastern starting point of the Silk Road and the center of the Sui and Tang Dynasties. It is an important transportation hub connecting the north and the south and crossing the east and west in the Han and Tang Dynasties. The five major capitals are distributed along the Luohe River in the “one” character, forming the historical wonder of “Wu Du Guan Luo”.

3 Thematic monitoring core content

3.1 Annual progress and main experience of cultural tourism

3.1.1 Annual progress

(1) Progress in the development of tourism products based on cultural relics protection.

1. Luoyang Ancient City Historic District Project. The Luoyang Ancient City Historic District Project is a tourism product developed without destroying existing historical relics. Luoyang Ancient City Historic District Protection and Rehabilitation Demonstration Zone Project completed an investment of 926 million yuan. The first phase of the first ancient city project has been completed. The surrounding facilities of the project have been completed. The Xiaoling Palace has been completed. The first phase of the ancient city project A two-stage underground car park is under construction. 2. Create a museum capital. In 2017, Luoyang City further built its own advantages in museums, and launched the Silk Road starting point, the Grand Canal intersection, the Wanli tea ceremony, the large ruins, the traditional techniques of non-legacy, the ancient buildings of Henan, the red tourism, and the industrial tourism of the old days. 10 rivers and roots, and treasures to search for 10 unique features, rich in museums, boutique tourism routes, basically cover the essence of Luoyang City Museum tourism products, to meet the needs of different groups of tourists, to build a museum capital tourism The product has laid a solid foundation.

(2) The transformation of the “old three articles” to the “new chapter”. On the basis of consolidating and upgrading the traditional “old three articles” such as Longmen, Guanlin and Baima Temple, Luoyang City carefully cultivated a new chapter of Luoyang tourism, such as the capital of the museum, and actively built a historical culture with high international

reputation and attractiveness. Tourism brand. Actively carry out foreign investment promotion work, in-depth planning and packaging of a number of tourism investment projects, launch investment, introduce well-known domestic and foreign enterprise groups and strategic investors, promote the transformation and upgrading of the city's tourism industry, and provide important support for the construction of an international cultural tourism city. In 2017, we continue to promote the construction of 40 major tourism projects with a total investment of 12.132 billion yuan to ensure the establishment of the national tourism demonstration zone in Suichuan, Qixian and Mengjin countries, the construction project of the national tourism resort in Chongdugou, and the comprehensive tourism culture of Heluo. The successful implementation of major tourism projects such as the body project and the Luoyang Ancient City Historical and Cultural Street Protection and Rehabilitation Demonstration Zone Project.

(3) The establishment of a global cultural tourism product system. Luoyang City gradually tried to dig deep into the cultural connotation and built a more complete Luoyang cultural tourism product system on the basis of the old three articles of Luoyang. The Silk Road starting point, the Grand Canal intersection, the Wanli tea ceremony, the large ruins, the traditional techniques of the non-legacy, the ancient buildings of Henan, the red tourism, the industrial tour of the Lunar New Year, the Heluo roots, and the treasures are all unique. The rich museum tour of the museum is rich in quality. Deeply dig Luoyang historical and cultural resources, and create new products such as the ancient city of Luojing and Weipo ancient villages. A comprehensive cultural tourism resort that integrates flower viewing, theme play, cultural experience and ecological leisure—Wananshan International Tulip Flower Sea opens the door, and the large-scale real-life tourism performance program “Wu Zetian” officially performs, enriching Luoyang tourism content and extending the stay time of visitors.

3.1.2 Main experience

(1) The combination of smart tourism and cultural tourism. The combination of smart tourism and cultural tourism enables both the mass tourist and the specialized cultural traveler to gain a personalized experience and realize the transition from “sightseeing” to “experience” to better understand the culture of feeling. In the past, the Longmen Grottoes were visited by tourists on a unilateral basis. Now visitors can use WeChat to add incense, or they can participate in small games to measure the Buddha's edge, so that visitors can interact with the scenic spots to meet emotional needs. At the same time, visitors can also use WeChat to listen to Chinese and English for free to get relevant cultural knowledge of Longmen. In addition,

Longmen Grottoes can grasp the number of people in the scenic spot in real time through big data and intelligent cloud platform, and understand every interactive experience that tourists participate in the scenic spot, making the scenic spot management and service more scientific, standardized and accurate. Today, not only the Longmen Grottoes, Luoyang also promotes smart tourism products in other cultural tourist attractions. This integration of culture and technology enriches the cultural experience of tourists and facilitates the real-time supervision of tourism managers and the innovation of service model of tourism operators.

(2) The museum has a complete range and is a place for deep cultural tourism experience. A comprehensive and well-planned museum has become the main venue for Luoyang cultural output and deep learning. According to statistics, there are more than 60 state-owned and non-state-owned museums in the city. The annual number of tourists is about 7 million, and more than 60% of them are tourists from outside the province. It is undeniable that this is the promotion of Luoyang's overall tourism image, history and culture. Tourism development has played a huge role. For this reason, Luoyang Tourism also planned the corresponding "Study Tour" tourist route, and the museums echoed each other. The collection treasures brought a rich sense of history to the tourists. The corresponding professional explanations and voluntary explanations provide a convenient way for tourists to touch the historical context of Luoyang. It can be said that tourists are a good place to fully understand Luoyang's history and culture and to carry out in-depth tourism experience.

(3) The government attaches importance to tourism development, marketing and innovation. The Luoyang Tourism Development Committee was established earlier in the country. It is responsible for the tourism development plan of Luoyang City and provides guidance and support for the tourism development of Luoyang. In terms of policy, Luoyang City's *13th Five-Year Tourism Development Plan* proposed new goals such as transformation and upgrading and business innovation. In the tourist season from July to August, the high-speed free policy was implemented in Luanchuan County of Luoyang City to attract tourists. In 2018, the number of tourists receiving the Super Golden Week of Luanchuan Expressway also reached a new high. In addition, the orderly operation of the official website, official WeChat, official Weibo and other platforms also reflects the government's emphasis on tourism development.

3.1.3 Objective limitations of cultural tourism resource development

(1) It's difficult to develop and utilize existing resources. 1. The early historical sites

dominated by Xiadu Erlitou Site, Yanshi Mall Site, Xizhoucheng Zhoucheng Site, and Dongzhou Wangcheng Site. The cultural resources formed by this part of the site mainly contain three characteristics. The first is that they are one of the few cultural products that can show the style of the pre-Qin Dynasty dynasty. They have very important historical research value. Secondly, due to the age, there are almost no visually visible buildings and urban structures. The third reason is that most visitors do not have the corresponding professional historical knowledge, so they cannot get emotional resonance. The second and third characteristics are also important reasons that hinder the further development of these cultural resources into cultural tourism resources. Due to lack of ornamentals, tourists usually do not include them in the travel plan. Accordingly, the government has not spent a lot of effort on tourism development for early sites. Therefore, from the early part of the ruins, the characteristics of Luoyang cultural tourism resources can be summarized as “historical research is of great significance, but for non-professionals, it lacks ornamental value”. 2. The middle and late ruins of the Luoyang City, which was dominated by the Sui and Tang Dynasties in the Wuzhou period. In addition to the history of the capital construction of the Qin and Han dynasties, the history of Luoyang in the later period was more dispersed, and the main development was Luoyang City in the Wu and Zhou Dynasties. Although in the Sui Dynasty and the early Tang Dynasty, Luoyang was mainly developed as a companion, and then the political center continued to shift to this place with the geographical location and excellent natural conditions in the “in the middle of the world”, and reached the peak of development in the Wu Zetian period. Wu Zetian is here. The magnificent and majestic buildings such as Heaven Mingtang have been established one after another to show the strength of national strength. However, so far, due to various reasons such as man-made damage and natural disasters, the historical traces left by the Sui and Tang Dynasties are few. Some of the famous attractions, such as Heaven and Mingtang, use modern technology to restore the original buildings so that people can intuitively The scenery of Luoyang City during the Sui and Tang Dynasties was observed. The characteristics of the cultural tourism resources of the Ducheng ruins in the Sui and Tang Dynasties can be summarized as follows: "There is a glorious history, but the remains are rarely preserved, relying on modern reconstruction to attract the flow of tourists."

(2). **The social and economic strength is limited, and the reconstruction of the site is difficult, and it will take a long time to be effective**. At present, Luoyang is only a regional third-tier city. Compared with other cities with ancient capital backgrounds (such as Beijing, Nanjing, Xi'an and Zhengzhou), it is difficult to obtain the same level of policy dividends and

development opportunities, and its economic environment and technological and cultural environment are also relatively insufficient. Therefore, the reconstruction of the ancient city and the vigorous development of infrastructure are a relatively long-lasting project for Luoyang. At present, the reconstruction of the ancient city, which is represented by the ancient city of Luojing, is underway, and the specific implementation results will take some time to be effective.

(3) Regional competition and cooperation. The opening of Zhengxi high-speed rail has greatly affected the tourism pattern of Shaanxi Province and Henan Province, and the inter-provincial tourism from Zhengzhou to Xi'an has been transformed into “the same city tourism”, realizing the concept of “two-hour tourism circle”. First of all, in early 2010, Zhengzhou and Xi'an tourism departments signed a cooperation agreement to jointly organize the “Zhengxi High-speed Railway First-line, Ancient Capital Tourism New Experience” tourism promotion activities; Luoyang has the opportunity to jointly design and develop high-speed rail tourism products for domestic and overseas markets; secondly, the regional accessibility brought by high-speed rail has been greatly improved, and it has also spawned many new tourism products, such as “taking high-speed rail, traveling to Luoyang, enjoying peony, playing skiing”, using Zhengxi high-speed rail and Luoyang city. Tourism products such as Peony Flower Club, Xiaolangdiguan Waterfall Festival, Heluo Cultural Tourism Festival and Funiu Mountain Ski Festival are closely combined. On the other hand, for Luoyang, compared with the two provincial capital cities of Zhengzhou and Xi'an, Luoyang still has certain disadvantages in competing for high-speed rail tourists. At present, Luoyang's tourism products are difficult to retain tourists, thus affecting catering. Accommodation, entertainment and other industries are extremely unfavorable for Luoyang City to build a tourism distribution center in Henan Province and an international tourism city.

3.2 Annual progress and key experience of smart tourism

3.2.1 Continuously improve the construction of smart tourism 2.0 project

At the beginning of 2016, Luoyang City Tourism Commission started the construction of Smart Tourism 2.0 project. The project takes big data application as the core, data interaction and sharing as the principle, and serving the tourists and enterprises as the concept to realize service improvement, precise marketing and smart supervision. It mainly includes tourism big data service center, tourism big data analysis center, tourism public service APP, tourism government application APP, tourism all-media information management and control platform,

tourism micro-marketing management platform, tourism website cluster management system, tourism information network, tourism government network: A total of 11 application systems, such as tourism multi-customer management system and tourism industry operation monitoring and dispatching, have been basically completed, and the main project system has been put into operation.

3.2.2 Continuously deepen the construction and application of tourism big data

In the first half of 2017, Luoyang City continued to increase the construction and application of tourism big data, and newly access the high-speed bayonet vehicle data of the traffic police department to provide data support for Luoyang City to analyze the self-driving tourists source market; signed a strategic cooperation agreement with Luoyang Mobile to further promote The analysis and integration process of operator data provides data protection for the analysis of passenger sources in Luoyang, passenger flow monitoring, secondary data analysis of passenger trajectory and residence time. At present, the Smart Travel Data Center has been implemented to support Luoyang tourism information release, public services, industry management, industry operation monitoring, security emergency, precision marketing, service improvement and other aspects. Based on the support of Luoyang Tourism Big Data Center, Luoyang City Tourism Commission released the 35th Peony Culture Festival Smart Tourism Big Data Report and Heluo Cultural Tourism Festival Smart Tourism Big Data Report respectively, which is the result of big data analysis for Luoyang City. It provides an important basis for developing precise marketing, planning tourism activities, developing tourism products, and improving tourism management and service levels.

3.2.3 Continue to accelerate the work of smart tourism projects in Luoyang City

(1) Actively promote the construction of smart tourism service center projects. In order to improve the public service of Luoyang City, to meet and adapt to the growing demand for tourists and industry supervision, Luoyang has fully demonstrated the city image as an international cultural tourism city and decided to build a Luoyang Smart Tourism Service Center. The service center includes the functions of impression Luoyang, wisdom Luoyang, emergency dispatch, and comprehensive law enforcement. The project is located near the Longmen High-speed Railway Station. It is located in Zhengda Square and Quanzhou Commercial Circle. It enjoys convenient transportation and large passenger flow, and can fully serve the tourists. The project is in the stage of project establishment and conceptual design.

The image display part of the Luoyang Peony Culture Festival will be completed in 2018, and the construction trial operation will be basically completed in September 2018.

(2) Smart tourism touch screen project. In January 2017, 35 new 65-inch touch screens were deployed in the city's 4A-level scenic spots and the service program was updated. The English version was added. During the 2017 Asia Pacific Travel Association Adventure Travel Conference and Trade Fair held in April this year, More than 400 people from more than 30 countries and regions including the United States, Britain, Germany, France, Italy, Netherlands, Russia and Australia provide tourism information services. The newly developed service program is deeply integrated with the tourism basic database and the all-media platform, achieving the purpose of unified, convenient, and timely information maintenance. At present, the tourist touch screen has been deployed in 5 stars hotels, 5A level scenic spots, airports and other tourist concentration places, making the tourism promotion channels more diversified.

3.2.4 Actively promote the application of new technologies

(1) Wireless 4G video application. In order to solve some difficulties related to video surveillance point hardware, line investment and maintenance, the communication operator tried to make a preliminary investment in 2017. The Luoyang City Tourism Development Committee purchased video services in the form of Luoyang City National Heritage Park, Lijingmen, and Laos in the Sui and Tang Dynasties. 4G wireless video surveillance points were built in the historical and cultural blocks of the city, Peony Square, etc., and the current operation is good. Later, it is planned to expand the purchase of video services based on viewing.

(2) VR tourism. In order to promote the application of VR virtual technology in tourism, Luoyang City Tourism Development Committee and technology company jointly launched the Luoyang Tourism VR promotional film, and produced 9 key scenic spots VR videos represented by Longmen Grottoes and Laojun Mountain, and embedded in the website. Micro-channel public platform. The application of virtual technologies such as VR and AR in tourism will greatly enhance the publicity effect of Luoyang tourism.

3.2.5 Continue to promote the construction of industry information

Actively guide tourist attractions and travel agencies to carry out smart tourism construction. The smart tourist attractions represented by Longmen Grottoes and Laojun Mountain have realized WIFI network coverage, electronic explanation, intelligent admission,

mobile payment, intelligent parking, and big data analysis. With the help of the Internet, the service, management, and marketing levels have improved. On July 15, the country's first scenic intelligent cloud platform was launched on the Longmen Grottoes, and the Longmen Grottoes led the journey into the intelligent cloud era. The new data platform of Longmen Grottoes has been upgraded, and the data interface of the intelligent equipment on the line and offline has been opened to realize the wider data fusion and connection between online and offline. The data source is deeper and wider, forming a three-dimensional platform. Global data, through massive data access, comprehensively enhance cognitive applications, and help intelligent scenic area management. Shenling Village, Baiyun Mountain, Qingyao Mountain, Xitai Mountain and other scenic spots have been upgraded, comprehensively carrying out smart tourism construction and focusing on the construction of basic network, WIFI transformation, video surveillance, intelligent parking lot, intelligent gates, etc. On January 18, 2018, the Longmen Grottoes Smart Tourism Project won the third prize of the 14th UN World Tourism Organization “Public Policy and Management Innovation” and became the only participating unit to represent China in the finals and won the award. In November 2017, Luoyang City Tourism Development Committee took out more than 500,000 yuan of funds to support the development of smart tourism, such as Qingyao Mountain, Shenling Village, Baiyun Mountain, Qiantangzhizhai, Huaguoshan, Guanlin and other scenic spots. It has greatly stimulated the enthusiasm of smart tourism construction in scenic spots.

The travel agency represented by Luoyang China Youth Travel Agency, Hong Kong International Travel Service, Octopus Travel Agency and Tiantian Travel Agency has developed mobile APP, WeChat public platform, travel agency platform, tour guide reservation platform, electronic contract and other systems to realize Internet + travel agency and tour guide, hotels, scenic spots, restaurants, car rental, airline ticketing, railway ticketing, etc., deeply embracing the Internet, and setting a new path for the transformation and upgrading of the travel agency industry.

The first phase of Xin'an County Smart Tourism Command Center was completed and put into use, and the second phase of the project has been completed; the “Wholeland Smart Tourism Plan” of Luanchuan County is being reviewed and is preparing for the tendering of the global smart tourism project; the Mengjin County Smart Tourism Construction Plan is being prepared; Smart tourism construction is in full swing.

3.2.6 In-depth implementation of the scenic video and passenger flow system deployment tasks from the Provincial Tourism Administration

According to the arrangement of the National and Provincial Tourism Bureau, the video and passenger flow system docking meeting of the city's tourist attractions was held in May to connect the video and passenger flow (gate data) of the city's 4A and above with the city's smart tourism platform, and docked with the provincial platform. The work has been arranged and the work is currently progressing steadily. Luoyang City Tourism Development Committee's smart tourism platform has access to more than 200 scenic spots video, and the interface program of the docking area has been completed. At present, it has access to the gate data of Longmen Grottoes, Laojun Mountain, Guanlin and Jiguandong, and other scenic spots. The gates are being rebuilt according to the requirements of the province and the city.

3.3 Annual survey of rural tourism in Chongdugou Village

3.3.1 Transformation of Farmhouse Hotel (B&B)

The transformation of the farmhouse hotel (B&B) is mainly due to changes in the market. After 2012, the proportion of team guests dropped seriously, the proportion of self-driving tourists increased, and the demand for accommodation and catering during holidays was large. However, the price is not the decisive factor for tourists to choose a farmhouse hotel. The factor that tourists pay more attention to is comfort. The pursuit of only an increase in the number of beds is not entirely compatible with the changes in the number and demand of tourists who come to travel through the ditch. The scale of the early farmhouses was relatively small, the grades were relatively low, and the housing structure was unreasonable. Most of the farmhouse hotel operators would renovate the farmhouse hotels after accumulating part of the profits, but they still could not upgrade the grades. The real need of visitors is to experience the authentic food of the countryside and experience a healthy stay. Therefore, under the changes of the market, the transition of the hotel is imperative.

The main measures for the transformation of the farmhouse hotel (B&B) are:

(1) Reduce the amount of quality. The transformation of the farmhouse hotel (B&B) is embodied in the reduction of the number of beds, the increase in living areas, and the separation of living areas from the reception areas. The number of rooms is limited to 15 rooms per house. At the same time, the changing room mode is changed. The local materials are used, lightly decorated, re-decorated and designed with special design features. In addition, the high-end tourist equipment, value for money at the price of the hotel.

(2) Expand the scenic spot. In 2016, Chongdugou Village signed an agreement with the Luanchuan County Government to include the surrounding five villages within the management scope of the Chongdugou tourist scenic spot. The scenic spot will also transform the visit-style development model and develop niche tourism products, such as crossing and hiking, and specially develop tourism products suitable for the elderly. In terms of transportation, vehicles are allowed to enter the scenic spot. Ordinary parking spaces or underground parking spaces are set in the scenic area, and special vehicles such as public transportation, such as small trains and buses, are established. On the whole, instead of creating a scenic spot in the pattern of scenic spot development, the Chongdugou scenic spot will be built into a comfortable residential area.

3.3.2 Impact of entry of foreign operators on local people

After the foreign operators entered the Chongdugou, the impact on the local operators could be reflected in the three aspects of attitude differences, interpersonal relationships and business cooperation.

3.3.2.1 Differences in attitude

(1) Attitudes of local operators to foreign operators

Most local operators have a neutral attitude toward foreign operators. They believe that foreign operators and local operators face the same market competition environment. They are equal in operating family hotels, and there is no malicious competition between them. Therefore, there is no obvious Different treatment, for example, many interviewees mentioned that "competition is also a general market competition behavior" "do not have too many attitudes to foreign operators, no one interferes with anyone" "feeling has little effect on us, it does not matter."

However, some local operators have a more negative attitude towards foreign operators. They believe that the entry of foreign operators brings greater competitive pressure to their own operations, and the market behavior of some foreign operators has disrupted the tourism of Chongdugou, especially the order of development. Thus many show an unwelcome attitude. For example, some interviewees mentioned that “it will make us feel that they have seized the source of customers”, “the problems brought by foreign operators are quite high. First, the price is a bit chaotic”, “the foreign operators will not consider the reputation and will destroy the heavy trench. A malicious competition”, “is still relatively exclusive, the competition here

is too intense, and the cakes are separated."

In addition, there are still a small number of local operators who are more appreciative of foreign operators. They see the good side of the influence of foreign operators on Chongdugou. They believe that foreign operators have better management and management capabilities and can drive re-transfer. The tourism development of the ditch stimulates the local economy. For example, some interviewees mentioned that “people do it well because people have resources and ideas in this area.” “Foreign operators have preferential policies for many local people. They can also promote local development. We can also give them Learning" "Overall, the exchanges in this field are quite small, but they can really drive the development of the scenic spot."

The formation of attitudes of local operators to foreign operators is affected by many factors. Local operators with better family business conditions have more positive or general attitudes towards foreign operators, while local operators with poorer operating conditions are more inclined to generate exclusion. The personal attitudes, education levels, personal experience and vision of local operators will also affect their attitudes towards foreign operators.

(2) Attitudes of foreign operators to local operators

The attitudes of foreign operators on subjective operators are mainly two types, each accounting for half of the proportion. One is to live in harmony and the relationship is harmonious; the other is to not deal with, and there is no feeling. However, after careful analysis of the interview results, it was found that the foreign operators who belonged to the attitude of “harmony” did not have much contact with local operators. When answering “how is the relationship with local operators”, most foreign operators simply answered “good”. But what they think as “good” only means that they sometimes chat with local operations and learn about the information.

Therefore, in general, there is less communication between the foreign and local operators. The attitudes of the foreign operators to the local operators are mostly average, and there is no particularly negative or particularly close and friendly attitude. This also reflects from the side that foreign operators are not enthusiastic about communicating with local operators and cultivating emotions.

3.3.2.2 Interpersonal relationship

Although there are more and more foreign operators, the interpersonal relationship

between local operators and foreign operators has not produced more intersections. Judging from the interviews of local operators, most of the local operators and foreign operators have little to do with each other. In their normal operations, they all do their own business, or even do not know each other. Although some respondents indicated that they would occasionally communicate with foreign operators to understand the information, they are still a minority. Judging from the interviews of foreign operators, many people said that they have a good relationship with local people and help each other and support each other. The reason is that most of the foreign operators need to rent local houses to operate, so they need to communicate with local people, but this communication is limited to the one with the owners. The external local Communication from other operators is still small.

3.3.2.3 Business cooperation

From the point of view of capital contribution, most foreign operators will choose to temporarily rent local houses to operate, and some will choose to directly purchase local people's real estate, that is, the way foreigners pay and locals produce goods. From the perspective of daily operations, there is less daily communication between foreign operators and local operators. Naturally, mutual cooperation is also rare. “The field and the local are still different.” Of course, there are also a small number of mutual cooperation, for example. Foreign operators have suggested that the number of their rooms is small, and they will cooperate with some local farmhouses to realize the sharing of passengers. This will increase the number of guests that can be accommodated and increase the income.

3.3.3 Scenic Smart Tourism System

After several years of investment and construction, the construction of the Chongdugou smart tourism system has achieved initial results. In terms of infrastructure: the scenic area has basically built a fiber-optic network, accessing 1000M mobile fiber broadband, basically achieving mobile communication signal coverage, WIFI, video, and broadcasting systems covering the tour route, and the video can be viewed remotely.

In terms of smart management, the number of visitors to the scenic spot can be counted through the ticketing system, but the number of visitors in the park and out of the park cannot be counted. The functions of automatic alarm for over-limits, the flow count management of hotspots, the traceability of visitor data, analysis and prediction cannot be achieved. No environmental measurement and safety management system is established; vehicle

management can realize automatic identification and statistical analysis of tourist license plates but does not realize traffic flow status and real-time release of parking space vacancy information. There is a digital video surveillance center in the scenic spot. It does not have a map scheduling management based on the positioning of scenic spots, multi-system multi-sector data integration and sharing, and the ability to achieve multi-department synergy linkage based on the system.

In terms of smart services, self-media construction has information services such as websites, WeChat and Weibo. The scenic spots are equipped with LED displays for the release of real-time information such as weather, announcements, and security at the gates, visitor center ticketing centers, and ropeway stations. Reminders and other content are more conspicuous; visitors can obtain guided tours at the tour guide center; the scenic spots can provide visitors with manual window ticketing and OTA and other ticket purchase channels.

In terms of smart marketing, the scenic spot can use self-built media and online media to start integrated interactive marketing activities with good results.

2018 Monitoring Report on the Sustainable Tourism Development of Jiaozuo, Henan

Monitoring Centre for UNWTO Sustainable Tourism Observatories

Henan Tourism Administration

Jiaozuo Municipal Tourism Bureau



Acknowledgement:

General Director: BAO Jigang

Technical Director: LIANG Zengxian

Members of Technical Group:

CHEN Yanxia, GUO Zhengting, HAN Yingying, HUANG Lirui, HUANG Xiaoping, LI Yue, LIANG Xiaotong, LIU Chenxi, MO Ni (FRENCH), SUN Yujie, WANG Yifei, YU Jiaqi, ZHAN Shuhui, ZHONG Fengyu, ZHONG Zhiyun

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And all those who helped with the monitoring work.

1. Monitoring profile

In 2018, Jiaozuo City thoroughly implemented of the development concept of “innovation, coordination, green, openness and sharing”. Through the cultivation of "Tai Chi holy land, landscape Jiaozuo” two brands and the transformation and upgrading of tourism to improve qualities and efficiency, Jiaozuo has experienced the transformation from sightseeing tourism to leisure and holiday-making, from scenic tourism to comprehensive tourism, to complete "the second innovation", build a strong tourism city, " Tai Chi city of the world, regimen place of central plains ", a national model city of comprehensive tourism and a international cultural tourism city.

Enriching tourism products, Jiaozuo City continued to put more strength on the marketing, continuously deepened the influence of the brand “Tai Chi holy land, landscape Jiaozuo”, participated in the provincial publicity and the publicity of overall image of Jiaozuo tourism on CCTV; Jiaozuo established Jiaozuo Omnimedia Center of Tourism and Jiaozuo three-dimensional publicity network system of tourism, and promoted the overall image marketing publicity of Jiaozuo tourism.

From July 19 to July 26, 2018, the monitoring centre for UNWTO sustainable tourism observatories successfully completed the monitoring of 2018 sustainable tourism development in Jiaozuo, Henan Province with the cooperation of various parties. The monitoring team consists of Associate Professor Liang Zengxian from the Center for Tourism Development and Planning of Sun Yat-sen University and two master students and 13 undergraduates.

The monitoring work covers important core scenic spots such as Qingtian River and Yuntai Mountain in Jiaozuo and its surrounding areas. With the method of observation, questionnaire survey and interview, the research team observed and recorded the operation and management status of the scenic spots and the development of the community. Multi-level and multi-dimensional questionnaire surveys and interviews were conducted with tourists and residents in surrounding community on tourism experience, satisfaction of tourism development and tourist management status. Researchers visited relevant tourism departments and units in Jiaozuo to collect a large amount of second-hand data and conducted in-depth interviews with the government leaders, official workers of the scenic spot, residents around the scenic spot, official workers of the community and elites of the community. In this research, a total of 1,000 questionnaires were distributed and 957 questionnaires were collected. After

omitting invalid questionnaires, 862 valid questionnaires remained and the rate of validity was 95.7%. 600 questionnaires of the community were distributed to community residents and workers of tourism enterprises and 383 questionnaires were collected. Except invalid questionnaire, there were 328 valid questionnaires and the rate of validity was 85.64%.

The index system of evaluation and framework for analysis of this monitoring mainly refer to the *Indicators of Sustainable Development for Tourism Destinations: A Guidebook* of World Tourism Organization and conclusions of relevant academic research. The report is divided into two parts: the general report and the report of special topics. The general report includes six sections: Preface, Tourism and Environmental Resources Protection, Tourism and Community, Tourists' Perception and Satisfaction, Tourism and Economy and Conclusions and Recommendations. The report of special topics focus on the development of small and medium tourism enterprises in the community and the spread of tourism images, which includes the transformation of tourism cities and the sustainable development of small and medium tourism enterprises (agritainment) and the comparison between communication and perception of tourism images.

2. Main findings

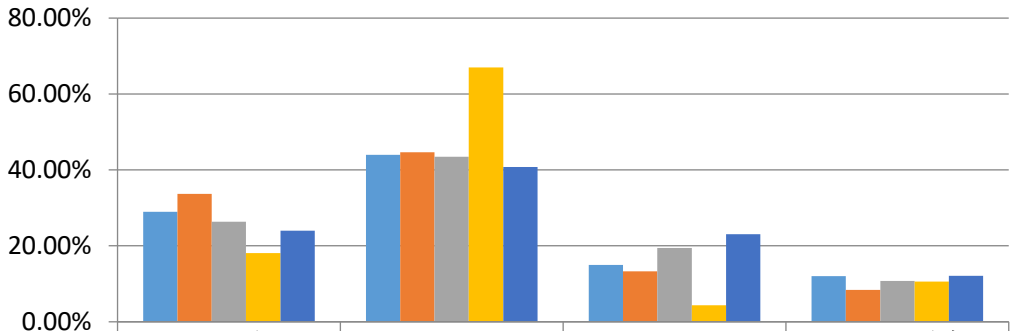
2.1 The majority of tourists are middle and low-end, and the number of middle and high-end tourists is increasing

The majority of tourists are young and middle-aged groups and the proportion of males is higher than that of females. Tourists aged 18-45 account for the majority (72.5%); except for the group aged 18-25, the proportion of males in other groups was higher than that of females. Generally speaking, among teenager groups and middle-aged groups, different genders and different ages have a discrepancy in choosing Jiaozuo as a tourist destination. The young and middle-aged groups are the most important consumer groups to visit Jiaozuo.

Tourists are mainly low-income groups and the proportion of high-income people is obviously increasing. The income of tourists (56.90%) is mainly below 4,000 yuan, of which the group below 1500 yuan (23.20%) and the group of 2501-4000 yuan (22.00%) account for a relatively large proportion. It is worth mentioning that the proportion of high-income groups has risen sharply compared with 2017, especially the proportion of people with incomes of 6001-10000 has increased by 5 percentage points and the proportion of people with incomes

above 10,000 yuan has also increased, which corresponds to a decrease of five percentage points in the group with incomes of 2501-4000. It shows that in 2017 Jiaozuo tourism has achieved certain results in the publicity towards high-income people.

Tourist spending is low but growing. It is mainly between 501 and 1000 yuan (40.8%), and the spending below 500 yuan takes up about a quarter of the total. The data show that, from 2014 to2018, tourists' tourism expenditure is mainly low and medium level, indicating that tourists' tourism expenditure in Jiaozuo is relatively low but potential for development. The number of tourists that cost from 1001 to 2000 yuan and above 2001 yuan is growing and the prospects for the future are bright.



	500元以下	501-1000元	1001-2000元	2000元以上
2014年	29.00%	44.00%	15.00%	12.00%
2015年	33.69%	44.64%	13.31%	8.36%
2016年	26.36%	43.44%	19.46%	10.75%
2017年	18.09%	67.00%	4.34%	10.56%
2018年	24.00%	40.80%	23.10%	12.10%

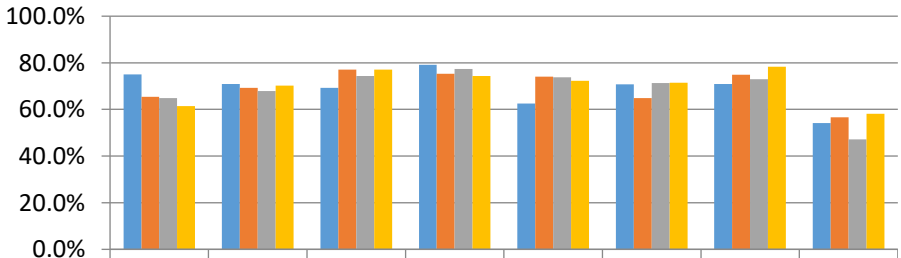
Figure 2-1 Comparison tourist tourism expenditure from 2014-2018

2.2 Satisfaction of tourist perception of the environment improved, and the perception of crowdedness is poor

The perception of urban environmental quality is relatively consistent, and the overall perception changes from general to comparatively satisfied. In 2018, more than half (69.60%) of the tourists were satisfied with the overall sanitary conditions in Jiaozuo (selected as “satisfied” and “very satisfied”), and the average degree of satisfaction increased slightly which indicates the improvement in sanitary conditions of Jiaozuo City. The average degree of satisfaction with air quality has also improved significantly. In 2018, 75.70% of

tourists were satisfied or extremely satisfied with the air quality.

The tourism environment and the crowdedness of the scenic spot has a low degree of satisfaction, which needs to be further improved. In 2017, the degree of tourists' satisfactory with the tourism environment reached a new high of 4.30, but it fell to 4.13 in 2018; the monitoring data in 2018 showed that the satisfaction of tourists with the crowdedness of the scenic spots was only 3.58, which was between general and satisfactory. However, compared with 3.23 in 2014, there was a great improvement. 43.70% of the tourists are very satisfied with the scenic environment and 27.80% of the tourists are very satisfied with the degree of crowdedness of the scenic spot. While the standard deviation of the satisfaction of the tour environment is 0.942, and the standard deviation of the scenic crowdedness is 1.176, of which in comparison with the tourism environment, the perception discrepancy is large. It can be inferred that a large number of tourists' perception of satisfaction with the overall tour environment is concentrated between satisfied and very satisfied, while tourists' perception of the crowdedness of the scenic spot is scattered, which reflects the discrepancy in crowdedness of different scenic areas and different scenic spots in one scenic area.



	Noise pullution	Cleanliness	Air quality	River water quality	City greening	general hygiene status	Tour environment	Scenic spot congestion
Qingtian River	75.0%	70.9%	69.3%	79.2%	62.5%	70.8%	70.9%	54.2%
Yuntai Mt.Hongshixia	65.4%	69.3%	77.1%	75.3%	74.0%	64.9%	74.9%	56.7%
Yuntai Mt.Xiaozhaigou	64.9%	67.9%	74.3%	77.4%	73.8%	71.3%	72.9%	47.2%
Yuntai Mt.Zhuyufeng	61.4%	70.2%	77.1%	74.3%	72.3%	71.4%	78.3%	58.2%

Figure2-2 Comparison of Visitors' Environmental Perception Satisfaction Degree of Main Attractions in 2018

The environmental perceptions of Yuntai Mountain and Qingtian River are quite different. In 2018, the overall perception of tourists in the Qingtian River scenic area has increased compared with last year. The perceptions of tourists in Yuntai Mountain are greater than Qingtian River in air quality, urban greening and sightseeing environment, but in terms of

noise pollution, cleanliness and river water quality, the percetions of tourists in Yuntai Mountain are not prominent or even lower than those of Qingtian River.

2.3 Residents' perceptions conflict, and they begin to pay attention to the quality of development

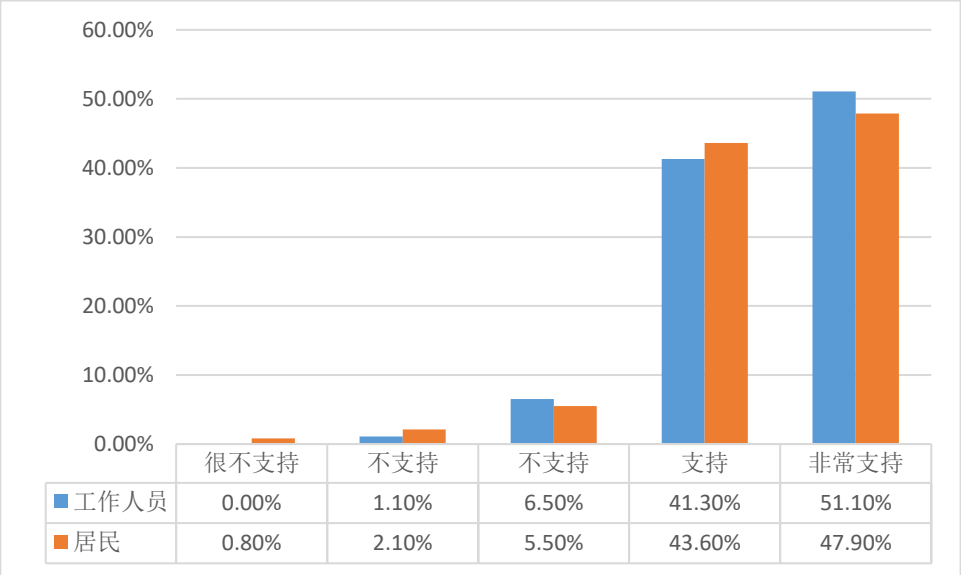
Residents are generally satisfied with the tourism development of Jiaozuo. Overall, the residents' satisfaction with tourism development (selecting “satisfied” and “very satisfied”) accounted for 75.30% of the total when compared with 72.12% in 2017. Although the average and percentage of satisfaction in 2018 showed varying degrees of change, but it also showed that the residents were generally satisfied with tourism development of Jiaozuo. In addition, residents who are dissatisfied and very dissatisfied with tourism development accounted for 1.20% and 0.90% respectively, increasing by 0.46% and 0.90% respectively in comparison with 2017. Since 2014, the data has declined slightly every year and rebounded slightly in 2018, which indicates that the dissatisfaction of community residents with the tourism development of Jiaozuo has been decreasing year by year.

The recognition of residents for local development tourism is increasing year by year. Residents' recognition of“Jiaozuo is suitable for tourism development” averaged 4.21, and the standard deviation was 0.72. The average increased slightly compared with 2017. Residents who agreed (selected "agree" and "strongly agree") accounted for 86.60% of the total, which decreased by 0.26% in comparison with 2017. The proportion of residents who chose "very agree" increased for two consecutive years and reached 36.6% in 2018. Residents with unsupportive attitudes (choose “strongly disagree” and “disagree”) increased by 0.30% and 1.20% respectively.

Residents’ support for expanding tourism has declined. In 2018, the average value of “Community Residents' Support for Continuing Expansion of Tourism” was 4.38, and the standard deviation was 0.73. The average value was slightly lower than that in 2017. The total proportion of residents supporting (selecting “support” and “very support”) was 91.80%. Since 2016 when the data increased slightly, it has declined again this year; the proportion of residents who did not support (selecting “not support at all” and “not support”) increased by 0.60% and 1.80% respectively.

Residents’ recognition of expanding tourist volume has declined. The “Community Residents’ Support for More Visitors” item has an average value of 4.55 and a standard

deviation of 0.64, indicating that the proportion of residents who support (selecting “support” and “strongly support”) since 2017 has fallen to 94.80% that decreased by 5.20% compared with 2017 after the data reached 100% in 2017 for the first time. The proportion of residents who support (choose “very unsupportive” and “unsupported”) had growth of 0.30% and 0.60% respectively.



	很不支持	不支持	不支持	支持	非常支持
工作人员	0.00%	1.10%	6.50%	41.30%	51.10%
居民	0.80%	2.10%	5.50%	43.60%	47.90%

Figure 4 Comparison of the recognition of residents in Yuntai Mountain community for “expanding tourism”

3. Special Topic 1: Development of Small and Medium Tourism Enterprises

With the development of tourism, tourism SMEs emerged as the times require, and community residents fully participate in tourism development, which becomes an important growth point in the development of tourism economy. Tourism of Jiaozuo is undergoing transformation, and tourism SMEs also need to transform to adapt to the new demands of the market, finding the right position, developing characteristic culture to attract tourists, improving the quality of service to enhance residents' happiness and promote tourism development of Jiaozuo. This report studies the transformation of Jiaozuo city and the sustainable development of small and medium-sized enterprises. It specifically analyzes the economic development process and transformation status of Jiaozuo, the current situation of tourism development, tourism and economic growth, and uses the questionnaire data from field

research to grasp the tourism development of small and medium-sized enterprises. Through the analysis of its business conditions, business performance and its influencing factors and the experience of industrial transformation and sustainable development of tourism SMEs, scientific data and theoretical reference will be provided for the tourism development of Jiaozuo City and other resource-exhausted cities.

3.1 Catering to the trend of tourism development, small tourism enterprises need transformation and upgrading

In the process of Jiaozuo tourism development, the quality level and service level of the overall tourist attractions in the country are also in the process of upgrading. The requirements for tourists to destinations are also changing from popularization to individualization. The transformation and upgrading of Jiaozuo small tourism enterprises is urgent. The investigation shows that the small tourism enterprises in the Jiaozuo scenic spot have gradually entered a saturated stage, and due to the convenient transportation, the churn rate of tourists has also increased to a certain extent. Blindly expanding the scale of operation and the scale of the industry will only affect the profitability of the region, resulting in the regional business gap, which will affect the overall business operations and image and reputation as a tourist destination. The current development of Jiaozuo tourism is in a stage suitable for transformation. It should gradually shift from the attraction of tourism resources to the attraction of the tourism destinations as a whole, such as the transformation and upgrading of small tourism enterprises: to promote the environmental quality of tourism reception facilities (agritainment) and the service quality of operators; to enlarge the market for high-end commodities for tourism consumption, etc.

Tourism is market-oriented. At the same time, Jiaozuo City's small and medium-sized tourism enterprises are mostly dependent on the radiation of local scenic spots to serve tourists. The Jiaozuo Municipal Government is upgrading of the scenic spot, including the infrastructure and the construction of scenic spots, which will affect the structure of tourist source market of Jiaozuo. Newly-built special tourism projects and leisure and holiday-making projects will attract more tourists, including international tourists and more tourists for leisure and holiday-making. This means that Jiaozuo City's small and medium-sized tourism enterprises need to cater to the tourism development trend of Jiaozuo City, and carry out the transformation and upgrading of products for these potential customers.

In fact, after 20 years of tourism development, small and medium-sized tourism enterprises in Jiaozuo City have been renovating old houses from villagers to run restaurants and hotels. So far, a large number of hotels have been on the stage of aging facilities and damaged buildings. A small number of hotels have undergone renovation and upgrading, and a number of boutique B&B and hotels that are at the forefront of tourism were built up. There are also some boutique hotels that are oriented towards leisure vacation and specialization. The successful operations of these small and medium-sized tourism enterprises will drive the next group of enterprises to transform and develop.

3.2 Identifying the location to diversify the business of small businesses

At present, the development of small and medium-sized enterprises in Jiaozuo is relatively simple, mainly including family hotels, restaurants, supermarkets, specialty stores, most of which are homogeneous. The characteristic and diverse tourism products have not yet taken shape. In the new stage of transformation and upgrading of Jiaozuo tourism, the permeability and coverage of Jiaozuo tourism market will be increased. Small and medium-sized tourism enterprises should adopt a marketing strategy of diversified development to find the right position and diversify its tourism business, avoiding vicious competition in a single market. Many owners of small and medium-sized tourism enterprises explain that due to the fierce competition, prices are falling, and they begin to rely on group tourists, which causes a vicious circle of homogenization.

To identify the transformation orientation of small-scale tourism enterprises, various factors like overall urban tourism resources, location and resource style, etc., should be comprehensively analyzed, and the regional development style and external style need to be unified, and a positioning plan for the transformation and upgrading of small tourism enterprises should be made.

At present, Jiaozuo is committed to relying on resources of mountains and water and cultural resources to create two major tourism brands, “Tai Chi holy land, landscape Jiaozuo” that the brand positioning of small and medium-sized tourism enterprises should rely on. Meanwhile, the renovation and upgrading should be based on the original natural, cultural and material resources: firstly, in terms of the transformation and upgrading of the agritainment and tourism consumer markets, the popular accommodation facilities transform to the stylized and personalized theme accommodation, as well as the supplement of medium- and high-end

consumer goods and the control of low- and medium-end consumer goods in the tourism market; secondly, the training and promotion of the quality and related knowledge of tourism service personnel and the continuing education of tourism talents provide personnel for the sustainable development of small tourism enterprises. Enhance the competitiveness and attractiveness of regional industrial clusters through internal and external transformation and upgrading.

3.3 Enhance the ability of self-reform and expand the support of the government and foreign capital

At present, the main body of small and medium-sized tourism enterprises in Jiaozuo City is still an experienced business owner whose capability of management and marketing, the analysis ability and awareness of the market are weak. Business operations are highly dependent on geographic location, basic quality of operators, and the prosperity of scenic spots. In the new stage of tourism transformation and development, Jiaozuo small and medium-sized tourism enterprises need to improve their professional capabilities to support the high-quality transformation and development of Jiaozuo tourism. The only way for Jiaozuo small and medium-sized tourism enterprises to transform and upgrade is to guide local small and medium-sized tourism enterprises to learn professional tourism management and development methods, and introduce more local professionals into the tourism industry.

The strong support of the government is necessary for the industrial transformation of resource-based cities. For Jiaozuo, the government should hire experts to make scientific development plans in the transformation and upgrading of small tourism enterprises and point a basic regional orientation for the transformation of small tourism enterprises. To improve the institutional mechanism of enterprise transformation and to create a good investment environment is the key to the successful transformation and upgrading of small tourism enterprises, especially in the process of the development and growth of the tourism industry. In fact, in a dominant position, the government has set up the Commission of Jiaozuo Tourism Development to lead the city's tourism work, and has mobilized and organized the citizens to participate in the development of tourism. In terms of the improvement of the professional quality of the employees of small tourism enterprises, in addition to the development of scientific tourism small business development plans, the government carries out regular professional service trainings for tourism operators and guides social investment with financial

funds to the development of tourism resources.

According to data of recent years, the government's impact on the overall performance of small and medium-sized tourism enterprises is reduced. The government and foreign companies need to guide the coordinated development of small and medium-sized tourism enterprises, and drive the transformation and development of the region as a whole. The government should increase the external publicity of the planning and development of the scenic spots, educate and guide the small and medium-sized tourism enterprises to pay attention to and understand the transformation and development process of Jiaozuo tourism and correspondingly make appropriate adjustment and transformation and upgrading strategies.

In addition, the shortage of funds is an important factor hindering the transformation and development of many small and medium-sized tourism enterprises. The government and foreign capital should establish a better environment of capital loan, innovate the cooperation mode between small and medium-sized tourism enterprises and government or foreign companies, and solve the financial problems

4. Special Topic 2: Comparison Between Communication and Perception of Tourism Image of Jiaozuo

In recent years, Jiaozuo City has further integrated tourism resources, promoted the establishment of a national tourism model zone, comprehensively created the brand image of “Tai Chi Holy Land, Landscape Jiaozuo”, and launched a series of tourism image marketing and publicity actions. There is often a deviation between the spread of the image of the tourist destination and the image perceived by the tourist. In order to better understand the difference between the image of Jiaozuo that is perceived by tourists in the tour and local residents in their daily life experience and the image that government designs and spreads, to help Jiaozuo better carry out the further promotion of tourism image, through the collection of network data and questionnaire data, this topic compares and analyzes the perception of tourism image of each group, and evaluates the position of tourism image of Jiaozuo City in the context of the whole-area tourism and the suitability of the mode of transmission for the tourism image. Based on this, from the two perspectives of design and communication, we will propose improvements on the construction of Jiaozuo tourism image.

4.1 Spreading the brand image of tourism, and perception of tourists varies

The government has positioned Jiaozuo's tourism brand image as a “Tai Chi Holy Land, Landscape Jiaozuo” the whole-area tourism destination. In terms of a specific design of tourism image, the image of Jiaozuo tourism that the government designs can be analyzed in five major themes: natural landscape, Tai Chi, history and culture,

the Huai medicine and urban spirit. Taking advantage Yuntai Mountain new attractions, glass plank roads and night travels in Yuntai and other products, the government re-creates anew image of Jiaozuo tourism brand with Yuntai Mountain as the leader, and planned and organized a series of tourism festivals in Jiaozuo scenic spots. The tourism attraction and the special leisure activities are carefully designed to promote the characteristic tourism brand image of “Tai Chi Holy Land, Landscape Jiaozuo”. Through media promotion, offline promotion and cooperation promotion, the overall tourism brand image is promoted to spread the tourism image of Jiaozuo City, which will attract more potential tourists to pay attention to Jiaozuo tourism brand image and continuously explore the tourist market.

The official website of the government tries to construct a comprehensive Jiaozuo tourism image covering the theme of natural landscape, Tai Chi, history and culture, the Huai medicine and urban spirit for external publicity, and each theme is refined to more specific elements to enrich and support the tourism image. The tourism image is too rich and full to shape a distinctive tourism image.

The image of Jiaozuo, which is perceived by tourists and residents, is lacking and too general. In terms of tourism attractions, the perception of natural resources is greater than the perception of human resources. The natural resources are mainly based on the Yuntai Mountain scenic area and its main attractions, but the perception of its scenic spots is weak. In addition, the perception of Tai Chi and historical and cultural images is only a tagged theme name. The impressions of typical elements and symbols (such as Taihang Mountains and the Yellow River) that can deeply interpret the image theme are not profound. Compared with the rich and full tourism image of Jiaozuo spread by the government, the tourism image that tourists and residents perceive is very general and flat. In terms of leisure and entertainment activities, traditional leisure activities such as sightseeing and mountain climbing are mainly used. The perceptions of experiencing projects and watching performances are not obvious. As far as residents are concerned, the main leisure and entertainment activity is Tai Chi. In terms of local

atmosphere, despite the neutral world “general”, others are positive comments on Jiaozuo. The words express beauty, scenic features and cultural atmosphere. Most of the tourism experiences get positive comments, which is more in line with the publicity video, but there is also a few negative perceptions.

Tourists are more concerned about the local atmosphere and tourism experience outside tourist attractions, and are more willing to express their feelings on the Internet. On the one hand, they consume travel symbols which are compared with the tourism images that are recognized through various information channels before travel. On the other hand, based on the discrepancy of their own travel experience and image perception, they express their feelings to potential tourists on the internet, which will affect those potential tourists’ decisions for travel.

4.2 Build core attractiveness and strengthen regional cooperation

Generally speaking, Jiaozuo’s tourism image is not as influential as the neighboring Luoyang and Kaifeng. Many tourists stop by in transit and will not stay in Jiaozuo for too long. However, landscape in Jiaozuo has its own uniqueness, which should be integrated with Tai Chi to form a whole image to leave a clear and deep impression for tourists. To build one’s own core attractiveness, we must start from building our own cultural core, and try to start a joint development of various scenic spots, with optimizing and upgrading the tourism facilities to provide quality service for tourists.

Compared with natural landscapes, the image of Tai Chi Holy Land in Jiaozuo City is not prominent enough. While visitors are currently less aware of this image, the residents' perception is higher, indicating that “Tai Chi” is part of the leisure life of residents and even the spirit of the city, which is not well integrated into the development and design of tourism products.

The following measures could deepen the tourism brand image of “Tai Chi Holy Land”: integrating Tai Chi elements into the design of urban landmark buildings and landmarks to build the branding of “Tai Chi Holy Land” for Jiaozuo, forming characteristics of the city; holding regular festivals such as the “Martial Arts” to attract enthusiasts of martial arts and at the same time increase the experience program for tourists, so that visitors can experience Tai Chi spirit in watching and learning Tai Chi; combining Jiaozuo local dishes with Tai Chi to create Jiaozuo featured tourism brands of “Tai Chi cuisine” which could be promoted in the scenic spots, further strengthening the connection between Tai Chi and tourism; making a

promotional film of “Jiaozuo×Tai Chi”in cooperation with other countries and cities to promote, showing the spirit of the city and residents to tourists.

Strengthen the image of the “green landscape” recognized by the tourists, and deepen the brand image of the tourism brand of “Landscape Jiaozuo”. Finally, we should pay attention to leisure and entertainment activities, and gradually develop some leisure and entertainment experience projects. For instance, increase leisure and entertainment projects with “Tai Chi” elements, as well as special food selection, food festivals and other activities with the element of cate, which impresses visitors with local atmosphere such as “amusing”, “fun” and “cate” to change the primary form of sightseeing. Only by retaining tourists can we take advantage of tourism to better drive economic development. As long as having their own core competitiveness, Jiaozuo should strengthen regional tourism cooperation by complementing each other in landscape resources, promoting publicity jointly and learning from each other's strengths to promote the overall tourism appeal and strive to create a tourism brand image of “Ta Chi Holy Land, Landscape Jiaozuo”.

4.3 Integrate building of image and strengthen overall image publicity

Jiaozuo has done a lot of work in tourism communication. Yuntai Mountain Scenic Area and landscapes of Jiaozuo have been well publicized, which have deeply impressed the tourists. The image of “Landscape Jiaozuo” has also been accepted by most tourists. However, there is room for further improvement in the building and spread of the humanism image of Jiaozuo, especially the “Tai Chi Holy Land”. And due to the unbalanced development among various scenic spots, there is still a certain gap from the whole-area tourism. At present, the current perception of leisure activities is relatively simple. Although some new projects such as “Night Tour in Yuntai” have been launched recently, it takes time to change the existing image. In addition to the development of new products, it should be vigorously promoted. Finally, causes of negative perceptions of tourism experiences revealed in the investigation, in spite of the hot weather, etc., are mainly problems of infrastructure, such as hardware facilities and service of hotels, etc. These problems are the “health factors” of the tourism image. If these shortcomings cannot be overcome, it will greatly affect the overall image for tourists.

Jiaozuo reorganizes the overall image of the city to form a complete image system, and takes advantage of other activities or attractions that tourists currently strongly perceive to drive development in other fields, which will finally form a strong image organism. For

example, launch a bundling spread with the influence of Yuntai Mountain to promote the publicity of other scenic spots. At the same time, Jiaozuo should be publicized as a whole when carrying out the publicity by organically combining various scenic spots, adopting a unified design style, establishing highly recognizable signs and patterns and adopting uniform fonts, etc., to enhance the perception of tourists. Most importantly, Jiaozuo should develop tourist souvenirs with obvious local characteristics.

Urban residents plays an important part of the city's image as well. Jiaozuo should not neglect the urban residents while strengthening the image of “Tai Chi Holy Land, Landscape Jiaozuo”. It is necessary to actively organize various urban activities, strengthen the publicity of city spirit to make it internalized. The correspondence of the image of urban residents with Jiaozuo tourism image also contributes to the sustainability of the image of city tourism.

5. Suggestions After Monitoring

5.1 The whole-area tourism promotes the transformation of the tourism industry, and the overall planning is on the agenda

According to the investigation of tourists in the past five years, the experience and satisfaction of tourists for tourism in Jiaozuo are generally increasing. Comparing the data of various evaluations, researchers found that tourists pay more attention to tourism resources, city image, infrastructure and urban safety and health. Most of the indicators have scores above 3.7, which tourists show higher recognition. In order to allow visitors to visit the scenic spot at night, Yuntai Mountain has also developed a “Night Tour in Yunxi Valley” tourism project. Relying on the scene of Yunxi Valley, it uses 3D light projection and the story of the local Peijiazhuang Village, to help intergrate the development of the whole project. Jiaozuo City currently regards the brand image of “Tai Chi Holy Land, Landscape Jiaozuo” as an important starting point for industrial integration. The construction of the top ten cultural tourism parks has achieved remarkable results. A number of large projects, such as Yuntai Tianjie International Hotel, Chenjiagou Tai Chi Center for Intercultural Communication, Qixian Folk Village and so on, have been completed and put into use. The tourist area of Jiaying Taoist Temple and projects of Qingtian River service area have been included in the national preferable tourism projects. Qingtian River has successfully established provincial-level tourism leisure resorts. All these indicate that Jiaozuo is constantly implementing all aspects of

the whole-area tourism, and the transformation of the tourism industry is very significant.

Due to the increasing number of residents participating in tourism operations, the market competition is increasingly fierce as well as difficult for residents to carry out tourism management. On the other hand, due to limited knowledge and lacking experience in management, most tour operators lack scientific management methods and innovative consciousness, so that they blindly follow the trend, which results in serious homogenization. This investigation visited many villages, many of which have opened many family hotels, but most of them lack features, and the environmental health of the hotel and service awareness need to be improved. In addition, the homogenization leads to vicious competition in the market. Due to the lack of competitive advantage, many operators attract tourists by lowering prices, which leads to the decrease of their profits of tourism business, which has a negative impact on residents' incomes. At present, many villagers have rebuilt their homesteads and developed family hotels or B&B. However, without unified guidance and management, the level of development is not uniform, and the methods of transformation are also different. For individual households who have invested a lot of money in transformation, they have had no extra capital to re-engineer in recent years. Therefore, the hotels operated by the villagers that have not yet been rebuilt, need early management, which asks for a complete plan of regional transformation to promote the planning of the whole area so as to not only transform the interior, but also carry out external environmental transformation.

5.2 Tourism image pays attention to leisure and health regimen, attracting high-end tourists

The current situation of the former Jiaozuo tourists: mainly young and middle-aged, mainly for leisure. In this group, the relevant words such as landscape, Tai Chi, and air can summarize their impressions or concepts about the image of Jiaozuo. The positioning of the new promotional film is the same as findings of the monitoring, which is the current market image of Jiaozuo tourism. At present, Yuntai Mountain boutique tent camp, high-end hotel in Bingpan Village and Peijiazhuang Village, pilot mine rehabilitation, sports town and other projects are being planned. In terms of holiday travel, the two high-end tourist towns of B&B, House on the Clouds and Yunwu Tang have been operated, and the Comprehensive Tourism Resort project in Yuntai Mountain has started construction.

However, the results show that the tourists in Jiaozuo is mainly middle-aged and young

people with middle- and low-income. The consumption level of tourists is low, and the promotion of tourism income of Jiaozuo is limited, which is not conducive to the capital accumulation process of Jiaozuo tourism to transform and upgrade. At the same time, the realistic background of the low-end tourist market of Jiaozuo tourism is in contradiction with the international positioning of Jiaozuo. In order to promote the development of Jiaozuo tourism to internationalization and increase the value of Jiaozuo tourism industry, it is necessary to carry out industrial transformation and upgrading, and improve the product service level and technical level of relevant tourism industry. However, the raise in the threshold of consumption brought about by the transformation and upgrading may leads to loss of tourists, especially for the consumer market dominated by low-end and mid-end tourists, which has a high risk of loss of customers. Therefore, the background of the tourist market of Jiaozuo Tourism is a great obstacle to the transformation and upgrading of Jiaozuo Tourism.

Therefore, Jiaozuo should make full use of its rich tourism resources, mature tourism brands and profound cultural heritage to organically combine city, tourism, and countryside elements, such as “tourism + agriculture”, “tourism + forestry”, “tourism + regimen” and other diversified new “Tourism + " business. The market of leisure resort should be combined with health regimen tourism to create the “World Tai Chi City, Health Place of Central Plains”. Relying on its rich landscape tourism resources, Tai Chi cultural resources, resources of the Huai medicine, Jiaozuo should also encourage and support health care institutions, pension institutions and insurance Institutions and other social institutions and organizations to work together to build a model base for Chinese medicine health tourism, and vigorously develop industrial economies such as health regimen and health care through cooperation and joint ventures.

5.3 Pay attention to the people's livelihood issues and further improve the quality of life

The development of the tourism industry has gave a lot of development opportunities to the local residents. Most residents have greatly improved their income level through the development of the tourism industry, and the quality of life has been significantly improved, but there are still many problems. (1) Tourism development has attracted a large number of tourists to visit, which has brought some pressure on the local transportation, public security and health environment. It is suggested that the relevant management departments should

strengthen management and maintenance to minimize the negative impact of tourism development on the daily life of local tourists. (2) Tourism development has promoted the construction and improvement of local infrastructure, but it is still lacking in the construction of medical facilities. Many of the respondent residents indicated that the local medical conditions were very simple, which brought much inconvenience for their medical treatment. The investigation finds that the residents living in the local area are mainly middle-aged and elderly, so the demand for medical equipment is more urgent. Therefore, relevant government departments should speed up the construction of local medical facilities. On the other hand, with the increasing number of visitors, perfect medical construction is also indispensable. (3) With the increasingly fierce competition in the tourism market, many residents said that their income was not stable. This investigation finds that many tour operators lack experience in management and management, and the scale of their business is small and the level is low. Many tour operators indicated that their income has started to decrease and their business conditions were not optimistic. In response to this situation, relevant departments should establish and improve the social security system to provide certain subsidies for residents with difficulties in living. Meanwhile, it should provide employment training and methods for the unemployed, and provide tourism management guidance training for local residents to enhance the level of management of local tourism operators and encourage innovation and development.

2018 Monitoring Report on the Sustainable Tourism Development of Kaifeng, Henan

Monitoring Centre for UNWTO Sustainable Tourism Observatories

Henan Tourism Administration

Kaifeng Municipal Tourism Bureau



Acknowledgement

General Director： BAO Jigang

Technical Director： LIU Yi

Members of Technical Group:

CAO Yihan, CHEN Luan, CHEN Xinnuo, CHEN Yuanyi, GAO Feifan, HUANG Guotai, JIN Wanyuan, LI Congping, LI Guanghan, MENG Lingkun, PU Xueru, QIN Yulin, SHENG Siyuan, WU Shan, XIE Min,XU Jiaao, YU Da, ZHANG Ruoxi

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And all those who helped with the monitoring work.

1. Foreword

1.1 Monitoring origin

With the booming tourism development industry, tourism has become increasingly closely related to people's lives. The good state of tourism destination is the basis for the prosperity and tourism development. Exploring the sustainable tourism development will help stakeholders such as tourism destinations and their managers to carry out effective tourism planning and management. In order to promote the global sustainable tourism development, the United Nations World Tourism Organization (WTO) has launched the “Global Observatories on Sustainable Tourism (GOST)” project, which selects global typical tourist destinations for monitoring of tourism impact, including monitoring the social culture, economic development, and environmental protection, etc. It is hoped that through monitoring activities, it will guide the scientific tourism development destinations, enhance the exemplary status of tourism destinations, and promote international exchange and cooperation with tourism destinations. Henan Province has a long history and is an important birthplace of the Chinese nation and civilization. It is also one of the political, economic and cultural centers of the country. In order to better protect and utilize cultural heritage sites, follow the principles of protection and moderate development, learn from experience, and implement a sustainable development path with minimal environmental impact, in 2014, Henan Province became the sixth observatory for UNWTO sustainable tourism in China, which has promoted the protection and sustainable tourism development resources in Henan Province. In August 2018, the monitoring team of Sun Yat-sen University conducted the first research work in Kaifeng. Kaifeng is located in the central and eastern part of Henan Province. It has a history of more than 4,100 years. It is known as the ancient capital of eight dynasties and has rich heritage resources of culture and history.

Therefore, the monitoring of Kaifeng can provide tourism development with the basis for scientific decision-making to promote the sustainable tourism development in Kaifeng.

1.2 Monitoring process

From August 1st to August 8, 2018, the team of the monitoring center for UNWTO sustainable tourism development is composed of Professor BAO Jigang, Associate Professor LIU Yi, 3 graduate students and 15 undergraduate students from School of Tourism, Sun Yat-Sen University. With the cooperation of the Kaifeng Municipal Government, Kaifeng Tourism Committee, Kaifeng Cultural Relics Bureau, some star-rated hotels in Kaifeng travel agencies and social catering industry, etc., the monitoring of in Kaifeng, the monitoring of sustainable tourism development in Kaifeng, Henan Province was successfully completed in 2018.

The theme of this monitoring is “The Impact and Role of Theme Parks on Urban Revitalization”. The scope mainly covers the core scenic spots like Qingming Riverside Landscape Garden, Iron Pagoda Park, Forest of Steles of Han Garden, Dragon Pavillion Park, Daxiangguo Temple, Kaifeng Yamun, the Memorial Temple of Lord Bao, the Song Dynasty of Kungfu City, Tianbo Yang House and Zhuxian Town and its surrounding communities. The research team is divided into two parts: one is for residents, another for tourists. Methods of questionnaire survey and interviews are used to conduct questionnaire surveys and interviews on the operation of the scenic spot, the visitor experience and satisfaction, and the local residents' attitude towards tourism. At the same time, a large number of second-hand data are collected through government seminars, interviews with tourism companies, and field visits. In this survey, 800 questionnaires for tourists were distributed, and 739 valid questionnaires were collected, of which the rate of validity reached 92.4%. 300 questionnaires for local residents were distributed, and 282 valid questionnaires were collected, of which

the rate of validity reached 94.0%. In addition, the monitoring team also conduct interviews with some star-rated hotels, travel agencies and social catering in Kaifeng; interviews with tourists in Qingming Riverside Landscape Garden, the Song Dynasty of Kungfu City, Forest of Steles of Han Garden, Tianbo Yang House, etc., and 66 in-depth interview samples were obtained, which leads to a deeper understanding of the tourism development in Kaifeng and the satisfaction of tourists.

The index system of evaluation and framework for analysis of this monitoring mainly refer to *the Indicators of Sustainable Development for Tourism Destinations: A Guidebook* of World Tourism Organization which was published in 2014 and conclusions of relevant academic research. The report is divided into two parts: the general report and the report of special topics. The general report includes six sections: Preface, Tourism and Environmental Resources Protection, Tourism and Community, Tourists' Perception and Satisfaction, Tourism and Economy and Conclusions and Recommendations. The The special report includes tourism and urban renewal, tourism and urban image. It mainly focuses on the development of theme parks with the theme of Chinese culture represented by Qingming Riverside Garden, and their role in urban renewal. In addition, it will focus on analysis of the influence and limitations of the ancient capital image and resource characteristics on tourism development. In the report, in addition to traditional questionnaire data, interview data, etc., it will also introduce the analysis method of big data to compare the image and evaluation of the ancient capital with social media data, which evaluates tourism development of the ancient capital in Kaifeng in a more comprehensive and innovative way.

2. Tourism, Resources and Environmental Protection

2.1 Resource protection

Kaifeng is the ancient capital of eight dynasties and one of the first 24 historical and cultural cities in China. It has more than 4,100 years of history of city construction and capital construction with a long history and profound cultural heritage. It is one of the three cities that currently retain a relatively complete ancient city wall.

In terms of the status quo of historical and cultural resources protection, the current situation of cultural relics and cultural relics protection in Kaifeng is good. There are 295 different types of cultural sites such ruins of the capital of the northern song dynasty and Bianhe Section of Grand Canal Site in Kaifeng, including 4 national relic protection units, 4 provincial relic protection units, 33 municipal and county cultural relics protection units, and 254 sites haven't been ranked yet. The ruins have three major characteristics: 1. Buried thick, up to 12 meters underground; 2. Well preserved, clear chronological boundaries; 3. Centralized distribution, basically distributed in the walls of Ming and Qing Dynasties of today's Kaifeng, with high historical, cultural and scientific value. The cultural relics in Kaifeng are relatively intact, which is the result of the government's emphasis on cultural relics protection. Kaifeng implements specific protection work through legislation and planning, and vigorously promote intangible cultural heritage, festivals, temple fair culture, etc., which enhances the influence of Kaifeng's folk culture.

In terms of the status quo of natural ecological resources, Kaifeng is the origin and cultivation center of chrysanthemums and known for the variety of chrysanthemums. The chrysanthemum is also the flower of Kaifeng. At present, Kaifeng Flower Show has become an important attraction for Kaifeng Tourism. On the other hand, Kaifeng has now become an important breeding base for pigs, cattle

and sheep of the province. The “Kaifeng Yellow River carp” is known as “the best fish” at home and abroad.

2.2 Environmental Protection

Kaifeng is currently in good condition, and there are basically no major problems beyond the scope of its load-bearing capacity. The government's series of special governance work has achieved good results.

In terms of air quality, according to the monitoring results, the four provincial-controlled automatic monitoring stations and 60 micro-monitoring stations are working well; Kaifeng's air quality level ranks 10th among 17 cities in Henan Province, ranking in the middle and lower reaches, with the great gap between Xinyan, Sanmenxia and Zhumadian, which ranks among the top three in the province. The Kaifeng Municipal Government should pay great attention to the sharp decline in air quality since 2017, curb this bad trend in time and carry out key management work on pollutants like ozone.

In terms of water quality, from the overall situation of water use, Kaifeng's water supply and drainage capacity and total water consumption are ranked in the top of Henan Province; from the perspective of surface water quality, Kaifeng reaches the target requirements of the provincial government in 2017; As for the water quality, the water quality compliance rate of drinking water sources in Kaifeng is 100%, and the quality of drinking water is good. In terms of water pollution prevention and control work, the prevention and control of industrial and domestic water pollution of the relevant government departments have great achievements. The sewage disposal is in good condition.

In terms of environment and climate, Kaifeng is a warm temperate continental monsoon climate. According to the distribution of human comfort indicators in the past decade, the overall temperature is low, and cold extreme weather is more. Winter

protection is necessary and the overall climate comfort is average.

3. Tourism and Community

In order to more comprehensively grasp the current situation and trends of tourism development in Kaifeng, and explore the relationship between tourism development and the community, this survey conduct a questionnaire survey of local residents in Kaifeng. The questionnaire consists of “the attitude of tourism residents towards tourism development” and “degree and awareness of community participation”. The specific content includes the residents' participation in leisure activities, the residents' perception of the tourism characteristics of Kaifeng, the residents' overall views on the tourism development in Kaifeng, the residents' views on the tourism development of the community, and the residents' attitudes and reactions towards tourism and tourists.

3.1 Residents' Attitude Towards Tourism

The residents of Kaifeng participate in daily leisure activities, which concentrates below 5 times. The length of participating in leisure activities is less than 8 hours, and the average cost is less than 500 yuan. It can be seen that the frequency of participation of local residents in leisure activities is relatively high, and the average length for single participation in leisure activities is short, and the consumption ability is moderately higher. Residents' life pace is relatively slow, which can make people relax. The residents living in Kaifeng are relatively leisurely and comfortable. The main leisure activities are the city tour or the surrounding city tour, which can basically realize the round-trip in a day from home to destination.

In terms of the perception of characteristics of Kaifeng, more than 70% of the residents believe that cultural relics and featured cuisines are the most distinctive projects in Kaifeng, and nearly half of the residents believe that culture and art are the

most distinctive projects in Kaifeng. Some residents believe that the folk custom is the most distinctive project in Kaifeng. Local residents have the highest recognition of cultural relics and featured cuisines to be the most distinctive projects in Kaifeng.

Residents' perception of the image of historical and cultural cities, more than 80% of local residents believe that Kaifeng enjoys the reputation of “historical and cultural city” because it has a long history of cultural relics. More than half of the residents believe that Kaifeng enjoys a reputation for its well-established urban facilities and civilized and friendly residents. It can be seen that the perfect urban facilities and the civilized and friendly residents complement each other, which is an important factor for this city with history and culture to be famous city

Regarding the perception of recreational activities that can be developed in the future, more than half of the residents believe that the tourism should be developed in Kaifeng among leisure activities.

In terms of the tourism development in Kaifeng, the local residents generally have a supportive and optimistic attitude. More than 80% of the local residents believe that “the tourism industry has promoted the overall development of Kaifeng” and “the tourism development of Kaifeng has broad prospects and room for improvement”, but the proportion of local residents participating in tourism is still low, and the attention of local residents to tourism development plans and measures of the government is not high enough, so it is difficult to clearly perceive the positive effect of community tourism development on its own tangible interests.

3.2 The Degree and Awareness of Community participation

According to the survey, less than half of the residents indicate that they can obtain economic benefits from the tourism industry. This proportion is relatively low, indicating that fewer residents in Kaifeng directly or indirectly participate in the tourism industry and obtain economic benefits. There is still room for improvement in

community participation. Regarding the attitude of participating in the tourism industry, most residents have a positive attitude towards the tourism development of Kaifeng and are willing to contribute to it. In terms of government-related views, about half of the residents think they can understand the government's plans and measures of tourism development. About 60% of the residents are satisfied with the government's execution, indicating that the transparency of government's plans and measures needs improving, and there is still room for improvement in policy implementation.

Community residents have both positive and negative views on tourism development. As for the positive view, most people think that tourism has made Kaifeng's economy better developed; negative views mainly focus on tourism-induced traffic congestion, environmental pollution, rising prices, rising housing prices, and increasing employment competition.

4. Tourist Perception and Satisfaction

In order to fully understand the tourists' perception and satisfaction with the tourism development in Kaifeng, a questionnaire survey is conducted on tourists, including two aspects: one is the behavior of tourists and the other is the perception and satisfaction of tourists. Tourist behavior includes access to tourist information, forms of participation in tourism, motivation to travel to Kaifeng, transportation, accommodation, and length of stay, etc.. Tourist perception and satisfaction include two major parts: evaluations of tourism resource and tourism service .

4.1 Analysis of Characteristics of Tourist Behavior

In terms of the composition of domestic tourists in Kaifeng, the interviewed tourists in this survey are mainly young and middle-aged, which is mainly related to Kaifeng as an important destination of study tour. The gender structure is balanced

and the overall education level is high. Seen from the source of tourists, the domestic tourists in Kaifeng mainly come from the local and surrounding areas, with about 70% of the tourists within the province and 30% of the tourists outside the province. The tourists of the province mainly come from Zhengzhou, Luoyang, Nanyang, Shangqiu and Zhoukou; the tourists from other provinces mainly come from the surrounding provinces and cities of Henan Province like Shandong, Hubei, Jiangsu, Anhui and other cities. The proportion of tourists from Hebei Province is lower than that of previous years. Henan province and its neighboring provinces and economically developed regions are the main sources of tourists in Henan Province, which is in line with expectations. From the perspective of tourists' income, Kaifeng is dominated by the mid-end source market.

In terms of access to tourism information , tourists mainly learn about Kaifeng related tourist information through recommendation of family and friends or travel agency brochures, while the influence of online media, TV broadcasts and other media and new media channels is still small. Therefore, reputation of tourism in Kaifeng should be built by improving the tourist experience, ensuring the proper functioning of traditional marketing channel of word-of-mouth promotion. Under the background of digitalization and intelligence, Kaifeng should intensify the construction of new media marketing channels.

As for the form of travel, tourists prefer the self-driving tour and group tours with relatives and friends, which is basically consistent with the current growth of disposable income and private car ownership in Henan Province. Among the choice of travel modes, the proportion of tourists traveling by car is much higher than the proportion of tourists who choose trains, planes and long-distance buses, which reflects that the tourism market in Kaifeng is limited to the reach of private cars, that is, the Kaifeng-centered traffic circle within 1 to 3 hours

Regarding the motivation for travel, in general, the motivations od tourists in

Kaifeng are more diversified than those of Jiaozuo and Luoyang. 67.54% of the tourists surveyed visit Kaifeng for the first time, hoping to experience the local history and culture of Kaifeng, or to relax. These two types of motivation account for 63.48% and 62.58% respectively. Many tourists also visit Kaifeng with the purpose of broadening their horizons and learning new knowledge, accounting for 28.52%. Concerning the main consumption of cultural tourism products, study tourism is one of the important market segments; in addition, the enjoyment of local cuisine is increasingly being one of the main reasons for tourists to Kaifeng. The local cuisine refers specifically to Kaifeng's irrigation soup steamed stuffed bun which has not yet formed an influential and well-known brand.

In terms of the length of stay and types of accommodation, most tourists are non-overnight tourists, only for a short stay, preferring to choose a budget hotel. Most of t tourism products of Kaifeng and tourist routes are mainly one-day tours. This is because Kaifeng has not yet formed a complete tourism industry chain and lacks attractive overnight travel products. Tourists usually only visit Kaifeng as one destination of the whole tourist route. In recent years, the Kaifeng municipal government intends to create a nighttime tourism consumption model, but the results are not good. At present, most of the accommodation companies in Kaifeng are star-rated hotels and budget hotels, where foreign capital is dominant, and there is a certain loss in tourism. Family hotels show a low level of unordered development and lack of boutique B&Bs with local characteristics. In the future, the focus of opening a tourist route is creating large-scale nighttime performances, extending the length of stay of tourists to gradually transit to overnight trips; learn from the experience of excellent domestic B&Bs, and build high-end boutique hotels that grow up locally.

In terms of tourist consumption, the three tourist activities that tourists consume most are accommodation, tickets and transportation. The tourism market of Kaifeng is dominated by mass tourists who spend between 500 and 1,000 yuan, which is at a

secondary level and downwards. The tourism in Kaifeng is highly dependent on the ticket income. The ticket pricing in each scenic spot is relatively reasonable, but most tourists in Kaifeng only visit Qingming Riverside Park, so they have a strong perception of the relatively high ticket price; tourists generally believe attraction scenic spots around Dragon Pavilion Lake is not attractive enough, and that “tickets are not worthwhile”. The main attractions of Kaifeng are located in the central city and built-up areas, and the tourism resources are highly concentrated. The proportion of Kaifeng tourists planning to visit Qingming Riverside Park is as high as 92.38%, which is much higher than other attractions. Kaifeng Yamun, as an iconic tourist attraction in Kaifeng, also attract about 49.3% of tourists, where the tourist experience is average. The following major attractions include: Daxiangguo Temple, Dragon Pavillion Park, the Memorial Temple of Lord Bao and King Yu's Terrace Park. The ancient city walls and City Piles sites that best represent the history of Kaifeng as the ancient capital of eight dynasties are rarely mentioned. In addition, the products that tourists plan to purchase during the tour in Kaifeng are mainly foods of local flavor and a series products of Qingming Riverside Park (mainly influenced by the Qingming Riverside Park rather than simply like the art of Northern Song Dynasty), indicating that tourists’ perception and recognitions of traditional folk crafts represented by Bian embroidery, woodcut New Year Pictures, official porcelain is low. tousits generally believe that Kaifeng should develop recreational, tourist and educational products, which are quite different from those perceived by local residents. This shows that the local leisure activities that Kaifeng citizens are proud of are not actually recognized by the consumption system of tourists. Tourists believe that the current tourism products are not worthy of experiencing, and the cultural connotation and depth are insufficient.

4.2 Analysis of Tourist Satisfaction

In terms of overall perception and satisfaction, tourists are most impressed with Kaifeng's cultural relics, culture and art, folk customs and local cuisine, which are highly consistent with residents' perceived content. They all believe that cultural relics and historical sites play a role of material carrier in creating local historical and cultural atmosphere.

In terms of tourists' evaluation of Kaifeng tourism services, the differences among the seven indicators of scenic spot service, catering service, local transportation, accommodation service, shopping, entertainment projects and consultation and complaints are not obvious, and they are all at the level of "general", approaching "satisfied".

Among the four indicators of catering services, local transportation, shopping and entertainment, tourists are not satisfied with the reasonableness of price, and their satisfaction get the lowest score among the second-level items. In the future, Kaifeng should re-evaluate the fairness and reasonableness of pricing in tourism development to reduce the negative impact of pricing on Kaifeng tourism. Among the two indicators of service attitudes, such as accommodation services and consultation and complaints, tourists have high evaluations on staff's attitudes of service and counseling, and the satisfaction get the highest score among the second-level items. It can be seen that the quality and attitude of the service personnel in the current tourism service at Kaifeng is ideal, and they can continue to maintain advantages of their service in the future.

Finally, tourists generally show a lower willingness to revisit, but the willingness to recommend is higher. It may be because Kaifeng has less scenic spots to visit but the quality is high They are willing to recommend to friends and family around to experience it. For all the essential parts of tourist attractions can be visited in one tour, so there is no need to revisit. In the future, Kaifeng should create more diversified

tourism products and increase the rate of revisiting.

5. Tourism and Economy

5.1 Tourism Development

The tourism development in Kaifeng was fully supported by the “thriving city tourism” strategy of the 1990s. In 2002, Kaifeng set the “tourism-driven strategy” as one of the six major strategies for development of Kaifeng, and the development of the tourism industry accelerated. In the past ten years, the industrial structure of Kaifeng has been continuously transformed and upgraded. In the tourism development, the improvement of infrastructure has been strengthened, and the secondary industry and the tertiary industry have flourished together. The tourism industry in Kaifeng has maintained a stable development status. The scenic spots and various infrastructures have been continuously improved, and major tourism projects have been continuously introduced, such as the construction of Hengda Children’s World and Yinji Water World.

In recent years, along with the strong implementation of the tourism-driven strategy, Kaifeng has achieved a fundamental change from small to large and from weak to strong in a short period of time, which is reflected in the significant increase in the number of tourists and tourism revenue. The development potential of Kaifeng's tourism market is huge, but the structure of the source market needs to be optimized. At present, the domestic market is still the main market, and the international market is relatively weak. The tourism market is not static. With the gradual transformation of tourism consumption, tourists’ requirement of tourism destinations and tourism products are increasingly higher. The traditional way of traveling and sightseeing has changed, and the market has accelerated to deep tourism development. Therefore, in the future of tourism development, Kaifeng should pay more attention to the tourism

culture connotation of Kaifeng and extend the tourism product chain to extend the length of stay of tourists. On the one hand, we should continue to consolidate the domestic market and develop tourism products that meet the individualized and diversified needs of domestic tourists; on the other hand, we should expand the market scope, facing the international market to create the Kaifeng cultural brand, and make the name of Kaifeng worldwide known.

At present, the tourism industry plays a very important role in the social and economic development of Kaifeng, and it has become a new growth point for the development of Kaifeng. The tourism development has brought many positive influences to the social and economic development of Kaifeng. The Kaifeng Municipal Government should pay enough attention to develop the tourism industry better, moving forward in the direction of high-quality tourism development, and examine existing problems and improve them in time to make Kaifeng a famous cultural and historical city in China and even of the world.

5.2 Tourism and Economic Growth

Contribution to GDP. In the past ten years, the total tourism revenue of Kaifeng has maintained a steady upward trend, and the proportion of total tourism revenue to GDP has also shown an overall upward trend, indicating that Kaifeng tourism has gradually become better, which has produced a good promotion of the overall economic growth of Kaifeng.

Promote the optimization of industrial structure. In the past ten years, the industrial structure of Kaifeng has changed significantly; the proportion of added value of the primary industry has been declining; the proportion of added value of the secondary industry is still relatively large, but after 2014, the proportion of added value of the tertiary industry has increased very fast. It can be argued that although the economic development of Kaifeng is still dominated by the secondary industry at this

stage, the development of the tertiary industry is active. The tourism development of Kaifeng greatly promotes the development of the tertiary industry, which in the future can effectively accelerate and motivate the promotion of restructuring and optimization of industry structure in Kaifeng.

Increase employment opportunities. In the past ten years, the number of tourism practitioners in Kaifeng has been increasing, and the number of direct employees has increased from 36,000 in 2007 to 60,000 in 2017, with an annual increase rate of 5.2%; the number of indirect employees has increased from 180,000 in 2007 to 300,000, with an annual rate of 5.3%.

Enrich business forms. According to the survey, the four districts of Kaifeng (Gulou District, Longting District, Shunhe Huizu District of the Hui Ethic Group and Yuwangtai District) mainly include Starlight World, Wanbo Plaza, Imperial Street of the Song Dynasty, Gulou Night Market and other major commercial districts, which are mainly department stores and markets, the forms of which includes food, clothing and leisure and so on. Since 2011, it has planned a number of tourism-related commercial projects such as Dongjing Menghua Wanshan Street, Zhuji Lane Commercial Street, Jianye Pullman Hotel, Fenghua Repulse Bay Tourist Hotel, and West Lake No.1 Resort Hotel, which are related to tourism. Taking Qingming Riverside Garden as an example, inside the tourist scenic spot, the combination of culture of Song Dynasty and modern leisure is highlight, which is embodied in mainly small Song-Dynasty-style shops which mainly features in cuisines, featured activities, and souvenirs of Qingming Riverside Park, including Bian embroidery and chrysanthemum wine (Chrysanthemum is the city flower in Kaifeng). There are many kinds of products, and some online orders have been realized. Kaifeng conducts sales of products featuring local history and culture, but it is still not complete, and the normalization needs to be improved.

Drive urban renewal and construction. Kaifeng is an ancient city of history and

culture. Cultural tourism is its core. For most ancient cities of history and culture, most of its cultural tourism resources are various tangible or intangible cultural heritages, which are mainly located in the old city. With the rapid development of tourism, and tourism orientation. The role of renewal and construction of tourism-oriented cities is becoming more and more obvious, especially in the transformation of the old city. The renewal and construction of city which is driven by tourism is embodied in improving urban image and style, improving infrastructure, increasing urban construction, and activating and upgrading urban culture.

6. Tourism and Urban Renewal

6.1 Mode of Qingming Riverside Park

Qingming Shanghe Garden is a typical theme park with Chinese culture as its theme. It is also a pioneering work with traditional historical culture and the restoration of dynasty style as the theme park. At present, the development of Qingming Riverside Park is on an upward trend. The Qingming Riverside Park was built in 1992. Since then, due to the reform of the national economic system, it has been suspended for two years. The park attracted investment and was rebuilt from 1996 to 1998. Although Hangzhou Song City was built earlier than the Qingming Riverside Garden, its location and other aspects were inspired by the Qingming River Garden, where official workers of the Qingming Riverside Garden commented that "plan early, but start late." When it was completed in 1998, it caught up with the weekend policy of 1999, and the weekend economy was vigorously developed. Under the different background, different theme parks were built, and Qingming Riverside Park also grasped a good opportunity for development.

The theme of Qingming Riverside Park is in line with the “favorable terrain and friendly people”. First, it is located in Dongjing, which is depicted in the Riverside

Scene at Qingming Festival. Today, Kaifeng has the same geographical space and the theme is more real and close. Secondly, the theme of Qingming Riverside Park shows the style of the Song Dynasty, which is more likely to arouse the cultural recognition of the people in Kaifeng and implies a good expectation that the hometown can prosper again. The government fully supports it as well. In terms of theme expression, most of the theme parks provide comprehensive tourism services, in which not only theme-related projects are provided for sightseeing but also catering and accommodations in terms of market demand. Among the provision of these products, we are more concerned with the types and quality of themes expressed through the products. There are many forms of performances in the theme park: sightseeing, amusement, performance, high-tech experience (VR), etc. According to the increasing consumer tastes and needs of tourists, the demand for theme parks is getting higher and higher. Tourists pursue various tourist experiences, and think about whether the core theme is properly displayed.

Qingming Riverside Park can already provide a more comprehensive tourism experience, and the expression of the theme is more aaccurate. First of all, restore the real scene of Qingming Riverside Park, and transform Riverside Scene at Qingming Festival to the three-dimensional scene. From 2003 to 2005, the scale of Qingming Riverside Park was fully expanded, stretching to the city and the royal garden, which shows the prosperity of the Northern Song Dynasty. Secondly, in terms of entertainment, folk performances and live performances with Song culture as the core are divided into three types: large, medium and small. The large-scale live performance is represented by "Da Song, Dongjing Menghua", while the medium-sized performance restores the historical stories of the Song Dynasty, such as the patriotic live show of horse war "Yue Fei Challenges the king of Xiao Liang with a Spear"; small ones are diverse without too much limitation like cockfighting. In terms of food and accommodation, there are many snack streets in the Qingming

Riverside Park. The staff are dressed in the costumes of Song Dynasty and sell on the street. A more famous cuisine is the “Soup Dumpling of the First Floor”, which is known as “Tour in Qingming Riverside Park, Soup Dumpling of the First Floor”. The soup dumplings of the First Floor which is set up inside the park is very popular. Next, the park invested in the construction of Mantingfang Boutique Inn, with a few lines of “Manting Fang• Blowing Flowers in Nanyuan” that poet Ynajidao composed as the theme. Nowadays, Mantingfang also means: “Fragrant in thousands of miles, court are elegant and chic, and return with satisfaction.”, which is closely related to the theme.

6.2 Promote Urban Renewal

Focus on infrastructure construction and urban environment. The relationship between tourism development and urban infrastructure construction is mutually reinforcement. The tourism development has brought a large number of people, which firstly affects the construction of important traffic nodes in the city. Kaifeng hopes to rely on the opportunity of integration process of Zhengzhou and the construction of intercity railway to enhance the image of the city to increase the attraction of the area, shape the urban gateway image, and promote the development of the south area of the railway station, which will provide power for the new development of Kaifeng. On the other hand, the new high-speed railway station, airports and other stations will play an increasingly important role in urban transportation. Kaifeng North Station is directly connected to the national high-speed rail network, while Kaifeng and Zhengzhou are connected by Songcheng Road Station and Yunlianghe Station through the interurban railway.

Introduction of capital promotes the renewal of living and consumption space. Inviting investment is an important way for cities to carry out economic construction. As the ancient capital of eight dynasties and the first batch of national historical and

cultural cities, Kaifeng has a history of more than 4,100 years of city construction, which becomse an important source of investment attraction. Taking Qingming Riverside Park and Dragon Pavillion Park as examples, it has far-reaching influence on the surrounding areas. It not only drives the construction of a large number of related cultural and educational projects, but also promotes the accumulation of corporate capital, enriching the experience of Kaifeng and e influencing the construction of Kaifeng. Qingming Riverside Park is a successful tourism development for Kaifeng. It not only attracts more tourists to Kaifeng, but also brings economic benefits. It enhances the tourism image of Kaifeng and has a certain driving and model role of Kaifeng for the surrounding areas. At the same time, tourism development will also promote the transformation of spatial functions in poorer urban areas. Kaifeng has several poverty-stricken counties under its jurisdiction. With the combination of tourism and agriculture, Kaifeng has launched a “demonstration sites of leisure agriculture and rural tourism”. Under the national background of poverty alleviation, develope catering and accommodation such as agritainment to promote the renewal of poverty space, improve the living space and production methods, motivating the development of poverty-stricken areas.

Activate cultural capital, and make the urban culture distinctive. In urban renewal, local cultural resources are often explored to activate local cultural capital and produce practical benefits. Take Qingming Riverside Park as an example. The location of Qingming Riverside Park is in Kaifeng，which is benefited from Dongjing, the capital of the Song Dynasty that is predecessor of Kaifeng and flourished for a long time, by which the culture can be explored and the theme brand focusing on Riverside Scene at Qingming Festival can be created, which is transformed into cultural and social capital. It not only brings economic benefits to the local area, but also makes it a frequently-cited case of theme parks with the theme of traditional culture. The success of Qingming Riverside Park also makes people closely associate

Kaifeng with culture of the Song Dynasty, which improves the image of the ancient capital city of Kaifeng. The success of Qingming Riverside Park transformes the intangible cultural capital into capital. In the urban renewal, Kaifeng strengthened its own cultural uniqueness. The “spirit of theSong Dynasty” culture is highlighted. Based on it, the urban culture begins the production and construction of urban space.

7. Tourism and City Image

As a traditional ancient capital, the current tourism development in Kaifeng is in a vigorous state. The tourism development is conducive to shaping the image of the ancient capital, but also conducive to the spread of its ancient capital image. At present, Kaifeng's self-created urban tourism image is “the Spirit of Song Dynasty and the Ancient Capital of Eight Dynasties”, which is also consistent with the image perception of the ancient capitals and foreign tourists, indicating that this ancient capital image has been accepted and recognized by the public.

Kaifeng is rich in ancient culture and cultural resources. However, “what makes it successful makes it failed”. Although the tourism development in Kaifeng has made some progress through the theme parks such as Qingming Riverside Park and Kaifeng Yamun, due to the scarcity and uniqueness of ancient capital resources, the protection of cultural relics should be highlighted when making tourism plan and developing tourism, which makes it difficult for Kaifeng tourism to develop and innovate in the future. In terms of funds and technical issues, it is not easy to reproduce the true appearance of the capital of Song Dynasty, excavate and display the cultural relics of the Song Dynasty. In addition, Kaifeng's current tourism development still depends on low-cost and popular mode. In order to distinguish the tourism of Kaifeng from Beijing, Xi'an, Luoyang and other ancient capitals by high-end means, there is few chance to succeed.

Therefore, the future development direction of Kaifeng can start from

strengthening the marketing of the Song culture in the surrounding source market, developing characteristic handicrafts, and promoting the urban atmosphere in Song Poems.

8. Conclusion

In terms of tourism, resources and environmental protection, the protection work of existing cultural relics of Kaifang is relatively comprehensive, and it invests a lot in cultural relics protection, and strives to restore Kaifeng in history on the basis of existing cities. The model of resource utilization represented by Qingming Riverside Park is worthy of recognition and has reference significance. But at the same time, there is also the problem of the lack of authenticity of existing tourism resources. In terms of the environment, the overall situation of Kaifeng is good, and the government's special governance work has achieved certain results. However, it is still necessary to continue to achieve the ideal environmental conditions.

In terms of tourism and community, residents of Kaifeng generally have a positive attitude towards tourism development. Community residents can recognize the positive impact of tourism development on the economy, community, culture and environment, and have a high overall satisfaction with tourism development. They are willing to recommend Kaifeng to their relatives and friends, but also believe that it brings a certain negative impact on society and culture of the city., such as rising housing prices, more crowded traffic, and faster increasing price. For community participation, on the one hand, residents have a strong sense of participation in tourism and a positive attitude. On the other hand, the actual participation of residents is relatively low, and perception of the concept of sustainable tourism development is poor, which the government departments should pay attention to.

In terms of tourist perception and satisfaction, with the continuous increase in the

number of tourists in Kaifeng in recent years, although some indicators are weak, the overall satisfaction of tourists is high, and the actual situation of tourism is basically in line with the expectations before the tour. Among them, tourists are more satisfied with the cultural value of the destination, while their satisfaction with the natural ecological value and climatic conditions is relatively low; in addition, the tourists have a high evaluation of the cultural value and the distinctiveness of the city image; but there is a negative perception of the city's cleanliness, noise and river water quality.

In terms of tourism and economy, tourism has a significant position in the social and economic development of Kaifeng, and it is of great significance to the promotion of the overall economy. The tourism development has adjusted the industrial structure of the city, increased the employment opportunities of residents, and promoted the rapid development of related industries and promoted the renewal of the city. At present, Kaifeng's tourism development is closely related to Song-dynasty-style culture. Song-dynasty-style culture has become the core pillar of tourism development and is an indispensable part of Kaifeng construction and cultural publicity.

The driving role of tourism in the development of Kaifeng is mainly reflected in the infrastructure construction, the promotion of the growth of living space and consumption space, and the improvement of urban culture and city image. Qingming Riverside Park promotes the innovation and improvement of other scenic spots, promotes the tourism renewal of Kaifeng, indirectly drives the rapid growth of urban transportation, promotes the development of regional real estate, and the service industry develops rapidly.

As a traditional ancient capital, the current tourism development in Kaifeng is in a state of vigorous development. The tourism development is conducive to shaping the image of the ancient capital, but also conducive to the spread of its ancient capital image. The future development direction of Kaifeng can start from strengthening the

marketing of the Song culture of the surrounding source market, developing characteristic handicrafts, and promoting the urban atmosphere in Song Poems

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



Acknowledgement

General Director: BAO Jigang

Technical Director: ZHAO Ying, LI Zhen

Members of Technical Group:

CIDAN Wangjiu, CIREN Zhandui, DENG Lizi, HUANG Kailun, LAI Bocheng, LEI Jingxi, LIANG Jinpeng, LIU Huimin, LU Yutong, MA Siren, MA Yunyu, PAN Zeqiang, SHEN Zhuoping, SONG Changfa, WANG Jiaming, WANG Jianna, WANG Junzhang, WEI Wenmin , XU Ziming, Yang Manni, ZHAXI Wangdui, ZHANG Wenya, ZHANG Ziwei, ZHAO Ming, ZHONG Dixi

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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.

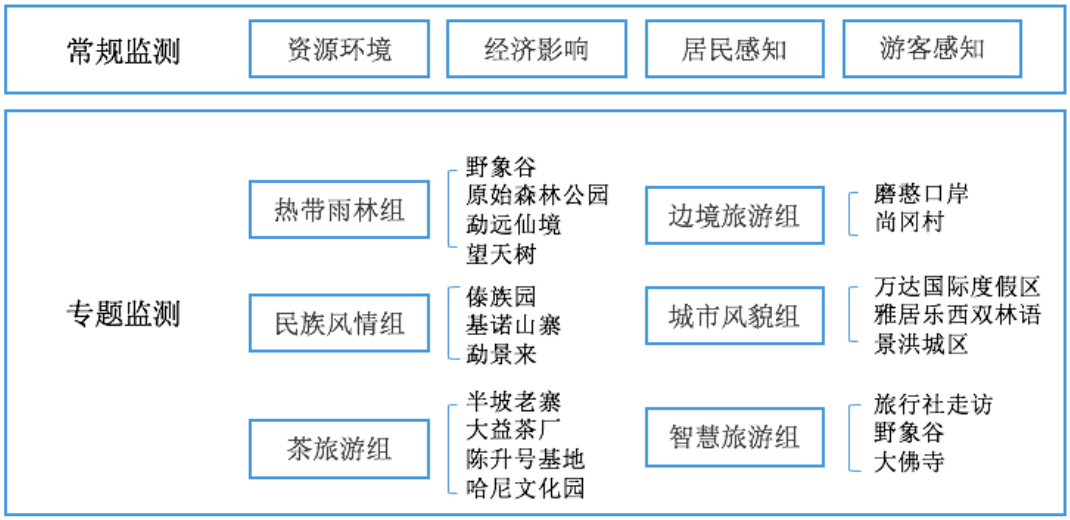


Figure 0-1 2018 Xishuangbanna Monitoring Framework

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

Special Monitoring: Rainforest Group-Wild Elephant Valley; Primative 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 Porection		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%.

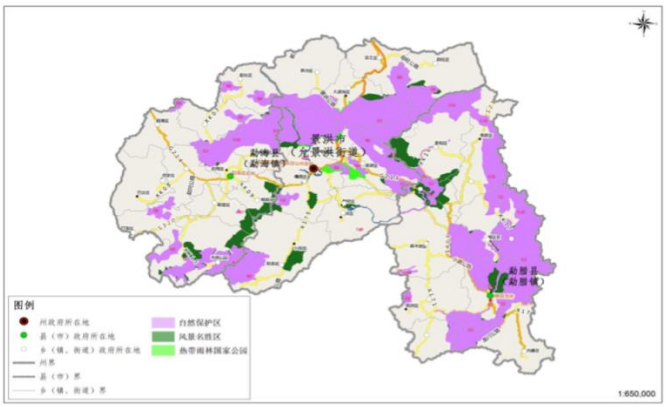


Figure 0-3 The Distribution Map of Xishuangbanna Reserves

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 10,548km^2, 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 5,616.8km^2, and the area of farm land and grassland is 1,396.2km^2 and 659 km^2 respectively; urban village and the industrial land, water area and land for water conservancy facilities and land for traffic amounts to about 590.1km^2, and other land covers an area of some 285.9km^2.

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 km^2; 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)

No.	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, Primative 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.

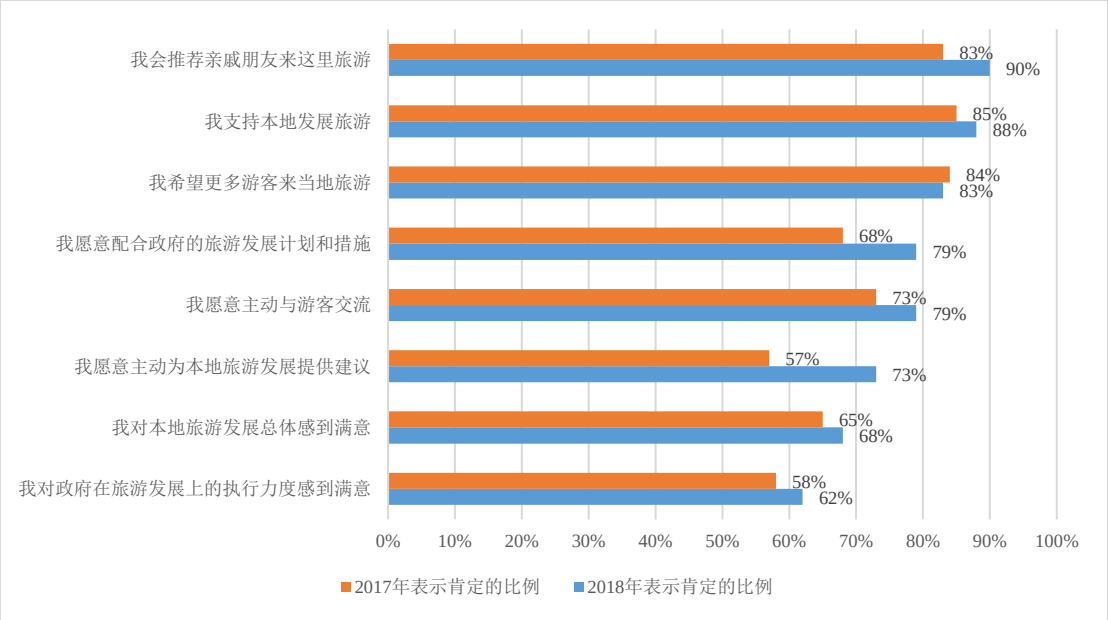


Figure 0-4 Residents' Attitude and Action Perception of Tourism Development

(From top to bottom: I will recommendrelative 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.

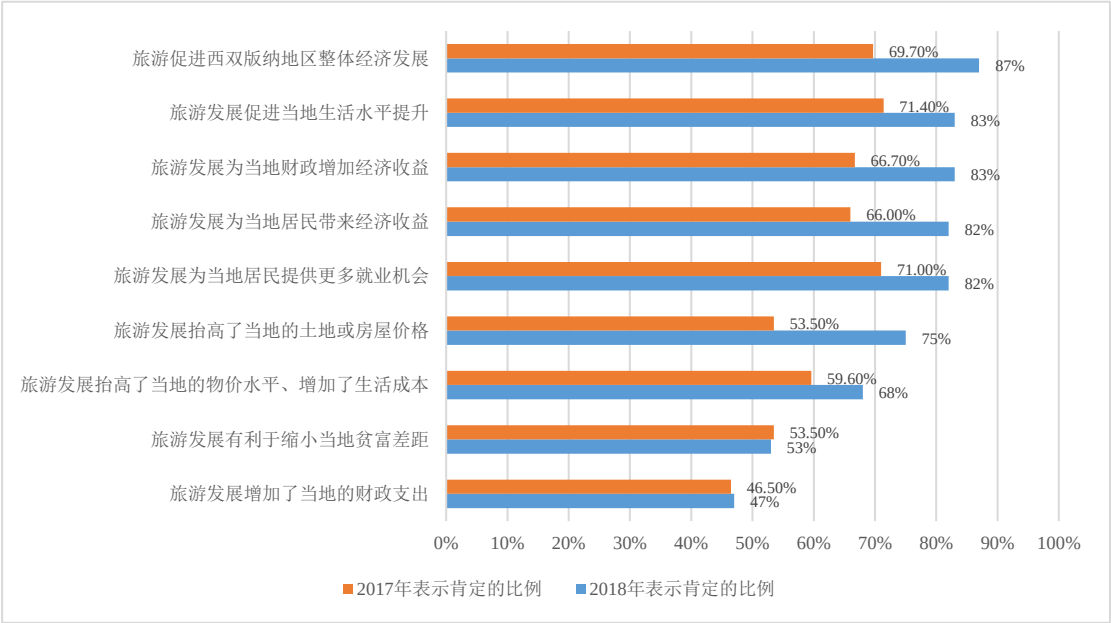


Figure 0-5 Residents' perception of impacts that tourism promotes economy

(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, nosie 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.

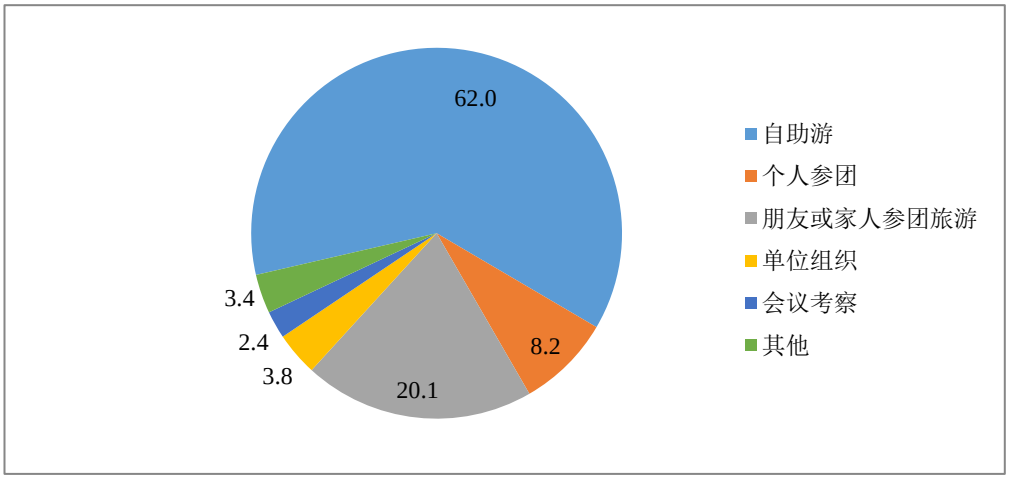


Figure 0-6 Respondent Tourists' travel type (%)

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%.

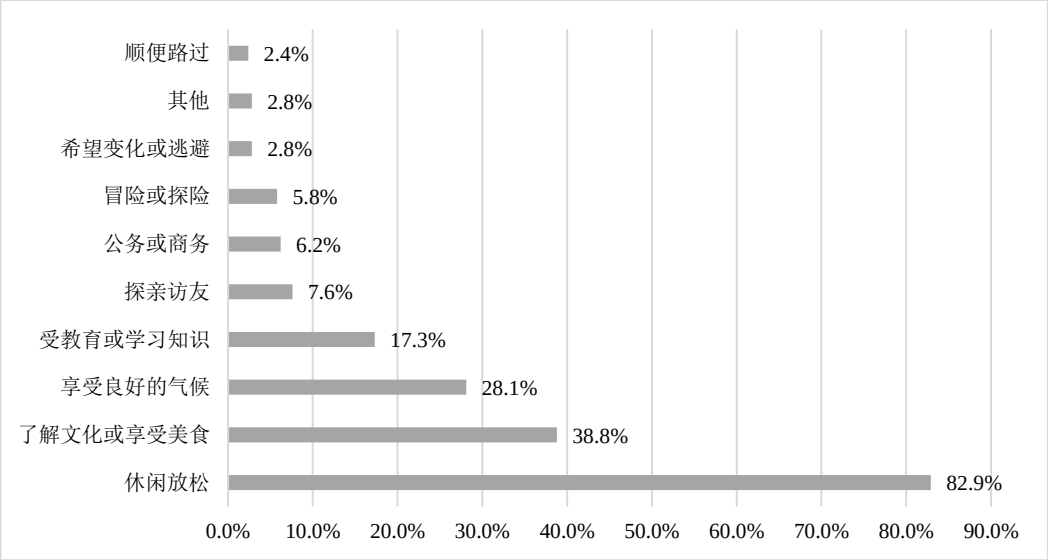


Figure 0-7 Tourism Motivation of Respondent Tourists

(From top to bottom: stopping by; other motivations; liking change or escaping; adventure; business; visiting friends and relatives; education or learning knowledge; enjoying a goof 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. Tourist 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, tourist 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.

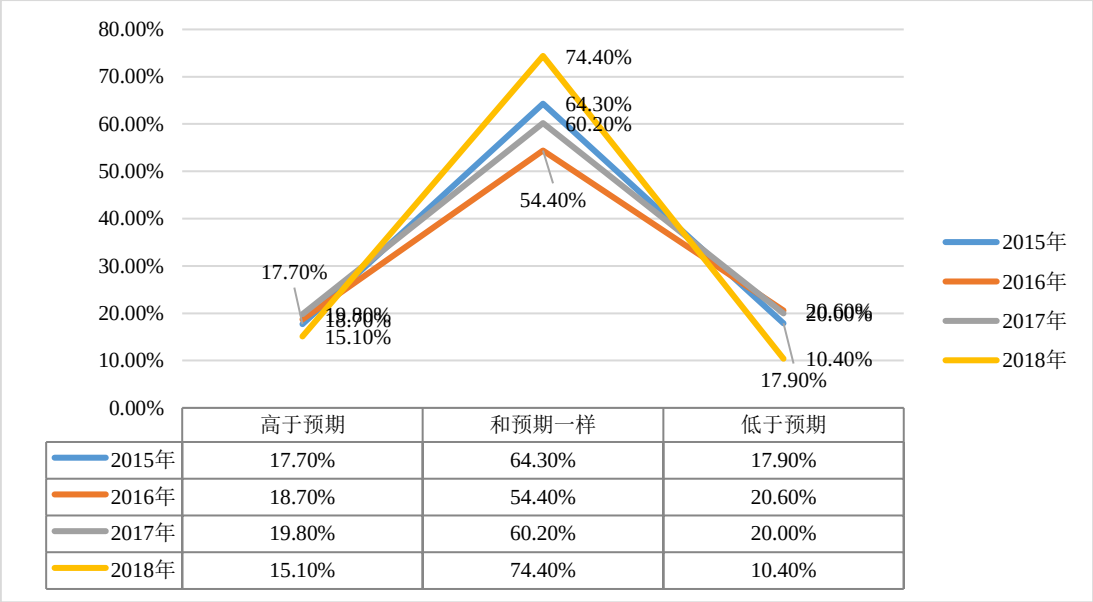
In terms of shopping experience, tourists are most satisfied with the diversity of goods (67.2%). Most of the tourists are satisfied with commodities with the characteristics of Xishuangbanna (65.5%), but reasonableness (55.6%), value (54.7%) and the market order (58.1%) are doubtful.

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.



	高于预期	和预期一样	低于预期
2015年	17.70%	64.30%	17.90%
2016年	18.70%	54.40%	20.60%
2017年	19.80%	60.20%	20.00%
2018年	15.10%	74.40%	10.40%

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.

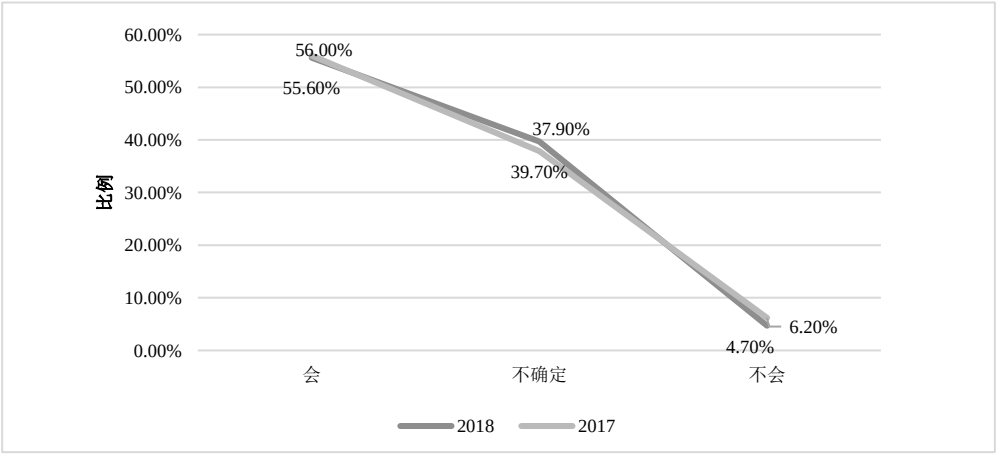


Figure 0-9 The Proportion of Willingness to Revisit

(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 yhe 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, Baojiaoniu Cave, roads for sightseeing in the primitive forest, outdoor camping base, Baoniu 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 sationary	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 f scenic spots as a folk category in Lancang-Mekong sub-region

Country	**Scenic spots**	**Comparative objects**	**Major differences**
Laos	LuangPrabang 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 citys 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.

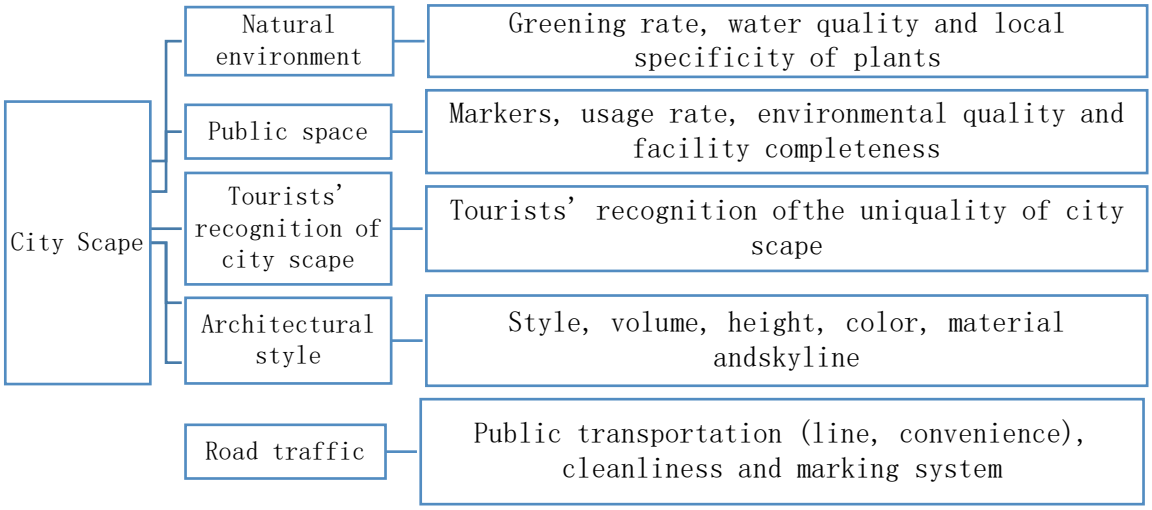


Figure 4-1 The Analysis Framework of Urban Landscape

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.

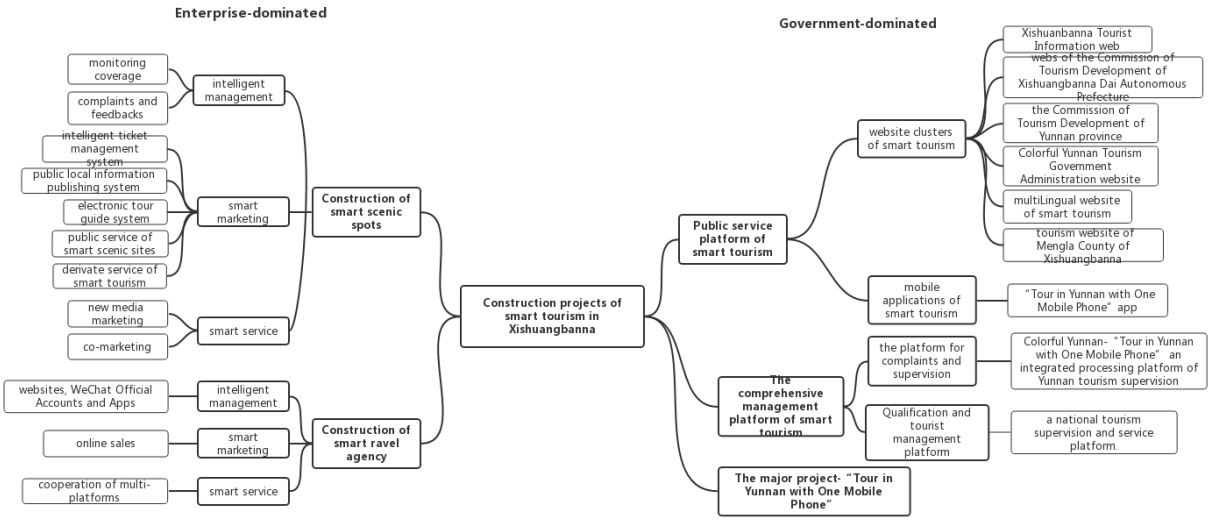


Figure 6-1 Construction projects of smart tourism in Xishuangbanna

(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.

2018 Monitoring Report on the Sustainable Tourism Development of Changshu

Monitoring Centre for UNWTO Sustainable Tourism Observatories

People's Government of Changshu



Acknowledgement:

General Director: BAO Jigang

Technical Director: CHEN Ganghua

Members of Technical Group:

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And all those who helped with the monitoring work.

1 Foreword

From July 25 to 31, 2018, the United Nations World Tourism Organization Tourism Sustainable Development Observation Point Management and Monitoring Center (hereinafter referred to as the “Monitoring Center”) is fully integrated according to the index system and operation method recommended by the World Tourism Organization’s Department of Sustainable Development. The tourism development and actual needs of Changshu observation points have successfully completed the monitoring work in 2018. The monitoring team completed the monitoring analysis and report writing of the Changshu Observation Point in 2018 in October 2018.

This monitoring covers the entire Changshu city area. On July 25-31, 2018, with the strong support and cooperation of the Changshu Tourism Bureau, the monitoring team successfully completed the field research on the sustainable development of the third Changshu monitoring site. The research team includes: 1 full-time teacher of the Tourism Development and Planning Research Center of Sun Yat-Sen University (School of Tourism, Sun Yat-Sen University), 1 doctoral student of the Tourism Development and Planning Research Center of Sun Yat-Sen University, 4 postgraduates and 14 undergraduate observers.

A total of 250 questionnaires were distributed to the questionnaire survey on the impact of leisure life quality and tourism development impact of local residents in Changshu City, 250 copies were recovered, the recovery rate was 100.0%; 245 valid questionnaires, the effective rate was 98%. A total of 366 questionnaires were distributed in response to the survey of Changshu's tourism perception and satisfaction in Changshu, and 366 were collected, with a recovery rate of 100.0%; 310 valid questionnaires with an effective rate of 84.6%. A total of 227 questionnaires were distributed to the survey of tourism industry employees (tourist and employees) on the impact of tourism development, 227 were recovered, the recovery rate was 100.0%; 227 valid questionnaires, the effective rate was 100.0%.

The evaluation index system and analysis framework of this monitoring mainly refer to the World Tourism Organization's "Indicators of Sustainable Development for Tourism Destinations: A Guidebook" and related academic research results.

2 Tourism and Resources, Environmental Protection

(1) **Ambient air quality and atmospheric environmental quality.** In 2017, the city's ambient air quality generally met the national air quality secondary standard, and the main

over-standard indicators were PM2.5, PM10 and ozone. Affected by coal, industrial sources, motor vehicle exhaust, building dust, etc., ash has become a prominent problem affecting the ambient air quality of Changshu. In 2017, the amount of air pollutants in Changshu City decreased compared with that in 2016, and nitrogen dioxide was in excess of the standard in Suzhou. In 2017, the annual air quality compliance time in Changshu City was 276 days, and the compliance rate reached 75.6%. Compared with 2016, the annual air quality situation in Changshu in 2017 decreased significantly.

(2) **Water Environment**. In 2016, the water quality of Changshu did not reach the Class III water quality standard at all, which was a mild pollution level. Between 2014 and 2016, the permanganate index in the river water of Changshu City showed an upward trend. At the same time, the changes of ammonia nitrogen and total phosphorus in water were not obvious. The surface water quality of Changshu City needs to continue to improve. The change of permanganate index should be controlled and the content of ammonia nitrogen and total phosphorus in water should be continuously reduced. From 2012 to 2016, the drinking water quality of Changshu City reached Grade III or above. Although there was a slight decrease in water quality in 2013 and 2014, in 2015 and 2016, it returned to Grade II water quality level.

(3) **Acoustic Environment.** In 2016, the average environmental noise of Changshu City was 53.3 decibels, which met the first-level requirements. The overall environmental noise level in urban areas was good. There were four categories of residential cultural and educational districts, residential and industrial mixed areas, industrial areas, and traffic trunks. The annual average value of the function area is in line with the standard requirements. The urban noise in 2017 has increased compared with the “Twelfth Five-Year Plan” period, indicating that the acoustic environment quality of Changshu City has declined slightly.

(4) **Advancement of environmental protection projects.** Between 2011 and 2017, Changshu actively promoted water environment improvement, air pollution remediation, urban and rural environmental remediation, and expansion of green areas, and achieved remarkable results.

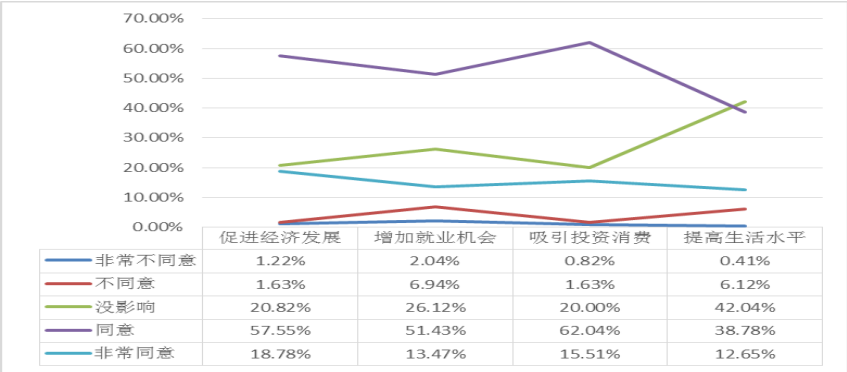
3 Tourism and Community

3.1 Residents' Attitude towards Tourism

(1)**Residents' perception and evaluation of the impact of tourism economy.**

The following seven indicators are used to measure the evaluation and perception of residents' impact on tourism economy, including: 4 positive indicators and 3 negative indicators. Each indicator corresponds to “very disagree”, “disagree”, “no impact”. Five options: "agree" and "strongly agree". In order to more clearly reflect residents' attitudes towards various impact indicators, the values 1, 2, 3, 4, and 5 in the data analysis indicate “very disagree”, “disagree”, “no opinion”, “agree” and "very agree" to facilitate the statistics and comparison of the average of residents' attitudes and perceptions. The greater of the value, the higher the resident's sense of recognition (acceptance).

As can be seen from Figure 3-1: Most residents agree that the tourism industry can have a positive impact on the economy. In particular, among the three indicators of “promoting economic development”, “increasing employment opportunities” and “attracting investment and consumption”, more than 51% of the residents scored an evaluation score of 4 points (indicating “agreement” to the indicator), indicating Residents agree with the content of these three indicators. In the indicator of “tourism development and improvement of living standards”, the degree of recognition of residents is relatively low compared with the other three indicators. Only 38.78% of the residents agree, and some residents think that tourism development may not be directly To bring them economic benefits, the main industry of Changshu is light industry. The development of tourism has little to do with their life. This is related to Changshu's own industrial structure, the way of residents' employment, and the degree of urban economic development. As can be seen from Figure 3-2, compared with the positive impact of the previous two years, in 2018, except for “attractive investment and consumption”, the evaluation of other indicators declined slightly.

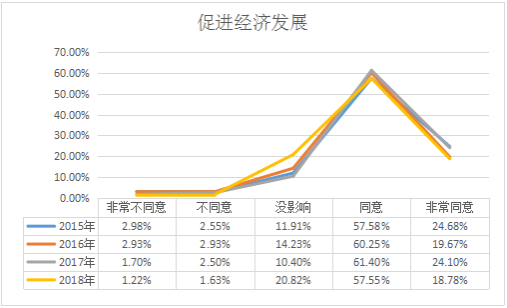


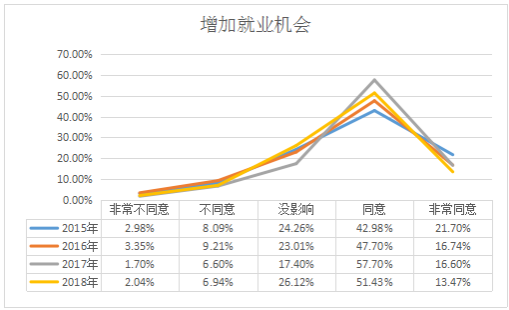
	促进经济发展	增加就业机会	吸引投资消费	提高生活水平
非常不同意	1.22%	2.04%	0.82%	0.41%
不同意	1.63%	6.94%	1.63%	6.12%
没影响	20.82%	26.12%	20.00%	42.04%
同意	57.55%	51.43%	62.04%	38.78%
非常同意	18.78%	13.47%	15.51%	12.65%

Figure 3-1 Evaluation of Positive Indicators of Tourism Economic Impact

(Promote the economy, increase employment opportunities, attract investment and consumption, improve living quality.

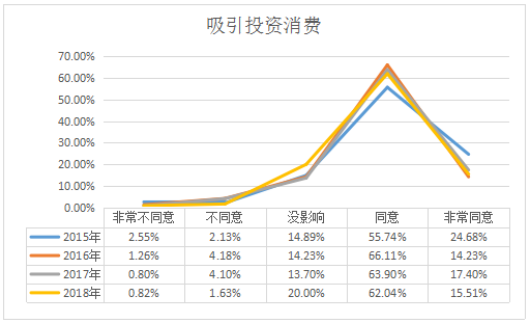
Disagree strongly, disagree, no influence, agree, agree strongly)





(Promote the economy, increase employment opportunities

Disagree strongly, disagree, no influence, agree, agree strongly)



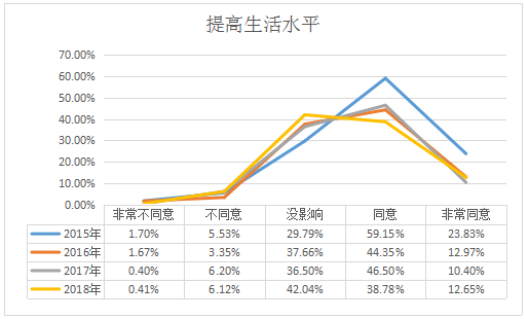


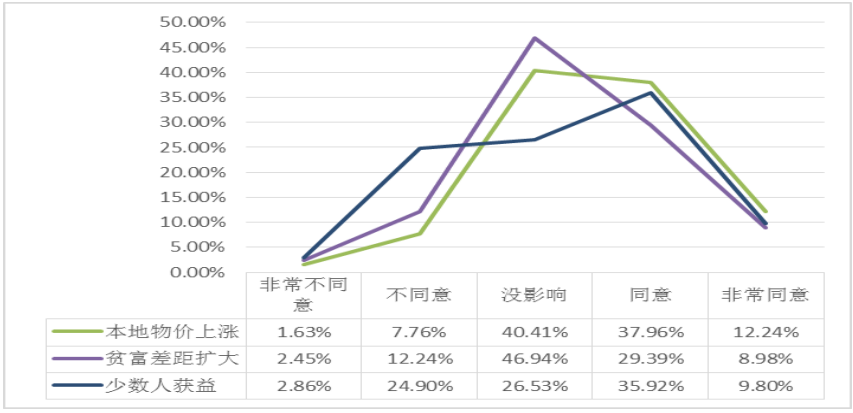
Figure 3-2 Trend Change of Positive Indicators on Tourism Economic Impact from 2015 to 2017

(Attract investment and consumption, improve living quality

Disagree strongly, disagree, no influence, agree, agree strongly)

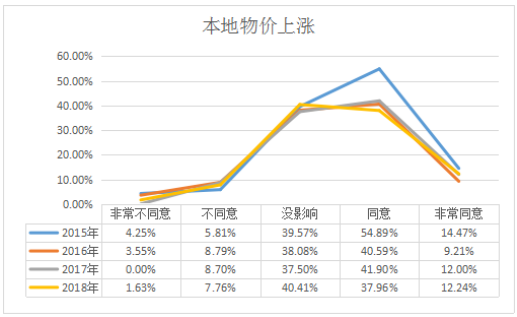
It can be seen from Figure 3-1 that the negative impact of tourism development on the community cannot be ignored. In the evaluation of the indicator “Tourism development only benefits a few people”, 35.92% of the residents “agree” and 9.80% of the residents “strongly agree” that there are only a few people who benefit from tourism development. It has nothing to do with most people; and compared with the previous three years, the proportion of residents who expressed “very agree” is basically the same, but the proportion of this statement (indicating “agree”) is generally decreasing year by year from 2015-2018. The trend also shows to a certain extent that people's benefits to tourism development will gradually change, and the development of tourism will bring benefits to more people. Among the indicators of “Tourism development has caused local prices to rise”, 40.41% of residents believe that “there is no impact”, and that Changshu’s prices are inherently high, and have nothing to do with tourism, but at the same time, 37.96% of residents said “agree”, 12.24 % of residents said that they "strongly agree" that the tourism development has indeed raised local prices; and

compared with previous years, the proportion of residents who agree with this statement (meaning "agree") has declined, and "very agree" has fallen first. Ascending, it can be seen that the residents' perception of the rising price of Changshu is obvious. In response to the statement that “tourism has widened the gap between the local population and the rich and the poor”, 46.94% of the residents think that “no impact”, but 29.39% and 8.98% of the residents respectively expressed “agree” and “strongly agree”, 2016 The proportion of residents who agree with this statement (meaning “agree” and “strongly agree”) has declined, and both in 2017 and 2018 have risen.

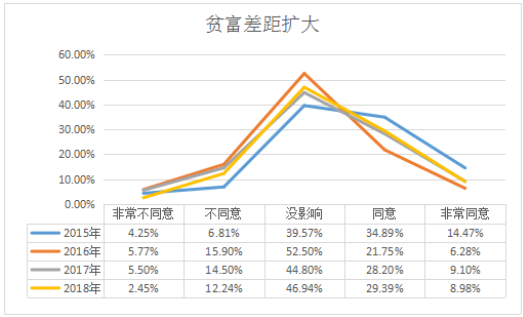


	非常不同意	不同意	没影响	同意	非常同意
本地物价上涨	1.63%	7.76%	40.41%	37.96%	12.24%
贫富差距扩大	2.45%	12.24%	46.94%	29.39%	8.98%
少数人获益	2.86%	24.90%	26.53%	35.92%	9.80%

Figure 3-3 Evaluation of negative indicators of tourism economic impact



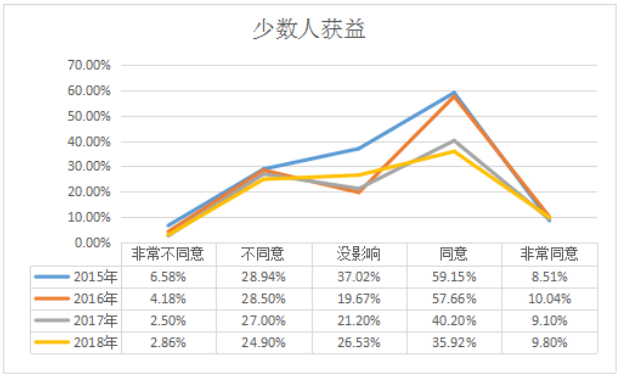
	非常不同意	不同意	没影响	同意	非常同意
2015年	4.25%	5.81%	39.57%	54.89%	14.47%
2016年	3.55%	8.79%	38.08%	40.59%	9.21%
2017年	0.00%	8.70%	37.50%	41.90%	12.00%
2018年	1.63%	7.76%	40.41%	37.96%	12.24%



	非常不同意	不同意	没影响	同意	非常同意
2015年	4.25%	6.81%	39.57%	34.89%	14.47%
2016年	5.77%	15.90%	52.50%	21.75%	6.28%
2017年	5.50%	14.50%	44.80%	28.20%	9.10%
2018年	2.45%	12.24%	46.94%	29.39%	8.98%

(Local prices rise, the gap between the rich and the poor widens

Disagree strongly, disagree, no influence, agree, agree strongly)



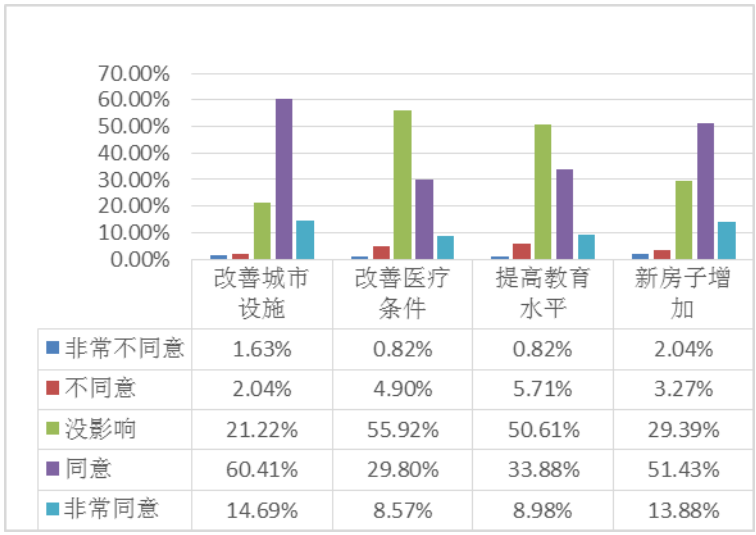
	非常不同意	不同意	没影响	同意	非常同意
2015年	6.58%	28.94%	37.02%	59.15%	8.51%
2016年	4.18%	28.50%	19.67%	57.66%	10.04%
2017年	2.50%	27.00%	21.20%	40.20%	9.10%
2018年	2.86%	24.90%	26.53%	35.92%	9.80%

Figure 3-4 Trend Changes of Negative Indicators of Tourism Economic Impact from

2015 to 2018

(2) **Perception and evaluation of residents' influence on tourism society.** The monitoring set up the following seven indicators to measure the perception and evaluation of local residents on the impact of tourism development on social living environment. Among them, there are 4 positive indicators, namely “improved facilities such as road hydropower”, “improved medical conditions”, “improved education level” and “demolition of old houses and new houses”; there are 5 negative indicators. They were “increased traffic congestion”, “increased crime rate”, “tourists disrupted the original life of residents”, “restricted residents’ use of tourist attractions resources” and “strength of residents and tourists”.

Residents have a high evaluation of the positive impacts of tourism development on the society, which is basically the same as in previous years. Among them, the highest evaluation is “improved facilities such as roads, hydropower and other facilities”, with a mean score of 3.84, followed by “tourism to demolish old houses and increase new houses”. The average score is 3.71, indicating that residents improve urban facilities and increase tourism development. The new house expressed basic consent. The average score of “tourism to improve local medical conditions” was 3.40, and the average score of “tourism improvement education level” was 3.44. The data indicates that residents believe that tourism development does not have much direct impact on these two indicators. 51.43% of the residents agreed that the “old house demolition, new house increase” is slightly higher than the 2017 data but the change is not big, but the overall trend is upward, agreeing with this statement (meaning “very agree”) In the past four years, the first drop, then rise and then decline, indicating that the development of Changshu tourism has a positive effect on the construction of local cities. In the two indicators of “improving medical conditions” and “improving education level”, more than 50% of residents believe that These two indicators are not directly related to tourism development, and their proportion has also increased compared with the previous three years. Residents’ evaluation of the negative impacts of tourism development on the society is basically “no impact”, and only the average score of “tourism makes traffic congestion worse” reaches 3.44, while the average scores of the other five indicators are lower than 3, respectively. It is the average score of tourism development that makes the crime rate rise 2.79, the average score of tourism development disturbing the original life is 2.77, the travel limit the average score of the use of scenic resources is 2.81, and the average score of “the destruction of folklore and traditional culture” is 2.71, “residents and The average tourist score is 2.68. The data indicates that residents basically believe that tourism will not have a negative impact on the society of Changshu City, or basically has no effect.

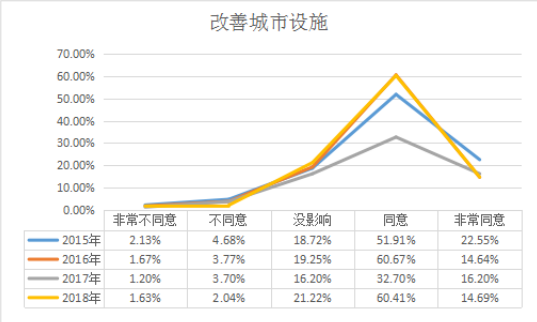


	改善城市设施	改善医疗条件	提高教育水平	新房子增加
非常不同意	1.63%	0.82%	0.82%	2.04%
不同意	2.04%	4.90%	5.71%	3.27%
没影响	21.22%	55.92%	50.61%	29.39%
同意	60.41%	29.80%	33.88%	51.43%
非常同意	14.69%	8.57%	8.98%	13.88%

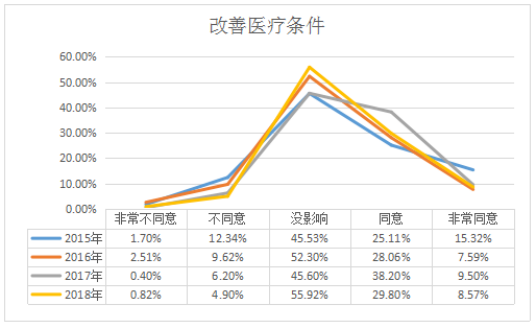
Figure 3-5 Evaluation of Positive Indicators on Social Impact of Tourism

(Improve urban facilities, improve medical conditions, improve education level, increase in new houses.

Disagree strongly, disagree, no influence, agree, agree strongly)



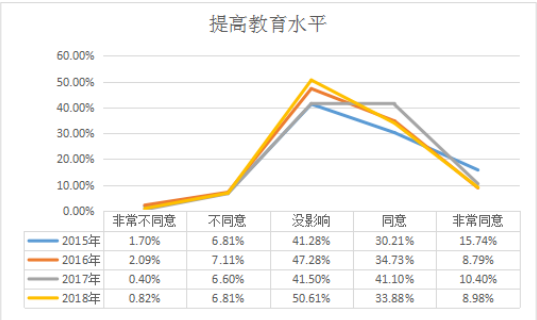
	非常不同意	不同意	没影响	同意	非常同意
2015年	2.13%	4.68%	18.72%	51.91%	22.55%
2016年	1.67%	3.77%	19.25%	60.67%	14.64%
2017年	1.20%	3.70%	16.20%	32.70%	16.20%
2018年	1.63%	2.04%	21.22%	60.41%	14.69%



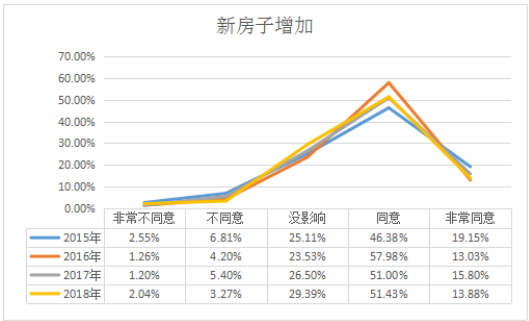
	非常不同意	不同意	没影响	同意	非常同意
2015年	1.70%	12.34%	45.53%	25.11%	15.32%
2016年	2.51%	9.62%	52.30%	28.06%	7.59%
2017年	0.40%	6.20%	45.60%	38.20%	9.50%
2018年	0.82%	4.90%	55.92%	29.80%	8.57%

（Improve urban facilities, improve medical conditions

Disagree strongly, disagree, no influence, agree, agree strongly



	非常不同意	不同意	没影响	同意	非常同意
2015年	1.70%	6.81%	41.28%	30.21%	15.74%
2016年	2.09%	7.11%	47.28%	34.73%	8.79%
2017年	0.40%	6.60%	41.50%	41.10%	10.40%
2018年	0.82%	6.81%	50.61%	33.88%	8.98%



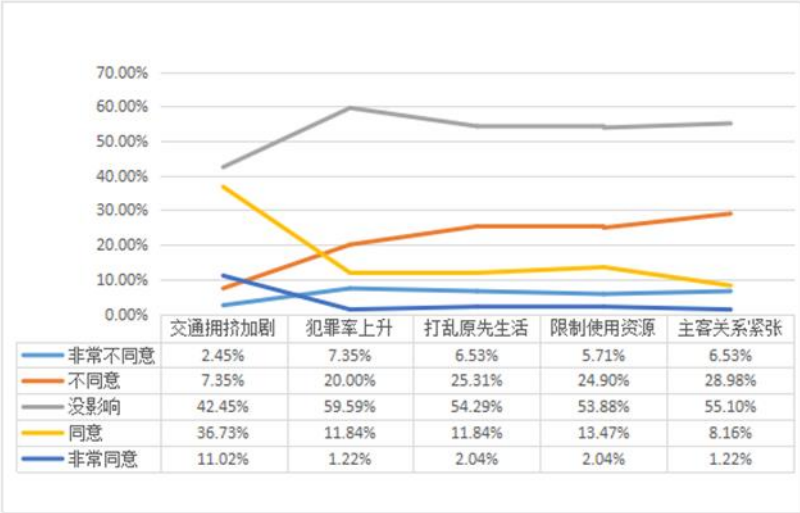
	非常不同意	不同意	没影响	同意	非常同意
2015年	2.55%	6.81%	25.11%	46.38%	19.15%
2016年	1.26%	4.20%	23.53%	57.98%	13.03%
2017年	1.20%	5.40%	26.50%	51.00%	15.80%
2018年	2.04%	3.27%	29.39%	51.43%	13.88%

(Improve education level, increase in new houses

Disagree strongly, disagree, no influence, agree, agree strongly)

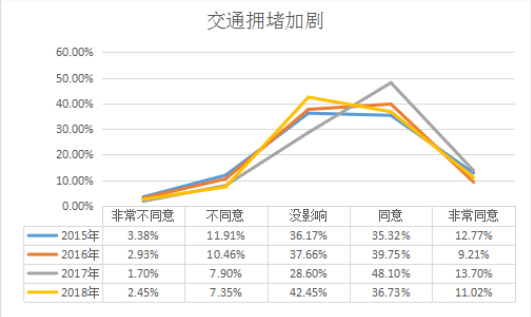
Figure 3-6 Trend Change of Positive Indicators on Tourism Social Impact from 2015 to 2018

As can be seen from Figure 3-7, 42.45% of the residents said that “the tourism development has increased traffic congestion” means “no impact”, and 36.73% of the residents expressed “consent”. This data is in 2015. In 2016 and 2017, the trend gradually increased. In 2018, it decreased again, indicating that Changshu’s governance and improvement in transportation have been effective. For “tourism has increased the crime rate”, “travel has disrupted the residents’ original "Life", "Tourism restricts the use of tourist attractions resources" and "Tourism leads to tension between residents and tourists", more than 53% of the residents said that "no impact", compared with the previous three years, agree with the statement Among the proportions (indicating “no impact”), the crime rate has increased significantly (increased by 12.29%), and the other three items are slightly down or basically flat. The data indicates that Changshu City is in public security and residents' lives. The four aspects of order, utilization of scenic resources and relationship between host and guest have been better, and most residents are more satisfied.

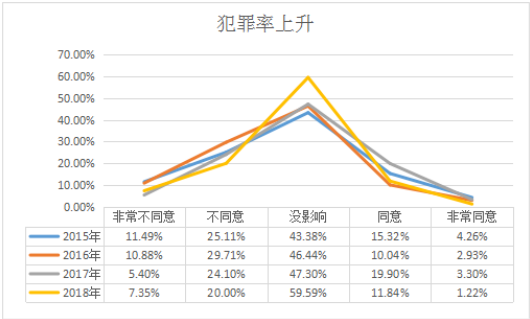


	交通拥挤加剧	犯罪率上升	打乱原先生活	限制使用资源	主客关系紧张
非常不同意	2.45%	7.35%	6.53%	5.71%	6.53%
不同意	7.35%	20.00%	25.31%	24.90%	28.98%
没影响	42.45%	59.59%	54.29%	53.88%	55.10%
同意	36.73%	11.84%	11.84%	13.47%	8.16%
非常同意	11.02%	1.22%	2.04%	2.04%	1.22%

Figure 3-7 Evaluation of negative indicators of tourism’s social influence (Increased traffic congestion, rising crimes, disrupting the original life, limiting the use of resources, tensions between host and guest Disagree strongly, disagree, no influence, agree, agree strongly)



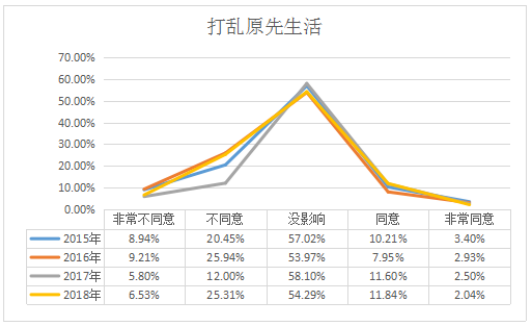
	非常不同意	不同意	没影响	同意	非常同意
2015年	3.38%	11.91%	36.17%	35.32%	12.77%
2016年	2.93%	10.46%	37.66%	39.75%	9.21%
2017年	1.70%	7.90%	28.60%	48.10%	13.70%
2018年	2.45%	7.35%	42.45%	36.73%	11.02%



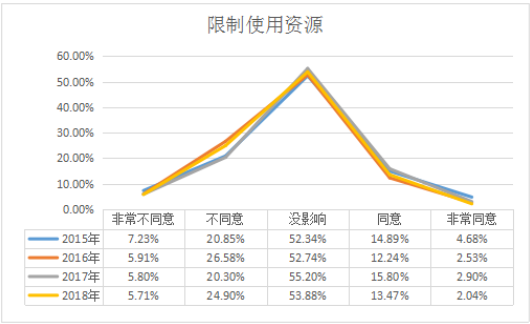
	非常不同意	不同意	没影响	同意	非常同意
2015年	11.49%	25.11%	43.38%	15.32%	4.26%
2016年	10.88%	29.71%	46.44%	10.04%	2.93%
2017年	5.40%	24.10%	47.30%	19.90%	3.30%
2018年	7.35%	20.00%	59.59%	11.84%	1.22%

(Increased traffic congestion, rising crimes

Disagree strongly, disagree, no influence, agree, agree strongly)



	非常不同意	不同意	没影响	同意	非常同意
2015年	8.94%	20.45%	57.02%	10.21%	3.40%
2016年	9.21%	25.94%	53.97%	7.95%	2.93%
2017年	5.80%	12.00%	58.10%	11.60%	2.50%
2018年	6.53%	25.31%	54.29%	11.84%	2.04%



	非常不同意	不同意	没影响	同意	非常同意
2015年	7.23%	20.85%	52.34%	14.89%	4.68%
2016年	5.91%	26.58%	52.74%	12.24%	2.53%
2017年	5.80%	20.30%	55.20%	15.80%	2.90%
2018年	5.71%	24.90%	53.88%	13.47%	2.04%

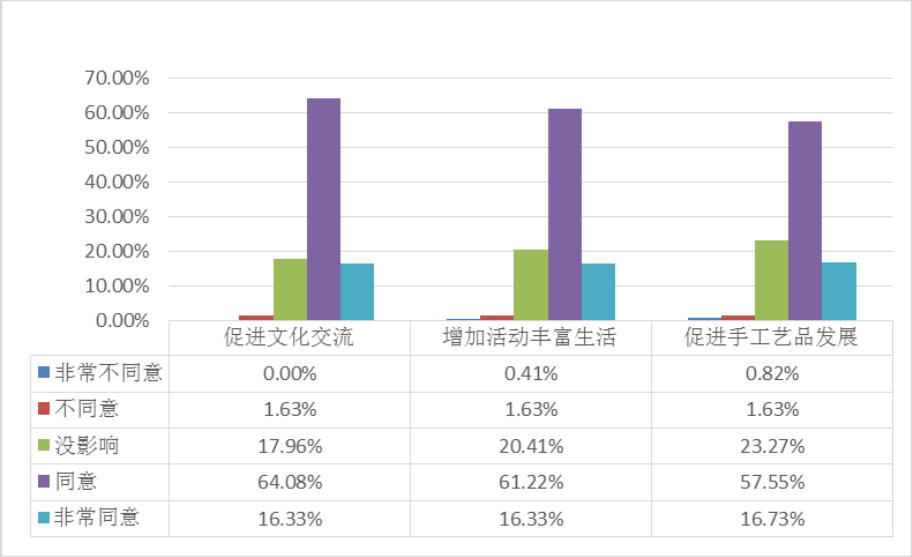
(disrupting the original life, limiting the use of resources

Disagree strongly, disagree, no influence, agree, agree strongly)

Figure 3-8 Trends in Negative Indicators of Tourism Social Impact from 2015 to 2018

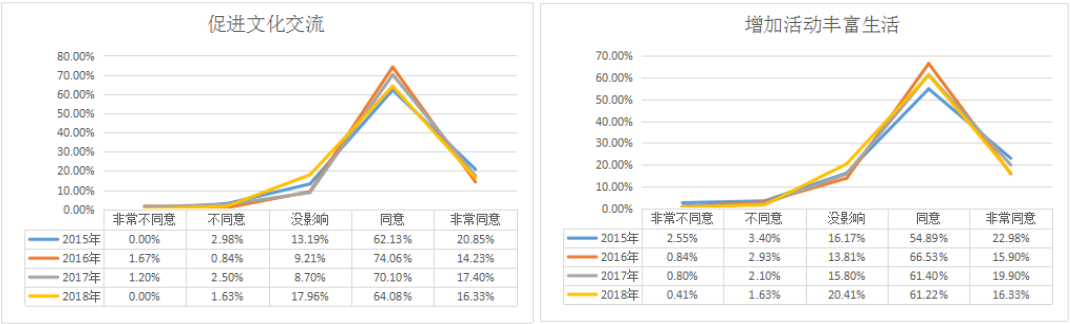
(3) **Perception and evaluation of residents' influence on tourism culture.** The monitoring set up the following four indicators to measure the perception and evaluation of residents' influence on tourism culture. The indicators are divided into two categories: positive indicators and negative indicators, including 3 positive indicators, namely “tourism promotes cultural exchanges between local and foreign countries”, “increased festival activities, enriched residents' lives” and “tourism promotes the development of local handicrafts”. "; a negative indicator, "for tourism, folk customs and traditional culture are forgotten."

Overall, tourism has a positive cultural impact on the community. As shown in Figure 3-9, the positive indicators of the three cultural influences are 64.08%, 61.22% and 57.55% respectively, which means “consent”, accounting for 57% or more, indicating that 60% of the residents promote local and foreign tourism development. The four cultural remarks, the addition of festival activities, enriching the lives of residents and promoting the development of local handicrafts, expressed "agree". **Compared with previous years, these proportions have not changed much, but the proportion of each year is relatively high. It also shows that tourism has a significant effect on the culture of community residents.**

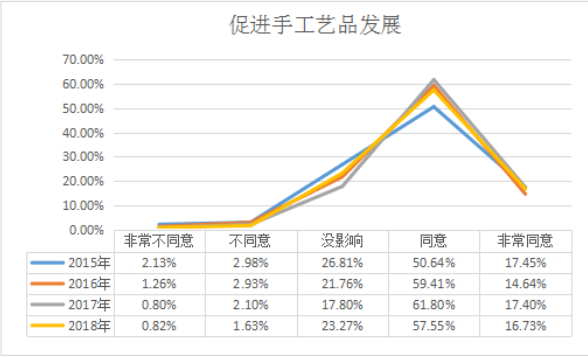


	促进文化交流	增加活动丰富生活	促进手工艺品发展
非常不同意	0.00%	0.41%	0.82%
不同意	1.63%	1.63%	1.63%
没影响	17.96%	20.41%	23.27%
同意	64.08%	61.22%	57.55%
非常同意	16.33%	16.33%	16.73%

Figure 3-9 Evaluation of Positive Indicators of Tourism Culture Impact (Promote cultural exchanges, increase festival activities and enrich residents' lives, promote the development of local handicrafts Disagree strongly, disagree, no influence, agree, agree strongly)



（Promote cultural exchanges, increase festival activities and enrich residents' lives）



（Promote the development of local handicrafts）

Figure 3-10 Trend Change of Positive Indicators of Tourism Culture Impact from 2015 to 2018

(4) **Evaluation of residents' impact on the tourism environment.** The monitoring set up the following seven indicators to measure indicators to measure the perception and evaluation of residents' impact on the tourism environment. The indicators are divided into two categories: positive indicators and negative indicators, including 2 positive indicators, namely “significant improvement in environmental sanitation conditions” and “promoting environmental education and animal and plant protection”; 5 negative indicators, “consumption of local residents’ needs Resources (such as fish, water), "air pollution", "increased noise pollution", "increased water pollution" and "increased garbage".

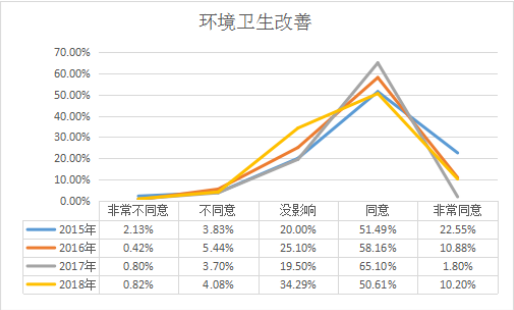
More than 50% of the two indicators that have a positive impact on tourism have agreed. As shown in Figure 3-13, the residents' evaluation of the two positive indicators of “significant improvement in environmental sanitation conditions” and “promoting environmental education and animal and plant protection” is basically the same, indicating that residents generally have positive effects on tourism development. The impact of this statement means "agree". **This proportion has increased significantly in the past four years. Residents also repeatedly mentioned the zoo in the Changshu scenic area, indicating that Changshu has done a good job in environmental protection, animal and plant protection**.

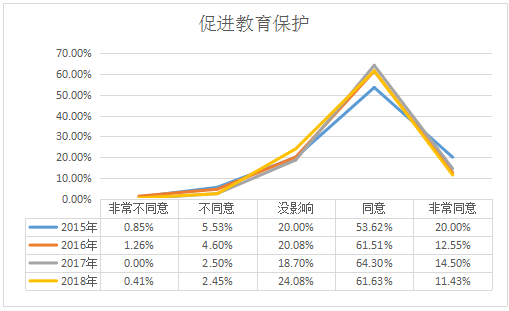


Figure 3-13 Evaluation of positive indicators of tourism's impact on environment

（environmental health conditions are significantly improved，environmental education and animal and plant protection are promoted

Disagree strongly, disagree, no influence, agree, agree strongly）



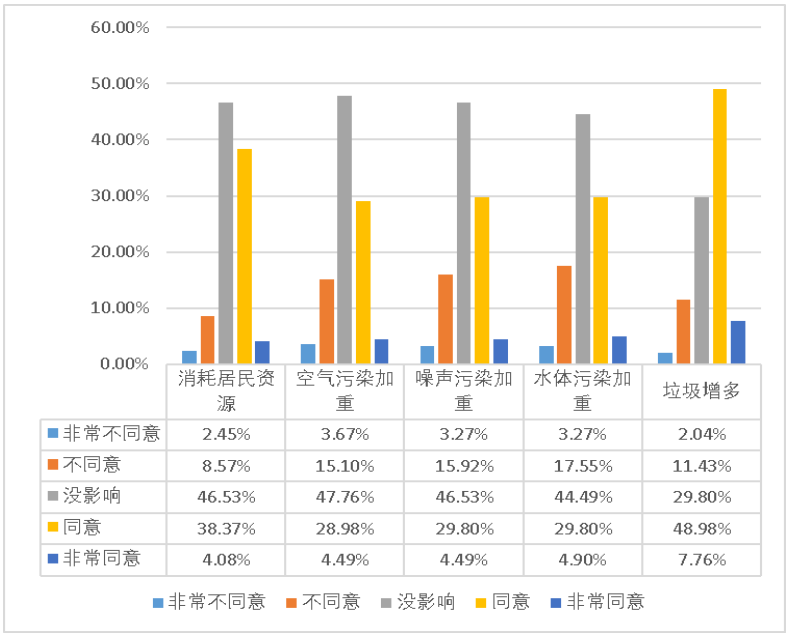


（environmental health conditions are significantly improved，environmental education and animal and plant protection are promoted

Disagree strongly, disagree, no influence, agree, agree strongly）

Figure 3-14 Trend Change in Positive Indicators of Tourism's Impact on Environment t from 2015 to 2018

Among the five indicators that tourism has a negative impact on the environment, the average score of "increasing garbage" is 3.48, which is the most recognized by residents. The average score of "consumption of residents using resources, etc." is 3.33, "increased air pollution". The average score of the score was 3.15, the average score of "water pollution aggravation" was 3.16, and the average score of "noise pollution" was 3.15. The residents' recognition was not high, and most of them did not cause too much negative impact. Among the indicators of "tourism has increased garbage", more than 48.98% of the residents agreed, and the proportion is the largest. Compared with 2017, this year has a downward trend.

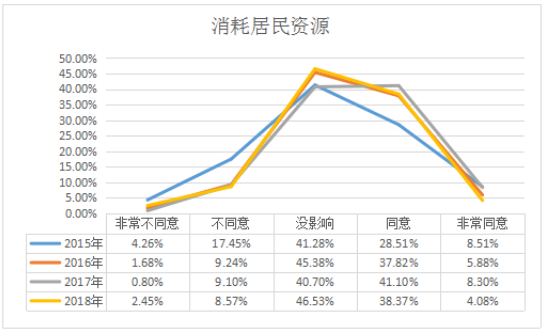


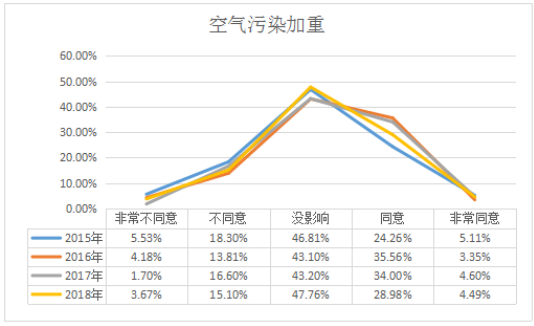
（Tourism development consumes residents' use of resources, tourism development

increases air pollution, tourism have increased the noise pollution, tourism increases water pollution, tourism development brings more rubbish

Disagree strongly, disagree, no influence, agree, agree strongly）

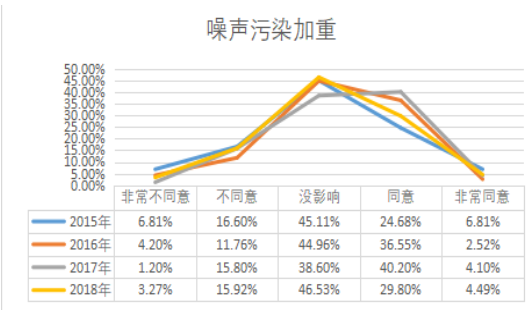
Figure 3-15 Evaluation of negative indicators of tourism's impact on environment

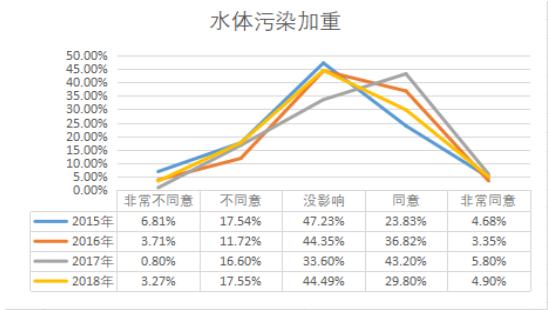




(Tourism development consumes residents' use of resources, tourism development increases air pollution

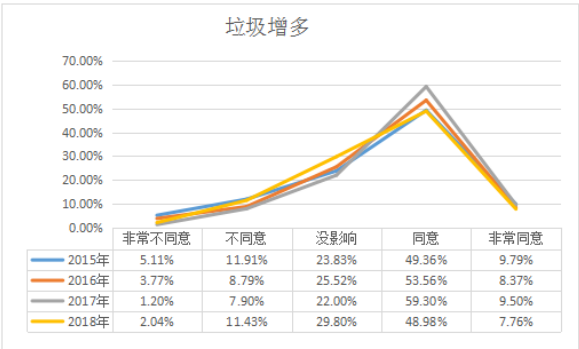
Disagree strongly, disagree, no influence, agree, agree strongly)





(tourism have increased the noise pollution, tourism increases water pollution

Disagree strongly, disagree, no influence, agree, agree strongly)



(tourism development brings more rubbish

Disagree strongly, disagree, no influence, agree, agree strongly)

Figure 3-16 Trends in Negative Indicators of Tourism's Impact on Environment from 2015 to 2018

3.2 Community involvement and awareness

(1) Community residents' perception of their participation in tourism. The monitoring set up the following seven indicators to monitor the community residents' perception of their participation in tourism participation, including: “When the scenic area makes decisions, it will listen to the opinions of the residents” and “residents are very satisfied with the environment and health of leisure activities”, “ Residents are very satisfied with the transportation facilities of the leisure venues and "the residents are very easy to get leisure information".

According to statistics, the Changshu residents are generally satisfied with the perceptual evaluation indicators, and the residents' perception of Changshu leisure tourism activities is relatively high. Among them, the three indicators, “very satisfied with the environment and health of leisure activities”, “very satisfied with the transportation facilities of leisure places” and “very easy to obtain leisure information”, indicated that the agreed residents accounted for 51.02% and 55.92% of the total respectively. 50.20%. More than half of the people agree that this statement indicates that residents are more satisfied with leisure activities, indicating that residents are more satisfied with leisure activities. However, the index of residents who listened to the opinions of residents when making decisions in the scenic spots has the lowest consent rate of only 32.65%, indicating that most residents think that the scenic spots will not listen to the opinions of the residents when making decisions, or the residents express the activities and They have nothing to do with it. Some residents also said that although they are willing to make suggestions for the development of the scenic spot, they are not clear about the specific ways.

(2) Community residents' participation awareness. The evaluation indicators of community residents' willingness to participate in tourism development include “hope that the scale of tourism continues to increase”, “willing to engage in tourism-related work”, “willing to take the initiative to make suggestions for the development of scenic spots” and “willing to actively participate in promotion and publicity”. content. According to the survey results, 68.98% of the residents agreed to continue to increase the scale of tourism; 50.20% of the residents agreed or strongly agreed to engage in tourism-related work; 65% of Changshu residents expressed their willingness or willingness to make suggestions for the development of the scenic spot; 15% of residents said they were very willing to actively participate in tourism promotion, and 56% of residents expressed their willingness to participate. The above data indicates that Changshu residents hope that Changshu's tourism industry will continue to develop, and its active participation in tourism is highly motivated. The development of

Changshu tourism is highly supported by the masses.

4 Tourist behavior and satisfaction

4.1 Visitor behavior preferences

(1) **Ways for tourists to obtain information.** A survey of tourists' access to tourist information can help tourism sites better implement tourism promotion. In 2017, the proportion of tourists who obtained travel information from the Internet exceeded the recommendation of relatives and friends for the first time, becoming the first place in the acquisition route, and continued to become the first place in the way of access in 2018, which shows that with the new media network For development, tourists are more inclined to accept and actively seek network information, and integrate tourism information on the Internet into a decision-making basis before travel. In all ways of obtaining tourist information. Among all the ways to obtain tourist information, “friends and relatives recommended” ranked second, reaching 29%; in addition, “travel agency” and “television” reached 16% and 10% respectively; the last one was “The introduction of travel books and newspapers accounted for 9% and 4% respectively. In general, the most obvious feature is that the network, family and friends recommendation and travel agencies are important ways for tourists to obtain tourist information. Due to the particularity of the research time, the proportion of travel agencies has the largest change.

(2) **The way to participate in tourism.** Compared with the previous three years in 2018, the obvious trend is that the proportion of tourists in the “unit organization tour” exceeds the “self-help tour” and “personal group tour” tourists for the first time. This may be related to the research time for summer vacation and the time is close to August. On the 1st, the establishment of the Military Festival, many tourists organized to go to Shajiabang to carry out red tourism publicity and education, but also reflected the major trend of Changshu tourism development; at the same time, "self-help tour" is still one of the important forms of tourism for Changshu tourists. 31% of tourists go to Changshu to choose the form of “self-help tour”; the third is “family or friends participating in the delegation”, accounting for 18%; the fourth is “personal group tour”, accounting for 10%; The smallest is the “conference visit”, which is only 3%. This shows that the main group of Changshu tourists is still self-help tourists, so the Changshu Municipal Government should continue to pay close attention to the self-guided

tourist groups, design diversified self-help products, and strengthen the construction of hotel accommodation, traffic road systems, and sign recognition systems.

(3) **Tourist travel motivation.** Among the tourists who come to Changshu, the number of Changshu tourists who use “sightseeing tourism” as the driving motivation is the highest, reaching 49%. This shows that Changzhu’s main attraction to tourists is still natural human landscape, and this The tourism resources of the category dominate. In addition, “leisure vacation” is a tourist-motivated tourist, accounting for 37%, and has been ranked second in four years. This shows that in addition to natural human landscape, Changshu’s slow-paced leisure life is also one of the important factors to attract tourists to Changshu. . “Company and unit incentive tourism” is the same for tourists who are motivated by tourism and tourists who are driven by “public affairs meeting and inspection”. This shows that Changshu’s tourist attractions are suitable for company organizations to organize employees for collective tourism. Changshu attracts some scientific research institutions to investigate and investigate with the characteristics of small local and high economic level. The proportion of tourists who use “visiting relatives and friends” as a tourist motive is 4%, which is not obvious compared to other motives. The proportion of tourists who use “business activities” as a tourist motive is 6%, which is related to the group organization's tour.

(4) **Transportation choices**. From the survey of tourist transportation methods, it can be found that compared with 2017, the proportion of tourists who used “self-driving” to Changshu in 2018 decreased, accounting for only 43%, down 3% year-on-year. The mode of transportation is still the highest proportion. Secondly, tourists taking long-distance buses accounted for 27%, down 8% year-on-year. The proportion of Changshu tourists travelling by plane and train was 16% and 10% respectively, both of which increased; the number of tourists in other modes of transportation was 5%.

(5) **Accommodation type.** From the data analysis of the types of tourist accommodations, it can be seen that the number of tourists who choose “other” is the most, accounting for 43%. This is related to tourists who are short-distance tourists, generally do not choose to stay overnight in Changshu, and some are visiting relatives and friends. Tourists, living in relatives and friends' homes; followed by star-rated hotels, accounting for 41%. Family hotels and youth hostels account for 10% and 7% respectively. The proportion of accommodation types has basically stabilized in the past four years, so this proportion has important reference value in

the development of Changshu accommodation industry in the future.

4.2 Visitor Perception and Satisfaction

(1) Tourists' evaluation of tourism resources. The analysis of tourism resources evaluation is carried out from the aspects of resource characteristics evaluation, city image evaluation, infrastructure evaluation, safety and health evaluation. In the evaluation of resource characteristics, six indicators were set up, which are the historical and cultural heritage of Changshu, the natural ecological value, the richness of tourism resources, the enjoyability of tourist attractions, the tourism environment and the climate suitability. It can be seen from Table 4-1 that tourists have higher evaluation of the characteristics of Changshu tourism resources, and the average scores of all indicators are above 4.0. The satisfaction ratio of Changshu tourism resources is 90% or 80% except for climate adaptability. Left and right, the overall evaluation is better.

Table 4-1 Evaluation of Tourist Resources in Changshu during the Past Three Years

Indicators	2015	2016	2017	2018
Historical and cultural connotation	4.209	4.172↓	4.401↑	4.235↓
Natural ecological value	4.211	4.227↑	4.423↑	4.361↓
Abundance of tourism resources	4.111	4.06↓	4.286↑	4.000↓
Visibility of tourist attractions	4.049	4.09↑	4.253↑	3.881↓
Tourism environment	3.681	4.157↑	4.316↑	4.220↓
Climate suitability	3.794	4.09↑	4.239↑	3.741↓

Compared with the monitoring data of previous years, the scores of various indicators are similar to the average of previous years. From the perspective of satisfaction ratio, it is higher than that of 2015 and 2016, and slightly lower than that of 2017. The three indicators of historical and cultural heritage, natural ecological value and tourism environment have maintained high scores and high proportion of satisfaction over the years, indicating that the humanities and natural resources of Changshu tourism have been affirmed by tourists, and the environmental sanitation and infrastructure are perfect. The situation has also been recognized by tourists. The two indicators of the richness of tourism resources and the enjoyability of scenic spots have decreased compared with previous years. It is worth noting that these two indicators have low scores over the years, indicating that the characteristics of Changshu tourism are not prominent enough, and there are still single and repeated problems. Tourist demand is increasingly diversified in the context of tourism development. Faced with the diversification of market demand, Changshu should find the attraction points of innovation breakthroughs on the basis of grasping the existing tourism resources, and deeply explore its own resources to enhance the resource richness.

(2) **Visitors' evaluation of the image of the city.** The monitoring set seven indicators in the evaluation of resource characteristics, namely the tourism cultural value of Changshu, the vividness of Changshu tourism image, the enthusiasm of local residents, urban noise pollution, urban cleanliness, urban air quality, urban rivers. Water quality.

Table 4-2 Evaluation of the City Image by Tourists in the Past Three Years

Indicators	2015	2016	2017	2018
Tourism culture value	4.041	4.106↑	4.321↑	4.147↓
Vividness of tourism image	3.925	4.002↑	4.269↑	4.003↓
Degree of enthusiasm of local residents	3.777	3.832↑	4.047↑	3.960↓
Urban noise pollution	3.712	3.867↑	4.08↑	3.978↓
Urban cleanliness	3.883	4.007↑	4.223↑	4.170↓

Urban air quality	3.896	4.032↑	4.212↑	4.233↑
Urban river water quality	3.299	3.763↑	4.012↑	3.815↓

Compared with the monitoring results in 2015, 2016 and 2017, it can be seen that the scores of tourism culture value and tourism image clarity have always been at a high level, indicating that Changshu tourism resources display and tourism image promotion are more successful. The tourists' evaluation of urban cleanliness and urban air quality is increasing year by year, indicating that Changshu City has achieved remarkable results in urban environmental management in recent years. At the same time, although the water quality satisfaction has an upward trend, it is still in the indicators. At a low level, there is still room for improvement in this area. Residents' enthusiasm scores and satisfaction are lower than other indicators. From the actual survey visitors, the main reason for this result is that tourists and residents have less contact, so they can not make evaluations and most of them express a neutral attitude. Enhancing the good interaction between tourists and residents can promote tourists to deepen their understanding of local culture and enhance the tourism experience. Based on the less interaction between tourists and residents, we can create a variety of activities to promote interaction between tourists and local residents, and realize tourism and community. Fusion.

(3) Tourists' evaluation of infrastructure. The monitoring has set up six indicators in terms of infrastructure, namely the overall urban sanitation environment, the overall conditions of urban public transportation, the sanitation of urban public toilets, the situation of urban public rest facilities, the clarity of road guidance signs, and the effect of urban greening (Table 4-3).

Table 3-4 Tourists' Evaluation of Infrastructure in the Past Three Years

Indicators	2015	2016	2017	2018
overall condition of urban health environment	3.897	3.968↑	4.168↑	4.114↓
overall condition of urban public transport	3.496	3.922↑	4.168↑	4.034↓

public toilet sanitation	3.845	3.965↑	4.271↑	4.014↓
urban public rest facilities	3.876	4.094↑	4.198↑	3.996↓
the clearity road guidance signs	3.995	4.069↑	4.195↑	4.158↓
urban greening effect	4.134	4.188↑	4.335↑	4.348↑

From the above data, it can be found that the tourists are generally satisfied with the evaluation of Changshu infrastructure, and the average score is between 3.9 and 4.4. Compared with the monitoring results of the previous three years, the satisfaction of tourists on the indicators of the infrastructure showed a steady trend, but in 2018, the data showed a slight decline.

(4) Visitors' assessment of safety and health. The questionnaire set up three indicators for safety and health, namely urban safety facilities, medical equipment and public security (Table 4-4).

Table 4—4 Tourists' assessment of safety and health

Indicators	**2015**	**2016**	**2017**	**2018**
Urban Security Facilities	3.984	3.933↓	4.184↑	4.114↓
Medical equipment	3.799	3.745↓	3.956↑	3.913↓
State of law and order	3.927	3.871↓	4.093↑	4.164↑

Compared with the monitoring results in 2016 and 2017, after the city safety facilities and medical equipment indicators fell slightly in 2017, the overall security situation has increased significantly. Due to the major security incidents such as terrorist attacks, earthquakes and fires in some tourist cities in recent years, the Changshu government has also taken measures to increase the security investment in tourist attractions, traffic routes and public transportation facilities in the urban area of Changshu. Higher affirmation. Visitors are more than 70%

satisfied with the three indicators, but since most visitors do not have much intuitive experience of safety facilities and medical equipment, the reference value of this data is not large.

4.3 Tourists' evaluation of tourism services

The monitoring will analyze the tourists' overall evaluation of tourism services from the aspects of tourists' services, catering services, transportation services, accommodation services, shopping and entertainment projects, and evaluation of resources and complaints.

(1) **Visitors' evaluation of scenic service**. The questionnaire set seven indicators in the evaluation of scenic service. Visitors' evaluation of scenic service is shown in Table 4-5.

Table 4-5 of Tourists' Evaluation on the Service of Scenic Spot in the Past Three Years

Indicators	2015	2016	2017	2018
Scenic infrastructure	4.016	4.037↑	4.206↑	4.134↓
Sanitary condition of toilet	3.99	4.041↑	4.258↑	4.127↓
Rationality of ticket’s price	3.603	3.488↓	3.638↑	3.636↓
The professionalism and humor of the tour guide	3.676	3.557↓	3.989↑	3.692↓
The richness of tourism information	3.856	3.864↑	4.038↑	3.925↓
Clearness of marking system in scenic area	3.942	3.966↑	4.135↑	4.169↑
The degree of crowding in the scenic area	3.892	3.965↑	4.022↑	4.073↑

In the horizontal comparison, among the seven indicators that measure tourists' evaluation of scenic service, the evaluation (mean) of the two indicators of “ticket price rationality” and “guided commentary humor” is basically lower than four consecutive years. 3.7 points, at a lower level; and the evaluation results of the other five indicators are more impressive, the average level can reach about 4 points (that is, "satisfaction"), there is reason to judge, "ticket price" and "explanation system" The adjustment and improvement is the key point to improve the service quality of the scenic spot. In terms of vertical comparison, the performance of each indicator has an upward trend as a whole, but the volatility still exists. Among them, the evaluation score of “guided commentary humor” has the largest decline (0.3 points), and it has experienced an increase in 2017 and fell back to a low level. Status, indicating that the problem of previous performance still exists. The topic of tour guide service has been overheated in the country in recent years. The past survey data shows that most of the tourists in Shajiatun Scenic Area belong to group tour, the output of tour guide service is more, and the tour guide service reflected by tourists The satisfaction gap is worth paying attention to. The “low level” of the “ticket price rationality” evaluation index is not optimistic. In the process of communicating with tourists, it is learned that the “unreasonable” reflected by tourists is not because the ticket itself is expensive. It is that when compared with other tourist attractions of the same level of tickets, visitors believe that the services included in the scenic tickets are far below the expected value. In other words, the tourist revisit rate and recommendation rate with such perception may be lower.

(2) Visitors' evaluation of the catering service. The questionnaire set four indicators in the evaluation of catering services. Tourists' evaluation of catering services is shown in Table 4-6.

Table 4-6 Tourists' Evaluation of Catering Services in the Past Three Years

Indicators	2015	2016	2017	2018
Food taste, variety and characteristics	3.72	3.708↓	3.893↑	3.700↓
Food hygiene and safety	3.793	3.73↓	3.885↑	3.875↓
Rationality of food's price	3.772	3.498↓	3.703↑	3.739↑
Initiative of catering service	3.351	3.718↑	3.841↑	3.897↑

According to the above data, the hygiene, taste and characteristics of Changshu Food and Beverage are accepted by most tourists. In 2018, the average value of the four indicators showed a small fluctuation compared with 2016 and 2015. The reasonable level of food and beverage prices and the initiative of catering services achieved steady growth, and the other two items showed a slight decline in 2017.

(3) **Tourists' evaluation of transportation services.** The questionnaire set five indicators in the evaluation of transportation services. Tourists' evaluation of transportation services is shown in Table 4-7.

Table 4-7 Tourists' Evaluation on Traffic Services in the Past Three Years

Indicators	2015	2016	2017	2018
Convenience	3.919	4.014↑	3.989↓	4.144↑
Comfort	3.487	3.998↑	3.906↓	4.124↑
Safety	3.963	4.06↑	4.176↑	4.193↑
signal System	3.948	4.103↑	4.044↓	4.120↑
Price rationality	3.897	3.908↑	4.121↑	4.125↓

Visitors' evaluation of Changshu's transportation service has two consecutive indicators of rising in four years, namely, traffic safety and reasonable traffic price, indicating that the safety

of Changshu traffic and the control of prices are constantly optimized and improved. In the survey, some visitors responded to the scenic spot identification system to have room for improvement. Changshu still needs to improve its transportation services.

(4) **Visitors' evaluation of accommodation services.** The questionnaire set six indicators in the evaluation of accommodation services. Tourists' evaluation of accommodation services is shown in Table 4-8.

Table 4-8 Tourists' Evaluation on Accommodation Services in the Past Three Years

Indicators	2015	2016	2017	2018
Convenience of Accommodation	3.843	3.818↓	3.978↑	4.016↑
Comfort of room facilities	3.817	3.811↓	3.912↑	3.967↑
Health and safety of hotels	3.826	3.79↓	4.027↑	3.958↓
Rationality of accommodation price	3.770	3.711↓	3.986↑	3.916↓
Staff’s service	3.811	3.785↓	3.989↑	4.021↑
Convenience of Hotel’s check-in time	3.882	3.774↓	4.124↑	4.064↓

On the whole, tourists showed a satisfactory attitude towards the overall accommodation environment. The average scores of all indicators were between 3.7 and 4.0, and the satisfaction of the indicators fluctuated slightly after 2017. Due to the large number of overnight visitors in the surrounding area, not all visitors have experience of accommodation services. However, in the process of developing tourism in Changshu, improving the experience of tourist accommodation services is a very important part of improving tourist satisfaction.

(5) **Visitors' evaluation of shopping and entertainment projects.** The questionnaire set

10 indicators for the evaluation of shopping and entertainment projects. Tourists' evaluation of shopping and entertainment projects is shown in Table 4-9.

According to the analysis data, the diversity of Changshu tourism goods and entertainment projects has been confirmed by tourists to a certain extent, but the overall satisfaction is not high, only between general and satisfaction, and some indicators still have steady growth (commodities) Value for money, entertainment safety and fun), but the increase is not large.

Table 4-9 Tourists' Evaluation on Shopping and Entertainment Items in the Past Three Years

Indicators	2015	2016	2017	2018
Product diversity	3.808	3.773↓	3.830↑	3.847↑
Product features	3.78	3.756↓	3.912↑	3.885↓
Rationality of goods' price	3.647	3.599↓	3.747↑	3.767↑
Whether it worths	3.654	3.717↑	3.808↑	3.74↓
Shopping environment and market order	3.8	3.785↓	3.934↑	3.871↓
Diversity of entertainment	3.709	3.604↓	3.876↑	3.748↓
Uniqueness of entertainment	3.656	3.647↓	3.879↑	3.754↓
Safety of entertainment	3.748	3.795↑	3.942↑	3.888↓
Fun of entertainment	3.682	3.691↑	3.885↑	3.713↓
Rationality of	3.643	3.56↓	3.827↑	3.696↓

the price for entertainment				

(5) Tourists' evaluation of consultation and complaints. The questionnaire set three indicators in the evaluation of consultation and complaint items. Tourists' evaluation of consultations and complaints is shown in Table 4-10.

Table 4-10 Tourists' Evaluation on Consultations and Complaints

Indicators	2015	2016	2017	2018
The convenience of learning about tourism information	**3.838**	**3.875↑**	**4.049↑**	**3.985↓**
Complaint handling efficiency	**3.62**	**3.596↓**	**3.885↑**	**3.812↓**
Attitude of consulting service	**3.756**	**3.78↑**	**3.937↑**	**3.981↑**

Compared with the monitoring results of the previous three years, the evaluation of the convenience of tourists to understand the tourist information has increased. This reflects that the propaganda work of Changshu Tourism Bureau in the reception center of various tourist attractions has been affirmed by tourists; in addition, the satisfaction rate of tourists' “response to the efficiency of handling complaints” has not reached 50%, indicating that the tourist area staff are The attitude and efficiency of handling complaints from tourists has yet to be improved.

4.4 Revisit and recommendation willingness

According to the monitoring data, among the 2018 survey visitors, the proportion of tourists with renewed willingness is 54%, which is 10% lower than that in 2017. Considering that during the investigation, most of the surveyed objects came from the surrounding cities of Changshu, and the tourism resources of the surrounding cities of Changshu were homogenous to a certain extent.

Table 4-11 Tourists' Willingness to Revisit Changshu

	2015	2016	2017	2018
Yes	60.0%	65%↑	64%↓	54%↓
no	4.0%	5%↑	7%↑	8%↑
uncertain	36.0%	30%↓	29%↓	38%↑

Table 4-12 The time period for tourists to revisit Changshu

	2015	2016	2017	2018
Within 1 year	38%	37%↓	33%↓	31%↓
Within 2 years	24%	29%↑	31%↑	27%↓
2 years later	38%	34%↓	36%↑	42%↑

Combined with the monitoring data, most tourists have a positive evaluation of Changshu's overall tourism experience, but the high price of tickets, catering and accommodation, and entertainment and entertainment projects have affected the satisfaction of tourists and the willingness to revisit. At the same time, during the monitoring process, it was found that the weather was hot, the water quality of the river was poor, the recreational facilities were not perfect, and the playability of the scenic spot was not high, which affected the satisfaction of tourists. In addition, tourists believe that the Changshu tourism industry still has room for improvement in terms of service attitude, development of featured projects and tourist souvenirs.

5 economic impact of tourism

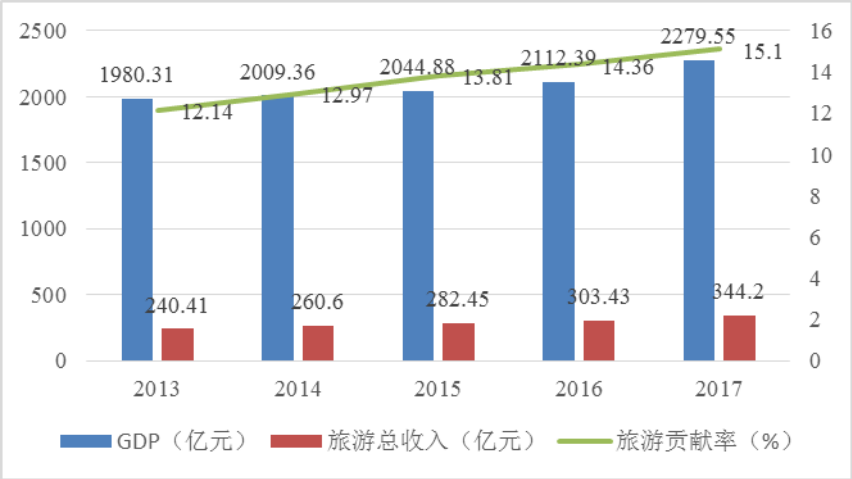
5.1 Tourism and economic growth

The number of tourists receiving tourists in Changshu has increased year by year, showing a good development trend in general. In 2017, the number of domestic tourists was 2,317,500, an increase of 8.11% over the previous year; the domestic tourism income was

33.598 billion yuan, an increase of 13.05%; the number of overnight visitors was 90,600, an increase of 10.89%; the foreign exchange income of inbound tourism was 10,198,200 US dollars. , an increase of 8.61%; tourism A-level scenic spots received 18.519 million passengers, an increase of 1.55%.

In the five years from 2013 to 2017, the proportion of Changshu's total tourism revenue in the city's GDP increased, from 12.14% in 2013 to 15.1% in 2017, indicating that the tourism industry's economic contribution to the city has increased year by year. Changshu City, one of the sunrise industries that drive economic development, has played a role in driving the economic development of Changshu City in the past five years, and is one of the driving forces for its economic development.

Figure 5-1 Contribution rate of tourism to GDP in Changshu City from 2013 to 2017



5.2 Impact of tourism on industrial structure

In 2017, the added value of the primary industry in Changshu was 4.207 billion yuan, down 0.4%; the added value of the secondary industry was 116.576 billion yuan, up 6.6%; the added value of the tertiary industry was 107.172 billion yuan, up 8.2%, and the ratio of the three industries was 1.8. : 51.2: 47.0. The total tourism revenue accounted for 32.12% of the added value of the tertiary industry, an increase of 4.49% over the previous year. Figure 5-3 shows that since 2012, the proportion of total tourism revenue to the tertiary industry's value-added has been increasing year by year and the momentum is good. The role of Changshu tourism in its tertiary industry is increasingly prominent.

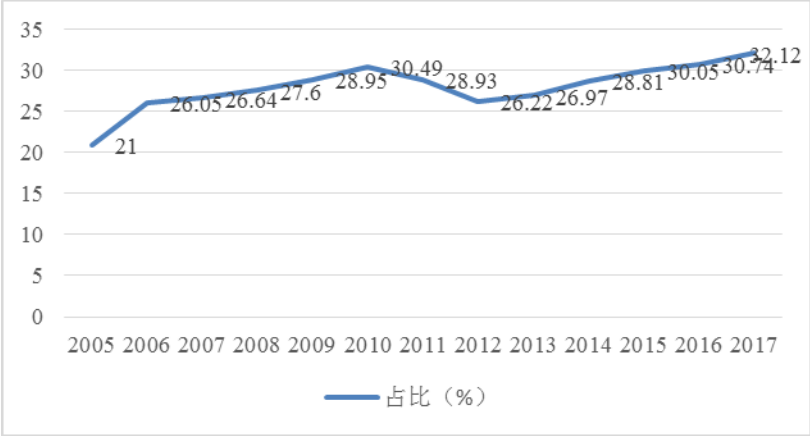


Figure 5-2 The proportion of tourism revenue in the third industry from 2005 to 2017

5.3 Tourism Industry

(1) **Hotel industry and catering enterprises.** From Ctrip.com, we obtained information on the number of hotels in Changshu and found that there are 243 accommodation facilities in Changshu. When inspecting star-rated hotels on Changshu Tourism Administration Online. There were 15 star-rated hotels. Compared with 2017, there is no information about Changshu International Hotel and Yanyu Hotel. However, when they searched for the two on trip, they showed Changshu International. Hotel, and Yanyu Hotel did not check. According to the Changshu Tourism Administration Network, the number of star-rated hotels in 2018 has decreased by 2 compared with 2017, including 5 five-star hotels, three four-star hotels, five three-star hotels and two two-star hotels. The number of star-rated hotels has not increased, indicating that due to restrictions on national policies and other market competitions of non-star hotels. This part of the market for star-rated hotels is almost saturated, and there is no need to increase the number of star-rated hotels to meet market demand. As can be seen from Table 5-1, the number of hotels generally shows an increasing trend. That is, in addition to star-rated hotels, the number of other hotels is increasing year by year, and the number of growth is relatively stable in the next two years, indirectly indicating that in recent years The tourism industry in Changshu has continued to develop, and the tourism market in Changshu has also increased steadily year by year.

(2) **Travel agency industry.** In recent years, the travel agency industry has been greatly affected by the rapid development of the Internet. The star rating of offline stores has been of

little significance on virtual networks. The star rating of Changshu travel agencies is especially the one star. Years are no longer mentioned. According to statistics, there are 39 travel agencies registered in Changshu City in 2018, as shown in Table 5-4, and there are special travel agency websites to develop their online business. During the investigation, it was found that in the vicinity of Fangta Park in the scenic spot, the offline storefront of the travel agency was very densely distributed, with nearly 20 hotels. The average number of customers received by each travel agency was very small, indicating that the travel agency has already operated the online business as its main business.

(3) **Internal traffic.** In terms of urban internal transportation, the main modes of transportation are bus, taxi and self-driving. Changshu's bus system is relatively complete. There are a number of tourist lines including the Lushan Tourism Line and the Shanghu Shajiabang Tourism Line. Basically, the various scenic spots can be connected in series, but the usage rate is not high for foreign tourists. For the local citizens; the opening of the inner ring elevated provides greater convenience for self-driving tourists, but the landing self-driving service is relatively backward, and the sharing (car rental) industry is small in scale and does not form a relatively complete system. In terms of external traffic docking in the scenic spot, according to the Changshu Ministry of Communications, there is a certain misalignment in the external traffic in Changshu Scenic Area, that is, when the tourists arrive at the scenic spot or return, the internal and external traffic cannot be timely, reducing the tourists, especially the older tourists. Satisfaction and comfort.

6 conclusions and recommendations

Through continuous monitoring of Changshu tourism for four consecutive years, it has a comprehensive and dynamic understanding of Changshu tourism development. The following is a summary and reflection on some of the problems exposed by Changshu tourism in recent years. Try to provide some solutions and express them in the form of “problem presentation – countermeasures”.

(1) Utilization of cultural tourism resources

Problems:

The aesthetic distance of ancient culture is too far, and tourists are hard to appreciate.

Changshu cultural tourism is mainly based on the form of visits. The traditional culture stays in the scenic spots. The red culture focuses on the scene reappearance and performance in

the Shajiatun scenic spot, while the folk culture is dominated by museum exhibitions. This kind of "side-by-side" approach has turned tourism into a rush, and it is not intuitive and impactful to present Changshu culture. Although the value of traditional culture is high, it is usually difficult to understand. However, it is very important for tourism products to be intuitive. Therefore, there is a contradiction between ancient cultural tourism. For example, the Changshu Traditional Folk Museum was visited in the Shajiatun Scenic Area. The interior is a tortuous corridor. Folk objects such as wax figures and traditional furniture are arranged on both sides. The depth of experience is insufficient and the culture cannot be displayed well.

Countermeasures:

How to make the classical culture of Spring Snow, can be enjoyed by both young and old, and it is a kind of thinking to change the form of sightseeing. The traditional museum tour can be changed to scene reappearance. Take the tomb as an example, use the reality enhancement technology to simulate the tomb in the darkroom room, and set the experience link. The technical effects presented can refer to the “Haunted House” of the amusement park, but the theme is changed to “Speech Tomb” or “Wu Culture Hall”, which is visually presented in this way, and has more impact, allowing visitors to get an immersive experience. . In addition, using virtual reality and reality enhancement technology to visualize, use visual, auditory, and tactile multi-sensory stimulation to create a scene to deepen the experience of visitors; turn static exhibits (wax, painting, and utensils) into dynamic live demonstrations. In addition, we can artificially create a “crossing” space, refer to the “Impression Pingyao” literary interactive performance, perform folk wedding scenes such as wedding funerals, and present the cultural traditions vividly, realistically and intuitively; and visitors can participate in it. For example, rice paving meters, pawnshop pawns, etc., let visitors really experience a specific cultural atmosphere.

(2) Tourism image positioning and marketing

Problems:

The regional culture is homogeneous and concentrated, and is obscured by images such as Suzhou and Hangzhou.

Changshu tourism development lacks an image that can make people impressed. It can't keep pace with Suzhou-Hangzhou and Shanghai. The government's approach to improving recognition has little effect. During the trip to Jiangsu Province, Changshu is not the preferred tourist destination for tourists. Even more tourists do not choose Changshu as a tourist destination, but most of the other cities that are more famous.

Countermeasures:

Changshu's natural landscape combined with artificial gardens form a high-quality landscape. The ecological environment is one of the most outstanding aspects of Changshu. You can try to use the Oriental Garden City as an entry point to create an image that is different from other Jiangnan tourist towns.

In the current Internet era of information bombing, and the trend of tourism development in various parts of the country, the amount of publicity information received by tourists is very large, and conventional propaganda is likely to be concealed and forgotten in a blink of an eye. First, it has already been mentioned, co-marketing with several cities such as Suzhou, and second, using new media, on the one hand for long-term publicity, using propaganda films, micro-movies, WeChat tweets, etc. Using event marketing and other means to create influence in the short term, the third is to use the celebrity effect, or cooperate with the film and television industry, so that Changshu can not only spread this channel through tourism, but also spread it through other industries.

(3) Residents participate in tourism development decisions

Problem:

Residents are highly motivated to participate in tourism, but their participation is low, and there is a lack of information feedback channels.

Community residents cannot deeply understand the government's tourism development plans and measures. The scenic spots will not effectively seek the opinions of the community residents when making decisions. The depth and efficiency of residents' participation in the whole process of tourism development is insufficient. Local tourism development And development has not been able to obtain more local residents' opinions and suggestions. In addition, residents do not know or believe in the relevant communication channels of Changshu tourism construction. The ways for residents to participate in decision-making are vague, and there is a certain sense of distance between residents and Changshu tourism development. In other words, residents want to provide their own suggestions and opinions for the development and development of surrounding tourist attractions, but they do not know the channels that reflect opinions and suggestions. This also indicates that residents' rights awareness is generally low, and there are certain The scenic spot develops awareness and enthusiasm for planning, but there are fewer actions.

Countermeasures:

It is necessary for the government, the community and the residents to actively cooperate. In the tourism development plan, the government can create more information feedback

channels and mechanisms. The community can also play a good connection role, collect the opinions of the residents, report them to the government, and finally rationally screen. And implement it to the actual situation. Changshu needs to clarify the status of tourism in the overall planning of Changshu. On the basis of strengthening the residents' sense of identity for the sustainable development of Changshu tourism, it will increase the breadth and depth of residents' participation in tourism and establish more information feedback channels and departments for local residents. It will effectively transform the enthusiasm of local residents to participate in effective participation.

(4) Rural tourism market

Problems:

lack of characteristics, lack of normative guidance

The development of rural tourism in Changshu is mainly based on the original farmhouse music, the industry is low, there may be problems of oversupply, and there is no normativeness. There is no established enterprise association, most of which have no obvious features. And rural tourism did not fully tap the local source market. Compared with the surrounding cities, Changshu's unique red cultural history makes Changshu's tourism a non-alternative feature, and rural tourism is a tourist method suitable for local residents for long-term leisure, but in the course of the investigation, it is known to ask local people to Changshu. Rural tourism, to understand the limited and shallow, rural tourism is also rarely local residents as tourists, that is, rural tourism does not occupy an effective position in the perception of local residents, and does not serve as the main short-term travel option.

Countermeasures:

Rural tourism is not limited to the eating of farmhouses. Jiangxiang Village is a typical example. Increase the experience of tourists, carry out educational research tours, set up characteristic homestays, pick and farm in orchard farmland, experience farming life, etc. For the people living in the city, the countryside is a very attractive and imaginative place. The purpose of rural tourism is to let visitors experience a lifestyle that is very different from everyday life. There are also variety shows such as Hunan Satellite TV's "Aspire to Life", a mass media campaign for rural life, which makes tourists a deep experience in the country. In addition, government departments are also important for the guidance and guidance of the entire industry. It is necessary to train operators, especially those who are not experienced.

(5) Tourism products

Problems:

Travel products are single and can't keep visitors

The simplification of tourism products in Changshu is also a bottleneck for tourism development. According to the data obtained from field research and investigation, it is still mainly based on sightseeing. Most passengers are only day trips instead of overnight travelers. Low, lack of innovative and high-yield new tourism products, such as tourists can rarely find unique interactive tourism products, which makes tourists' travel experience, tourism perception is not good, affecting tourists in the long run Satisfaction and revisit rate, the development of other diversified tourism products is relatively unbalanced, which greatly restricts the diversified development of tourism industry in Changshu.

Countermeasures:

In the process of developing Changshu tourism resources, give full play to people's subjective initiative and creativity, transform existing potential resources into real-life tourism resources, regroup and package to promote new markets, enhance tourism attractiveness and enhance interactivity. While enhancing the visitor experience, it can also greatly improve economic efficiency. In addition, guided by the experience of economic theory, the development of local tourism, focusing on visitors' multi-sensory experience, including vision, taste, smell, hearing, etc., fully combines Changshu local tourism natural cultural resources to create a satisfactory tourism product in the process of tourists experience. .

(6) Tourism goods

Problems:

The excavation of tourist goods (food, souvenirs, etc.) is not enough.

There are still some shortcomings in the development of Changshu's tourism shopping products at present. The main manifestations are: there are fewer types of local tourism and shopping products, mainly localized chickens, hairy crabs, etc., lacking the meaning of traditional culture. Crafts; food products have yet to be improved in product packaging, not portable, and give people the impression that health is not up to standard; local tourism and shopping products are more homogenized, many scenic spots do not have local characteristics, the same.

Countermeasures:

Based on the advantages of existing tourism products, we will explore the form and material of products in depth, and combine local culture to create tourism products with local characteristics. The development of tourism shopping products should target different needs. Different groups of people, making travel shopping products at different market levels to meet the needs of different groups of people; further optimizing the packaging of travel shopping products, making product packaging designs conforming to local characteristics and cultures

from appearances and materials; creating special tourist shopping centers (shopping street), etc., to provide visitors with more accurate and efficient shopping guidelines.

(7) Urban public services

Problems:

The service of the self-driving service is relatively backward, and the service (car rental) is relatively small.

At present, Changshu has not yet opened a high-speed railway station, and there is no direct railway transportation to Changshu. When tourists arrive in Changshu, they usually choose to arrive in neighboring cities such as Shanghai and Suzhou, and then take the bus to arrive. The transfer process will reduce the accessibility of the city of Changshu unless it is The surrounding market of self-driving tour can solve the problem of transfer and traffic within the city. The choice of internal traffic in Changshu is also limited. There is no subway line. Tourists without transportation can only choose taxis or buses. Generally, tourists who travel to certain places have lower usage rates of public transportation, although Changshu is open. The bus travel line, but according to previous years' monitoring survey, its usage rate is not high.

Countermeasures:

It is necessary to develop the car rental industry to make it large-scale and standardized, and visitors can drive by car anytime, anywhere. The activity of the internal traffic of the city can expand the scope of the tourists' activities, no longer limited to a few tourist attractions, and reduce the cost of tourists' transportation. At the same time, this is also in line with the development concept of the sharing economy.

(8) Land use

Problems:

land supply is stepping up

In terms of land use, if Changshu wants to build a national-level resort in the future, the land use in Changshu has reached supersaturation. A person in charge of the city's national land department mentioned that unless it is approved by key projects at or above the provincial level, it is difficult to approve the construction land for tourism, whether it is a new tourist attraction or a new hotel or tourist resort.

Countermeasures:

If large-scale tourism projects cannot be approved, Changshu needs to create new tourist attractions. It can start with small and sophisticated tourist attractions, such as the development of festivals. Periodical, a certain scale of festival activities can become a tourist attraction of a city. The amount of work required to rebuild a new event is small compared to the construction

area. Some activities can be in a square or other open space. It is even possible to use some old buildings such as shopping malls. The Midi Music Festival held in Wujiang District of Suzhou is an example. Although Midi built a Midi Camp in Wujiang District (this is different from Changshu), but The utilization rate of the block is very high, which is equivalent to a public square. When there is no music festival, some activities for local residents or tourists will be carried out. Develop cultural and creative industries. Similar to Guangzhou Red Factory, Shenzhen LOFT Creative Park, Shanghai Tianzifang, etc., these creative parks are not very large. LOFT is a transformation of the abandoned factory buildings in OCT, and Tianzifang has become one of Shanghai's most famous attractions. . Using the old houses and factories that are outdated or abandoned, the cultural and creative industry can be combined with the characteristics of Jiangnan water towns to make a fuss about the theme and become its unique selling point.

(9) Scenic traffic

Problems:

Lushan Middle Road (Uphill Road)

On October 1, 2017, the Traffic Police Brigade of Changshu Municipal Public Security Bureau implemented all-weather banned and restricted traffic control measures for Lushan Middle Road, restricting vehicles to various types of motor vehicles (except buses, vehicles holding passes) and various types of vehicles. Non-motorized vehicles. This measure regulates the traffic order of Lushan Middle Road to a certain extent, and relieves the traffic pressure of the uphill driveway of Lushan Mountain. The mountain road driving itself is dangerous, so the formulation of this measure also reduces the accident of private cars going up the mountain. Possibility, but in the course of this monitoring, we took the bus up the mountain according to the regulations and found that there are few tourists in Changshu Mountain Scenic Area in summer, and the traffic pressure is small. The tourists in the Lushan Mountain in summer are mainly local residents. This traffic control measure It greatly restricts the convenience of local residents to drive to Lushan for sightseeing.

Countermeasures:

The traffic control of Lushan Middle Road is adjusted according to the tourist season in the Lushan Mountain Scenic Area. In the off-season, local vehicles are allowed to go up the mountain themselves, and traffic control is implemented during the peak season. Pass-through levels are set at the entrance to the mountain road to display real-time parking space information. There are a limited number of parking spaces on the mountain. In order to avoid the restriction of open traffic restrictions, parking signs can be set up at the foot of the mountain.

Traffic signs can be set up in real time according to the traffic capacity of the Lushan Middle Road. At this stage, the entrance to the mountain road is set up. Volunteer service courts, the general work can be coordinated and controlled by volunteers to reduce the cost of control; The Lushan driveway is made of stone brick road. The road is rugged and pitted. It is generally used as a material for the walkway. It is now used as a carriageway. It is very bumpy. The road experience of tourists taking the bus up the mountain is poor, and the depreciation of the vehicle is also affected. Lane safety Security facilities. The uphill road belongs to the accident-prone area and has high requirements for the driver's driving. Traffic control can restrict some vehicles with more violations and more accidents, and a convex mirror is provided at the corner of the lane to facilitate the driver to observe the oncoming road conditions. Warning signs are set on the road sections, especially for pedestrians on the driveway.

(10) Festival activities

Problems:

The theme and content of the festival need to be enhanced and enriched

In 2016, the Jiangnan Cultural Festival featured the theme of “Promoting Jiangnan Culture and Creating a Famous City of Leisure”. The activities included China Tourism TV Week, Changshu Imprint City Orienteering Competition, Changshu Auto Carnival and “Shanghu Monster Hip Hop Station” and other projects. The positioning of cultural cities is inconsistent; the "Baoyan Yangmei Festival" has been successful many times. These festival brands, which can bring in a large income, have improved Changshu's tourism popularity to a certain extent, and are also in line with the positioning of leisure cities. However, they are separated from Changshu's regional culture and are an unhealthy and unsustainable festival brand event.

Countermeasures:

Festive brands are easy to export and form a fixed impression, so they can't taste fast and profitable, and they can't be turned upside down. They need to be stable and steady, so that the festival brand is rooted in regional culture and supplemented by others. There is no high or low level of culture, but when the government introduces some cultural tourism projects, it must combine certain local tourism resources and tourism market positioning to do certain screening. At present, the main historical and cultural festivals in Changshu are only the Chinese Guqin Art Festival and the Changshu Elementary Culture Festival. The food culture and tea culture, especially the tea culture, can be used. Local residents drinking tea in the tea house has become a beautiful landscape. It is a living cultural custom and a good cultural display for tourists.

Therefore, when Changshu establishes a festival brand, it should pay attention to local residents. Participation. And each festival brand should not be separated, avoiding the emergence of repetitive activities, but also conducive to the integration of the city festival brand.

2018 Monitoring Report on the Sustainable Tourism Development of Jiangmen

Monitoring Centre for UNWTO Sustainable Tourism Observatories

People's Government of Jiangmen



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General Director: BAO Jigang

Technical Director: ZUO Bing

Members of Technical Group:

ZHANG Chen, HUANG Yiran, HE Chenxi, CAI Shuman, CHEN Yinghuan, LIU Yanping, YE Xiaoxuan, DU Lianfan, BI Zhijun, LIU Qiaofen, SU Guangquan, HE Jingzhen, ZENG Xiaohui, ZHAO Hairong, GAO Xiaoying, LIN Yuchi, TANG Baoqian, CHEN Qixing

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And all those who helped with the monitoring work.

1. Monitoring Overview

1.1 The origin of the monitoring

The monitoring theme of Jiangmen observatory is: “The development of tourism industry and multicultural inheritance of world cultural heritage sites”. Through the periodic monitoring of tourism resources, environment, economy, society, culture, urban and rural leisure, cultural heritage and other aspects of Jiangmen City, we can collect real-time data needed for evaluation indicators, and establish a database of sustainable development monitoring indicators for tourism in Jiangmen City, so as to facilitate and evaluate the current situation of tourism development in Jiangmen City, to timely discover the problems of tourism development, to help improve the competitiveness of Jiangmen tourism, and to explore the promotion of global cultural heritage tourism destinations that minimize environmental impact and maximize economic and social benefits.

1.2 Overview of the observatory

Kaiping is located in the southwest of the Pearl River Delta in Guangdong, China, 110 kilometers away from Guangzhou. It is a famous hometown of overseas Chinese, hometown of architecture, hometown of art and hometown of Diaolou. It is also an excellent tourism city, a national garden city and a national health city in China. Kaiping has a total area of 1,659 square kilometers and a total population of 680,000. And it has 750,000 overseas Chinese, located in 67 countries and regions. For hundreds

of years, especially in the early nineteenth century, in order to prevent floods, and to protect the safety of overseas Chinese, the vast number of overseas Chinese have built 1,833 residences in Kaiping. These Diaolou and surrounding villages, rice fields, small bridges, flowing water, blue sky and white clouds reflect each other, forming a peculiar and beautiful landscape.

In June 2007, Kaiping Diaolou and its villages were listed on the World Heritage List by UNESCO, and Kaiping became a famous tourist destination. As early as 2002, Liyuan was rated as a national 4A-level scenic spot. Subsequently, the Majianglong Diaolou Group was awarded as “the most beautiful countryside in China” in 2006. Zili Village and Chikan Ancient Town were respectively built by the Ministry of Construction and National Cultural Relics in 2009. Zili Village was first listed in the list of traditional Chinese villages in December 2012.

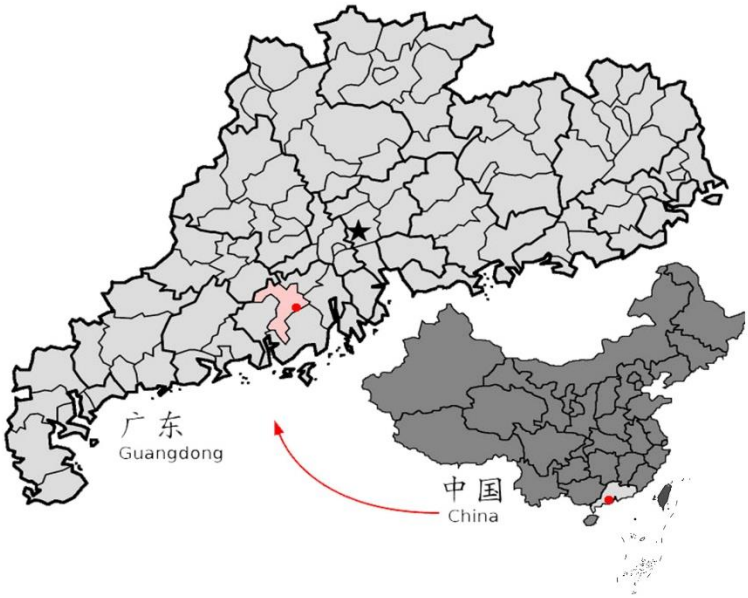


Figure 1-1 Kaiping's location

1.3 Monitoring methods and processes

In July 2018, with the strong support of Kaiping Tourism Bureau, Jiangmen monitoring team successfully carried out the sustainable monitoring activities of Jiangmen tourism in 2018. The main methods used in this monitoring are questionnaires, statistical data collection and in-depth interviews. The field research time is from July 19, 2018 to July 24, 2018. The research sites are mainly concentrated in the four core areas of the Kaiping Diaolou and the villages of the World Cultural Heritage Site: Jinjiangli, Ma Jianglong, Zili Village and Sanmenli, and Liyuan park and the Chikan ancient town. The Kaiping City Commercial and Cultural District are also involved. The survey was conducted in the form of group surveys. The monitoring team were divided into four groups: the inheritance group, the enterprise group, the tourist group and the resident group.

Through a six-day survey, 73 questionnaires, 251 and 300 questionnaires were sent to Kaiping City's tourism enterprises, tourists and residents. A total of 624 questionnaires were distributed and 588 were collected, including 73 corporate questionnaires and 247 tourist questionnaires. There were 268 resident questionnaires, with a recovery rate of 94.2% and 547 valid questionnaires, including 73 corporate questionnaires, 230 tourist questionnaires, 244 resident questionnaires, with 87.7% effective rate, and 42 archives have been completed. In addition, this monitoring also collected tourism statistics and sample survey reports, tourism-related data, government work reports, overseas Chinese data, and so on.

Based on the UN World Tourism Organization (UNWTO) indicators and the actual situation of Jiangmen's tourism development, this monitoring has compiled an index system for Kaiping tourism sustainable development, including Kaiping Tourism Enterprise Survey, Community Residents' Tourism Perception Questionnaire, Tourism Market and Tourist Satisfaction Questionnaires, Kaiping Tourism Entrepreneur Confidence Index and other questionnaires. The monitoring team has conducted detailed investigations on Kaiping's tourism and economy, tourism and community, tourist market and tourist satisfaction, tourism and resource environment, heritage site protection and development, and tourist commentary system, and established archives for the Diaolou located in the scenic area, to facilitate follow-up investigations in the future.

1.4 Structure and content of this report

Based on the above survey and combined with the second-hand data provided by the Kaiping Tourism Bureau, this report combines relevant academic research frameworks and results to detail the tourism development of Kaiping City, the industrial system and economic benefits of the enterprise, and the perception of tourism development by the residents of the heritage site, visitor satisfaction, environmental conditions, and heritage conservation and development. The report is divided into five parts:

The first part: tourism and economy. This part mainly includes the macro analysis of tourism development in Jiangmen City and Kaiping City, the tourism industry

system of Kaiping City and the economic benefits of tourism enterprises, and the confidence index of tourism entrepreneurs.

The second part: tourism and community. This part analyzes the residents' perceptions and attitudes towards tourism development and heritage protection, and analyzes the behavioral differences of different community residents in heritage protection and development.

The third part: tourism market and tourist satisfaction. This section focuses on the analysis of Kaiping tourists' behavioral characteristics and visitors' satisfaction.

The fourth part: tourism and resource environment. This part analyzes Kaiping's current resources and environment from four aspects: air environment, water environment, acoustic environment and major pollutants.

The fifth part: Special studies. It mainly includes two special studies: Kaiping World Heritage Conservation Development and Utilization and Kaiping Diaolou Tourist Interpretation System.

The details of the report can be found in the following sections.

2. Tourism and Economy

2.1 Kaiping is still in the early stage of the development of the tourist destination life, and the advantage of late development is obvious.

Kaiping City has the only world cultural heritage in the Guangdong-Hong Kong-Macao Greater Bay Area. The ecological environment is beautiful, and as the

hometown of overseas Chinese, it is very unique. And it has a high class of tourism resources. If we count the year of Kaiping Diaolou becoming the national key cultural relics protection unit in 2001 as the first year of Kaiping tourism, Kaiping tourism has been developing for 18 years. From the very beginning, Kaiping relied on the development of small-scale tourism, after the successful application, the number of tourists has increased. Kaiping tourism continues to develop. However, the level of professional development of Kaiping tourism is still at an initial level of development. In 2017, Kaiping's total tourism revenue accounted for only 22.25% of the regional GDP in that year. Compared with mature tourism-resource-dependent destinations, such as Guilin and Zhangjiajie, Kaiping is obviously in the early stage of the development of tourism destination. In addition, the inbound tourism market only accounts for a small proportion of the overall market, but Kaiping has international resources, higher endowments, and obvious advantages in later development stage, as shown in Figure 2-1.

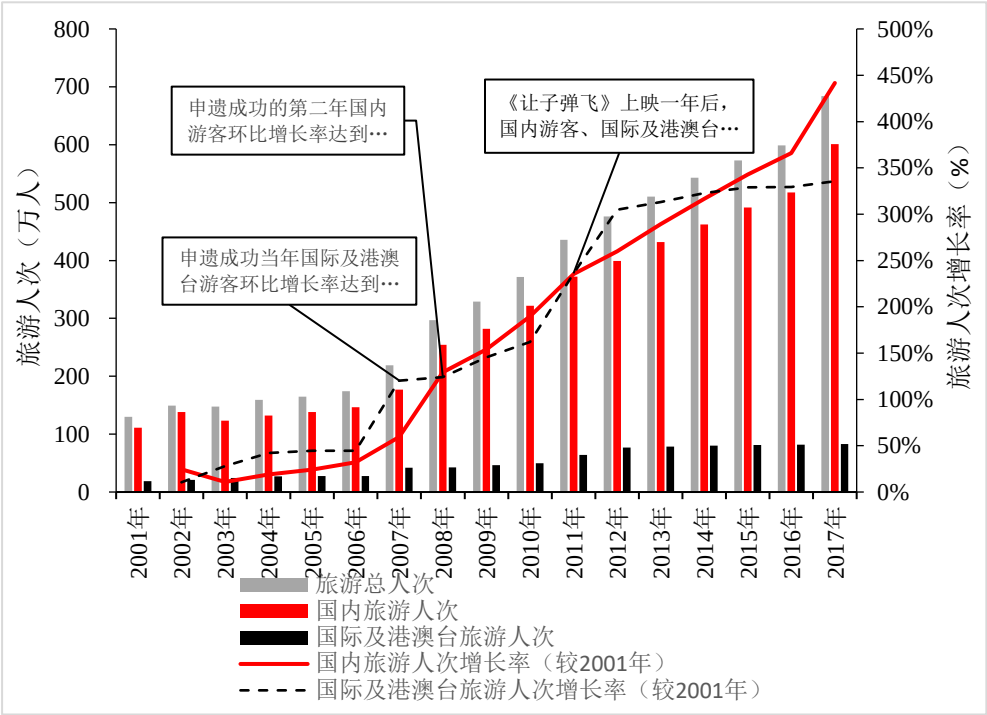


Figure 2-1 Changes in tourist arrivals in Kaiping City from 2001 to 2017

(Total number of tourists, Domestic tourists, International, Hong Kong, Macao and Taiwan tourist, Domestic tourist growth rate, International, Hong Kong, Macao and Taiwan tourism growth rate)

2.2 The location of Kaiping has obvious advantages, and the potential market has huge room for growth.

Kaiping City is located in the hinterland of the Guangdong-Hong Kong-Macao Greater Bay Area, and has obvious location advantages. Within the radius of 200 kilometers (2-3 hours drive) of Kaiping City, it can cover five major international airports including Guangzhou, Shenzhen, Zhuhai, Hong Kong and Macau. In 2017, the passenger throughput of the five major international airports totaled more than 200 million passengers. Kaiping to Guangzhou high-speed rail has been opened for

operation. At the same time, the regional consumption power of the Guangdong-Hong Kong-Macao Greater Bay Area is strong. In 2017, the total retail consumer goods in the 9 cities and 2 districts of the Guangdong-Hong Kong-Macao Greater Bay Area reached 345.865 billion yuan, and the per capita spending reached 49,878.85 yuan. However, in addition to the tourism products such as theme parks in Guangdong, Hong Kong and Macau, there is no mature tourist destination product in the Greater Bay Area. Kaiping City has the only non-replicable world cultural heritage in the Guangdong-Hong Kong-Macao Greater Bay Area. With its location advantage, its potential on the tourist source market is huge.

2.3 Kaiping City's fixed asset investment continues to grow, and tourism industry investment is hot

In terms of fixed asset investment structure, Kaiping's tertiary industry investment in 2017 accounted for 48.46% of total fixed asset investment, indicating that in recent years, Kaiping's tertiary industry investment is more popular, which plays an important role in stimulating Kaiping's investment vitality. From 2014 to 2018, Kaiping City introduced 28 tourism projects, of which the total investment of Chikan Ancient Town Protection and Development Project reached 6 billion, and the total investment of all tourism projects exceeded 11 billion yuan. Tourism investment accounted for at least the third-industry investment completion in the same period with the rate of 51.29%.

2.4 Kaiping City's tourism industry system has begun to take shape, but industrial agglomeration needs to be formed.

As Kaiping City is currently in the early stage of development, a large number of accommodation companies are concentrated in the urban area, mainly serving business guests and local residents. The hotels around the scenic spots are rare and the types of accommodation are not as rich as typical tourist destinations. The core scenic spots in the heritage area and the surrounding tourist catering and tourism retail formats are sparse. The local business is mainly based on the small scale and lack of standardized management. There are fewer domestic travel agencies, and the Kaiping “one-day-trip” business is basically interrupted. Kaiping currently lacks a comprehensive tourism project to extend the stay time of tourists. The leading project, Chikan Ancient Town, is at the end of land acquisition. Other comprehensive tourism projects are in the midst of investment. Tourism resources are scattered and no tourism industry is formed.

2.5 Overseas Chinese investment has already involved the tourism industry, but the driving force for Kaiping tourism development needs to be strengthened.

Kaiping City currently has a total of 416 overseas Chinese-funded enterprises, with a total investment of 1.468 billion US dollars. The main investment areas focus on manufacturing with 369 overseas Chinese enterprises, accounting for 88.7% of the total number of overseas Chinese enterprises. The investment amount is 1.458 billion US dollars, accounting for 86.2% of the total investment. In contrast, no overseas Chinese

investment directly related to the tourism industry has been found. The accommodation and catering industry closely related to the tourism industry is not a popular investment field. The number of relevant overseas Chinese enterprises is only 5, accounting for only 1.2% of the total number of overseas Chinese enterprises with 3,969.735 million US dollars, accounting for only 2.5% of the total investment. Therefore, as far as the current situation is concerned, the influence of overseas Chinese investment on the development of Kaiping's tourism industry needs to be strengthened.

2.6 Tourist accommodation business operators have a high confidence, and the tourism catering industry and retail business operators' confidence needs to be improved.

Due to the impact of the international economic crisis since 2008 and the Sino-US trade war, the tourism micro-enterprise operators within Kaiping City’s heritage scenic spots are currently pessimistic about the future development prospects, with Zili villages, Ma Jianglong, and Chikan ancient town tourism business as the ones that were struck most. However, the confidence of the business owners in the business environment and business conditions is gradually picking up, while the business owners of the tourism and catering industry have a strong pessimistic attitude and tend to deteriorate regardless of the external business environment or internal business conditions. The confidence of business owners in travel and retail and travel agencies in the external business environment is declining.

In addition, as far as the external business environment of tourism enterprises is

concerned, Liyuan is more optimistic. Urban, Zili Village, Chikan Ancient Town and Malonglong are relatively sluggish, and the confidence of tourism micro-enterprises owners is insufficient. This lack of confidence is mainly due to the decrease in the number of tourists brought about by the relocation of Chikan Town, which affects the external confidence of entrepreneurs. Judging from the confidence of the overall tourism entrepreneurs in Kaiping City, the current environment of the tourism industry in Kaiping City needs to be improved.

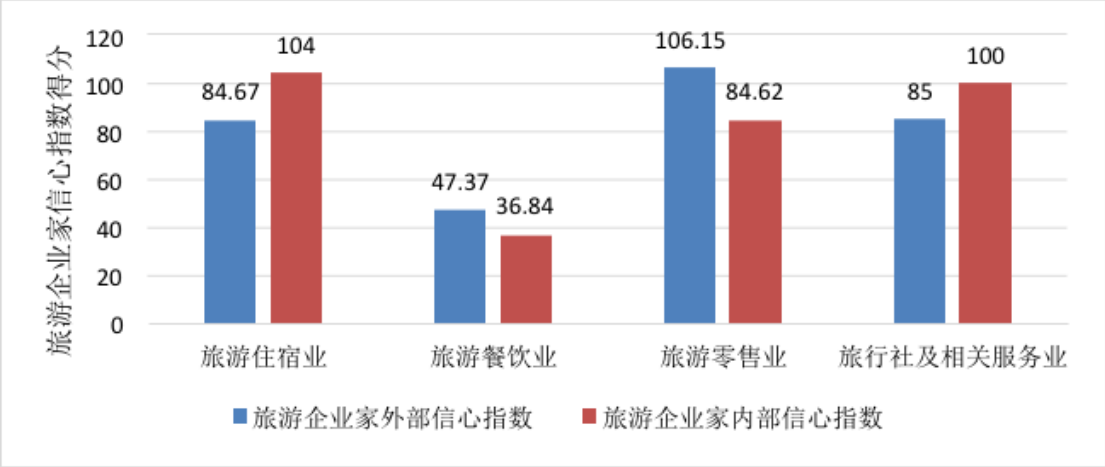


Figure 2-2 Kaiping City Tourism Enterprise Operators' Confidence

2.7 Tourism development promotes industrial restructuring, but the pull of economic growth needs to be realized in a longer period

The industrial structure of Kaiping City is in the period of adjustment from "secondary, tertiary, primary" to "tertiary, secondary, primary." In general, the added value of the three industrial structures in Kaiping City has maintained the industrial structure of “secondary, tertiary, primary” from 2001 to 2017. The ratio of the three industrial structures changed from 13:48:39 in 2001 to 9:49:42 in 2017, the changes in

its industrial structure are not obvious. According to Kuznets's theory of industrialization development stage, Kaiping City is basically in the mid-stage of industrialization. Through the calculation of the industrial structure advanced index, it was found that from 2005 to 2017, the Kaiping City Industrial Structure Advanced Index increased from 2.298 to 2.324. Although there were some fluctuations during the period, the overall industrial structure of Kaiping City was gradually optimized.

The development of tourism in Kaiping City will greatly promote the long-term development of the tertiary industry, and will promote regional economic growth to a certain extent in the long run. The analysis found that for every 1% increase in tourism income in Kaiping City, GDP can be increased by 0.40 percentage points during the two-year lag period; the value added of the tertiary industry can be increased by 0.19 percentage points during the same period; and the fiscal revenue will increase by 0.04 in the next lag period. From this point of view, Kaiping tourism is currently in the early stage of promoting the optimization of the tertiary industry. The pull of economic growth needs to be realized in a longer period, and the pulling of fiscal revenue is more limited. Kaiping urgently needs to increase and accelerate the pace of tourism development, so that tourism development can effectively promote local economic growth.

3. Tourism and community

3.1 Residents are full of expectations for tourism development, and residents' perception towards tourism is satisfactory

Kaiping residents generally believe that Kaiping tourism will b local bring the improvement of economy, society, culture and environment. It can be seen that residents are generally recognized for Kaiping tourism development and are eager to benefit from it to improve their quality of life. In particular, students, service practitioners, farmers and self-employed people are willing to engage in tourism-related work, and are eager to increase their income and promote the improvement of their quality of life. Residents living in the heritage area are also very willing to engage in tourism-related work.

3.2 Residents have some understanding of the status quo of heritage protection, but it still needs to be improved

Residents are mainly concerned with tourism development and the economic benefits it brings, while paying less attention to the protection of heritage. As for the understanding of the status quo of heritage protection, nearly 70% of the respondents said that they “have some understanding”, mainly because the department responsible for the maintenance of the heritage is not clear enough. At the level of protection of the main body and the way of protection, although most residents believe that the protector of the dwelling houses should be the government, but for the development of the

dwelling houses, the residents agree with the idea of “co-development of the government and the residents”. The vast majority of residents believe that an important factor affecting the protection of heritage is “lack of funds”, followed by "management and development issues".

3.3 Community residents’ awareness of tourism participation is very strong, but the way of participation is limited

Most residents are satisfied with the development of local tourism. They believe that tourism development contributes to local development and they themselves can benefit from tourism. Therefore, many residents participate in tourism business. However, due to the low academic qualifications and lack of professional skills, most residents can only work as the security guards and cleaning staff of the scenic spots. Some villagers participate in tourism operations through their own operation of tourist stalls, farmhouses, etc. However, due to the limited size of the source market, the participation depth is insufficient and the participation level is not high.

3.4 Community residents' interests appeals are differentiated and need to be balanced

In the process of protection and development of Kaiping Diaolou and village heritage, there are many stakeholders. Different community residents, such as tourism practitioners, non-tourists, overseas Chinese, and residents of ancient towns relocated outside the heritage area, have different interests in the protection and development of

heritage due to their different resources and capabilities. There are community residents who pursue personal interests with weak powers, overseas Chinese who pursue their own public interests but do not pursue personal interests, and three groups of residents who have no right to be indifferent to the interests of the community. The interests of these three groups at different levels coexist with the contradictions between the government and tourism companies, reflecting the relationship between different interest groups in the process of heritage protection and development.

Community residents are the core stakeholders in the protection and development of village heritage, and their behaviors and activities will have an important impact on the tourism experience of village heritage and the image of the heritage site. Therefore, in the process of heritage protection and development, the government should pay close attention to the interests of community residents. On the one hand, through strengthening the education and training of Kaiping Diaolou and the residents of the village community, it will enhance their participation ability and heritage protection of ownership. On the other hand, the government needs to truly incorporate residents into the decision-making, management and benefit distribution system of community tourism, and increase the participation of community residents through community empowerment to ensure that tourism development truly benefits community residents. In addition, the government should also understand the appeals of overseas Chinese owners and coordinate the interests of overseas Chinese owners, local villagers and developers. Paying attention to the demands of overseas Chinese is also a good construction of the national image and promotes the sustainable development of

Kaiping tourism.

4. Tourism Market and Visitor Satisfaction

4.1 The Coexist of International Resources and Regional Markets, the Dislocation of Resource and Market Development

Kaiping has international resources and regional markets, forming a resource-market dislocation development. Among the tourists surveyed in the survey, only one Chinese American and the rest are domestic tourists. Among domestic tourists, tourists in Guangdong province account for 85%. According to the data in Guangdong province, tourists in Guangdong province are mainly from Guangzhou and Shenzhen, which account for 61% of the tourists in Guangdong province. It can be seen from the above data that the main tourist market of Kaiping is still concentrated in Guangdong province, which does not match its international resources. Kaiping needs to strengthen the activation and deep development of resources and accelerate the transformation of tourism resources into industrial capital.

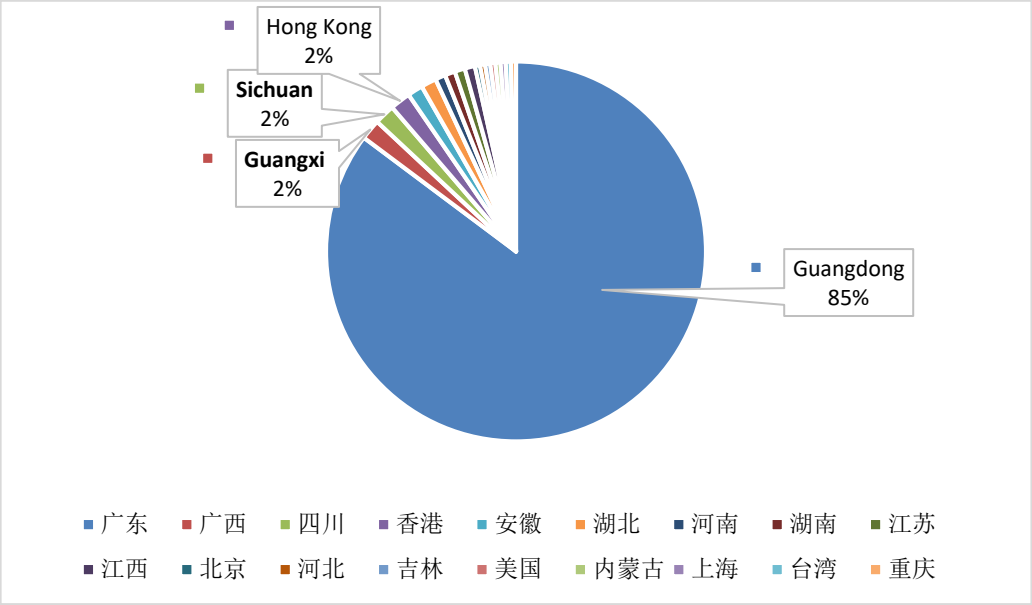


Figure4-1 Distribution of tourist source

4.2 According to the perception of the tourism market, Kaiping is "stop attractions" rather than "tourist destinations"

The investigation found that the tour group that visited Kaiping Diaolou basically took the route of "Shenzhen - Kaiping -Taishan Kangqiao Hot Spring - Xinhui Bird Paradise" or "Shenzhen/Dongguan - Kaiping - Yangjiang Hailing Island". Kaiping diaolou is only used as a tourist attraction in the tour route. Tourist only visit Zili village, and the reserved visit time is about 2 hours. Kaiping has not yet become a destination for group tourism in the regional tourism market.

4.3 Two leaps and changes in Tourism Market, Slow Growth of Visitors in Recent Years

From 2001-2006, Kaiping tourism market scale growth is relatively flat. It is the stage of spontaneous growth. During this period, the scale of international and Hong

Kong, Macao and Taiwan tourism market grew faster than that of domestic tourism market. During the period of 2007-2011, Kaiping was at a stage of rapid growth both in the domestic tourism market and in the international and Hong Kong, Macao and Taiwan tourism markets. And the difference between its domestic tourism market scale growth rate and its international and Hong Kong, Macao and Taiwan tourism market scale growth rate is not big. However, in 2012-2017, the situation has changed considerably. Its international and Hong Kong, Macao and Taiwan tourism market scale growth rate has slowed significantly. The gap between its domestic market and its international, Hong Kong, Macao and Taiwan market scale began to rapidly widening. Generally speaking, compared with the tourism development stage in the 2007-2011, Kaiping's tourism market has experienced a weak trend in recent years, but the domestic tourism market has risen in 2017.

4.4 Difficult to Surpass Taishan in the Short Term, and May be Overtaken by Heshan

Comparing the changes in the size of the Kaiping tourism market with the Taishan and Heshan of the same Jiangmen range, in 2005, the total number of tourism trips in Kaiping was 1.65 million, the number of Taishan tourism was 1.6043 million, and the size of the Kaiping tourism market was slightly higher than that of Taishan. However, after more than 10 years of development, as of 2017, the total number of Taishan tourism was 11.4252 million, almost one times the size of the Kaiping tourism market over the same period. This stems from the growth rate of the Taishan tourism market

has remained at more than 10% percent since 2005, while Kaiping has experienced significant declines in visitor growth since 2012, and growth has continued to be subdued thereafter. Heshan tourism development is relatively late, but since 2015, the number of visitors and growth has been more optimistic, each year with a growth rate of more than 15% to Kaiping to form a catch-up trend. According to the current situation, Kaiping's tourism market size is difficult to surpass Taishan in the short term, and there is the possibility of being surpassed by Heshan.

4.5 Heritage Sightseeing is an important motivation for tourists to travel, and WeChat is the main channel of information dissemination

In terms of tourist motivation, the main purpose of tourists to Kaiping Diaolou is to enjoy the scenery (64.8%) and visit the World Heritage Site (60.9%), that is to say, sightseeing tourism is the main purpose of tourists to Kaiping Diaolou. In terms of travel methods, the proportion of visitors to group tours and free movement is 56% and 44%, respectively. Coach and self-driving cars are the main means of transport for tourists arriving in Kaiping, accounting for 49.6% and 37.8% respectively.

The main channels for tourists to obtain tourist information are relatives and friends and WeChat and other related self-media channels, the proportion reached 19.1% and 29.1%, respectively. The proportion of visitors who received information through newspapers, magazines and online travel agencies was only 7.8% and 11.7%, indicating that WeChat transmission and traditional word-of-mouth communication played an important role in the dissemination of tourism information in Kaiping. In the

future, when promoting tourism image, Kaiping government should devote more resources to WeChat network communication and word-of-mouth communication.

4.6 Zili Village is the top tourist attraction of Kaiping，tourists are highly concentrated

As the ancient town of Chikan is in the stage of encirclement and reconstruction, the tourist's preferred attraction is the Zili Village, then Liyuan. Maxianglong and Chikan Commercial Street is also a popular choice. It can be said that Liyuan and Zili Village is the symbol of Kaiping Diaolou. The remaining scenic spots include Jinjiangli, Sanmenli and Nanlou memorial park, etc. A few tourists choose to visit, but the number of tourists is very small. The popularity of these scenic spots needs to be improved

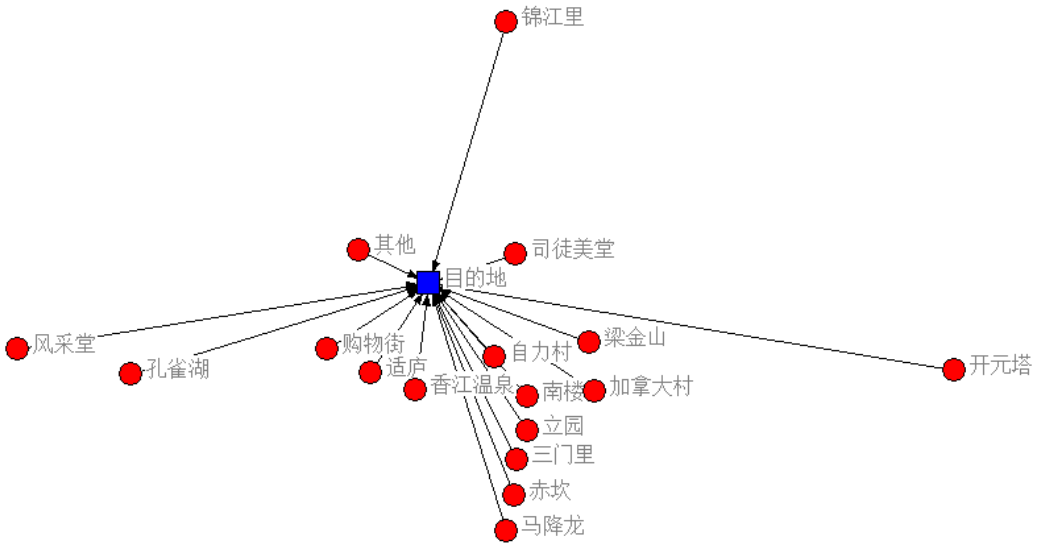


Figure4-2 The spatial agglomeration of tourists

4.7 Tourists' Satisfaction with the Heritage Landscape is high, but the evaluation of tourism experience is General

The test found that visitors scored the highest on Kaiping's destination landscape with an average of 4.37. The approval ratio is also up to 90.3%. It is proved that the quality of the destination landscape of Kaiping Diaolou community as a World Heritage cultural tourist site is quite high and popular with tourists. In addition, Tourists have a good evaluation of local tourism information and accessibility, with an average value of 3.95. Tourists were also satisfied with the interpretation system of diaolou scenic spot in Kaiping, with an average of 3.83. However, the degree of satisfaction of tourists for the diversity of activities in tourist attractions was low, with an average of 3.58. And the average value of tourists' overall evaluation of the tourist experience of Kaiping was only 3.12, and the degree of approval was only 35.9%. According to the survey, According to the survey, high consumption level, visiting environment and conditions, and the language barrier between tourists and local people are the important reasons to affect tourists' experience.

5. Tourism and Resource Environment

5.1 Air pollutants improved, but there was a downward trend in air quality

According to the requirements of environmental air quality standards (gb3095-2012), the excellent air quality rate in Kaiping city was 88.22% in 2015, while

it was only 77.26% in 2017.The annual environmental air compliance rate in Jiangmen city also dropped to 77.30% from 88.20% in 2015.From 2016 to 2017, the air pollutants PM10, O3-8H and PM2.5 in Kaiping were not up to the standard, and SO2, NO2 and CO were up to the standard in these two years, according to the first-level assessment. Particulate matter (PM10, PM2.5) was basically the same as in previous years, but O3-8H pollution was significantly increased. The air quality of Kaiping is decreasing year by year, which should be paid more attention to.

The survey also found that 21.7 percent of residents believed that the development of tourism in Kaiping would reduce the air quality of Kaiping, while 2.5 percent of residents surveyed said they are "strongly agree". This part of the residents are mainly concentrated in the urban area of Kaiping, Tangkou town and Zili village. The main reasons are large number of tourists and traffic flow, crowded and noisy environment.

5.2 Drinking water quality is better， but there is mild pollution in the downstream water of Tanjiang

In 2016, the water quality in the upper reaches of Tanjiang trunk stream was excellent, the swimming water in Tanjiang trunk stream was slightly polluted, and the water quality in Yinzhou lake section in the lower reaches of Tanjiang river was good. In 2017, water quality in the upper reaches of the Tanjiang main stream was good, with moderate pollution in the middle swimming pool, slight pollution in the downstream Yinzhou lake section, and water quality in the mouth of Tanjiang river is good. Compared with two years ago, the water quality of the lakes in the lower reaches of the

river has deteriorated, which is worthy of attention of the environmental protection department.

In 2016-2017, the water quality compliance rate of Kaiping Shahe Reservoir and Longshan Reservoir was 100%. In the first half of 2018, the Kaiping drinking water source met or was superior to the III level standard. Overall, Kaiping's drinking water source is well protected and the water quality is clean.

5.3 Overall situation of sound environment is stable

In the 2012-2016, the average noise of Jiangmen regional environment was in 55.5~56.61db, which belonged to the level of mild pollution. The average range of traffic trunk noise is 69.1~69.97, and the general traffic trunk noise assessment requirements are less than or equal to 70dB, so they are up to standard. It can be seen that the noise level of Jiangmen remains stable and the overall situation is better.

5.4 The treatment rate of solid waste increases by year, and the treatment effect of industrial wastewater exhaust gas is remarkable

Since 2012-2016, Jiangmen (including Kaiping) has been able to advance steadily or remain at a better level year according to the concentration treatment rate of sewage and the rate of harmless treatment of domestic waste. However, in terms of the comprehensive utilization rate of industrial solid waste, the indicators have declined and attention needs to be strengthened in this regard. Since the 2014, the city's industrial wastewater emissions have been reduced year by year, in 2016 years it is at a

relatively low level. It can be seen that in recent years, Jiangmen (including Kaiping) has obvious results in the management of enterprise factories with large amount of wastewater discharged. In terms of industrial emissions, sulfur dioxide emissions have declined significantly since 2015, at just 12204 tons in 2016, at about 25% of that in 2015, with significant governance effectiveness. In terms of industrial smoke (powder) dust, in 2013, Jiangmen Industrial Smoke (powder) dust emissions were the largest, reaching 17723 tons, compared with the lowest emissions in 2016, at 9728 tonnes. Industrial Smoke (powder) dust is above 98% in terms of removal efficiency, with the highest efficiency in 2016, at 99.31%.

6. Special report: Protection and development of World Heritage in Kaiping

6.1 Improvement of heritage protection laws and regulations and adoption of various heritage protection measures

In order to strengthen the protection of Kaiping Diaolou and village as a world heritage site, the municipal government of Kaiping has taken a variety of measures to protect Kaiping Diaolou, mainly including the application for heritage protection, planning protection, regulatory protection and establishment of fund. The application for heritage protection is to carry out strategic protection of Diaolou by applying for world heritage. Planning and protection is mainly embodied in the government's formulation of a series of protective plans for the protection of Diaolou. The protection

of laws and regulations is to strictly follow the laws and regulations of heritage protection formulated by the state, provinces and municipalities. For different towers with different property ownership status, Kaiping municipal government has developed different methods of protection fund management.

6.2 Explore and innovate a variety of heritage conservation models

Kaiping attaches great importance to the protection of heritage. In the process of heritage protection, it has explored and pioneered a variety of diaolou protection modes, including private management mode, overseas Chinese and local community participation mode, entrusted management mode and diaolou adoption mode.Under the protection of these models, the preservation and restoration of diaolou are carried out in an orderly way, which also provides a reference for other heritage sites to manage their heritage.

6.3 Well maintained the authenticity of the Kaiping Diaolou Community

From the application of the Kaiping diaolou, the Kaiping municipal government has been protecting Diaolou buildings and maintaining and protecting the old and damaged d\Diaolou buildings. On the basis of protecting the shape of Kaiping Diaolou, we also pay attention to the story behind Diaolou and dig deep into its historical and cultural value. After the successful application, Kaiping municipal government actively organized personnel to conduct a comprehensive survey of the Diaolou in Kaiping city, and established the text and picture file database of Diaolou in Kaiping, improved the

hydrological, geological, meteorological and other data of Kaiping Diaolou, and carried out maintenance for some Diaolou. The tourists' satisfaction with the experience of Diaolou and their village landscape is as high as 3.94, which fully shows that Kaiping maintains the authenticity of the towers.

6.4 Enhances the overall value of Diaolou and promotes the improvement of local tourism income and residents' living standards

The main Diaolou districts in Kaiping, such as Sanmenli, Zili Village, Majianglong Village and Jinjiangli, are combined together to form the overall value of the heritage site, which together form a unique group architectural image of the history, social form and cultural tradition of Overseas Chinese. With the help of the world heritage brand, Kaiping Diaolou quickly became a popular tourist destination. The number of tourists and tourism income of Kaiping Diaolou has been increasing rapidly year by year, and the tourism income of Kaiping has increased by more than 9 times in the past 10 years. In addition, the living standard of residents is also improved with the increase of tourism income. With the encouragement of the government of Kaiping, many residents carry out individual industrial and commercial business management in the tourist area to obtain business income. The overall value of Kaiping Diaolou group has been highlighted and its popularity has been continuously enhanced.

6.5 To promote the continuous improvement of tourism supporting facilities and services

After the successful application for World Heritage, Kaiping municipal government actively improves the tourism supporting facilities and tourism services, establishes Kaiping city tourism, and guides the development of the tourism industry in Kaiping. In 2013, local groups of Zili village, Liyuan and Majianglong were developed as cultural tourism area of Diaolou in Kaiping, and the national 5A-level scenic spot was declared to be established. And the environment inside and outside the scenic spot was comprehensively improved according to the applicable standards. In recent years, Kaiping actively promoted the construction of tourism infrastructure, in addition to the new alteration of tourist toilets, the expansion of 3 A-class tourist toilets, upgrade the tourist service center. In addition, Kaiping municipal government has effectively improved the environment along the traffic routes, providing bus access, ecological parking, barrier-free access, etc. In terms of smart tourism, it realizes the full coverage of WIFI and e-ticketing in the scenic area, and sets up the navigation chart in Chinese, English, Japanese and Korean, which greatly promotes the improvement of tourism supporting facilities in Kaiping Diaolou cultural tourism area.

6.6 The property rights of some Diaolou have not been determined, and the process of protection has been slowed down

The unknown property right of the Diaolou is an important factor that restricts the

comprehensive and effective protection of the Diaolou. More than 90 percent of the 1, 833 registered towers are privately owned, with only a few publicly owned buildings. As there is no law concerning that the custody of towers and the cultural heritage of towers belong to the government so far in China, the maintenance and development of towers have been affected to a certain extent. The serious problem of "custody difficulty" has led to great challenges and difficulties for the government in the management of world heritage buildings in Kaiping.

7. Suggestions for Kaiping's Sustainable Tourism Development

7.1 Big capital and small and medium-sized capital work together to promote Kaiping tourism development

In recent years, various types of tourism comprehensive projects have been flooding into the market in the “one core, three wings” tourism development pattern of Kaiping City. Around Chikan Ancient Town, many small and medium-sized capitals are observing the development progress and future direction of the ancient town in Chikan. In the process of sustainable development of Kaiping tourism destination, there are three types of capital: (1) Big capital like CITIC Group. It is a pioneer, and its advantage lies in “clear property rights, closed management, unified planning”, which is the engine of Kaiping Tourism. (2) The small and medium-sized capital that observes

the process of the Chikan ancient town project is the affiliation of Kaiping Heritage Scenic Spot and Chikan Ancient Town Scenic Spot. The advantage of such small and medium-sized capital lies in its diversity and vitality, which can promote the extension and development of the tourism industry chain in Kaiping; (3) micro-capital, including residents living inside the core of the heritage, the harmonious community itself can form a strong tourist attraction of the heritage site. Therefore, a reasonable combination of the three types of capital forces to form a tourism development is conducive to promoting the development of Kaiping tourism.

7.2 Encourage and guide overseas Chinese to invest in Kaiping tourism and enhance its international influence

Kaiping is the hometown of overseas Chinese. Overseas Chinese capital has contributed a lot to the social and economic development of Kaiping. However, in terms of the amount of overseas Chinese donations and overseas investment, the investment in accommodation and catering industry related to tourism still accounts for small amount. And the focus is still concentrated in the manufacturing sector. Judging from the historical path of overseas Chinese capital accumulation in Kaiping manufacturing industry, the government has played a big role. Therefore, the government should focus on encouraging and guiding overseas Chinese to inject overseas Chinese capital into Kaiping tourism development. The advantages of introducing overseas Chinese capital into Kaiping tourism are: (1) Overseas Chinese have more love for hometown than ordinary foreign businessmen. When promoting

tourism projects, they may pay more attention to reducing the negative impact of tourism development on their hometowns and paying attention to the sustainability of tourism development; (2) The hometown of overseas Chinese is important for Kaiping tourism as the cultural brand, and the overseas Chinese become the main body of tourism investment itself, which can further deepen the history and stories of overseas Chinese, to form a "Kaiping story" and become a marketing advantage with natural advantages. And, as a tourism business entity, it is of great significance to make full use of the resources of its international source market to enhance the international influence of Kaiping tourism.

7.3 Pay attention to the needs of residents and increase the level of tourism participation of community residents

Community residents are the core stakeholders in the protection and development of village heritage, and their behaviors and activities will have an important impact on the village heritage tourism experience and the image of the heritage site. Therefore, in the process of heritage protection and development, we should pay close attention to the interests of community residents. On the one hand, through strengthening the education and training of Kaiping Diaolou and the residents of the village community, we will carry out implementation to improve their participation ability and heritage protection. On the other hand, it is necessary to truly incorporate it into the decision-making, management and benefit distribution system of community tourism,

to enhance the participation of community residents, and to ensure that tourism development truly benefits community residents.

7.4 Revitalize heritage resources, promote the diversification of tourism products and activities, and enhance the tourism experience

From the perspective of tourism forms and tourism products, the tourism products of Kaiping Diaolou and the villages are relatively thin. There are few tourism and cultural activities in Kaiping Diaolou, and the forms of tourists participating in tourism activities are relatively simple. The tourism activities of Diaolou are mainly concentrated on the visits of the buildings and the surrounding natural scenery. The products are relatively lacking in innovation, and the scenic spots are compounded in the minds of tourists. The image of Kaiping is weak. The history and culture of the Diaolou and the overseas Chinese culture have not been fully explored. Some tourists have not visited other Diaolou in the early stage of the visit, which has caused a large number of tourists to “half-day tour” in Kaiping Diaolou, which is impossible for tourists to have better experience of the history of Kaiping Diaolou and culture. As a world heritage with high cultural and historical value, tourism development should fully explore its profound historical and cultural connotations, and combine the psychology of modern tourists, innovate tourism forms, and develop a tourism product with the combination of culture, fun and novelty. Travel products enhance the visitor experience. At the same time, it is also important to focus on regional tourism

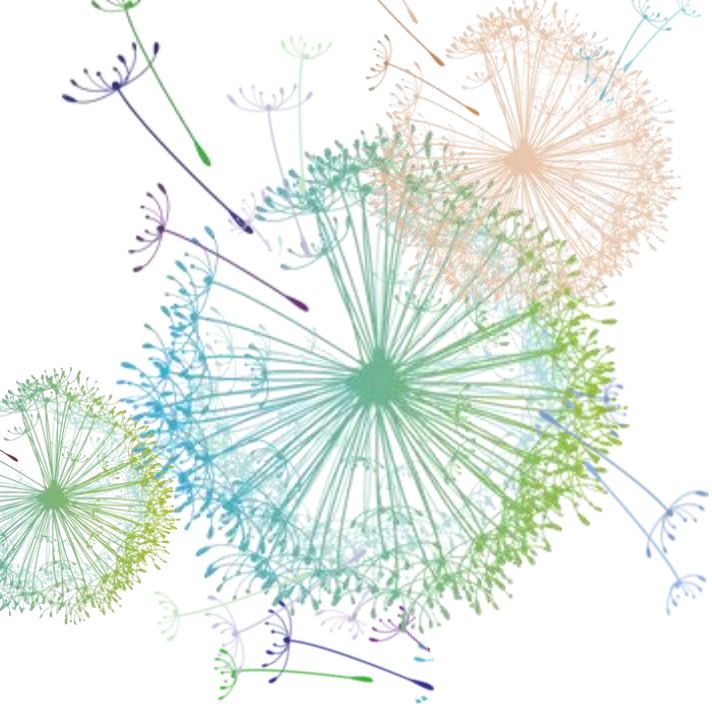
cooperation, with Kaiping Diaolou as the core, integrate the historical and cultural resources and tourism resources of the Wuyi area to attract tourists to stop for visit.

7.5 Actively seek multi-party support to solve the problem of insufficient funds for the protection of the property of the Diaolou

According to the statistics of relevant departments of Kaiping City, Kaiping Diaolou and village protection funds will cost about 280 million yuan, of which the China Cultural Relics Protection Foundation Kaiping Diaolou and the village special fund will bear 50 million yuan of protection funds, but the funding gap is still 230 million. The large funding gap makes the infrastructure construction, the protection and development of the Diaolou, and the traffic conditions of the Kaiping Diaolou Cultural Tourism Zone relatively lagging behind, which will have a large adverse impact on the long-term utilization and protection of the Kaiping Diaolou. In this regard, we can seek the help of the government, social welfare organizations, individuals with economic strength and overseas Chinese to establish the Kaiping Diaolou Protection Fund, which is specially used for the repair and protection of the Diaolou. At the same time, under the premise of not destroying the Diaolou, the introduction of flexible small capital injection, the activation of world heritage, tourism revenue generation, for the protection of Kaiping Diaolou. In addition, it is possible to grant certain preferential policies to the large capital that enters the conditions of protection and repair of the estate, so that it can invest in the protection of the Diaolou.

7.6 Promote publicity and marketing, and actively explore the tourism market

The overseas Chinese culture, historical accumulation and architectural style behind Kaiping Diaolou are the core of Kaiping Diaolou. The government's excavation of the historical and cultural connotations of Kaiping Diaolou is insufficient, so that Kaiping Diaolou's propaganda focuses only on the architectural style of the Chinese and Western buildings. As well as its unique shape, it lacks the promotion on Kaiping Diaolou's historical core and cultural connotation. When many tourists visit the scenic spot, they may have a disappointment with Kaiping Diaolou, which will affect the further development of Kaiping Diaolou. In this regard, Kaiping can adopt a variety of means in parallel. For example, using various media, integrating online and offline publicity methods, through various channels, promoting the characteristics of Kaiping Diaolou resources and disseminating tourism image. At the same time, the government can film the special scenery film, write articles, highlight the tourism characteristics of Kaiping Diaolou, and enhance the influence of tourism. In addition, government can take advantage of the opportunity of the construction of Guangdong-Hong Kong-Macao Greater Bay Area to clarify the tourism positioning of Kaiping Diaolou in the Greater Bay Area, and carry out joint marketing with other regions to enlarge and strengthen the tourism market.



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