

**Monitoring Report on the Sustainable Tourism
Development of Changshu
(2019)**

Changshu Culture, Sports, Broadcasting and Tourism Bureau

Monitoring Centre for UNWTO Sustainable Tourism Observatories

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1 Foreword

With the strong support of Changshu Culture, Sports, Broadcasting, Television and Tourism Bureau, the Changshu monitoring team successfully launched the 2019 Changshu Tourism Sustainable Monitoring project. This monitoring project can be divided into three phases: July 15-16, 2019 was the first phase. Through a collective inspection, the monitoring team sought a comprehensive grasp of Changshu tourism and leisure and all aspects of its social and economic development; The second stage was from July 17th to 22nd. The monitoring team was divided into three groups: one to interview residents, one to interview enterprises and one to interview tourists, to conduct targeted surveys in different locations; July 23, 2019 was the third stage. At this stage the monitoring team began to organize and analyze the survey data and write a survey report.

Through a 9-day survey, a total of 268 questionnaires were issued for the residents of Changshu in terms of leisure life quality and tourism development impact perception, and 268 were recovered, with a recovery rate of 100%; 251 of the questionnaires were valid, with an efficiency of 93.09%; 24 interviews were conducted on specific issues. A total of 476 questionnaires were issued for tourists' perceptions and satisfaction evaluations of the tourism industry in Changshu, and 476 were collected; 434 valid, with an effective rate of 91.17%. A total of 221 questionnaires were issued for the tourism industry employees (tourist owners, employees) about their perception of the impact of tourism development, and 221 were recovered, with a recovery rate of 100%; 202 were valid, with an effective rate of 91.40%. In addition, a total of 7 interviews were conducted with tourism industry employees and tourism business owners.

The evaluation index system and analysis framework for this monitoring mainly refer to the results of the World Tourism Organization's *Indicators of Sustainable Development for Tourism Destinations: A Guidebook* and related academic research. 2019 is the fifth year of monitoring of tourism sustainable development at the Changshu observation point, and it is also the closing year. The characteristic of this year's report is that it adds the trend of Changshu tourism monitoring in the five-year period from 2015 to 2019, and present the evolution of Changshu tourism monitoring content in the past five years.

2 Tourism and resources, environmental protection

(1) Ambient air quality and atmospheric environmental quality. In 2018, the ambient air quality in Changshu was generally good. The main indicators which exceeded the standard were nitrogen dioxide and fine particulate matter. However, compared with the previous year, the annual average value and the 95th percentile of fine particulate matter all increased, the 98th percentile of nitrogen dioxide, the 95th percentile of respirable particulate matter, and the 95th percentile of carbon monoxide increased. In general, in 2018, the number of days when Changshu city's ambient air quality reached the standard was 305 days, and the air quality excellent rate was 83.6%. Compared with the previous year, the annual air quality situation in Changshu has increased significantly.

(2) Water environment. In 2018, the city's surface water whose quality reached Class III showed an increase from the previous year, and it is generally a mild pollution level. The main indicators that exceeded the standards for the city's surface water environment are ammonia nitrogen, biochemical oxygen demand, chemical oxygen demand, total phosphorus. In 2018, the quality of drinking water sources in Changshu City remained stable, meeting Class III water quality standards, and was thus a source of safe drinking water. The total nitrogen index of the Yangtze River water source continues to reach the inferior category V standard, and should be paid enough attention. Compared with 2017, the overall quality category of industrial sites remained unchanged, and the overall quality categories of urban sites and rural sites were reduced from Category V to Category IV, and the water quality of urban sites and rural sites improved.

(3) Acoustic environment. From the perspective of sound source intensity, in 2018, the average daily equivalent sound level of noise in Changshu urban area was 52.4 decibels, a decrease of 0.9 decibels from the previous year, which meets the first-level requirements. Compared with the previous year, the daily average values of day and night equivalent sound levels in residential, cultural and educational districts, mixed residential and industrial and commercial districts, industrial districts, and areas on both sides of the main road have all decreased slightly.

(4) Progress of environmental protection projects. Between 2013 and 2018, Changshu increased investment in environmental protection, actively promoted water environment

improvement, air pollution improvement, urban and rural environment improvement, and expansion of green areas, and achieved significant results.

3 Tourism and Community

3.1 Residents' attitudes towards tourism

(1) Residents' perception and evaluation of tourism economic impact. The evaluation indicators of residents' impact on the tourism economy are reflected in 7 topics, including 4 positive indicators and 3 negative indicators. Each indicator corresponds to the five options of strongly disagree, disagree, no influence, agree, and strongly agree. In order to more clearly reflect the residents' attitudes towards the various impact indicators, the values 1, 2, 3, 4, and 5 were used to indicate strongly disagree, disagree, no influence, agree and strongly agree in order to calculate and compare the mean values of residents' attitudes and perceptions, a larger mean value indicates a higher level of agreement from the residents.

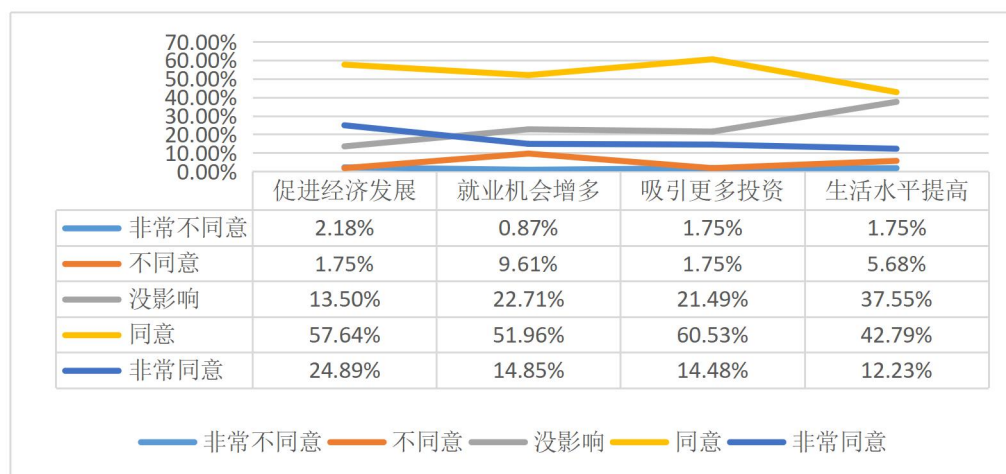


Figure 3-1 Evaluation of positive indicators of the economic impact of tourism

(the horizontal row: promoting economic development, increasing employment, attracting investment, improving living standards;
the vertical row: strongly disagree, disagree, no influence, agree and strongly agree)



Figure 3-2 Trends of specific indicators in the past five years

(from left to right: increasing employment, promoting economic growth, attracting investment, improving living standards, increasing local price)

As shown in Figure 3-1, most residents affirmed the positive impact of tourism on the economy, especially in the three indicators of “promoting economic development”, “increasing employment opportunities” and “attracting investment and consumption”. More than 51% of the residents chose more than 4 points in their answers (meaning "agree" with the indicator), indicating that the residents agreed with the 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. Some residents think that tourism development may not directly bring economic benefits to them, and think that Changshu's main industry is light industry. The development of tourism is not directly related to their lives. Rather, it is related to Changshu's own industrial structure, residents' employment methods, and the degree of urban economic development. From Figure 3-2, we

can see that “increasing employment opportunities”, “attracting more investment”, and “improving living standards” all show a downward trend in 2019.

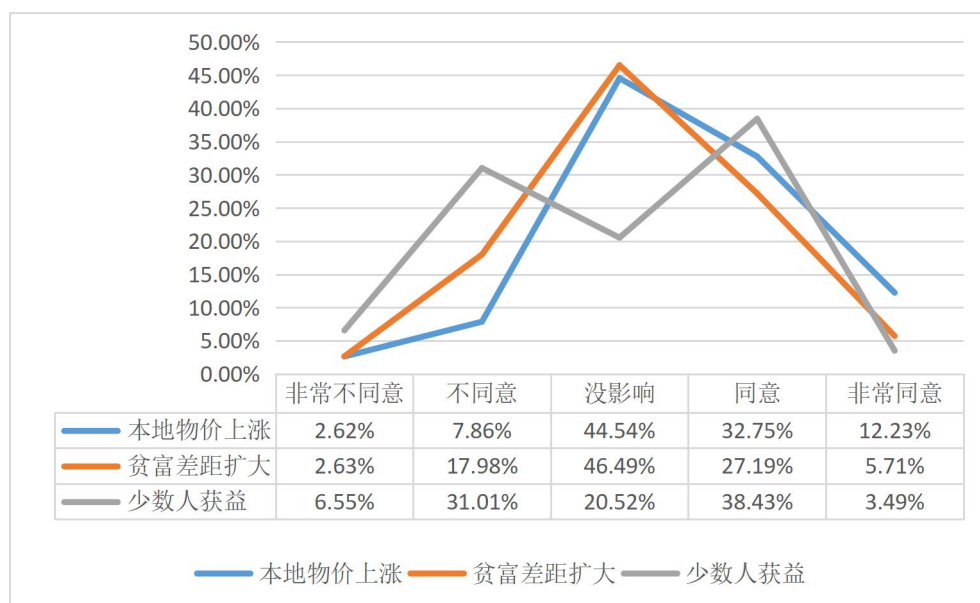


Figure 3-3 Evaluation of negative indicators of the economic impacts of tourism

(the horizontal row: strongly disagree, disagree, no influence, agree and strongly agree
The vertical row: promoting local price increases, widening the gap between the rich and the poor, only the minority benefit from the development of tourism)

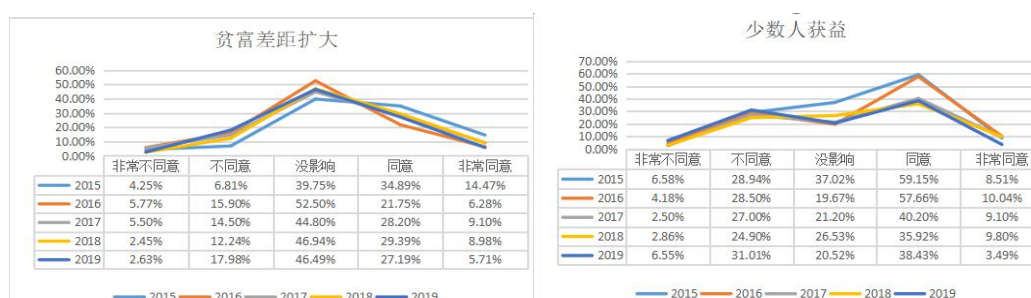


Figure 3-4 Trends of various negative indicators in the past five years

(the horizontal row: strongly disagree, disagree, no influence, agree and strongly agree)

It can be seen from Figure 3-3 that tourism development also has a negative impact on the community. This is an objective fact. In the evaluation of the indicator of "tourism development benefits only a few people", the proportion of residents who chose "strongly agree" and "strongly agree" reached 41.92%; The proportion of residents who responded to the indicator "tourism promotes local price increases" with “agree” or "strongly agree" was as high as 44.98%, and the proportion of residents who "agree" and "strongly agree" to tourism

"promoting the gap between the rich and the poor" also exceeded 30%. Local residents believe that there are indeed only a few people who have benefited from tourism development, which has nothing to do with the majority. At the same time, tourism development will bring a certain degree of negative effects such as the widening of the gap between the rich and the poor and the rise in local prices. In comparison, the "agree and strongly agree" ratio of the indicator "tourism benefits a few people" has been decreasing year by year, and it also shows to a certain extent that people gradually changed their views on the benefits brought by tourism development. The development of tourism will bring more people benefits. In the indicator of "tourism development increases local prices", 44.54% of the residents thought that there was "no effect" and that Changshu's prices were already high and had nothing to do with tourism. In response to the claim that tourism development widens the gap between the rich and the poor in local residents, 46.49% of the residents considered that it has "no effect", accounting for the majority of the residents surveyed. It can be seen that residents' perception of this is not obvious or the actual impact is limited. In general, with regard to the negative indicators of the impact of the tourism economy, in addition to the decline in the "agreement" ratio of the "local price increase" indicator, residents' perceptions of "widening the gap between the rich and the poor" and "benefiting only a few people" and the difference in the first four years is not significant.

(2) Residents' perception and evaluation of the social impact of tourism. The evaluation of the impact of tourism development on the social living environment is divided into two categories: positive indicators and negative indicators. Among them, there are 4 positive indicators, which are "improving facilities such as roads and hydropower", "improving medical conditions", and "improving education levels". And "removing old houses and increase new houses"; there are 6 negative indicators, in addition to the "intensified traffic congestion", "causing a rise in crime rates", "tourists disrupting the residents' original lives" and "limiting residents' use of tourism scenic area resources" and "Tension between residents and tourists", the analysis also includes the indicator "leading to the decline of folk culture".

Residents have a high evaluation of the positive effects of tourism development on the society as a whole, which is not much different from previous years. Among them, the highest evaluation is "improving roads, water and other facilities", with an average rating of 3.88, followed by "Tourism leads to the demolition of old houses and the building of new houses", with an average score of 3.71, indicating that residents are generally satisfied with

improved urban facilities, new facilities, and new houses. The average score of "Tourism Improves Local Medical Conditions" is 3.49, and the average score of "Tourism Improves Education Level" is 3.57. The data shows that residents believe that tourism development does not have a direct impact on these two indicators.

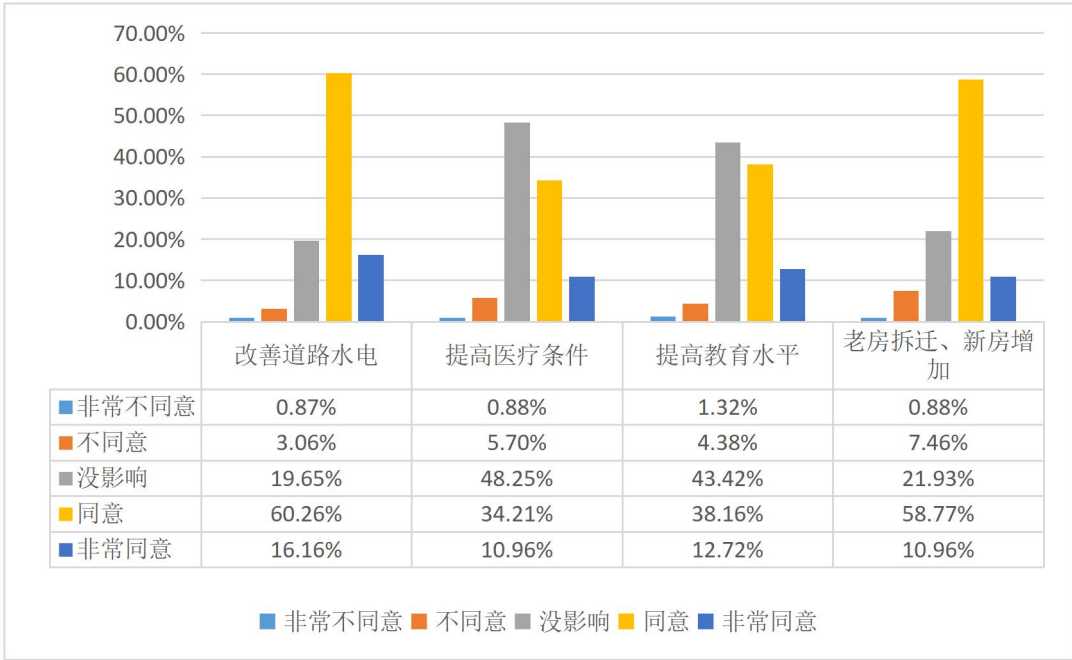


Figure 3-5 Evaluation of positive indicators of social impact of tourism

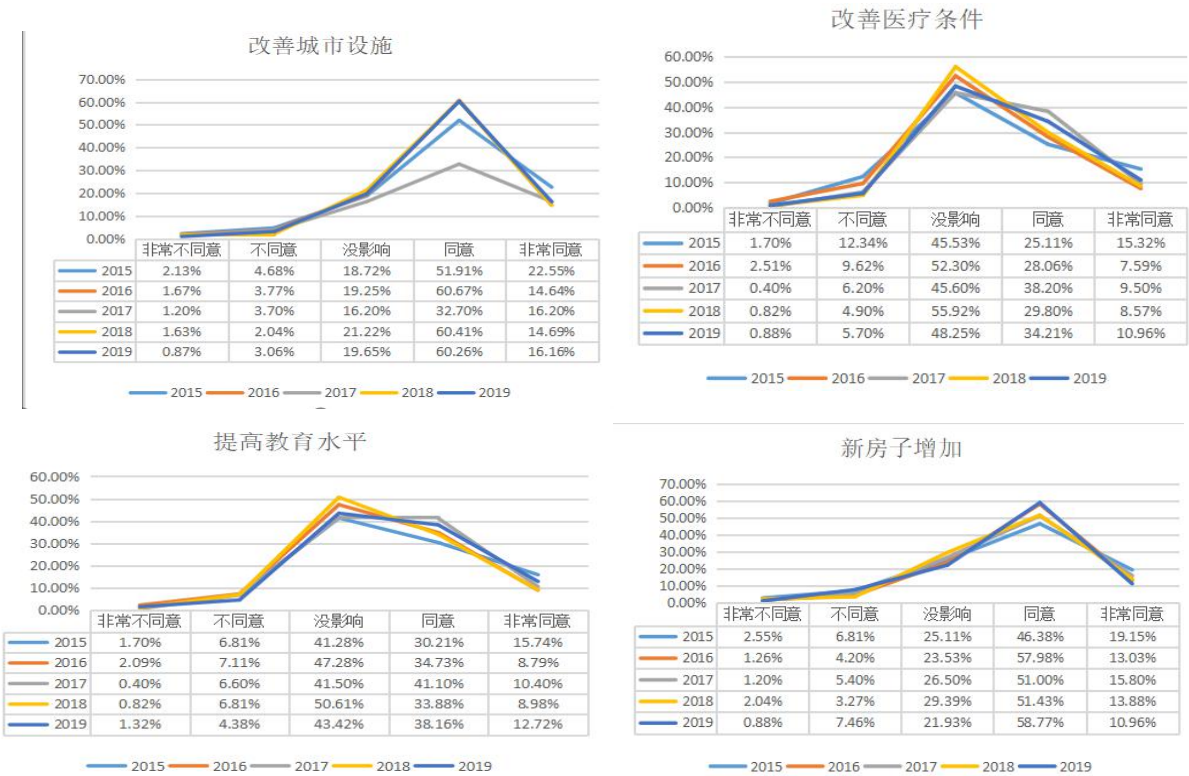


Figure 3-6 Trends of various positive indicators of the social impact of tourism in the past five years

(figure 3-5: the horizontal row: improving roads, water facilities and other facilities, improving medical conditions, demolishing old houses and building new ones; The vertical row: strongly disagree, disagree, no influence, agree and strongly agree

Figure 3-6 (from left to right):improving facilities, improving medical conditions, improving education levels, increasing new houses)

It can be seen from Figure 3-5 that 76.42% of residents believe that tourism development has a positive impact on urban facilities such as roads, water and electricity; secondly, 69.73% of residents agree that tourism promotes the "demolition of old houses and the increase of new houses". Compared with the previous two years, the data has slightly increased but has not changed much, but it is an overall upward trend. For four years, it has fallen before rising and then falling again. This shows that the development of tourism in Changshu does have a positive effect on the construction of local cities. However, with the continuous development of tourism development in Changshu, the positive effect of this role has a decreasing trend to a certain extent. In the two indicators "improving medical conditions" and "improving education level", residents' recognition has increased, but still more than 50% of residents believe that these two indicators are not directly related to tourism development, and the proportion is slightly different from the previous four years. In terms of the residents' evaluation of the negative impacts of tourism development on the society, the residents basically considered that it has "no impact". Only the average score of "tourism development aggravated traffic congestion" reached 3.43, while the average scores of the other five indicators were all lower than 3. The average score of "tourism development increased the crime rate" was 2.54. "Tourism restricts the use of scenic resources" has an average score of 2.77, and we see an average score of 2.75 for "destroying and damaging of folk culture and traditional culture", and an average score of 2.66 for "tension between residents and tourists". The data shows that residents generally believe that tourism will not have a negative impact, or have basically no impact on the society.

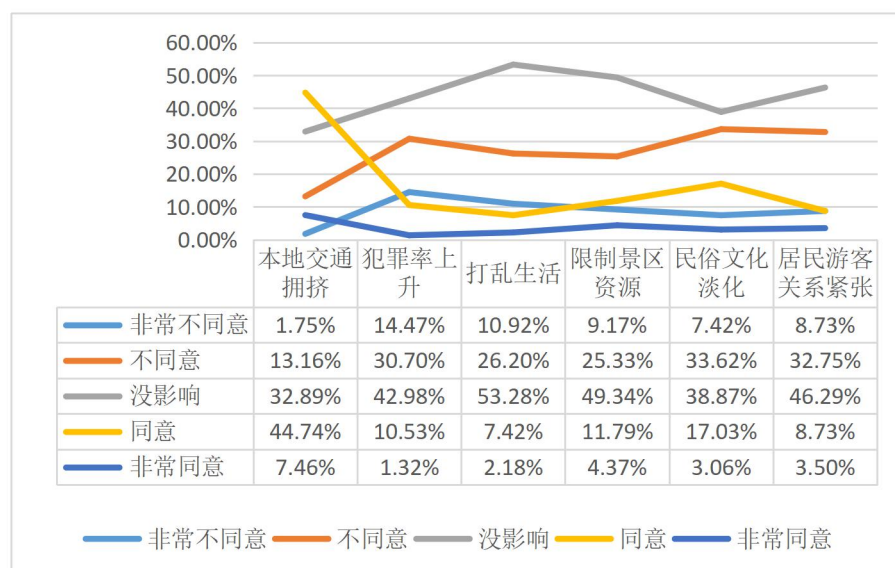


Figure 3-7 Evaluation of negative indicators of the social impact of tourism

(the horizontal row: more traffic congestions, increased crime rate, disrupt usual pace of life, limit the use of scenic area resources, damage local folk culture, tension between tourists and residents

The vertical row: strongly disagree, disagree, no influence, agree and strongly agree)



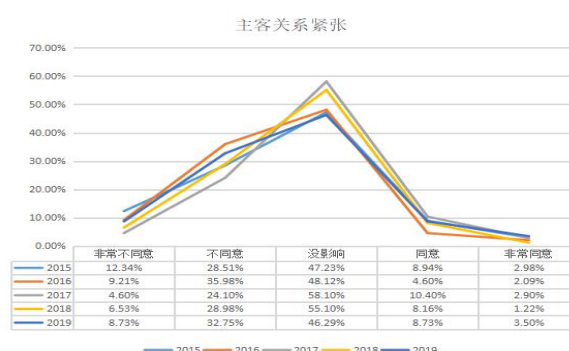


Figure 3-8 Trends of various negative indicators of the social impact of tourism in the past five years

(more traffic congestions, increased crime rate, disrupt usual pace of life, limit the use of scenic area resources, damage local folk culture, tension between tourists and residents)

As can be seen from Figures 3-7 and 3-8, 32.89% of the residents expressed "no effect" on the indicator that "travel development has increased traffic congestion", while 44.74% of the residents expressed "agree" on this indicator. This data fluctuated within the past five years, which indicates that Changshu's transportation management and improvement have had some effects but it was limited; and for "tourism has increased crime rates", "tourism disrupted the residents' original life", "tourism has restricted Residents use tourist attractions resources "and" tourism leads to tension between residents and tourists ", more than 38% of residents said there is " no effect ", compared with the previous four years, in terms of the proportion of people who chose agree (meaning" no effect "), " the crime rate has increased" had a significant increase of 16.61%. The other three have declined slightly or are basically the same. The data shows that Changshu city does well in public order, residents 'living order, use of scenic spots resources, and the relationship between tourists and residents. These four aspects of the relationship are doing well, and most residents are satisfied. As for the average value of 2.75 of the indicator "tourism damages local folk culture", it is slightly higher than that in 2018 (2.71), which indicates that residents are gradually paying attention to this negative impact of tourism development, but residents 'reflection also indicates that this impact is not significant.

(3) Residents' perception and evaluation of the influence of tourism on culture. The impact of tourism development on the social and cultural environment is evaluated through indicators like "tourism promotes cultural exchanges between local and other cities", "increased festival activities and enriched residents' lives" and "tourism promotes the development of local handicrafts".

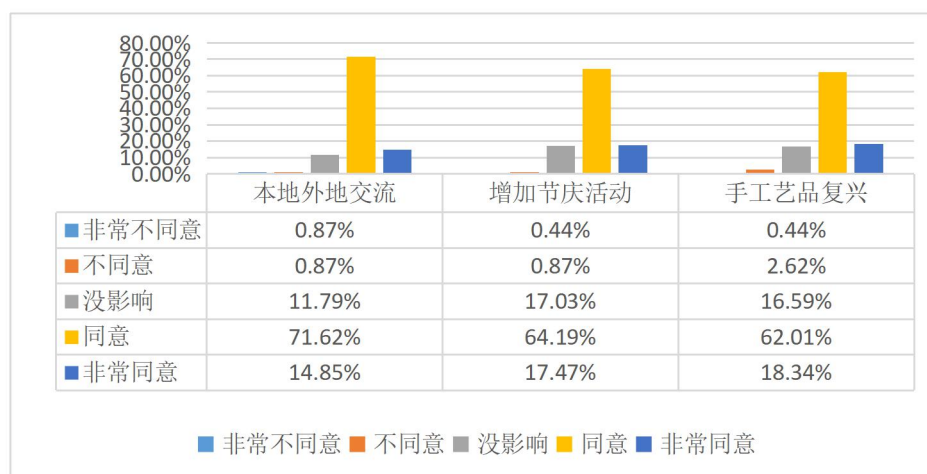


Figure 3-9 Evaluation of positive indicators of the impact of tourism on culture
 (the horizontal row: "tourism promotes cultural exchanges between local and other cities", "increased festival activities and enriched residents' lives" and "tourism promotes the development of local handicrafts")

The vertical row: strongly disagree, disagree, no influence, agree and strongly agree)

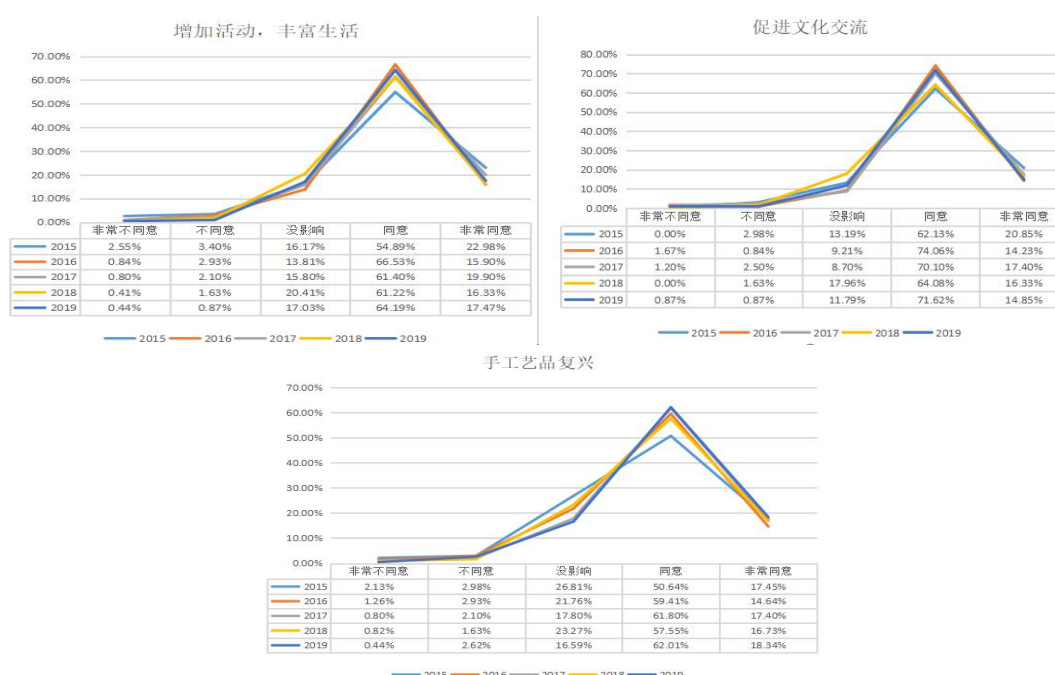


Figure 3-10 Trends of the positive indicators of tourism's impact on culture in the past five years

(from left to right: "increased festival activities and enriched residents' lives", "tourism promotes cultural exchanges between local and other cities", and "tourism promotes the development of local handicrafts")

In general, tourism has a positive effect on the culture of the community. As shown in Figure 3-9, the three positive indicators of cultural impact are 86.47%, 81.66%, and 80.35%, of which more than 62% agreed, indicating that 60% of residents have observed that tourism

promoted cultural exchange, increased festival activities, enriched the lives of residents, and promoted the development of local handicrafts. Compared with previous years, these proportions have increased, and the proportions are higher each year, which also shows that tourism has a more significant effect on the culture of community residents.

(4) residents’ evaluation of tourism’s impact on the environment. The evaluation indicators for the impact of tourism development on the environment are divided into two categories: positive indicators and negative indicators. Among them, there are two positive indicators, which are “significant improvement in environmental sanitation conditions” and “promote environmental education and animal and plant protection”; the five negative indicators are: "Consumption of resources required by local residents (such as fish and water)", "increased air pollution", "increased noise pollution", "increased water pollution" and "increased garbage".

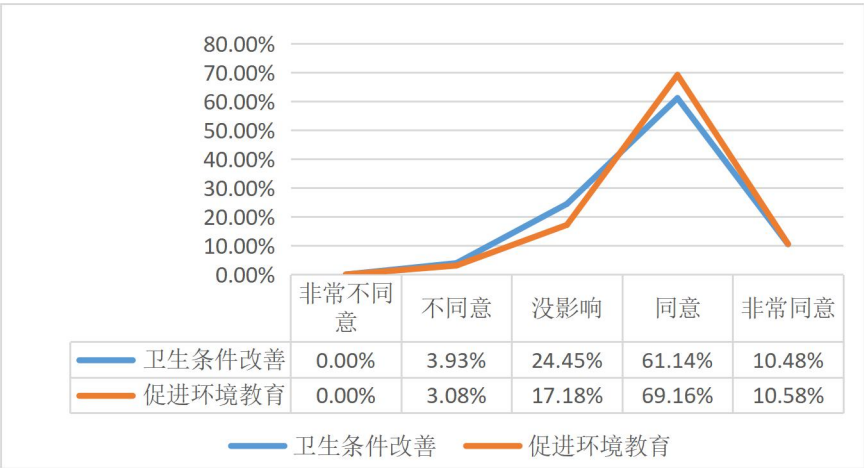


图 3-11 旅游环境影响的积极指标评价

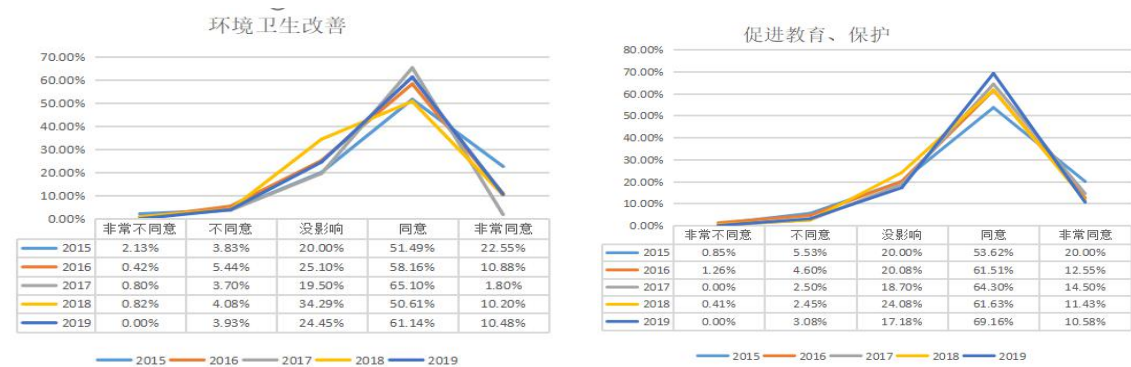


Figure 3-11 Evaluation of positive indicators of tourism’s environmental impact

Figure 3-12 Trends of various positive indicators of tourism environmental impact from 2015 to 2019

(figure 3-11: horizontal row: strongly disagree, disagree, no influence, agree and strongly agree; vertical row: “significant improvement in environmental sanitation conditions” and “promote environmental education and animal and plant protection”;

Figure 3-12:

“significant improvement in environmental sanitation conditions” and “promote environmental education and animal and plant protection”;

Horizontal row: strongly disagree, disagree, no influence, agree and strongly agree)

In the two positive indicators of tourism’s impact on the environment, more than 70% of the residents have agreed that tourism improves health conditions and promotes environmental education and protection of plants and animals. Shown in Figure 3-11, improving sanitation conditions " and "promoting environmental education and protection of plants and animals " received equal evaluations, suggesting that overall, residents think that the impact of tourism development on the environment is positive, the overall perception of residents is getting better and better. It shows that Changshu City did well in environmental protection and animals and plants protection.

Among the five negative indicators, "junk increase" receives a mean score of 3.56, it was the most recognized among the residents; and "consuming resources" has a mean score of 3.34, " worse air pollution " has a mean score of 3.03, " worse water pollution," has a mean score of 3.09, and " worse noise pollution" has a mean score of 3.23. Most residents do not think these indicators cause too much of a negative impact. Overall, compared with previous years, the negative impact of tourism development on the urban environment has decreased. The WCB strengthens the restoration of water resources and ecological environment, the Environmental Protection Bureau strengthens and improves air quality and works on noise pollution. A large number of tourists travel to Changshu and will inevitably consume here. The resulting increase in garbage is inevitable, especially in the peak tourist season. Changshu City should continue its efforts to do a good job in garbage disposal. Tourism development have a positive impact for the environment, but Changshu tourism will inevitably bring some negative effects, but the advantages outweigh the disadvantages on the whole, with good regulation of pollution, the pollution caused by tourism will fall within reasonable range, and give full play to the positive impact of tourism.

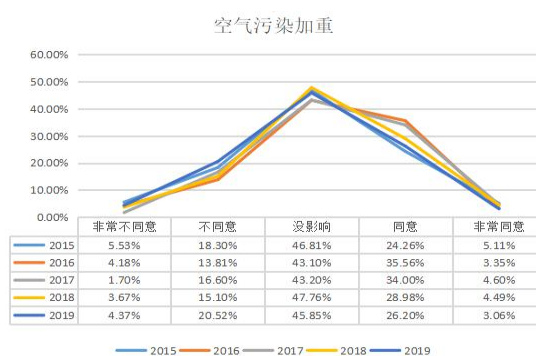
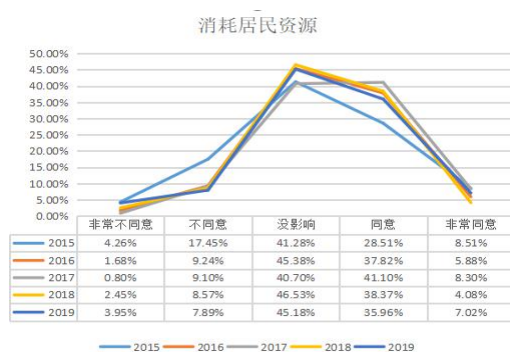
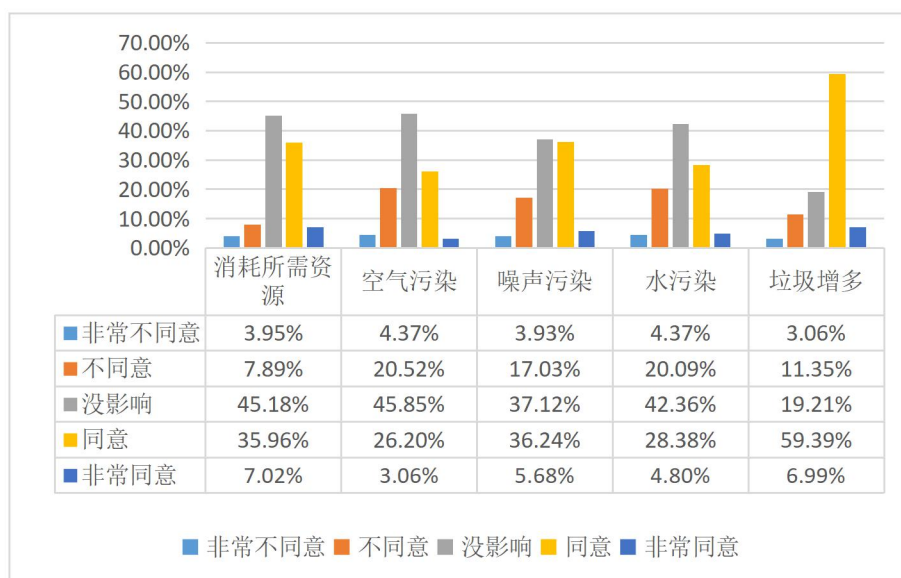


Figure 3-13 Evaluation of negative indicators of tourism's environmental impact



Figure 3-14 Trends of various negative indicators of tourism's environmental impact in the past five years

(figure 3-13: horizontal row: consumption of resources, air pollution, noise pollution, water pollution, and increased garbage

Vertical row: strongly disagree, disagree, no influence, agree and strongly agree

Figure 3-14: consumption of resources, air pollution, noise pollution, water pollution, and increased garbage)

3.2 Community involvement and awareness

(1) The perception of community residents on their degree of tourism participation.

The evaluation indicators of community residents 'perception of their tourism participation include "the neighboring scenic areas will listen to residents' opinions when making decisions", "the residents are very satisfied with the environment and health of the area where leisure activities are carried out", "the residents are very comfortable and satisfied with the transportation facilities of leisure places "and" Residents have easy access to leisure information".

Residents of Changshu who are satisfied with the perception evaluation index of tourism participation account for a large part, and residents' perception of Changshu leisure tourism activities is relatively high. Among them, more than half of the residents expressed satisfaction with the transportation facilities, environment and sanitation of the leisure environment, and the convenience of access to information, reflecting the current achievements of Changshu in improving the leisure environment, which also echoed with the interview results. During the interview, residents generally reported that the streets and alleys in Changshu have become more and more clean and hygienic in the past five years, and the traffic accessibility has also been continuously improved. However, it is worth noting that there are still many residents who think that the lack of the subway has caused some inconvenience to their travel. Although the residents' opinion on the indicator "the scenic areas will listen to the residents' opinions when making decisions" has improved, it is still the lowest of the four indicators, only 42.36%, indicating that most residents believe that the scenic areas usually made decisions by themselves. Residents are basically unaware of the decisions being made, and even if they are willing to comment, there is no way to provide suggestions. In order to avoid dissatisfaction caused by information asymmetry, the government should push for the disclosure of information. On the one hand, it respects the citizens' right to know and thereby realize their legitimate interests, and can increase the

participation of the mass and the credibility of the government, and gain the trust of the mass; On the one hand, it can help the government and the scenic spot to make better decisions, help the scenic spot to achieve sustainable development and meet the needs of the mass.

(2) Community residents' awareness of participation. The evaluation indicators of community residents' willingness to participate in tourism include the following four contents: "I hope the scale of the tourism industry continues to increase", "I am willing to engage in tourism-related work", "I am willing to actively propose suggestions for the development of scenic spots" and "I am willing to actively participate in promotion and publicity" .

In 2019, 72.93% of the residents agreed or strongly agreed that the scale of the tourism industry should continue to increase, a small increase compared with 2018 (68.98%); 46.29% of the residents expressed their willingness to engage in tourism-related work. The number of people willing to engage in tourism-related work is declining; 64.63% of the residents are willing or very willing to make suggestions for the development of the scenic area, which is basically the same as last year; and the residents who are willing to participate in the promotion and promotion of local tourism development account for 66.81% of the total number. After showing a slight downward trend in 2017-2018, it rose again in 2019, reflecting the residents' approval of Changshu's tourism development and recognition of tourism promotion and publicity. In summary, the recognition of Changshu residents for tourism development continues to increase, reflecting that Changshu's publicity and education work in this area has achieved certain results. In the process of collecting questionnaires and interviews, it was found that residents, especially retired residents, know the actual situation of Yushan and other scenic spots, and can also provide many constructive opinions on the development of the scenic spots. However, although residents have a desire to express to a certain extent, residents' opinions are excluded from decision-making because there are basically no channels in this area. Therefore, various government departments and scenic spots in Changshu should encourage residents to express their opinions freely by means of newsletters, letter visits, discussion forums, etc., to ensure the exercise of residents 'right to suggest, carefully consider the residents' suggestions, and take concrete and feasible measures to improve scenic spot conditions. It is necessary to attract more tourists to the scenic spot while not harming the legitimate rights and interests of the residents, so that the seeds of future conflicts between residents and the scenic spot can be avoided, and the sustainable development of the scenic spot can be achieved.

4 Tourist behavior and satisfaction

4.1 Tourist Behavior Preference

(1) Tourists' access to information. Surveys on the ways in which tourists can obtain tourism information can help tourism destinations better implement tourism promotion. The proportion of tourists acquiring travel information from the Internet continues the trend in 2017, and continues to be the biggest source for tourists to obtain information. This indicates that tourists are more inclined to accept and actively seek network information, and integrate the travel information on the Internet into a basis for decision-making before travel. In 2019, “Recommended by friends and relatives” ranked second with 28%; “Other” and “TV” reached 23% and 21% respectively; the last ones were “Introduction to Travel Books” and “Newspapers”, accounting for 10% and 8% respectively. In general, the most obvious feature is that the Internet, recommendations from friends and relatives, and travel agencies are important ways for tourists to obtain travel information. The proportion of “TV” recommendations has increased by 11%, indicating that Changshu ’s tourism promotion has achieved significant results in official advertising.

(2) Ways to participate in tourism. After “company-organized tourists” experienced a slight decline in 2016, they achieved a significant increase after 2017. In 2019, they surpassed “self-guided tours” and “friends or family participating in group tours” for the second time, accounting for 35%. It may be related to the fact that the survey time is summer vacation, and the time is close to the Army Day on August 1. Many companies organized employee visits to Shajiabang for red tourism promotion and education, but it also reflects a major trend of tourism development in Changshu; In 2017, “self-guided tours” continued to rise, but it began to decline in 2018, but it is still one of the important travel methods. In 2019, 34% of surveyed tourists chose this form; the third is "joining travel groups with family or friends", The proportion is 20%; the fourth is "personal group tour", which accounts for 8%; the smallest is "conference inspection", which only reaches 2%.

At present, the main group of tourists in Changshu are still self-guided individuals and tourists from company-organized tours. Therefore, the Changshu Municipal Government should continue to pay close attention to these two types of tourist groups. Through online and offline interaction with tourists, the government should seek to better understand the opinions of tourists, enrich tourism products, and also add elements of "smart tourism" to make it more convenient for tourists to complete tourism activities for a richer travel experience.

(3) Tourist motivation. In the five-year monitoring, "sightseeing tourism" has always been the biggest motivation for Changshu's tourists. It will reach 50% in 2019, which indicates to a certain extent that Changshu's natural landscape and culture plays a leading role in the current tourism development. The second-ranked tourist motivation is "leisure vacation", accounting for 49%, an increase of 12% year-on-year. It has been ranked second in four years, but gradually narrowed the gap with the first place, the gap is almost completely narrowed in 2019, which indicates that Changshu is attracting tourists because of its slow pace of life. The rhythm of leisure life is one of the important factors that attract tourists to come to Changshu, and the importance of this factor is increasing. "Company travel" as the motivation of tourists and "business meetings, inspections" as the motivation of tourists account for roughly the same proportion. In addition, Changshu attracts some scientific research institutions with its small locality and high economic level. The proportion of tourists who use "visiting relatives and friends" as the motivation for travel is 5%, which is not large compared with other motivations. The proportion of tourists who use "business activities" as their motivation for travel is 6%, which may also be related to group tours organized by companies.

During the monitoring process in the past five years, other tourism motives have not yet formed a scale, which also shows that Changshu does not have new tourist attractions with strong attractiveness.

(4) Tourism transportation mode. Compared with 2018, the proportion of tourists who use the "self-driving" method to travel to Changshu increased in 2019, reaching 50%, an increase of 7% year-on-year, and still the highest proportion among various modes of transportation. It is followed by coaches, which accounted for 31%, an increase of 4% year-on-year. The proportion of tourists who travelled to Changshu by train and plane accounted for 12% and 5%, respectively, and both decreased; 7% of tourists used other modes of transportation. Throughout the five-year data, there is no regular data change, but it is clear that self-driving cars and coaches are the main transportation modes for tourists to come to Changshu.

(5) Tourism accommodation types. From the data analysis of tourist travel accommodation types, it can be seen that the number of tourists who choose "Other" is the most, accounting for 48%. This is related to the fact that tourists are mostly short-distance tourists and generally do not choose to stay overnight in Changshu. Tourists live in the homes of relatives and friends, followed by star-rated hotels, accounting for 30%. Family hotels and

youth hostels accounted for 15% and 7%, respectively. The proportion of accommodation types has basically stabilized in the past five years, and this proportion also has practical reference value in the future development of the Changshu accommodation industry.

4.2 Tourist perception and satisfaction

(1) Tourists' evaluation of tourism resources. The analysis of tourism resources evaluation is carried out from the aspects of resource characteristic evaluation, city image evaluation, infrastructure evaluation, safety and health evaluation. In the evaluation of resource characteristics, six indicators have been set, which are Changshu's historical and cultural heritage, natural ecological value, richness of tourism resources, tourist attractions' attractiveness, viewing environment, tourism environment, and climate suitability. As can be seen from Table 4-1, tourists have a high evaluation of the characteristics of Changshu's tourism resources. The average scores of all indicators are above 4.0. The monitoring results in 2019 show that tourists' satisfaction with Changshu's tourism resources exceeds 80%.

Table 4-1 Tourists' evaluation of the characteristics of Changshu's tourism resources in the past five years

indicator	2015	2016	2017	2018	2019
historical and cultural heritage	4.209	4.172 ↓	4.401 ↑	4.235 ↓	4.41 ↑
natural ecological value	4.211	4.227 ↑	4.423 ↑	4.361 ↓	4.39 ↑
richness of tourism resources	4.111	4.06 ↓	4.286 ↑	4.000 ↓	4.25 ↑
tourist attractions' attractiveness	4.049	4.09 ↑	4.253 ↑	3.881 ↓	4.18 ↑
viewing environment	3.681	4.157 ↑	4.316 ↑	4.220 ↓	4.23 ↑
climate suitability	3.794	4.09 ↑	4.239 ↑	3.741 ↓	4.16 ↑

Compared with the monitoring data of previous years, the scores of various indicators are basically the same as the average of previous years. From the perspective of satisfaction ratio, it has increased compared with that of 2015, 2016, 2018, and decreased slightly compared with that of 2017. Among them, the three indicators of historical and cultural heritage, natural ecological value, and tourism environment have maintained high scores and a high percentage of satisfaction over the years, indicating that the humanities and natural resources of Changshu tourism have been affirmed by tourists. The three indicators of richness of tourism resources, the viewability and attractiveness of attractions, and climate suitability have also increased compared with previous years. The increase in the score and satisfaction ratio of the first two indicators indicates that the related problems in Changshu tourism have

been solved in previous years. However, in the face of the increasing trend of market demand diversification, Changshu should continue to find innovative breakthroughs on the basis of grasping the existing tourism resources, and dig deeper into its own resources to improve resource richness. Compared with 2018, the climate suitability score and satisfaction ratio increased, but it might be because there was no typhoon during the survey.

Table 4-2 Tourists' evaluation of city image in the past five years

Indicator	2015	2016	2017	2018	2019
Changshu's tourism cultural value	4.041	4.106 ↑	4.321 ↑	4.147 ↓	4.3 ↑
Changshu tourism image uniqueness	3.925	4.002 ↑	4.269 ↑	4.003 ↓	4.02 ↑
The enthusiasm of local residents	3.777	3.832 ↑	4.047 ↑	3.960 ↓	3.92 ↓
Urban noise pollution	3.712	3.867 ↑	4.08 ↑	3.978 ↓	3.97 ↓
City cleanliness	3.883	4.007 ↑	4.223 ↑	4.170 ↓	4.12 ↓
Air quality	3.896	4.032 ↑	4.212 ↑	4.233 ↑	4.2 ↓
Water quality of rivers	3.299	3.763 ↑	4.012 ↑	3.815 ↓	3.9 ↑

(2) Tourists' evaluation of Changshu's city image. The monitoring set 7 indicators in the evaluation of resource characteristics, namely the cultural value of tourism in Changshu, the uniqueness of the tourism image of Changshu, the enthusiasm of local residents, the situation of urban noise pollution, urban cleanliness, urban air quality, and urban river water quality.

Compared with the monitoring results in 2018, the changes in various indicators are relatively small, and the overall score and satisfaction of tourists have maintained a high level in the past five years, which indicates that the tourism resource display and tourism image promotion of Changshu have been recognized by tourists. In recent years, significant achievements have been made in urban environmental governance.

However, there is still much room for improvement in water quality satisfaction and urban noise pollution. Residents' enthusiasm's scores are lower than other indicators. According to the reflection of tourists in the survey, the main reason for this result is that tourists have less contact with residents, so they can't make evaluations, and most of them express a neutral attitude. Increasing 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 situation of less interaction between tourists and residents, a variety of activities to promote interaction between tourists and local residents can be established to achieve tourism and community integration.

(3) Evaluation of tourists on infrastructure. The monitoring set six indicators in terms of infrastructure, namely the overall urban sanitary environment, the overall conditions of urban public transportation, the sanitary conditions of urban public toilets, the conditions of urban public rest facilities, the clarity of road guidance markers, and the urban green area (table 4-3).

Table 4-3 Evaluation of tourists on infrastructure in the past five years

indicator	2015	2016	2017	2018	2019
overall urban sanitary environment	3. 897	3. 968 ↑	4. 168 ↑	4. 114 ↓	4. 09 ↓
the overall conditions of urban public transportation	3. 496	3. 922 ↑	4. 168 ↑	4. 034 ↓	4. 08 ↑
the sanitary conditions of urban public toilets	3. 845	3. 965 ↑	4. 271 ↑	4. 014 ↓	4. 037 ↑
the conditions of urban public rest facilities	3. 876	4. 094 ↑	4. 198 ↑	3. 996 ↓	4. 1 ↑
the clarity of road guidance markers	3. 995	4. 069 ↑	4. 195 ↑	4. 158 ↓	4. 12 ↓
the urban green area	4. 134	4. 188 ↑	4. 335 ↑	4. 348 ↑	4. 37 ↑

It can be seen from the above data that the evaluation of tourists on Changshu infrastructure is generally satisfactory, the average score is between 3.9-4.4. Urban green area for five consecutive years has the highest score in six indicators, and is praised by tourists. Compared with the first three years of monitoring results, the overall urban sanitary environment, road markers guiding clarity, and overall condition of public transportation has shown a slight downward trend for two consecutive years.

(4) Tourists' evaluation of safety and health. In the questionnaire, safety and health includes three indicators, namely urban safety facilities, medical equipment and security situation (Table 4-4).

Table 4-4 Tourists' evaluation of safety and health

indicator	2015	2016	2017	2018	2019
urban safety facilities	3.984	3.933 ↓	4.184 ↑	4.114 ↓	4.09 ↓
medical equipment	3.799	3.745 ↓	3.956 ↑	3.913 ↓	3.84 ↓
security situation	3.927	3.871 ↓	4.093 ↑	4.164 ↑	4.12 ↓

All three indicators have declined in 2019 compared to 2018. Among them, the low score and satisfaction ratio for medical equipment are mainly due to the hidden nature of such facilities, and most tourists tend to give a neutral rating of 3 points. However, in the case of peak tourist periods or extreme weather, which may easily cause personal injury to tourists, medical facilities should be placed in a more obvious location or indicated with prominent signs in order to deal with unexpected situations in a timely manner.

4.3 Tourist Evaluation of Tourism Services

The monitoring will analyze tourists' overall evaluation of tourism services from the aspects of tourists' evaluation of scenic area services, catering services, transportation services, accommodation services, shopping and entertainment projects, and consultations and complaints.

(1) Tourists' evaluation of scenic area services. The questionnaire set 7 indicators in the evaluation of scenic area services. Tourists' evaluation of scenic area services is shown in Table 4-5.

Table 4-5 Tourists' evaluation of scenic area services in the last five years

indicator	2015	2016	2017	2018	2019
Infrastructure of scenic areas	4.016	4.037 ↑	4.206 ↑	4.134 ↓	4.15 ↑
Sanitary conditions of toilets in scenic areas	3.99	4.041 ↑	4.258 ↑	4.127 ↓	4.07 ↓
rationality of ticket prices	3.603	3.488 ↓	3.638 ↑	3.636 ↓	3.74 ↑
humorousness of tour guides	3.676	3.557 ↓	3.989 ↑	3.692 ↓	3.82 ↑
Richness of travel information	3.856	3.864 ↑	4.038 ↑	3.925 ↓	3.95 ↑

Clarity of signs	3.942	3.966 ↑	4.135 ↑	4.169 ↑	4.07 ↓
crowdedness	3.892	3.965 ↑	4.022 ↑	4.073 ↑	4.02 ↓

Looking at the horizontal comparison, among the seven indicators that measure tourists' evaluation of scenic spot services, tourists' evaluation (mean) of the two indicators of "rationality of ticket prices" and "humorousness of tour guides" are basically lower than 3.9 in 5 consecutive years. The evaluation results of the other 5 indicators are better, the average level can reach about 4 points (meaning "satisfactory"), so there are reasons to conclude that, "ticket prices" and "explanation/tour guide system" adjustment and improvement are the key points to improve the service quality of scenic spots. From a longitudinal comparison point of view, the performance of each indicator has an upward trend in general, but fluctuations still exist. The evaluation score of "humorousness of tour guides" has increased from 2018, but the average score has not reached a satisfactory level.

(2) Tourists' evaluation of catering services. 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

Indicator	2015	2016	2017	2018	2019
Food tastes, varieties and characteristics	3.72	3.708 ↓	3.893 ↑	3.700 ↓	3.93 ↑
Catering hygiene and safety	3.793	3.73 ↓	3.885 ↑	3.875 ↓	3.93 ↑
Reasonable price of food	3.772	3.498 ↓	3.703 ↑	3.739 ↑	3.82 ↑
Food service initiative	3.351	3.718 ↑	3.841 ↑	3.897 ↑	3.98 ↑

From five years of continuous data, we can see that the sanitary condition, taste and characteristics of Changshu's catering are accepted by most tourists. The four evaluations of tourists on catering services in 2019 have improved compared to previous years, and they are generally at the level of 3.8-4.0 points, and gradually approach the level that makes tourists feel "satisfied" (that is, 4 points).

(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 of transportation services

Indicator	2015	2016	2017	2018	2019
Accessibility	3.919	4.014 ↑	3.989 ↓	4.144 ↑	4.16 ↑
Comfort of transportation	3.487	3.998 ↑	3.906 ↓	4.124 ↑	4.05 ↓
Traffic safety	3.963	4.06 ↑	4.176 ↑	4.193 ↑	4.16 ↓
Traffic sign system	3.948	4.103 ↑	4.044 ↓	4.120 ↑	4.13 ↑
Reasonable price	3.897	3.908 ↑	4.121 ↑	4.125 ↓	4.04 ↓

In 2019, the average value of the five indicators of tourists' evaluation of transportation services exceeded 4 points (satisfaction level), which is basically the same as that of 2018. In addition, the difference in scores between indicators is not obvious. It is considered to be in a relatively stable state, which further indicates the overall high level of satisfaction of the city's transportation system.

(4) Tourists' evaluation of accommodation services. The questionnaire set 6 indicators on the evaluation of accommodation services. Tourists' evaluation of accommodation services is shown in Table 4-8.

Table 4—8 Tourists' evaluation of accommodation services

indicator	2015	2016	2017	2018	2019
Convenience	3.843	3.818 ↓	3.978 ↑	4.016 ↑	3.97 ↓
Comfort of room facilities	3.817	3.811 ↓	3.912 ↑	3.967 ↑	3.98 ↑
Hotel hygiene and safety	3.826	3.79 ↓	4.027 ↑	3.958 ↓	3.97 ↑
Reasonable price of accommodation	3.770	3.711 ↓	3.986 ↑	3.916 ↓	3.91 ↓
Staff service attitude	3.811	3.785 ↓	3.989 ↑	4.021 ↑	3.97 ↓
Convenience of hotel check-in time	3.882	3.774 ↓	4.124 ↑	4.064 ↓	4.048 ↓

From the survey data results, the trend of tourists' evaluation of accommodation services is more obvious. From 2015 to 2018, the statistical average growth rate of each indicator

reached at least 3.4% and the highest reached 5.5%; for the six indicators before 2017 less than 60% of the tourists expressed satisfaction. The results in 2017 and 2018 are generally over 70%, or even close to 80%. However, the satisfaction rate of various indicators in 2019 has decreased compared to 2018, but in general, it shows an upward trend. The significance behind the data is that in the past, tourists were “unsatisfactory” about the above indicators, or remained neutral, but more tourists are willing to give praise in the past two years. The improvement results are significant.

(5) Tourists' evaluation of shopping and entertainment items. The questionnaire set 10 indicators on the evaluation of shopping and entertainment projects. Tourists' evaluation of shopping and entertainment items is shown in Table 4-9.

Overall, tourists are still not satisfied with the shopping and entertainment projects, but compared with 2018, the average scores of all indicators have increased to varying degrees. The satisfaction ratio of these indicators indicates that the price-performance ratio of the goods and entertainment items in Changshu has not reached the expectations of tourists themselves. Changshu can further dig local characteristics on the basis of existing products. While increasing the diversity of products, we must pay attention to improving the uniqueness of the products.

Table 4—9 Tourists' evaluation of shopping and entertainment items

indicator	2015	2016	2017	2018	2019
Diversity of products	3.808	3.773 ↓	3.830 ↑	3.847 ↑	3.96 ↑
Product features	3.78	3.756 ↓	3.912 ↑	3.885 ↓	3.8917 ↑
Reasonable price for products	3.647	3.599 ↓	3.747 ↑	3.767 ↑	3.8915 ↑
Good value for money	3.654	3.717 ↑	3.808 ↑	3.74 ↓	3.8614 ↑
Shopping environment and market order	3.8	3.785 ↓	3.934 ↑	3.871 ↓	3.954 ↑
Diversity of entertainment items	3.709	3.604 ↓	3.876 ↑	3.748 ↓	3.801 ↑
Uniqueness of entertainment	3.656	3.647 ↓	3.879 ↑	3.754 ↓	3.796 ↑
safety of entertainment	3.748	3.795 ↑	3.942 ↑	3.888 ↓	3.977 ↑
Attractiveness of entertainment	3.682	3.691 ↑	3.885 ↑	3.713 ↓	3.82 ↑
Reasonable price of	3.643	3.56 ↓	3.827 ↑	3.696 ↓	3.77 ↑

(6) Tourists' evaluation of consultation and complaints. The questionnaire set three indicators in terms of consultation and complaint project evaluation. Tourists' evaluation of consultation and complaints is shown in Table 4-10.

Table 4—10 Tourists' evaluation of consultation and complaints.

indicator	2015	2016	2017	2018	2019
Convenience of Attaining Travel Information	3.838	3.875 ↑	4.049 ↑	3.985 ↓	4.06 ↑
Complaint handling efficiency	3.62	3.596 ↓	3.885 ↑	3.812 ↓	3.8403 ↑
Consulting service attitude	3.756	3.78 ↑	3.937 ↑	3.981 ↑	3.947 ↓

The monitoring data in recent years show that the "convenience of attaining travel information" has increased significantly, but the complaint handling efficiency and the satisfaction ratio of consulting service attitudes have generally declined, indicating that in terms of tourist consultation and complaints, Changshu tourist attractions needs to take improvement measures.

4.4 Revisit and recommendation

The monitoring data shows that among the tourists surveyed in 2019, the proportion of tourists who are willing to revisit is 64%, an increase of 10% compared to 2018, and returning to the level of 2017. It shows that in the past year, Changshu has achieved outstanding results in publicizing and building tourism products.

Table 4-11 Tourists' Willingness to Revisit Changshu

	2015	2016	2017	2018	2019
yes	60.0%	65% ↑	64% ↓	54% ↓	64% ↑
no	4.0%	5% ↑	7% ↑	8% ↑	6% ↓
Not sure	36.0%	30% ↓	29% ↓	38% ↑	30% ↓

Table 4-12 possible revisit time

	2015	2016	2017	2018	2019
In one year	38%	37% ↓	33% ↓	31% ↓	39% ↑
In two years	24%	29% ↑	31% ↑	27% ↓	28% ↑
After two years	38%	34% ↓	36% ↑	42% ↑	33% ↓

It can be seen from the data that most tourists have a positive evaluation of

Changshu's overall travel experience, but high prices for tickets, catering and accommodation, and goods and entertainment have affected tourists' satisfaction and willingness to revisit. At the same time, during the monitoring process, exchanges with tourists found that hot weather, poor river water quality, inadequate leisure and entertainment facilities, and poor attractiveness of the scenic spots affected tourists' satisfaction. In addition, tourists believe that Changshu's tourism industry still has room for improvement in terms of service attitude, development of special projects and tourist souvenirs.

Table 4-13 Recommendation Desires of Tourists

	2015	2016	2017	2018	2019
Yes	77%	84% ↑	83% ↓	76% ↓	82% ↑
No	5%	3% ↓	2% ↓	8% ↑	3% ↓
Not sure	18%	13% ↓	16% ↑	16%	15% ↓

5 Economic Impact of Tourism

5.1 Tourism and economic growth

Changshu's tourism market is growing. In 2018, it received 22.7295 million domestic and overseas tourists, an increase of 5.9% over the previous year, and realized tourism revenue of 38.459 billion yuan, an increase of 11.7%; it received 22.6362 million domestic tourists, an increase of 5.9% over the previous year, and realized domestic tourism revenue of 37.616 billion yuan, an increase of 12.0%; it received 95,300 foreign tourists, an increase of 5.2% over the previous year, and realized foreign exchange income from tourism of USD 111.28 million, an increase of 11.1%.

In 2018, Changshu achieved a regional GDP of 240.23 billion yuan. In the five years from 2014 to 2018, the proportion of Changshu's total tourism revenue in the city's GDP showed an upward trend, from 12.97% in 2014 to 16.02% in 2018. In recent years, in accordance with the development of tourism in Changshu, Changshu's sustainable development observation point has become increasingly international. In October 2018, Changshu was rated as one of the top 100 green development counties in China. In November 2018, it was named the International Wetland City. In December 2018, he was elected as one of the top 100 counties (cities) in China's industry. In February 2019, it was reconfirmed as a national sanitary city (district) in 2018.

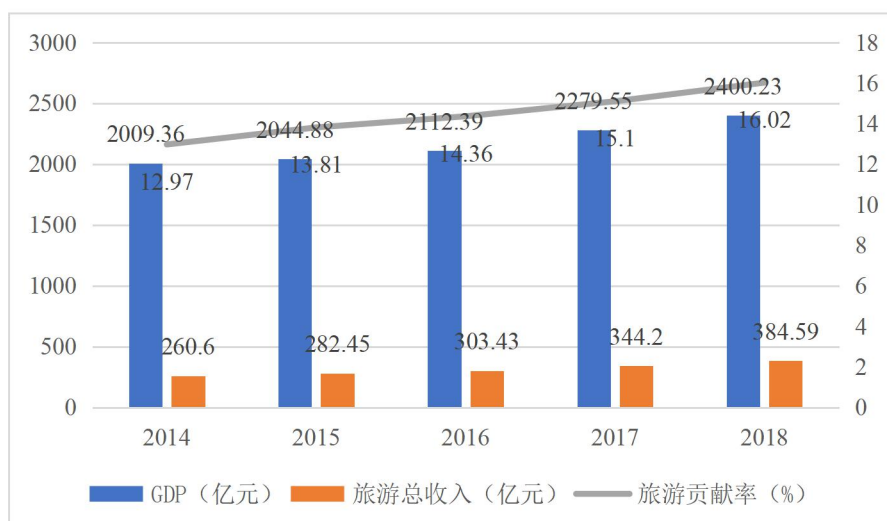


Figure 5-1 Changshu's Tourism Contribution to GDP in 2014-2018

(from left to right: GDP; total tourism revenue; percentage of contribution)

5.2 Impact of Tourism on Industrial Structure

In 2018, the added value of the primary industry in Changshu was 3.990 billion yuan, a decrease of 5.8%; the added value of the secondary industry was 123.01 billion yuan, an increase of 6.7%; and the added value of the tertiary industry was 113.032 billion yuan, an increase of 7.2%. The ratio of the three industries is 1.66: 51.25: 47.09. The total tourism revenue accounted for 35.89% of the tertiary industry's added value, an increase of 3.77% over the previous year. Figure 3 shows that from 2012, the proportion of total tourism revenue in the tertiary industry's added value has been increasing year by year and has a good momentum, indicating that Changshu Tourism plays a more and more important role in the tertiary industry.



Figure 5-2 The proportion of Changshu's tourism revenue in the added value of the

tertiary industry from 2005 to 2017

5.3 Tourism industry

(1) Hotel industry and catering enterprises. We acquired the information about the number of hotels in Changshu from Ctrip.com and found that Changshu has 285 accommodation facilities. Compared with 2018, there have been many new accommodation facilities, and the number of hotels has continued to rise in the past five years. Based on the website of Changshu Tourism Government, the number of star-rated hotels in 2019 decreased by one compared with 2018, and the number of star-rated hotels in 2019 was 14. Among them, five were five-star hotels, three were four-star, four were three-star, and two were two-star. Jinjiang Inn, Home Inn, Super 8, Ibis and other branded express hotels have more than 20 hotels, ranking the first among similar cities in the country. The number of star hotels has not increased, indicating that due to the restrictions of national policies and other conditions, for example, market competition of non-star hotels, etc., the market for star hotels is close to saturation, and there is no need to increase the number of star hotels to meet market demand. The overall number of hotels shows an increasing trend, that is, in addition to star-rated hotels, the number of other hotels is increasing year by year, and the increasing number is gradually stabilizing.

(2) Travel agency industry. There are 39 travel agencies registered in Changshu in 2019, as shown in Table 1-4, and they all have special travel agency websites to develop their online business. During the investigation, it was found that near the Fangta Park scenic area, the offline stores of travel agencies are very densely distributed, with nearly 20 shops. The average number of customers received by each travel agency store is small, indicating that the travel agency has taken online business as its main business.

6 conclusions and recommendations

For the past five years, the Changshu Municipal Government and the tourism department have been actively promoting the development of regional tourism, and the "Three-year Action Plan for Changshu's Global Tourism Development to Improve Quality and Efficiency" (2018-2020) has been proposed to Changshu's tourism vision. In the new era when foreign trade is facing challenges, tourism development plays an important role in Changshu's economy. Along with the changes in the domestic socio-economic background in the past five years, the residents' tourism consciousness and tourism behavior have also undergone corresponding changes, which have affected Changshu's tourism development in

some aspects.

After five years of comprehensive monitoring, this report will summarize the phenomena and basic conclusions reflected by the monitoring index data from the perspectives of "macro-meso-micro" respectively, and try to provide some solutions.

6.1 Macro tourism background

(1) Changes in the domestic tourism market and people's tourism concepts.

Tourism has gradually become a demand. In 2018, the domestic residents' tourism power index reached 17.8%. The popularization of tourism consumption has become a trend. The number of urban leisure customers has grown rapidly, and it is expected that the proportion will reach 36.9% by 2020. It is also reflected in the monitoring data of Changshu: the change of residents' tourism concept, especially the increase of the number of trips and motivation of people in economically developed areas, and it directly leads to changes in consumer behavior. In addition, the rise of emerging markets is also an element of tourism development that cannot be ignored. Tourism markets such as rural tourism, study tours, cultural tourism, sports tourism, and medical tourism have gradually attracted more and more attention.

(2) A dialectical view of the tourist location of the Yangtze River Delta. When non-local tourists choose a tourist destination, they will preferentially choose the highest-ranking tourist attraction in the same category, while visiting as many high-level tourist attractions as possible. Therefore, under the shadow of high-level tourist attractions such as Suzhou and Shanghai, Changshu's direct attraction to non-local tourist markets (non-local tourists refer to areas outside the Yangtze River Delta) is weak, and at the same time it is affected(restricted) by non-local tourists' consumption behavior (such as stay time), so it might not be able to attract a large number of non-local tourists from nearby tourist markets such as Suzhou.

However, because Changshu is located in the Yangtze River Delta region, not only is it rich in tourist attractions, it also has China's most potential tourism market. Among the ten cities with the highest China's travel index in 2018, Shanghai, Nanjing, Hangzhou, and Suzhou are also among the top cities with their own high-quality tourism resources. These tourists whose main motivation is leisure will not be completely guided by the quality of tourism resources. They will tend to look for places with a good ecological environment and a relaxed pace of life. The Yangtze River Delta region has high consumption capacity, popular leisure tourism concepts, good transportation environment, and overnight stay is

included in the tourism motivation, which provides Changshu with a vast tourism market with potential for consumption. If it is used and guided well, it will play a significant role in driving local tourism development.

(3) Analysis framework of urban tourism. For Changshu, establishing a clear and attractive image of urban tourism is an important consideration for the development of urban tourism. Changshu has very diverse tourism resource elements, but for the current stage, it is necessary to identify and select the most attractive and representative city tourism image.

As a United Nations observation site for sustainable development of tourism, Changshu observatory is the first to monitor the leisure of citizens and the protection of urban tourism resources; and five years of monitoring data also show that the city is currently the most visible for its leisure culture and urban environment.

On the other hand, the most irreplaceable part of Changshu is the Shajiabang Scenic Area. Its red tourism theme does not integrate well with Changshu's own cultural characteristics, which makes most tourists from outside the province reach Shajiabang without understanding much about Changshu, thus it can't keep tourists, and can't promote other Changshu tourist attractions.

6.2 Meso-tourism impact

(1) Development level of Changshu tourism economy (economic impact). In the past five years, the throughput of Changshu Port and its growth rate have decreased significantly, but on the other hand, tourism revenue has achieved further growth. However, the current tourism development in Changshu lags behind the average speed of tourism development in Suzhou. Among them, the operating income of A-level scenic spots mainly depends on ticket sales. Under the current development background of the transformation of tourism consumption, there has also been a downward trend. This shows that the tourism industry has an important role in promoting the economic development of Changshu, but it should now conform to the development of time and enter a transition stage.

(2) Changshu tourism and sustainable development (environmental impact). From the monitoring data, tourists' evaluation of the city's image has also declined in the past two years, especially in terms of urban cleanliness, river water quality, and public health. With the development of economy, tourists will increase the requirements for environmental quality. However, from the current monitoring results, Changshu's tourism temporarily has not exceeded the local environmental carrying capacity threshold, and also has not had a

serious negative impact on the environment. As a great advantage condition of Changshu, the environment is an intangible capital for tourism development and this should continue to be emphasized.

(3) Changshu Tourism and Community Participation (Social and Cultural Impact). At present, the degree of community participation in different types of scenic spots in Changshu varies greatly. ① In Shajiabang Scenic Area, most staff members have very limited knowledge of local tourism development, and the income from tourism is also relatively limited. Therefore, the enthusiasm and enthusiasm for participating in tourism needs to be further improved. At the same time, relocation of local residents weakened the feeling of local attachment and belonging, so it is difficult to produce a strong cultural pride; ② Jiangxiang Village, a typical case of collective planning and operation of the village and then dividends, the development of "tourism Wangcun" is a collective consensus and has a high degree of recognition. The tourism participation in the Jiangxiang Village community is relatively high. The local villagers also show a strong sense of pride and enthusiasm for active participation. ③ Other attractions in the urban area and the local community: the degree of relevance is low. According to the five-year monitoring data, residents' enthusiasm for participating in tourism has decreased, and their willingness to make suggestions for tourism has decreased. At present, there is no open and convenient communication channel for residents to allow them to communicate their opinions and suggestions. During the survey, some residents also indicated that they need to establish appropriate feedback channels and channels.

(4) Relevance of Changshu's tourism image and tourism attractions. The image of Changshu's urban tourism needs to be further deepened. For the current development of tourism in Changshu, a more in-depth and attractive tourism image is needed. On the one hand, it is necessary to explore the differentiated characteristics of Changshu and start with local resource conditions, such as "leisure" and "ecology", as reflected in the monitoring report data; on the other hand, it is necessary to cater to the needs of the market, and it requires further marketing.

6.3 Micro tourism issues

(1) The characteristics and forms of tourist attractions need to be improved. On the one hand, the main A-level scenic spots must adapt to the changes in the macro tourism background and meet the needs of tourists, and upgrade; on the other hand, small attractions

in the city also need to gather sand to form towers, push for bundle marketing, carry out route planning and effective organization, and make full use of them. On the whole, the leisure culture and food culture of Changshu need further exploration and marketing. In summary, there are three points: ① In the face of changes in the tourist group, the tourism form of large scenic spots must be enriched; ② insufficient packaging marketing for small scenic spots in the city, and tourism routes need to be planned; ③ regional characteristics still need to be tapped, and leisure culture lacks display.

(2) The methods and depth of residents' participation in tourism are insufficient.

The five-year monitoring data shows that residents' enthusiasm for participating in tourism has decreased, and residents' willingness to make suggestions for tourism has decreased. For the villagers near the scenic spot, it is necessary to create a variety of tourism employment opportunities; in addition, the sense of belonging for permanent migrant residents must not be ignored, which is Changshu's invisible tourism promotion force.

① For most urban residents who are not tourism practitioners. First of all, residents need to have an intuitive understanding of Changshu's tourism image, positioning, and development. Second, youths' awareness and understanding of Changshu cultural tourism should be strengthened. In addition, there is currently no open and convenient communication channel in residents' perception. The city should establish appropriate feedback channels, provide citizens with convenient and rapid channels to provide opinions, enhance citizens' sense of tourism participation, and set up a certain reward system to stimulate citizens' enthusiasm for participation.

② Strengthen the villagers' understanding of tourism planning. More comprehensive training for practitioners is not only to strengthen current job skills, but also to have a deep understanding of local tourism resources and development prospects, as well as to expand relevant knowledge and perspectives on tourism development.

③ Pay attention to the happiness and belonging of non-local residents. A survey of residents in Changshu found that the native residents often showed a strong sense of happiness. However, migrant residents from other places have not shown a clear sense of happiness and belonging. In the future, more attention should be paid to the support role of local communities in tourism. Diversified tourism employment opportunities need to be created. The city should increase tourism forms, form tourism routes, and explore new markets, tap the highlights of local culture in order to enrich the local tourism industry, thereby creating more jobs and attracting more high-quality tourism talent.

(3) Exploration of emerging tourism markets and forms. As far as Changshu is concerned, the current two types of markets have great development potential and some room for improvement. ① The study tour market. During the monitoring this year, it was found that the local study tour needs began to surge, but it is still in the very early stage of development. In the future, cross-border integration of schools, study tour agencies and training institutions, travel agencies and other related companies may become the main direction for the development of study tours. The concentration of the study tour market is expected to increase. The government must consider appropriate investment promotion and policy assistance. ② In the rural tourism market, Changshu has Jiangxiang Village, a national agricultural tourism demonstration site. However, with the competition of emerging rural tourism markets in the surrounding areas, tourists' requirement of liberalization and personalization, flexibility and comfort, the village should pay more attention to new forms of recreation such as wandering in the wild and poetic habitation.

(4) Use of emerging technologies and media. Many Changshu scenic spots have tried to build smart tourism systems using APP, WeChat mini-program, and WeChat public account, but the form of smart tourism is still relatively simple, and the tourist experience needs to be strengthened. In the future, we can consider improving from the following aspects: first, improve the basic functions of the smart tourism system, and take the integration of "travel guides, navigation, shopping guides" as the development direction; second, optimize the experience of the smart tourism system, and simplify the process as much as possible to reduce the difficulty of use; third, to increase the attractiveness of the displaying content.