

**Monitoring Report on the Sustainable Tourism
Development of Yangshuo, Guilin
(2019)**

Guilin Culture, Radio, Television and Tourism Bureau

People's Government of Yangshuo County

Monitoring Centre for UNWTO Sustainable Tourism Observatories

Address: Building 329, Sun Yat-sen University, 135, Xingang West
Road, Guangzhou, P.R. China

Postcode: 510275

Tel: +86-20-84114683

Fax: +86-20-84113621

Acknowledgement

Person in charge: Bao Jigang

Technical team leader: Sun Jiuxia

Technical team members:

Chen Zheming, Feng Xiaoling, Tong Cong, Hong Shiyang, Huang Ruixi, Li Luyang, Li Xuehan, Li Yandi, Li Zonglin, Liu Haiying, Liu Huitong, Liu Yuhuan, Liu Tianyu, Lu Yutong, Luo Yilin, Wang Siya, Wang Yuning, Wei Zihan, Wu Chuanlong, Zhang Shitao, Zhang Shirui, Zhang Yilin

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1 Foreword

1.1 Origin of monitoring

“Guilin's landscape is the best of the world, Yangshuo's landscape is the best of Guilin.” Yangshuo is famous both at home and abroad for its beautiful scenery. In 1982, Yangshuo established the strategy of "development through tourism" and was the first batch of strong tourist counties in China. In 2004, Guilin signed a cooperation agreement with the World Tourism Organization and proposed to include Yangshuo tourism data into *Indicators of Sustainable Development Tourism Destination-A Guidebook, UNWTO, Madrid*. On July 26, 2005, the world's first UNWTO Sustainable Tourism Observatory was officially established in Yangshuo, and the unveiling ceremony was held on October 11, 2009, marking the start of Yangshuo's long-term sustainable development monitoring work. In September 2010, the United Nations World Tourism Organization and Sun Yat-sen University signed a cooperation agreement to establish the Monitoring Centre for UNWTO Sustainable Tourism Observatories (UNWTO MCSTO), which is responsible for China and even future Asia-Pacific tourism sustainable development observation management and monitoring, and other technical work to ensure continuous, comprehensive and effective monitoring. This marks the formal completion of the monitoring center's physical institution, and also marks the formal entry into a substantive cooperation phase between Sun Yat-sen University and UNWTO in promoting the sustainable development of global tourism. Since 2006, the Tourism Development and Planning Research Center of Sun Yat-sen University has successfully completed the monitoring of sustainable tourism development in Yangshuo from 2006 to 2019 according to the indicators and methods of the World Tourism Organization's GOST project. They mainly focused on indicators of social, cultural and other aspects, analyzed and evaluated the development of the tourism industry, identified problems in tourism development, took corrective and remedial measures, and got affirmation from the World Tourism Organization, promoting the sustainable development of community tourism in the Yangshuo.

1.2 Monitoring process

The monitoring time is from July 16 to July 23, 2019 for a total of 8 days. The group has a total of 23 members, including 1 professor, 3 doctoral students, 3 master's students, and

16 undergraduate students from the Tourism Development and Planning Research Center of Sun Yat-sen University. The monitoring team has visited the Xingping Ancient Town, West Street, Shili Gallery Scenic Area (Big Banyan Tree, Butterfly Spring), Yulong River Scenic Area, Xanadu, Impression · Sister Liu, and targeted Chinese and foreign tourists, community residents, small business owners, and employees in their survey. A total of 2,000 questionnaires were distributed and 1,841 questionnaires were retrieved. The questionnaire recovery rate was 92.05%. The effective questionnaires were 1797 and the effective recovery rate was 89.85%. Among them, 800 questionnaires for domestic tourists were issued, 741 questionnaires were recovered, the recovery rate was 92.63%. 720 were valid questionnaires, and the effective recovery rate was 90%; 250 questionnaires for foreign tourists were issued, 229 questionnaires were recovered, and the recovery rate was 91.6%. There were 226 valid questionnaires, with an effective recovery rate of 90.4%. 600 resident questionnaires were returned, 572 questionnaires were recovered, the recovery rate was 95.33%, 556 were valid questionnaires, and the effective recovery rate was 92.67%. 200 employee questionnaires were sent, and the recovery questionnaire were 179 copies, the recovery rate was 89.5%, the number of effective questionnaire was 175, the effective recovery rate was 87.5%; 150 owners questionnaires were issued, the number of recovery questionnaire was 120, the recovery rate was 80%, the number of effective questionnaire was 120, and the effective recovery rate was 80%. In addition, the monitoring team conducted a census of 2722 shops along the main and secondary roads in Yangshuo County, and recorded and analyzed changes in its business format.

After the end of this period of monitoring activities, the monitoring team completed the Monitoring Report on the Sustainable Tourism Development of Guilin on the basis of comprehensive analysis of field visit data, interview materials, questionnaire data, and second-hand data based on the content and indicators in the "Guidelines for the Use of Sustainable Development Indicators for Tourism Destinations". The report includes 7 major parts, including tourism and community, tourist satisfaction, health and safety, tourism planning and control, tourism's economic benefits, tourism and resource environmental protection, and tourism products and services.

2 Tourism and community

2.1 General Introduction

The community and its residents are one of the main players in tourism development. This chapter uses questionnaires and in-depth interviews to understand the impact of residents' perceptions and tourism on the community. The survey indicators mainly refer to the United Nations "Guidelines for the Use of Sustainable Development Indicators for Tourism Destinations", and make appropriate adjustments based on the actual situation of tourism development in Yangshuo. The questionnaire survey mainly examines residents' overall perceptions of Yangshuo's tourism development, such as their overall perceptions, and perceptions of the economy, culture, and the environment. The interview content mainly covers residents' understanding and awareness of sustainable tourism development, community participation, the gap between the rich and the poor, and cultural exchanges. Health care and environmental pollution are also included

2.2 Residents' perception of the impact of tourism development

Generally speaking, the vast majority of residents have a positive attitude towards the development of tourism in Yangshuo. Compared with the data in 2018, residents' awareness and satisfaction of local tourism development have improved. However, the contradictions between traffic control and tourism economic growth, scenic area development and the improvement of the quality of life of community residents, the benefits of local residents and the profit of non-local operators still need to be focused on.

In terms of economic impact, the residents of Yangshuo have a strong perception of the positive and negative effects brought by the tourism economy. The vast majority (over 85%) of residents fully recognized the positive economic role of tourism. At the same time, more than 80% of residents are dissatisfied with negative impacts such as rising prices and rising house prices; in terms of social and cultural impacts, most (over 70%) residents believe that the development of tourism in Yangshuo has promoted the improvement of infrastructure, cultural exchanges and the development of handicrafts, as well as cultural activities and traditions. The abundance of festivals also helps more people participate in the promotion of traditional culture, but the degree of tourism development is not highly relevant to the improvement of the local medical system; in terms of environmental impact, more than half of residents believe that tourism development has brought air pollution, noise, and waste pollution, and also made traffic more congested. The degree of these negative perceptions has increased significantly, and it has also stimulated residents' strong awareness of environmental protection.

In terms of community participation, community residents are widely involved in the tourism

industry, but there is still much room for improvement in the ability and level of participation in the tourism industry. At the same time, residents of Yangshuo have shown a strong willingness and awareness to participate in tourism decision-making, but they have not fully enjoyed the right to know and make decisions. Community residents have certain obstacles in terms of access to information and feedback on tourism decision-making.

3 Tourist satisfaction

3.1 Overview

The purpose of researching tourist satisfaction is to predict the response of tourists. Tourist satisfaction is the competitiveness of tourist attractions. This chapter mainly uses questionnaires to detect the tourist satisfaction indicators of Yangshuo. It selects indicators such as tourist expectation, tourist experience, preferences of tourist attractions, tourist impressions, tourism resource evaluation, overall environmental evaluation, and folklore product evaluation to comprehensively evaluate tourist satisfaction in Yangshuo.

3.2 Characteristics of tourist behavior

Over the years, self-guided tours have been the main mode of travel for domestic and foreign tourists in Yangshuo. But this year has seen a return to group tour, the proportion of domestic and foreign tourists to obtain information through travel agencies has also increased, this phenomenon may be related to traffic control, high-speed rail opening, travel agency marketing, and changes in the structure of the Yangshuo tourism market. In terms of travel motivation, domestic tourists focus on sightseeing and leisure, and foreign tourists are more interested in Yangshuo's outdoor adventures, foreign language learning and outdoor activities. The main channels for domestic and foreign tourists to obtain travel information are still the Internet and recommendations from relatives and friends. The importance of the Internet has become stronger. In addition, the types of tourist information that domestic and foreign tourists are interested in are increasingly different. Transportation, accommodation, and food-related information is the focus of domestic tourists, while foreign tourists pay more attention to the attractions themselves and cultural information.

Trains and airplanes are the main mode of transportation for domestic and foreign tourists. Among them, the proportion of domestic tourists traveling to Yangshuo by train has decreased compared with last year, and the proportion of airplanes and self-driving cars has shown an upward trend. The transportation methods in Yangshuo County mainly include walking, self-driving, taxis and sightseeing cars. Among them, the travel methods chosen by

foreign tourists are more environmentally friendly. Electric vehicles are a new mode of transportation after the implementation of traffic control in Yangshuo. Building special lanes for electric vehicles, battery vehicles, and balanced vehicles can be considered.

Passengers in Yangshuo have a short stay time. About 70% of tourists choose to spend 1-3 days in Yangshuo. Among them, the proportion of foreign tourists choosing youth hostels has declined, while domestic tourists prefer family hotels and star hotels, which is also related to the increase in the proportion of group tourists.

3.3 Tourist Satisfaction Level

Compared with previous years, Yangshuo's natural scenery and cultural landscape have still been well received by domestic and foreign tourists. Tourists' evaluation of the water quality of the Li River and Yulong River is still low. In terms of tourism services, domestic and foreign tourists generally have the same perception of tourism services. It is worth paying attention to the following aspects: (1) toilets in scenic spots, production of maps and landmarks for foreigners need to be improved and strengthened; (2) the need to continue to pay close attention to catering safety and health issues, and to strengthen control over the reasonableness of catering prices; (3) Yangshuo boutique hotels are widely recognized by domestic and foreign tourists and should be further guided for development; (4) Issues such as homogeneity of goods, irrational prices and counterfeiting require stronger market supervision and the establishment of a more complete market system.

In terms of tourism environment, the excessive number of tourists in Yangshuo not only burdens the scenic area, but also affects the satisfaction of domestic and foreign tourists. In terms of cultural environment perception, domestic and foreign tourists generally believe that the local residents of Yangshuo are friendly and that there are opportunities to interact with tourists from different countries. However, the interaction of some summer camps has also caused some foreign tourists trouble. In terms of traditional culture experience, the overall evaluation of domestic and foreign tourists is low, and the evaluation of foreign tourists is significantly lower than domestic tourists. This shows that Yangshuo should pay attention to the protection and inheritance of folk culture and actively promote the local culture in the process of tourism development.

Tourist complaints in Yangshuo mainly focus on travel promotion, price, and deception. Complaints are mainly directed at travel agencies and shopping stores. In the first half of 2019, the number of tourist complaints in Guilin decreased compared with the same

period of last year. This explains the improvement of the overall tourism service quality to a certain extent, and also shows that the Yangshuo government has achieved certain results in the supervision and governance of the tourism market.

4 Health and Safety

4.1 General introduction

Health and safety are related not only to tourists' safety and visit experience, but also to residents' life and production development. It is an important standard for measuring the sustainable development of tourist destinations and a guarantee for the development of tourist attractions. Health and safety are the thresholds for tourist destinations to attract tourists. The health and safety monitoring mainly relied on questionnaire data, interview data, and official data from Yangshuo County Government. Among them, the monitoring of primary data such as questionnaire data and interview data is based on the tourists' attention level, tourists' perception, and residents' perceptions as the main measurement indicators.

4.2 Tourists and residents' perception of health and safety

In terms of tourist perception, the vast majority of tourists expressed relative satisfaction with the catering hygiene, scenic spots environment, accommodation security, and social order in Yangshuo. However, domestic and foreign tourists pay different attention to different aspects of Yangshuo's health and safety. Foreign tourists have higher requirements for the scenic spots environment, while domestic tourists have higher requirements for catering health, accommodation safety and social order. In terms of residents' perception, residents' satisfaction with local environmental protection and environmental sanitation is low, and their satisfaction with public security conditions and medical services is high. This shows that Yangshuo has a stable public security and tourism development in the process of tourism development. To a certain extent, the improvement of local medical conditions has been promoted. However, the increase in environmental pollution has affected the normal life of Yangshuo residents to a certain extent. It is necessary to strengthen the prevention and control of air and water pollution and also focus on the control of noise pollution.

It is worth noting that the disaster relief work in Yangshuo during the flood season in 2019 has been successful, reflecting the effectiveness of emergency management agency

reform, organizational docking, pre-plan management, emergency rescue and disaster management, and post-hoc management work, ensuring the usual running of the city and the safety of people's lives and property.

In general, with the efforts of relevant departments of the Yangshuo County Government to actively carry out and promote work in food safety, environmental sanitation, medical disease control, social order, and emergency management, Yangshuo's health and safety status is generally good, providing residents with safe and hygienic living environment, and tourists with a good travel experience, but there is still room for improvement in health and safety work.

5 Tourism Planning and Governance

5.1 General introduction

Tourism resource planning and control is the cornerstone of tourism development in Yangshuo, and tourism planning and control is the top priority of monitoring. In the monitoring of the sustainable development of tourism in Yangshuo, the tourism planning and control of Yangshuo is assessed through three monitoring indicators, including: tourism transportation planning and control, tourism resource planning and control, and land utilization in terms of tourism development.

5.2 Tourism traffic control and passenger flow management

In general, tourists' evaluation of traffic is good, and compared with 2018, the satisfaction of domestic and foreign tourists has improved significantly. However, domestic tourists' satisfaction with the traffic sign system and traffic prices has declined. This is closely related to the traffic control that began in 2017. The traffic control in the core area gave birth to the development of the electric vehicle rental industry, but the disorderly development of the new format has a negative effect on the tourism image of Yangshuo and also affected the traffic safety of tourists and residents. It is suggested that the government improve the management system of the electric vehicle and bicycle rental industry. The construction of non-motorized lanes and greenways in core scenic spots will also play a greater role in improving the safety and standardization of traffic in the scenic spots.

At present, tourists are still mainly concentrated in the West Street and Shili Gallery Scenic Areas. How to see the entire Yangshuo as a tourist destination and divert the

passenger flow to ease the traffic pressure in the county, and promote the development of tourism in the whole region is very important. Among them, investment projects such as Qian Guqing (6 investment projects that have been negotiated in the first half of 2019) may play an important role.

5.3 Comprehensive Development of Tourism Resources

Yangshuo tourism development still needs to take its unique natural tourism resources as the core and adopt protective development measures to avoid the destruction and over-exploitation of natural resources. At the same time, according to the different needs of tourists home and abroad, in terms of leisure atmosphere, Yangshuo can construct more related facilities for leisure and vacation, increase experience and interactive activities of tourists; in terms of local culture experience, we should emphasize the folk culture of Yangshuo and develop creative products with unique North Guangxi regional characteristics; in terms of community residents, the development of rural leisure tourism with Yangshuo characteristics is conducive to further opening up the rural tourism market for domestic tourists, and at the same time promoting rural development and revitalization.

5.4 Tourism Land Planning Issues

In the entire land use and distribution of Yangshuo County, the proportion of scenic spots and natural and cultural protection land is the highest. The key direction of land use is to ensure urban development and the construction of infrastructure and tourism service facilities. The economic benefits brought by the rapid development of tourism have caused more and more land to be converted into tourist land. However, if too much land is converted into tourism land, the local ecological environment may be damaged and the local development will be out of balance. It is necessary to develop a practical plan with a development perspective, and to strictly implement the plan.

6 Economic Benefits of Tourism

6.1 General introduction

In terms of tourism's economic impact, certain indicators of economic benefits in the "Guidelines for the Use of Sustainable Development Indicators for Tourism Destinations" developed by the United Nations Tourism Organization (UNWTO) were used as references,

and are combined with the actual situation of Yangshuo for further adjustments. Specifically, it includes tourism income, tourism contribution to Yangshuo's GDP and finance, tourism impact on industrial structure, tourism impact on Yangshuo's business development, tourism impact on social employment in Yangshuo, tourism impact on Yangshuo's investment environment, and tourism seasonality. The economic benefits of Yangshuo tourism are comprehensively analyzed from the perspectives of the government, residents, enterprises and tourists.

6.1 Tourism and local economic development

Tourism is a pillar industry in Yangshuo County, which also makes Yangshuo's economic structure relatively simple and weak in anti-risk capabilities. The contribution of tourism to fiscal revenue mainly comes from fiscal taxes and foreign investment obtained from tourism; investment promotion has been relatively successful, mainly concentrated in the direction of accommodation and cultural tourism, but because the actual funds in place did not grow rapidly, the effect of the benefits on the increase of fiscal revenue is still not obvious, and the fiscal revenue of the Yangshuo government is still in a slow growth state. Therefore, the Yangshuo government can stabilize the local government's economic income through development in multiple directions, system reform, and strict investigation and collection.

6.2 Tourism and industrial structure transformation

Yangshuo's tourism industry has had a profound impact on all three industries, driving economic development. The main trend is that the proportion of the tertiary industry continues to rise, the proportion of the second industry slowly declines, and the gap between the second and the tertiary industry continues to increase. On the road of future development, on the one hand, Yangshuo County should maintain the leading effect of tourism and give play to its leading role to realize the rapid development of the local economy. At the same time, it will support and guide the structural transformation of the primary and secondary industries, and optimize and promote the agricultural structure. The transformation of the industrial structure and the rational development of various industries will ensure the stable development of the economy and enhance the social ecological resilience.

6.3 Tourism and business investment

In terms of large-scale investments, Yangshuo County's 2018 investment promotion projects were mainly concentrated in commercial tourism complexes and cultural related projects, with obvious results. Although investors are less optimistic about Yangshuo's investment potential than in previous years, investors are generally optimistic about Yangshuo's investment potential.

In terms of investment by individual business owners, overall, the number of stores has stabilized, the proportion of tourist stores has increased, and Yangshuo's business has become saturated, but there is still room for development. The proportion of leisure shops and hotels has stabilized, and the proportion of catering shops has continued to rise; souvenir shops show regional differences, but the accommodation does not vary in different regions; the proportion of shops in the tourist center area is stable, and shops in other regions have gradually transitioned to serve tourists; The trend of shifting from simply serving tourists to serving both has further increased. Although small owners are optimistic about Yangshuo's investment potential, they generally believe that Yangshuo's investment attractiveness has declined significantly, especially in recent years, the operating conditions have continued to deteriorate, and that rent surpassing tourists' spending power is the most important factor. In addition, operating services and products should focus more on local characteristics.

6.4 Tourism and employment

Yangshuo's employees are mainly middle-aged and young people, and women are the majority. These residents and migrant workers are more satisfied with their work, especially with the scenic area environment, and they believe that tourism development can bring them more employment opportunities. However, these employees have limited work skills, and their willingness and actual turnover rate are high. In terms of English learning, although the proportion of residents who have the habit of learning English has increased in Yangshuo County, the proportion of tourism professionals with English skills has declined. This is unfavorable to the improvement of the overall service level of the tourism industry in Yangshuo and increases the instability of social employment.

7 Tourism and environmental protection

The Yangshuo government has always attached great importance to the protection of resources and environment during the development of tourism. In recent years, it has also

introduced a number of management programs, such as ecological restoration projects and assessments of energy-saving targets for enterprises. Although the problems of resources and environment caused by tourism development have always existed, especially the excessive noise of West Street, etc., the governance of tourism, resources and the environment has achieved some results. In order to monitor the environmental protection of tourism and resources in Yangshuo, the monitoring team obtains data through the collection of second-hand data and field surveys, and collects the subjective perceptions of different subjects through questionnaires and interviews with domestic and foreign tourists, residents, shop owners and employees.

On the whole, the Yangshuo government's policies on the environment is quite effective. Although residents think that the air and water quality of Yangshuo is poor and the noise pollution is serious, most residents think that Yangshuo County is timely and effective in solid waste treatment. At the same time, residents' awareness of environmental protection has also improved; in contrast, tourists' perception of Yangshuo's environment is more positive, and they believe that the scenic environment is clean. Foreign tourists generally think that Yangshuo's air is clean, but the noise level is too high, and domestic tourists' perception of water quality is higher. From the perspective of enterprises' energy-saving consciousness, those who have not adopted the saving measures account for the majority, and the awareness of saving energy needs to be improved.

7.1 Effectiveness of the government's environmental improvement

The government has set new regulations and strengthened management in many aspects such as water resources, solid waste treatment, landscape maintenance and corporate energy conservation, and has also achieved good results. In terms of water resources management, they have completed a number of water conservancy projects, strengthened open-burning management, and carried out the compulsory demolition of abandoned Lijiang river ships and the special rectification action of the "Chaos and Dirt" on the Lijiang River, greatly improving the environment along the Lijiang river. A long-term management mechanism for hazardous wastes were established, various special actions to effectively treat 90% of the village's domestic garbage in rural Yangshuo were organized, and the "tourism + industry" strategy was implemented; in terms of landscape maintenance, the government insisted on establishing an ecological county in the countryside and it proceeded in an orderly manner. It became the field inspection site of the 2018 National Rural Greening and

Landscaping Scenery Conference; in terms of corporate energy conservation, the fixed asset energy conservation assessment and review system was implemented, and the government did a good job of assessing and managing energy conservation goals of key energy-consuming enterprises. Strict supervision has reduced the energy consumption per 10,000 yuan of value-added industries by 24.0% over the previous year; the GDP energy consumption per 10,000 yuan has decreased by 5.9% over the previous year.

7.2 Residents and tourists' perception of environmental quality

Residents expressed dissatisfaction with the decline in environmental quality in Yangshuo. In terms of air quality, more than half of the residents believe that the development of tourism has worsened Yangshuo's air quality. In terms of water quality, more than 57% of residents believe that tourism has increased Yangshuo's water pollution. In terms of noise, in general, more than 50.8% of residents think that Yangshuo has serious noise pollution. On solid waste, close to 60% of the residents believe that tourism increases solid waste emissions, while more than 50% of residents believe that tourism makes waste disposal more effective and timely; in terms of landscape maintenance and visual impact, residents' awareness of environmental protection has improved. In addition, residents' awareness of landscape maintenance is still insufficient, and at the same time, some residents still do not agree with the importance of landscape maintenance. Therefore, it is still necessary to continue publicity and education for local residents to improve their awareness and attention in protecting the environment.

In terms of tourists' perception, 70% to 80% of the foreign tourists interviewed have a positive opinion on "clean air in Yangshuo"; in terms of water quality, tourists' perception of water quality has declined compared with previous years, and Chinese tourists have a higher recognition of water quality than foreign tourists; in terms of noise, 28.7% of foreign tourists are opposed to the view that "Yangshuo has a low level of noise". In terms of solid waste, more than 80% of domestic and foreign tourists think that the scenic spots environment is clean. In terms of landscape maintenance and visual impact, tourists are more positive about the environment.

7.3 Enterprise's awareness of energy conservation and environmental protection

The enterprises' awareness of energy saving and emission reduction needs to be

improved, and only 28.9% of the enterprises have adopted measures to save energy and water resources. The reason is that companies do not understand the importance of energy and the lack of funds and equipment to implement energy conservation also hinder the process. The government should increase the awareness of energy conservation, energy conservation and emission reduction. At the same time, the government should take certain measures to encourage small enterprises to implement energy conservation to promote implementation of energy management and to achieve sustainable development.

8 Tourism products and services

Tourism products and services are the core content of the tourist experience, it determines tourist satisfaction, and also serves as an important basis for influencing residents' attitudes towards tourism development. Yangshuo's existing tourism products and services cover all aspects of tourism elements such as "food, lodging, travel, shopping, entertainment, etc.", and continue to upgrade and evolve with the development of tourism over time. This chapter mainly analyzes the supply and demand of tourism products and services. It focuses on the purchase characteristics of tourists, the tourism products provided, the scope of tourism services, and the response of tourists to tourism products to collect relevant information such as purchase intention, tourist products and services provided by Yangshuo, and information acquisition of tourist products by tourists.

8.1 Construction of related service facilities

Generally speaking, the public service facilities in Yangshuo County have been decreasing in recent years, and tourism-related and tourist-oriented facilities have increased. The type of tourism service facilities has also changed in the direction of the "global tourism" that the government hopes to build.

The construction and operation of the Yangshuo high-speed railway station has enriched the choice of tourists' external transportation, strengthened the destination attribute of Yangshuo, and made Yangshuo gradually break through the shadowing effect of Guilin tourist destination. The location advantage of the high-speed railway station has also injected a boost to the development of Xingping tourism. The related attractions of Xingping Town have continued to increase in the tourism development of Yangshuo in the past two years, and it has the potential to become a sub-center of Yangshuo tourism. But Xingping Town's catering, accommodation and other service facilities need to be improved.

Long-range tourists still rely on airplanes, and the suburban self-driving market is

limited by county traffic regulations. The situation of the Shili Gallery Scenic Area has not been good in the past two years, and it is still severely affected by traffic control. How to restore the confidence of tourists will be the primary issue in the construction of the Yulong River National Tourism Resort.

8.2 Spatial Distribution of Tourism Business in Yangshuo

In the past, each area in Yangshuo County had different spatial distribution characteristics and served different consumer groups. In this survey, Area A is mainly the surrounding streets with West Street as the center, and this area is the tourist center business area, with the largest number of tourists. Area B is a transition area between tourist area and residential area, with a small number of tourists. Area C is a residential area, which is mainly an area with a high concentration of residents' activities, and tourists enter this area with fewer activities and it receives the least number of tourists. But compared to previous years, such regional features are blurring. We found that the store types in area A still tend to be rich and diversified, and the tourist gathering area is showing a greater commercialization trend; the store types in area B are still more transitional and can better meet the needs of tourists and residents. The direction of demand is developing; the types of shops open to tourists in area C are increasing.

8.3 Souvenirs

From the statistics, it is found that domestic and foreign tourists love handicraft shops, and specialty foods and handicrafts that can be used as gifts are the most popular. At present, souvenirs in Yangshuo generally lack characteristics. To attract more domestic and foreign tourists to buy handicrafts and souvenirs, they need to inject local culture, integrate local characteristics, and improve their uniqueness.

8.4 Performing Arts Products

The entry of "Guilin Eternal Love" enriched Yangshuo's tourism product system, and tourism performing arts continued to be the highlight of Yangshuo's night tourism. However, the reputation of "Guilin Eternal Love" is far less than "Impression · Sister Liu". From the interview data, we can see that the tourists who watch "Eternal Love in Guilin" are mainly group tourists, so this market is not worthy of official publicity through government channels.

9 Conclusion

The monitoring data show that the overall satisfaction of tourists is high, for domestic tourists, Yangshuo basically meets their expectations, and for most foreign tourists it exceeds expectations. The following is a summary of the economic impact of tourism, community tourism participation, product enrichment and renewal, environmental protection and emergency management, and improvement of traffic governance.

9.1 The economic driving force of tourism is strong

In recent years, the tourism revenue of Yangshuo County has been increasing. In 2016, the tourism revenue of Yangshuo has accounted for more than 90% of GDP. The tourism industry is undoubtedly one of the pillar industries of Yangshuo. The tourism economy has made important contributions in driving employment, promoting industrial structure adjustment in Yangshuo, improving public facilities and the environment, and increasing government revenue. However, such an economic structure is relatively single and its ability to resist risks is weak.

In terms of large-scale investments, Yangshuo County's 2018 investment promotion projects were mainly concentrated in commercial tourism complexes and cultural related projects, with obvious results. Consistent with the current national "cultural and tourism integration" direction, it can make up for the cultural shortcomings of Yangshuo tourism, enrich Yangshuo's tourism resources based on natural scenery, and promote the development of Yangshuo's leisure and vacation tourism market and culture.

9.2 The quality of community tourism participation is low

The residents of Yangshuo fully affirmed the positive role of tourism in economy, society and culture, and showed a stronger willingness and awareness of participation in tourism participation. However, at this stage, residents' tourism participation methods are relatively single, and overall tourism participation is not high, and residents have insufficient right to know and make decisions in the process of tourism development. At the same time, there is still much room for improvement in residents' ability and level to participate in the tourism industry, and environmental awareness and legal awareness need to be enhanced. Some local operators have pointed out that the current operating conditions have continued to deteriorate in recent years, rents have surpassed tourists' spending power, intensified competition between homogeneous companies, and inadequate government policies are the

most important influencing factors. The sustainability of community tourism participation is urgently in need of improvement.

9.3 Tourism products need to be enriched and updated

Yangshuo's existing tourism products are mainly natural landscapes, and cultural tourism products and souvenirs with destination IP are in short supply. Its existing cultural products vary greatly, and some of the scenic areas have outdated facilities and old-fashioned management methods. The report believes that local tourism products should be consciously focusing on local characteristics, and relevant stores and departments need to inject local culture into these products, integrate local characteristics, and improve their uniqueness. In the process of designing and selling these products, we should strengthen creativity, increase the cultural nature of the products, avoid homogeneity, cater to tourists' needs for the cultural value of the products, and stimulate consumption. In the future, Yangshuo's souvenirs can continue to dig deeper in terms of food and incorporate local features, such as the production of brewed packaged food, and the promotion of geographical brand logos of kumquats. In addition, the enriching of large-scale performing arts and amusement projects will also contribute to the development of Yangshuo's overall tourism.

9.4 The effect of environmental protection and emergency management is good

On the whole, the government and environmental governance have achieved remarkable results, the natural resources in the scenic spot have been well protected, and the sanitary environment in the county has been greatly improved. However, the environmental pollution of tourism to the local community has not been effectively resolved, and the environmental awareness of business owners needs to be further improved.

The disaster relief work in Yangshuo during the flood season in 2019 has been successful, reflecting the effectiveness of emergency management agency reform, organizational docking, emergency plan management, emergency rescue and disaster relief, and post-event management work. With the concerted efforts of officers, soldiers and residents, the normal operation of the city and the lives of the people are guaranteed. It is necessary to summarize in time and continuously reflect on the merits of the disaster relief work in the flood season, and strive to safely and efficiently respond to the next flood season. At the same time, it can learn from the emergency management of the flood season and

improve the emergency management of other natural disasters and environmental emergencies.

9.5 Traffic governance and improvement have multiple impacts

The official opening of the Yangshuo high-speed railway station in 2016 has enriched the choice of tourists' external transportation, which is conducive to the development of tourist destinations in Yangshuo, and has also promoted the rapid rise of tourism in Xingping Ancient Town. The layout of creative industries strives to form a new tourism product development model in Xingping and promote the quality transformation of Yangshuo tourism.

The implementation of traffic control and the impact of natural disasters have led to the poor performance of the core scenic area of Shili Gallery in the past two years. The impact of traffic control is still ongoing. How to restore the confidence of tourists will be the primary issue in the construction of the Yulong River National Tourism Resort. However, the congestion in the county and the overwhelming reception pressure in some scenic spots have indeed been eased. At the same time, residents and business owners have gradually adapted to traffic control policies, and the electric vehicle and bicycle rental industry in the core scenic spots has prospered.

Emerging electric vehicle leasing formats and transportation infrastructure construction make travel more convenient for tourists, but this new format also shows chaos: electric vehicles going across the street and attempting to guests at will. This will not only affect the tourist travel experience but also has a negative impact on the overall image of Yangshuo, and also greatly affects the safety of tourists and residents. Therefore, it is recommended that the government improve the management system of the electric vehicle and bicycle rental industry. The construction of non-motorized lanes and greenways in core scenic spots will also play a great role in improving the safety and standardization of traffic in the scenic spots.