

**Monitoring Report on the Sustainable Tourism
Development of Kanas
(2020)**

Kanas Scenic Area Management Committee

Monitoring Centre for UNWTO Sustainable Tourism Observatories

2020.11

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1 Foreword

1.1 The origin of the monitoring

Since September 2012, Kanas Scenic Area has been the fourth observatory for sustainable tourism established by the United Nations World Tourism Organization in China. The area is located in the northern part of Burqin in the Altay Region of the Xinjiang Uyghur Autonomous Region, in the prime area where China borders Kazakhstan, Russia and Mongolia. According to the Great Kanas Tourism Area Plan (2005-2020), the Kanas Scenic Area has a planned area of 10,030 square kilometres with latitude 48°13' north as its southern boundary, with Hormu in the east and the national border in the northwest, mainly including the Kanas National Nature Reserve, the Kanas National Geological Park, the Baihaba National Forest Park, the Jiadengyu

National Forest Park, Kanas River Valley, Hemu River Valley, Hemu Grassland, Naren Grassland and other eight natural landscape areas and three cultural landscape areas, including Hemu Village, Baihaba Village and Kanas Village. The Kanas Scenic Area holds many titles such as National 5A Tourist Attractions, National Geological Park, National Forest Park, Chinese Nature Reserve and National Natural Heritage. Its main features are the magnificent natural scenery of the northern frontier and the unique culture of Tuwa life, which has long attracted visitors from all over the world. Supported by Tuwa's ecological resources and unique community culture, Kanas has been attracting attention from tourism academia and industry for its sustainable tourism development.

To further explore and promote the model of sustainable tourism development, the World Tourism Organisation plans to conduct cyclical monitoring at the Kanas observatory. The Monitoring Centre under the School of Tourism Management of Sun Yat-sen University, as the institution for monitoring, is conducting the ninth sustainable tourism development monitoring activity in Kanas this year, mainly collecting real-time data required for the assessment indicators, covering tourism resources and environment, economy, society, industrial transformation and quality of life in the Kanas Scenic Area; In the meanwhile, the monitoring establishes a database of indicators for monitoring the sustainable development of Kanas tourism, in order to analyse and assess the current situation of tourism development in Kanas and identify problems in tourism development in time. It will provide assistance to the Tourism Management Committee of Kanas Scenic Area and serve as a reference for the World Tourism Organisation and other institutions dedicated to the study of sustainable tourism development in terms of the practical operation and application of relevant indicators.

1.2 The monitoring process

The monitoring can be divided into three stages: the monitoring preparation stage,

the on-site monitoring stage and the report stage.

Monitoring preparation phase: The monitoring task was received from mid-August 2020, and the Monitoring Centre successfully completed the monitoring of the sustainable tourism in Kanas in 2020 with the cooperation of various parties. This year's monitoring team was guided by Professor Sun Jiuxia of the UNWTO Monitoring Centre for Sustainable Tourism Observatories, led by Ms. Jiang Jiawei, with PhD student Zhang Haizhou as team leader and Master's students Li Mufang, Liu Yurong, Xu Xinying, Luo Hui and Li Luyang, comprising a team of eight members. At this stage, the monitoring team discussed and analysed the monitoring task in detail, and initially drew up a monitoring indicator system for Kanas scenic area according to Indicators of Sustainable Development for Tourism Destinations: A Guidebook and the characteristics of Kanas scenic area. The group designed a questionnaire for tourists, a questionnaire for community residents, a questionnaire for tourism industry owners and employees, and an outline for community interviews, taking into account the specific context of the impact of the COVID-19 on tourism in Kanas. In addition, information on tourism in Xinjiang and the Kanas scenic area was also disseminated within the group, laying a solid foundation for the later monitoring work.

On-site monitoring stage: The monitoring team set off from Guangzhou on 24th September and formally launched the research work of monitoring the sustainable tourism development in Kanas on 25th September. During the 7-day research, the team received strong support and cooperation from the management committee of Kanas Scenic Area and successfully completed the monitoring work of sustainable tourism development indicators in Kanas Scenic Area. The monitoring team conducted questionnaires and interviews with tourists and community residents at major attractions and visitor stopping points, such as Kanas Visitor Centre (Interchange), Kanas Old Village, New Village, Kanas Lake Area, Hemu Village and Baihaba Village; they also visited the Kanas Scenic Area Management Committee to collect secondary information related to the Kanas Scenic Area.

A total of 408 questionnaires were completed for each category, out of the 500 questionnaires originally planned. Specifically, 300 questionnaires were distributed to tourists, of which 279 were valid, with an effective rate of 93%. In addition to the questionnaires, in-depth interviews were conducted with some of the tourists and tour guides about the tourism experience and suggestions for tourism development to assist in the analysis; for the community residents, a random sampling method was adopted, with household surveys as the main focus, supplemented by intercept interviews. The research method combined both semi-structured interviews and questionnaires. A total of four communities in the Kanas scenic area, including the most important village of Hemu, the new and old villages of Kanas, and the village of Baihaba, were included, and in-depth interviews and some secondary return visits were conducted with residents of the communities where operations were carried out. 80 questionnaires were distributed, 61 were returned, with a return rate of 76.25%, of which 54 were valid, with a questionnaire efficiency rate of 88.52%; A sample of business owners and small enterprises were also surveyed, including accommodation enterprises, catering enterprises, souvenir shops and retail stalls. Of these, 43 questionnaires were returned by owners and 50 by employees.

Reporting stage: On 8 October, the monitoring team began to collate the data for the monitoring and write the report. This monitoring period combined the indicators and methods of the United Nations World Tourism Organisation with the actual situation of tourism development in Kanas to develop a basic indicator system for the sustainable development of tourism in Kanas. It should be noted that as the content and level of detail of the statistics at the local statistical level changes from year to year, it is not possible to maintain the continuity of some of the data, which may result in some of the analysis conclusions not being comprehensive and accurate.

2 Tourism and Community

2.1 Basic information about the residents

Among the residents interviewed, the number of males was 26, accounting for 48%, and the number of females was 28, accounting for 52%, with the youth group accounting for a larger proportion, with 72% of residents aged 18 to 45. In terms of literacy, 30% of residents have a secondary education (high school, secondary school or college) and 28% have a higher education (bachelor's degree or above), a 12% increase in the proportion of residents compared to 2019. The majority of residents work in tourism-related industries, with a diversity of occupational types. The majority of residents interviewed were local indigenous residents, making the sample highly representative. The majority of residents are ethnic minorities, with 19% Han Chinese and 41% Mongolian Tuvan, a significant diversity. The average monthly income of the residents is mainly concentrated in the lower income bracket. In terms of the number of houses owned by residents, the proportion of houses located in the middle level of 6-10 houses has increased, houses are still mainly traditional wooden houses, the proportion of houses built between 2000 and 2010 has increased, basically located in scenic areas. The proportion of rentals has increased dramatically and the level of house rents has decreased.



Figure 2-1 The monitoring team is conducting a community questionnaire survey

2.2 Residents' perceptions of the influence of tourism

(1) Increased approval of tourism as a catalyst for local economic development, but with increased negative perceptions such as a widening gap between rich and poor

Around 90% of residents agree that tourism can contribute to local economic development, increase employment opportunities, attract investment and consumption, and improve living standards. The level of agreement with these positive effects is gradually increasing, with a higher proportion of residents 'fully agreeing' that the positive effects of tourism on the community are becoming more prominent. However, the problems caused by tourism, such as the increase in prices of commodities, the widening gap between the rich and the poor, are also becoming more and more visible to residents. The negative perceptions of tourism are gradually increasing. It is worth noting that the sense of inequity brought about by tourism tends to diminish slightly.

(2) Increased approval of tourism as a means of improving infrastructure, and increased perceptions of resource constraints and tensions between hosts and customers

An overwhelming majority of residents recognise the role of tourism in improving infrastructure, medical conditions and education, and the level of agreement is gradually increasing. In addition to these positive perceptions, residents' negative perceptions of traffic congestion, rising crime rates, disruption of their old lives, restrictions on the use of scenic resources, and tensions between residents and tourists have been increasing. Especially, restrictions on resources and host-guest relations have shifted from a more negative attitude to a more positive one, with 54% of residents believing that tourism development has restricted residents' use of scenic resources, increasing by 13% from 2019. 56% of residents believe that tourism has made the relationship between residents and tourists tense, increasing by 20% from 2019. Kanas needs to pay attention to the way it manages resources for residents and the relationship between hosts and visitors.

(3) Increased approval of tourism's positive impact on culture, decreased approval of negative impact

An overwhelming majority of residents recognise the promotion of tourism for local-foreign exchanges, local festivals, life enrichment and the development of local handicrafts, with increasing approval ratings. It is worth noting that residents' approval of the destruction and forgetfulness of folklore and traditional culture has declined, with 40% of residents disagreeing that tourism development has caused local folklore and traditional culture to be destroyed and forgotten, increased by 5% from 2019, indicating that more and more residents believe that tourism development does not affect the transmission of local culture.

(4) Decreasing approval of tourism's positive impact on the environment and increasing negative perceptions such as air and water pollution

80% to 90% of residents believe that tourism has improved local sanitary conditions and promoted environmental education and the protection of flora and fauna, but residents' approval of this is on a downward trend, with 11% disagreeing that tourism has improved local sanitary conditions, increased by 9% from 2019. 11% residents disagree that tourism has promoted local environmental education and the protection of flora and fauna, increased by 9% from 2019. Residents' negative perceptions of air and water pollution have increased, and local health and environmental protection need more attention. At the same time, residents' agreement with noise pollution decreased, with 37% disagreeing that tourism has increased noise pollution, increased by 7% compared to 2019. Negative perceptions of increased litter decreased. 30% disagree that tourism has increased litter, increased by 7% compared to 2019, indicating that Kanas has achieved some success in its sound environment management and waste disposal strategies.

2.3 Residents' attitudes and satisfaction

(1) Residents support the development of tourism and with increasing enthusiasm for participation

85% of residents believe that tourism in Kanas has made a great contribution to local development, increased by 4% compared to 81% in 2019. 85% of residents hope that tourism will continue to expand in the local development scale, increased by 4% compared to 81% in 2019. 91% of residents are willing to work in tourism-related jobs, increased by 7% compared to 84% in 2019. 89% of residents are willing to take the initiative to make suggestions, increased by 9% compared to 2019, and are willing to actively participate in promotion and publicity and offer suggestions for scenic spots. Positive attitudes continue to rise. Residents' enthusiasm for tourism development and tourism participation continues to rise. Most residents are willing to participate in decision-making in scenic spots and offer suggestions for the development of scenic spots, with increasing enthusiasm for participation. Residents' sense of ownership and participation continues to grow. 72% of residents believe that the Scenic Area will listen to their views when making decisions, increased by 5% from 2019, while 15% of residents disagree with this view, increased by 4% from last year. This indicates an increase in the level of government input perceived by residents, but also an increase in the number of residents who feel that the government does not listen to residents when making decisions.

(2) Most residents are satisfied with tourism development, but there is still room for improvement

48% of residents are satisfied with the development of tourism in Kanas. 38% are very satisfied. Overall, 87% of residents are satisfied with the development of tourism in Kanas, an increase of 6% compared to 2019, indicating that the development of tourism in Kanas meets the development needs of the majority of residents, and the satisfaction of residents is increasing, laying a good foundation for the sustainable development of tourism in the community and gaining support from the community.

There is also some room for improvement. Kanas needs to pay further attention to the impact of tourism development on the community in terms of economic, social, cultural and environmental convenience, to safeguard the rights of community residents and to meet the development needs of more residents from a more comprehensive perspective.

3 Visitor perception and satisfaction

3.1 Basic situation of tourists

The structure of tourists in Kanas is well-defined and has obvious characteristics, concentrating on the young and middle-aged group aged 25-44 with higher education level, middle to upper income level, stronger consumption ability and stable work. In terms of the mode of travel, self-guided tours account for the largest proportion, followed by group tours. The purpose and motivation of the visitors were diverse, with sightseeing and relaxation taking the top two places. “relieving stress”, as a new topic this year, ranked second, surpassing photography, which ranked third in previous years. It shows that under the epidemic, people are affected by the pressure of health, economy and social atmosphere, and need to relieve their stress and dissipate their tension through tourism. Overall, tourists' satisfaction with tourism in Kanas is not as high as expected. There is still much room for improvement in the development of tourism activities in Kanas. All in all, the high attractiveness of the natural beauty of Kanas to tourists coexists with the negative tourism experience caused by inadequate management and services.

3.2 Tourists' perception and satisfaction

(1) The natural scenery is outstanding, but the humanistic style is lacking

Known as the "Pure Land on Earth", Kanas is blessed with natural beauty, which attracts many tourists to come and enjoy the scenery. The excellent natural resources are a key and a window to help the outside world understand Kanas. These resources

have earned it a high degree of recognition and willingness to revisit. However, the natural and ecological resources alone do not seem to be sufficient to ensure its long-term competitive advantage and sustainable development. Visitors generally report that while they are enthralled by the natural beauty, they regret the absence of the human dimension, thus affecting their overall satisfaction.

There is no shortage of humanistic landscape resources in Kanas, with exquisite ethnic costumes, dynamic lifestyles, harmonious community construction and unique frontier customs all having a strong appeal to tourists, but the failure to develop and embed them in tourism activities, and the lack of attention to the creation of a sense of place and locality, has had a negative impact on tourists' experience. In the post-epidemic era, competition in the tourism market has intensified, and active interaction and sharing between local residents, communities and tourists can not only bring out the diverse characteristics of Kanas and make the natural and human landscapes intermingle, but also be the only way to enhance the multi-dimensional attractiveness of the scenic spot.

(2) Outstanding structure of quality tourist base and potential of niche market

The distinctive structural distribution of tourists to Kanas brings both convenience and challenges to its tourism products. For young and middle-aged people with medium to high income levels and a high level of education, their active potential of consumption ability can bring considerable income and vitality to the destination. But for this type of clientele, the destination itself has a high degree of substitutability. In the future planning and marketing, Kanas Scenic Area can make use of its natural resources to develop high-quality tourism products to meet the needs of its main visitors, while also cultivating other market segments such as family tourism, parent-child tourism and senior tourism, so as to fully explore the potential of the market segments and gradually meet the long tail demands in a targeted manner, with a view to gaining sustainable development advantages over a longer period of time.

(3) Diversified forms of travel and short stay of tourists

In terms of the choice of travel forms, self-guided travel still accounts for the majority, and the number of groups such as self-drive travel has increased, leaving plenty of room for market improvement. Based on this, the requirements for road construction, construction of supporting facilities and upgrading of viewpoints along the route are further increased. At the same time, for the group tour, another core form of tour to Kanas, how to coordinate the advantages and disadvantages of multiple parties among scenic spots, travel agencies and tourists also poses a certain challenge to the management. It is worth noting that Kanas is located in the northern part of the country and its remote location brings a high economic cost in terms of time, but according to statistical comparisons, the number of visitors has increased, but the overall length of stay is relatively short and the "value for money" of the trip needs to be improved. To some extent, this reflects the lack of tourism activities in Kanas, the lack of accommodation and the lack of visitor experience.

4 Economic Influence of Tourism

4.1 Slow recovery of tourism under the influence of the COVID-19

With the booming development of winter tourism, the number of tourists in Kanas from 2016 to 2019 maintained a continuing rapid growth, receiving a total of 2.5 million tourists in 2019. In 2020, the number was affected by the epidemic, and the total number of tourists received in Kanas from January to July was only 328,000, decreased by 66.8% compared with 988,000 in the same period of 2019. According to incomplete statistics, there are 209 existing above-scale B&Bs (hotels) in the scenic area in 2020, with a total of 9,835 beds, decreased by 28.25% compared with last year. There are 45 restaurants with 8,790 seats, decreased by 32.59% from last year.

4.2 Local economy is greatly influenced by tourism development

The results of monitoring in these years show that with the continuous development of tourism in Kanas Scenic Area and the implementation of many beneficial policies of the Scenic Area Management Committee, the participation of farmers and herdsmen in tourism development has been gradually developed and strengthened. Tourism has become an important industry for them to raise their family income and improve their living conditions. The development of tourism in Kanas has driven the development of the local economy and raised the income level of local community residents. Since 2008, the average monthly net income of farmers and herdsmen in the scenic area has increased year by year. In 2018, the per capita net income of farmers and herdsmen was 17,511 yuan, increased by 12.31% compared with 2017. Due to the impact of the pandemic, the opening hours of Kanas scenic area are restricted. The business hours are less throughout the year. The owners have suffered serious losses. The average monthly income has dropped significantly compared with previous years, and the income of employees has also produced greater fluctuations than in previous years.

4.3 Significant seasonal changes in the number of tourists

The comprehensive comparison and analysis based on data collected during these years shows that the seasonal change of tourist volume in Kanas is significant. During the period when winter tourism has not yet been developed, the scenic spot starts to receive mass tourists in May. The tourist volume is mainly concentrated in July, August, September and the first half of October. With the increased marketing of ice and snow tourism, visitor volumes increased dramatically from January to April 2019. Through a series of snow plain experience and folk culture experience programs with vigorous marketing online and offline, the attractiveness of Kanas winter tourism market is increasing. The mature development of winter tourism in the future can also be regulated to seasonal changes, forming two peak seasons of winter and summer tourism.

4.4 Employee overall satisfaction remains high

Under the influence of the pandemic, employees' income levels fluctuated significantly. From the monitoring data in these years, employees' satisfaction with salary levels and bonus system decreased by 14% and 35.2% respectively compared to 2018. Their satisfaction with vacation system decreased by 21.9%. However, employees' satisfaction with the comfort of the working environment and colleague relations remained high and showed a continuous improvement. Overall, despite the large impact of the pandemic on employees' income in the short term, their satisfaction with the development of the scenic area and overall work remained high.

4.5 Significant differences in reception levels between regions

The number of beds and restaurant seats in all four regions fluctuated to different degrees in 2020 due to the pandemic. The differences in development among the four regions further increased. The number of beds in Jadengyu increased by 7.92 percentage points compared with 2019, and the number of dining seats accounted for 50.44%; the number of beds in Hemu decreased by 7.33 percentage points compared with 2019, and the number of dining seats accounted for 24.74%; the number of beds in Kanas decreased by 1.24 percentage points compared with 2019, and the number of dining seats accounted for 14.74%; the number of beds in Baihaba increased by 0.86 percentage points compared with 2019 percentage points and the number of dining seats accounted for 10.06%. Jadengyu, due to its geographical location and as a window for tourists' reception, takes up most of the tourists' accommodation and dining places. Its number of beds and dining seats has been occupying the largest proportion, and the proportion is expanding, followed by Haomu, followed by Kanas, and Baihaba has the smallest proportion of beds and tables.

To sum up, affected by the pandemic throughout the country and in Xinjiang, the overall situation of tourism in Kanas is quite different from previous years, both in

terms of the number of tourists and tourism income, as well as the monthly income and satisfaction of owners and employees. However, with the gradual stabilization of the epidemic, and the support and guidance of government policies, the development of tourism in Kanas will gradually recover. In the future, the Kanas Scenic Area Management Committee, under the requirements of pandemic prevention and control safety, should maintain the continuous growth of tourism economic development in the Greater Kanas Scenic Area on the one hand, and also focus on the balance of development of each region and the balance of interests of various stakeholders.

5 Tourism Products and Services

5.1 Diversification of tourism products, winter tourism continues to be popular

The Kanas tourism product system is complete and diversified, and the development of new resources and attractions is steadily advancing, but the number of public projects and activities has declined due to the pandemic, which to a certain extent affects tourists' outbound experience. In the next stage, the development of winter tourism products and tour routes should still be focused on extending the time range of Kanas tourism attractiveness, so that the seasonal interference with tourism development can be reduced. The economic benefits of tourism resources can be effectively realized, and the tourism income throughout the year can be balanced. The services provided to tourists in Kanas scenic area are relatively rich and comprehensive in coverage, mainly catering, accommodation, special local products, handicrafts, clothing and leather, entertainment, tourism transportation, postal services and other tourism-related services. Similarly, although the types of tourism services have not changed significantly due to the pandemic, some of them, such as bookstores, restaurants and B&Bs, are in a closed or transferred state, resulting in an overall decrease in the number of tourism service providers.

5.2 Progress in the construction of intelligent scenic spots as a result of upgrade during the pandemic

Under the influence of the pandemic, the public has put forward new requirements for the safety of tourism activities, and the related service providers are also facing new challenges. Based on this, Kanas Scenic Area has carried out a unified and orderly upgrade and renovation of all core tourist spots, working to improve infrastructure construction, enhance service and awareness, and strengthen local images, working together on hardware renovation and improvement and software management services. The scenic spot has deeply implemented the consumption concept of "no reservation, no tourism", and has taken the lead in implementing online real-name reservation system in the scenic area, realizing "limited time, orderly, and diversion" and greatly optimizing the experience of tourists. Visitors can enter the park conveniently by swiping their ID cards and face recognition. At the same time, the park is divided into time slots. When purchasing tickets, visitors need to choose in advance the admission period for the morning session (8:30-15:00) or the afternoon session (15:00-20:00), and the remaining number of tickets for each session will be displayed on the ticketing terminal, so visitors can make reasonable planning to arrange the admission time according to the remaining tickets for each session.

5.3 Multi-channel publicity and promotion, highlight new media marketing

In recent years, Kanas Scenic Area has been marketing and promoting its tourism image through different ways such as festival promotion, tourism trade fairs, media promotion and film communication, etc. It is worth mentioning that Kanas Scenic Area is one of the first scenic spots in the whole territory to start promoting new media marketing. The new media marketing windows such as the official Tiktok short video account, WeChat public platform and Today's Headline news platform are effective and

have brought considerable attention and discussion to the scenic spot. For the winter tourism promotion, the scenic spot takes advantage of the summer tourism season to broadcast the scenic spot's winter snow promotion film through the monitors in various places with large flow of people, inter-district buses and ticket stations. At the same time, the scenic area actively dock with the cultural and creative company, trying to create a representative tourism IP, so as to enhance the tourism image taste, multi-faceted enhance the depth and breadth of marketing.

6 Tourism Planning and Control

6.1 Tourism planning refined and enhanced

The current plan guiding the development of Kanas Scenic Area is the "Greater Kanas Area General Plan (2005-2020)" prepared by the Research Center of Tourism Development and Planning at Sun Yat-sen University in 2006, and the "Greater Kanas Tourism Area Revised Enhancement Plan" conducted by the research centre in 2012. Since the preparation of the general plan, the Kanas Scenic Area has successively completed the "Hemu Cultural Landscape Protection Plan", "Great Kanas Tourism Area Traffic Plan", "Naren Grassland Conceptual Master Plan", "Intelligent Kanas Plan", "Jadengyu Tourism Area Integration and Enhancement Plan", "Kanas Qianhu-Heihu Scenic Area Tourism Plan (2015-2030)", "Kanas Scenic Area Brand Construction Planning" and other special plans, formulating "Kanas Scenic Area Tourism Service Quality Management Manual", "B&B Rating Standards", "Implementation Plan for Herdsmen's Participation in Tourism Operation in Scenic Area", "Tiereketi-Jiadengyu Highway Construction Project Plan", "Kanas Scenic Area Winter Tourism Work Plan 2019-2020", "Kanas Scenic Area on Implementing Tourism Industry Development and Pioneering the Implementation Plan of High-speed Development of Territorial Intelligent Tourism" (2018) and "Implementation Plan for the Year of 2020 Tourism Service Quality Improvement Work in Kanas Scenic Area", and other specific strategic measures to actively respond to the "Development Plan of Modern Horse Industry in

Altai Region (2020-2030)" issued by the Altai Local Committee. In general, on the basis of the successive completion of various levels of planning for important nodes and newly developed areas. The tourism planning and strategy of Kanas Scenic Area has been increasingly refined and deepened from a special perspective. The focus of work in recent years has shifted to making full efforts to build winter tourism and expand all-area tourism, making continuous efforts to improve tourism infrastructure, develop new types of tourism, accelerate the transformation and upgrading of the tourism industry, and realize the quality and efficiency of tourism.

The development of Kanas Scenic Area upholds the planning concept of public participation and community involvement in the Plan of Greater Kanas Tourism Area (2005-2020) and the Revised Enhancement Plan of Greater Kanas Tourism Area. The survey found that local residents have benefited from tourism development in various ways, such as through housing rentals, merchandise sales, development of business organizations such as the local horse team cooperative, the black bee breeding cooperative and the White Head Cattle Farmers and Herdsmen Breeding Cooperative in Hemu Village, and employment in the scenic area. The scenic area has made construction and investment in livelihood projects in various aspects such as infrastructure, employment, education, housing and social security. The questionnaire survey of residents in this monitoring shows that over 80% of residents recognize the contribution of tourism to local development. Over 90% of residents are willing to engage in tourism-related work, and 70% of residents agree that the scenic area will listen to residents' opinions when making decisions, indicating that Kanas tourism development meets the development needs of most residents, and the main rights of residents are respected in the decision of scenic area development.

In terms of planning and its implementation, according to the assessment targets proposed in the "Great Kanas Tourism Area Revised Enhancement Plan", the scenic area will enter the mid-term planning period in 2020. Next year 2021 enters the forward phase of planning, in terms of tourist reception and comprehensive tourism revenue.

The tourist volume and tourism revenue of the scenic spot in 2019 has achieved the medium-term target in the planning (2020 is a special year. Affected by the domestic epidemic and the recurring epidemic in Xinjiang, the tourism industry of the scenic spot has suffered a blow and price concessions were adopted to stimulate the market to revive, with the epidemic prevention and control entering normalization, the domestic tourism (With the normalization of epidemic prevention and control, the domestic tourism market as a whole will gradually return to stability, and tourism in Kanas will resume growth in the future.) Kanas has made many efforts and breakthroughs in recent years in deepening structural reform on the supply side, improving related facilities and service support, improving the tourism product system in terms of spatial and temporal structure, tourism marketing, extending the industrial chain and tapping economic benefits, and strengthening regional linkages, which are in line with the work priorities of this phase as proposed in the plan, and has accomplished the planning objectives well.

6.2 Orderly advancement of planning

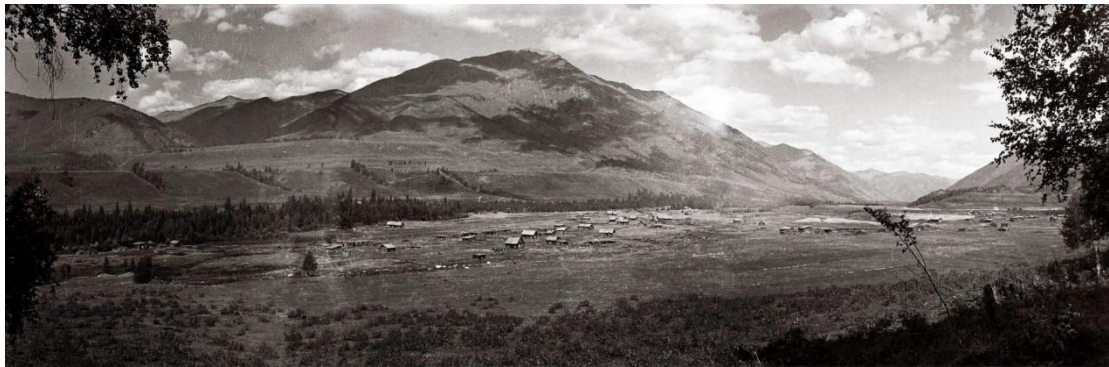
The management committee escorted the benign development of Kanas tourism through measures such as land management, building style control, market standardization and management, and construction support, among which the scenic area kept up with the regulation on intelligent tourism. The aspects such as visitor diversion warning and tourist experience are important scenes of the effectiveness of intelligent tourism. In terms of asset management, this year is still an important stage in promoting the supply-side structural reform of the scenic area and the transformation and upgrading of the tourism industry. A number of large-scale projects have enhanced the quality and efficiency of Kanas tourism development. Non-investment construction category major projects also play a strong role in promoting the economic development of the scenic area. In terms of funding, the management of ticket revenue funds was further strengthened to ensure a virtuous cycle of funds in the scenic area.

In 2020, the scenic area will further improve its internal and external transportation conditions. The opening of the Altai-Xi'an-Beijing airline, Kashi-Kanas airline and Aksu-Shihezi-Kanas airline will strengthen the integration of Kanas with Altai, the northern Xinjiang region and even the whole Xinjiang tourism. The construction of Tierketi-Jiadengyu railroad will optimize the road network structure of the Altay region, strengthen the interconnection of roads in the region. The Altay-Hemu highway will make the scenic spots along the way into a chain and become a real "big scenic area". The improvement of the external air + road transportation network will help enhance the development of regional linkage and promote the long-term planning of Kanas scenic area as soon as possible. The application of big data in the scenic area, the implementation of the early warning mechanism for tourist flow, the operation of the bus system, and the online real-name system for time-sharing reservations have to a certain extent eased the traffic pressure inside the scenic area. The scenic area has also ensured the safety of winter tourist traffic through measures such as road clearance and reservation of travel by self-driving cars. The internal traffic management of crowded areas and winter tourism traffic products and traffic safety protection during the peak season are still key considerations for the future.

6.3 Deviations in planning control

Since the Tourism Development and Planning Research Center at Sun Yat-sen University prepared the "Greater Kanas Area General Plan (2005-2020)" in 2006, Kanas has been one of the places where the plan has been well implemented. However, this monitoring study found that the situation in Kanas has changed in the past two years. The traditional local ethnic culture and the original spatial pattern of the village have changed under the impact of modernization, and the construction of large-scale service facilities and tourism projects have caused certain damage to the protection of resources and the landscape landscape. For example, the building density of the village has been increasing since the 1970s, and the expansion has destroyed the original staggered spatial pattern of the village. The new Jiadengyu parking lot is too large and

too conspicuous, which has a certain negative impact on the overall landscape appearance. This shows that in the actual implementation on the ground, the first signs of deviation from the plan began to appear. The above-mentioned commercial behavior from a short-term perspective, can enhance the reception capacity of the scenic area, bringing scale growth, from a long-term perspective, will weaken the attractiveness of the scenic area to tourists, threatening the sustainable development of the scenic area. Scenic areas need to be alert, prepare to deal with the relationship between development and protection, clear boundary of protection, control the scale and speed of development, tourism development projects, especially large-scale tourism development projects for strict demonstration.



Pic 6-1 the 1970s Hemu Village (Source: Local Government)



**Pic 6-2 Hemu Village with a significant increase in building density in 2020
(Source: Monitoring Team 2020 photo)**

7 Tourism Health and Safety

According to <Indicators of Sustainable Development for Tourism Destinations: A Guidebook>, health and safety issues in tourism are mainly considered from four main dimensions of management, tourists, tourism enterprises and local communities, such as food hygiene and safety in specific scenic spots, quality of environmental protection, community health and hygiene, tourist travel safety and social public safety. Tourism destination marketing depends on a good tourist experience, and health and safety are the basis of a good tourist experience and the most basic and important requirements of tourism services.

7.1 Food hygiene and safety

In terms of food hygiene and safety, the survey was conducted mainly from the dimensions of tourists' perception, safety production and risk prevention. The first is tourists' perception. Although tourists are more concerned about the natural scenery than food when they come to Kanas, as one of the six elements of "food, accommodation, travel, entertainment and purchase", special food is also an important factor for them to consider. Thus, food safety should not be neglected. According to the survey data in the past five years, food and beverage information ranks among the top five information tourists want to obtain most in Kanas, second only to information of accommodation, transportation, weather and scenic spot introduction. From the interviews, we know that tourists' opinions on food safety during the trip are focused on the differences in local food and the reasonableness of prices. Secondly, in terms of safety production and prevention, Kanas actively carries out special actions such as environmental hygiene improvement, implementation of energy saving and emission reduction tasks, and continuously promotes the application of clean energy technology. On the one hand, Kanas scenic spot has relatively strict requirements from food purchase, processing to production, and maintains regular inspection and education for local operators, so food hygiene and safety work is very adequate. On the other hand,

Kanas needs to further explore the connection between food and local culture to make it an important attraction of the tourist destination.

7.2 Quality of environmental protection

The monitoring of environmental quality is mainly carried out from natural environment quality and environmental maintenance and management as evaluated by residents and tourists. From the perceptions of residents and tourists, natural scenery is the main factor that attracts tourists, and tourists are highly satisfied with the natural environment of Kanas. However, local residents live here for a long time and are more sensitive to environmental changes in the scenic area, and often have to bear the various impacts brought about by environmental changes. Therefore, residents have relatively negative evaluations of air quality, noise pollution, water conditions, solid waste and other indicators. They believe that tourism development consumes the resources needed by local residents. In order to maintain and manage the environment, the scenic spots have built more supporting facilities and strengthened the maintenance and management of the environment, such as the construction of sanitation facilities such as garbage disposal, sewage, waste disposal, garbage bins, garbage transfer stations, public toilets and greening in the scenic spots. At the same time, environmental education in scenic spots is steadily promoted, including strengthening the concept of green ecology to local residents and operators to enhance the protection of the environment, however, the effect is not obvious, according to the evaluation of residents in previous years, the overall situation of air, noise and water pollution and garbage pollution began to decline in the last two years.

7.3 Community Health and Wellness

Accessibility to health care and disease prevention are the two main issues in measuring community health and wellness. The former is reflected in health care institutions, facilities and equipment, health care personnel, level of professionalism

and training medical coverage, and the level of collaboration between tourism and the health sector; the latter is reflected in the reporting of communicable diseases, reporting of major outbreaks of previous diseases, access to health education, personal hygiene development and training, the presence or absence of collaboration with public health or extension departments to enhance health information promotion, safe drinking water, electricity, and accessibility of sanitary environment. The Kanas Management Committee attaches importance to the improvement of medical care, not only by setting up a medical office in Kanas scenic area with professional doctors and emergency vehicles, but also by having medical and health institutions and medical personnel in each village. In addition, free health checks for all people are being carried out smoothly. The level of rural medical treatment is constantly improving. However, due to the seasonality of tourism brings certain costs, the improvement of local medical equipment and service capacity will be hampered accordingly, especially in the relatively dense tourist areas, and the prevention capacity for major diseases and accidents is in urgent need of improvement. The relatively limited medical conditions bear a greater pressure to meet the daily health needs of locals as well as to protect the health of tourists. The differentiated support of medical services for local residents and tourists can be considered in future development to ensure the health and safety of the community.

7.4 Tourist Travel Safety

Tourists' perception of safety comes from their anticipation of risks, domestic wars, terrorism, and conflicts in Kanas, their reaction and tolerance to natural disasters, and their perception and judgment of the scenic area's response management, emergency response plans, and their ease of use. Many tourists are eager to visit Kanas, this "Pure Land on Earth", but due to the recurring pandemic in Xinjiang, tourists are hesitant to make decisions. On the other hand, the effect of public reputation enhanced by tourists also plays a big role, as Kanas has been on the Weibo hot list with its beautiful autumn scenery, attracting many visitors. The survey data shows that tourists' travel purposes are mainly focused on sightseeing and leisure vacations with a high safety factor, while

the majority of tourists do not involve in more dangerous tourism activities such as scientific research and wilderness exploration. In recent years, tourists are satisfied with the overall security situation in Kanas. During the resumption of the epidemic (post-epidemic) opening this year, the management committee strictly implemented protection and inspection measures, and tourists are still highly satisfied with the security and other tourism safety in Kanas. This is attributed to both the strong monitoring of various aspects of the six elements of tourism in the scenic area, especially in terms of transportation, catering and accommodation, and also to the friendly scenic guidance, which promotes the interaction between the scenic area and tourists and leaves a good travel experience for tourists under the premise of ensuring their safety. It is worth noting that with the development of tourism, the relationship between residents and tourists began to deteriorate to some extent. From the interviews, it is known that the increasing number of tourists intensifies the consumption of local resources and to some extent squeezes the living space of the residents, thus reducing their quality of life. As a good relationship between residents and tourists has a better promotion role in enhancing the perception of safety of scenic spots for tourists and residents, scenic spots should pay attention to the attitude of residents towards tourists, understand and solve problems in time to avoid intensification of conflicts between the two sides.

7.5 Public Security

Social security involves the three dimensions, accidents, natural disasters, and risk management or response, among which natural disasters are uncertain, unavoidable, unmitigated, and seriously harmful. Local residents in Kanas say natural disasters cause damage to infrastructure, landscape and so on. They are very detrimental to tourism development. Although the Kanas scenic area is prone to fire and snowstorm disasters, the scenic area has relatively complete disaster response measures, and timely formulates annual disaster management implementation plans, shifting from "response" to "protection"; For man-made accidents, we advocate prevention before it happens,

develop and improve various emergency measures, and conduct regular drills, and strengthen safety education and legal propaganda for community residents. In addition, in terms of border management, the scenic spot also seriously organizes the majority of herdsmen to actively participate in the "border control and border construction" activities to prevent people and livestock from crossing the border and other foreign-related incidents. At present, all visitors to Baihaba are required to apply for a border guard card, which is of great significance to the border management of the scenic spot. The Public Security Bureau also continues to collect fingerprints, which provides a solid foundation for preventing and combating crime and maintaining social security stability.

8 Tourism Resources and Environmental Protection

The Kanas scenic area has superior natural and human resources conditions, and the rapid development of tourism in recent years has increased the degree of tourism product development of regional resources. However, the Kanas scenic area has always adhered to the premise of giving priority to conservation, insisted on planning and institutional protection, and strengthened the conservation participation of all stakeholders, so as to achieve sustainable tourism development. Based on the relevant secondary data and field observations, this monitoring also conducted a questionnaire survey on the environmental impact of tourism, and found that the environmental perceptions of residents and tourists are generally rational and optimistic, but there are also negative voices that deserve attention.

8.1 Tourism Resources Protection

The tourism resources of Kanas are rich, with many landscapes such as biological landscape, water landscape, geomorphological landscape, celestial landscape, cultural and historical landscape, etc. The famous landscape spots mainly include Kanas Lake, White Lake, Yaze Lake, God Bay, Moon Bay, Twin Lakes, Camel Peak, Friendship

Peak, Tuvan villages, etc. The protection of tourism resources includes the protection and management of both natural and human resources. The basic monitoring indicators for the former involve geomorphological conditions, hydrological conditions, climatic conditions, biological conditions, protection and development, and promotion and protection. For the latter, it involves indicators of architectural landscape, ethnic culture, festivals and events, protection and development, etc. The development of tourism projects in Kanas always takes resource protection as a prerequisite for action. In recent years, the layout of tourism projects is in a stable and reasonable state, which effectively avoids excessive commercialization of tourism scenic spots and also helps to realize effective protection of natural and human resources.

This is demonstrated by the fact that the investment and development of tourism projects in the scenic area by the Kanas Management Committee are subject to strict evaluation by a third party, the Research Centre of Tourism Development and Planning at Sun Yat-sen University, to ensure that the projects are in line with the goal of sustainable development. The implementation status of government projects in recent years also shows that Kanas has continuously invested in the protection and enrichment of biological resources in the landscape, implemented a system of responsible persons for each link, and also clarified the basic responsibilities and obligations of different agencies and working groups in each link of project implementation. In addition to making targeted plans for the different ecological environments in the scenic area and implementing them, various regulations on forest and ecological management have been promulgated to provide rigid supervision and protection of the ecological environment. Various forms of education and publicity activities have been carried out to promote residents' conscious protection of flora and fauna resources. In terms of human resources, the scenic area pays attention to the protection of traditional culture, excavates the culture and heritage of traditional human landscape, develops it creatively and revitalizes it with tourism, so that human resources can be better carried forward; At the same time, the scenic area should pay attention to the coordination of visual landscape, gradually demolish all kinds of illegal buildings according to the law, make

the architectural landscape style and the surrounding environment integrated, and regulate various construction activities. According to the given index and investigation, the environmental quality of Kanas scenic area is good at present, and tourism has less impact on the atmosphere, soil and water quality; all kinds of flora and fauna resources are also well protected and the ecological environment is good; all kinds of illegal buildings are also gradually demolished. The architectural landscape style is in line with the surrounding environment, with excellent perspective effect, while illegal and improper operation is also further controlled and managed.

8.2 Tourism environmental protection

According to this monitoring questionnaire survey, from the residents' perception of environmental impact, most of them think that tourism has obviously improved the local sanitary conditions and promoted environmental education and flora and fauna protection, but the residents' agreement with this is on a decreasing trend, and the residents' negative perception of air pollution and water pollution has increased, indicating that the local sanitary and environmental protection work needs further improvement. On the other hand, residents' negative perceptions of noise pollution and garbage pollution decreased, indicating that Kanas has achieved some success in sound environment management and garbage disposal strategies. According to this visitor interview, the natural landscape is the core attraction of Kanas, but the human environment also has an important impact on visitors' experience. Most visitors expressed their praise and love for Kanas, but some revisiting visitors reflected that the commercialized atmosphere of Kanas is getting serious and the original and authentic experience is declining, and the issue of protecting and utilizing human resources in Kanas needs to be paid attention to.

9 Conclusion and Suggestions

9.1 Kanas tourism experiences challenges and opportunities in the context of the COVID-19

The COVID-19 severely restricted the flow of tourists. The two epidemic closures nationwide and in Xinjiang directly led to a precipitous drop in the number of tourists received in Kanas in 2020. Kanas scenic area has experienced two scenic closures from January 25 to March 13, 2020 and July 15 to September 2, 2020. According to the official statistics, in the first half of 2020, Kanas received only 328,000 tourists in total, decreased by 66.8% compared with the same period in 2019. According to incomplete statistics, there are 209 existing hotels in the scenic area in 2020, with a total of 9,835 beds, decreased by 28.25% compared with last year, and 45 restaurants with 8,790 dining seats, down 32.59% compared with last year.

The epidemic has brought unprecedented challenges to Kanas, but it has also brought new opportunities. First, the epidemic promoted the construction and operation of the Kanas Intelligent Scenic Area. During the epidemic, Kanas Scenic Area began to implement a time-sharing reservation system for real-name tickets, "non-contact" entry, online full-category ticketing for all visitors, and convenient entry for visitors by brushing their second-generation ID cards and face recognition in an intelligent way. Time-sharing reservation is conducive to reasonable deployment of scenic resources, standardization of entry order, upgrading of services and improvement of entry effectiveness. It cultivated the management mode and service system of reservation travel in Kanas and promoted the development of Kanas intelligent tourism. Second, the epidemic promoted the upgrading of the hospitality industry within the Kanas scenic area. The research found that a significant portion of the B&B inns in Kanas, Hemu and Baihaba villages chose to renovate and upgrade during the epidemic. The scenic area closure and the decline in the number of tourists became an important force in eliminating low-grade foreign-run inns and upgrading the hospitality services of Kanas food and lodging. The research found that some hospitality enterprises carried out facility upgrades and business innovations during the epidemic to improve their

hospitality service capacity as well as emergency management capacity. Once again, the epidemic led to the disruption of outbound travel groups. Kanas may become an alternative tourist destination. Economically developed regions such as Beijing, Shanghai, Guangdong and Zhejiang are important source markets for Kanas. It is also an important source market for outbound tourism in China. With the outbound restrictions caused by the epidemic, Kanas becomes an alternative tourist destination for the outbound groups from these regions. Finally, the epidemic has improved the tourist experience. During the epidemic, the number of tourists in the scenic area dropped, the scenic area strictly controlled the size of visits and crowd gathering, and the scenic area became less crowded. At the same time, travelers traveling after the epidemic were more inclined to purchase better quality, more hygienic and safer services, and had a better experience than before.

Faced with the new situation and new features that emerged in the post-epidemic era, Kanas should actively build a sustainable tourism organization system that adapts to dynamic environmental changes, continue to insist on reservation restriction and staggered peak flow, and consolidate the management mode of Kanas reservation tourism build the mechanism of scenic area response prevention and control and resilience of the industry under public health risks, insist on cutting peaks and filling valleys, change travel in holiday to vacation tourism, and strive to overcome the long-standing tourism seasonality problem in Kanas. Kanas should build high-quality demand around the high-end tourists who cannot travel out of China after the epidemic, and actively build a high-quality tourism product system that meets personalized and experiential needs. It should actively build a convenient and efficient tourism service system around new ways of traveling. A service system that adapts to the self-help travel of casual tourists should be built. Intelligent tourism should be developed to improve tourists' travel efficiency and travel experience. Integration and innovation are the core. Attention to tourism product design should be emphasized to promote the close linkage of local supply, consumption and life, and develop tourism product systems that are highly compatible with local resources and deeply integrated according to local

conditions. The planning should meet the new requirements of high-quality development, and actively build a tourism industry system of integrated development in Kanas.

9.2 Tourism community participation tends to be mixed, and sustainability conflicts are beginning to emerge

In recent years, the continued development of tourism in Kanas, with the scale and visibility of development increasing, has brought profound social, economic and cultural impacts to the residents of communities in Kanas. Residents' willingness to participate in tourism development has gradually increased, with 85% of residents believing that Kanas tourism has contributed significantly to local development, increased by 4% from 81% in 2019. 91% willing to work in tourism-related jobs, increased by 7% from 84% in 2019. Community residents have positive recognition areas for economic impact, environmental impact and cultural impact, with most residents stating that tourism has contributed to the development of the local economy, tourism has led to significant improvements in health conditions. In terms of social impact, tourism has improved infrastructure such as roads, water and electricity, and tourism development has contributed to local community policing.

At the same time, the linear development of tourism has led to a series of negative impacts on the community. The questionnaire and interview data directly show (1) community residents' negative perceptions of traffic congestion, resource consumption, noise and air pollution brought about by tourism development have shown a significant increase over previous years. (2) Residents began to disagree about the impact of tourism development on their own lives, and their negative perceptions of their lives being disrupted by tourism gradually increased. (3) Some residents began to reflect a sense of resource deprivation, believing that tourism development has caused residents to limit the use of scenic resources. (4) Tension begins to emerge in the relationship between residents and tourists, with only 37% of residents in 2020 not believing that

tourism development has made the relationship between residents and tourists tense compared to 48% in 2019.

With the successive entry of foreign small business operators and foreign capital, Kanas tourism community participation is now beginning to develop into a mixed mode. The data show a quantitative growth in the size of the tourism workforce and a change in demographics. This includes an increase in the diversity of educational attainment, occupational income and ethnic types. This indicates the professionalization of tourism in the local community. Under the influence of the externalities of tourism in Kanas, the talent structure of the community follows the development of the tourism industry and becomes increasingly optimized. The occupational division of labor is increasingly refined. The development of the tourism industry drives the generation of more local employment opportunities. The mixed nature of community participation shows that the main body of community participation has changed from local community to local residents and foreign business operators. However, the participation of local residents has changed from direct tourism employment to indirect participation through property leasing. A new participation structure is beginning to form between local residents and foreign operators, but under this structure, local residents are gradually becoming a marginal group for community participation in tourism due to their lack of business talent and development awareness under the role of the market.

The mixed nature of community participation in the rapid development of tourism has led to a predictable contradiction in the sustainability of Kanas communities. In order to avoid further deepening of the contradiction, it is necessary to strengthen the monitoring of Kanas community residents' participation methods, enhance the training and education of local communities, and cultivate locals' sense of ownership of tourism development. Meanwhile, the way and depth of local community participation can be improved with the help of tourism competent people, tourism community education support, village collective co-development, intergenerational education transmission, and housing lease control.

9.3 Tourists' satisfaction rebounded, but facilities and services are still shortcomings

During the epidemic, the fragmentation of Kanas' tourist sources slightly weakened, with visitors from the Xinjiang Autonomous Region, economically developed provinces and geographically closer provinces dominating the source of visitors. Visitors from within Xinjiang increasing significantly. Outside the region, Guangdong Province accounted for the largest number of tourists, reaching 20%. Most tourists came from Shanghai (8%), Zhejiang (6%) and Beijing (6%). It indicates that Kanas has an extremely strong tourism attraction and is able to radiate tourist source markets that are geographically distant and economically developed in the region, and can partially replace outbound tourism in the context of the epidemic restrictions. However, the expectations and requirements of long-distance travelers and high quality tourists for overall tourism in Kanas are relatively high. It is a tough test for the level of tourism services in Kanas. The survey found that compared with last year, the overall satisfaction of tourists on Kanas tourism has slightly rebounded, but the overall satisfaction of tourists with Kanas scenic spots is low and needs systematic innovation as a whole, in which the relationship between price level, service quality and hardware facilities needs to be carefully weighed.

Tourists generally express the unique and scarce natural scenery of Kanas as an important reason for tourism motivation and high satisfaction. However, on the other hand, satisfaction with the services and facilities in Kanas is low. Accommodation and food are still the key concerns of tourists in Kanas. At present, the accommodation and food for tourists are still mainly in B&B inns, and many tourists say that the accommodation and food conditions in B&B inns cannot fully meet the expectations, especially the needs of children and elderly people in family trips. Facilities and services are still the key concerns in the future development of tourism in Kanas, including attention to the changing needs of the visitor group, the improvement of the service level and sanitary conditions of B&B inns, the price control of B&B inns and

the relationship between the development of B&B inns and the sustainability of the local environment.

Meanwhile, self-guided tour has become an important way of travel for tourists in Kanas. Especially during the 2020 pandemic, 59.14% of the tourists in Kanas were self-guided. The trend of self-guided tour has put forward higher requirements for the reception facilities in Kanas. Firstly, the signage system of tourist roads entering the scenic area needs to be continuously improved, intelligent guide services added and traffic information platforms installed at key chokepoints. Secondly, the tour within the scenic area should do a good job of docking and guiding between the sightseeing bus zone and the scenic walking path, strengthen the tour guide in the scenic area, and effectively guide the inter-district bus rides and sightseeing spots for self-guided tourists. Finally, it should continue to promote the construction of Kanas intelligent tourism platform to enhance the efficiency of tourism services in the office. The ticket reservation system can be introduced into the immigration pass, accommodation reservation of the B&B inns and the service operation of the airport bus, so as to improve the satisfaction of tourists from more details.

9.4 Commercialized competition continues to increase, and planning implementation and control need to be regulated and strengthened

A comprehensive analysis of the results of the chapters on tourists, communities and planning reveals that the commercialization competition in Kanas continues to increase. In terms of tourists, the overall satisfaction of tourists with the Kanas scenic area is not very optimistic, among which the satisfaction with the service items of the scenic area is low, with a rating of less than 3.5. Despite the implementation of the free ticket concession policy in Kanas this year, the tourism-related prices are still criticized by tourists, who generally think that the price of tourism in Kanas is high and is not cost effective. In terms of community, 74% of local residents use their houses for rent,

increased by 36% compared to 2019, but self-employed local residents decreased by 16% compared to 2019. 78% of residents believe that tourism development has increased the demolition of old houses for new housing. In terms of planning, it is also evident that the local traditional ethnic culture and the original spatial pattern of villages have changed under the impact of modernization. The construction of large-scale service facilities has caused some damage to resource protection and landscape appearance, and the implementation and control of scenic planning in the context of commercialization have deviated to a certain extent.

Over-commercialization will have a serious impact on tourism industry, community, national culture, ecological environment and other aspects. It is an important factor to destroy the sustainable development of tourism. Therefore, it is urgent to form a consensus among the main sectors of the tourism area to implement effective governance. First of all, planning should always be consistent, whether horizontal land, thematic, control planning or vertical planning revision. Commercialization should be controlled and governed as an important goal. Natural scenery and ethnic settlements are the core attraction of Kanas tourism area, and are fundamental to the sustainability of Kanas tourism. The techniques and methods of controlling commercialization in Kanas should be explored jointly from four dimensions: industry-community-ecology-landscape. Secondly, governance should be unified up and down, with the government and the community participating together. The development concept of excessive commercialization resistance is formed in the tourism area through tourism revenue distribution, lease rewards and punishments, plan allocation, and tourism sustainability education. Finally, a dynamic monitoring and early warning system for commercialization should be established to encourage the development of green and innovative ecotourism enterprises. With the help of network database, a Kanas commercialization dynamic monitoring system should be established to comprehensively analyze the Kanas commercialization index from the dimensions of enterprise scale, price, energy, and sewage. Secondly, it should encourage the development of green and innovative ecotourism enterprises, takes the

commercialization index as a reference for the entry of new enterprises, encourage the entry of low energy consumption, innovative and environment-friendly social enterprises, guide and promote the sustainable development of Kanas tourism.

Acknowledgements

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Acknowledgement by:

Kanas Scenic Area Management Committee, Kanas Scenic Area Party and Government Office, Kanas Scenic Area Development and Reform Commission, Kanas Scenic Area Finance Bureau, Kanas Scenic Area Forestry Bureau, Kanas Scenic Area Public Affairs Bureau, Kanas Scenic Area Public Security Bureau, Kanas Scenic Area General Governance Office, Kanas Scenic Area Comprehensive Law Enforcement Bureau, Kanas Scenic Area Agriculture, Animal Husbandry and Water Resources Bureau, Kanas Scenic Area Environmental Protection, Construction and Transportation Bureau, Kanas Scenic Area Tourism Bureau, Kanas Scenic Area Administration of Institutional Affairs, Kanas Scenic Area Land and Resources Bureau, Kanas Scenic Area Visitor Service Center, People's Government of Hemu Village, Tielieketi Village Government, Kanas Village Committee, Baihaba Village Committee

Great appreciation to all those who support the monitoring work!