
Monitoring Report on the Sustainable Tourism Development of Zhangjiajie

(2020)

Zhangjiajie Municipal Government

Monitoring Centre for UNWTO Sustainable Tourism Observatories

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Foreword

From August 10 to August 17, 2020, the monitoring were led by Professor Zhang Chaozhi from the School of Tourism and Management, Sun Yat-sen University, with one PhD student and four master students. This year's monitoring was conducted after the occurrence of the COVID-19 and during the recovery of the domestic tourism market. In addition to the regular monitoring, the monitoring team focused on understanding the work of cultural and tourism industry authorities and tourism enterprises in the prevention and control of the epidemic and industrial development, with a focus on the supply of tourism products in Zhangjiajie City and the recovery of the source market inside and outside the province. According to the monitoring objectives, this monitoring was mainly divided into three groups to analyze the impact of tourism development on tourists, community residents, scenic spots, social culture and economic environment in Zhangjiajie from five aspects: tourism and community, tourists' behavior and satisfaction, economic influence of tourism, tourism marketing, tourism and environmental protection.

The monitoring was mainly conducted on residents and tourists with questionnaires, and appropriate interviews and observations were conducted as a supplement to the questionnaire analysis. The resident monitoring group focused on the residents' communities in Wulingyuan District, including Wujiayu and Baofeng Road communities outside the scenic area, and Yujiazui Community and Huanglong Road

under the jurisdiction of Suoxiyu Street Office. 323 questionnaires were distributed. 320 questionnaires were collected, and 293 valid questionnaires were returned, with an efficiency rate of about 91.56%. The tourists monitoring group focused on the core scenic area of Wulingyuan. A total of 537 Chinese questionnaires were distributed, 533 questionnaires were collected, 505 valid questionnaires, with an efficiency rate of about 94.75%.

1 Tourism and Community Engagement

1.1 The overall attitude of residents towards tourism development

The overall attitude of residents towards tourism development in Zhangjiajie is positive. Among them, the mean value of "tourism development is beneficial to our local development" and "I can benefit from tourism" is about 4.41, which means that residents recognize the contribution of tourism to local development and the additional benefits it brings to themselves and their families. The average attitude value of "your satisfaction with the development of tourism in Zhangjiajie" is 3.42, which tends to be neutral; the average attitude value of "do you support the continued development of tourism in Zhangjiajie" is 4.36, which indicates that residents are very willing to support the continued development of tourism in Zhangjiajie. After experiencing the impact of the COVID-19 on the industry, residents have a relatively comprehensive knowledge of tourism development in Zhangjiajie and agree more on the importance of tourism development; "I am very happy with my life" and "I am very satisfied with my life". The average attitude value of these two items is 4.01 and 4.01, reflecting that the residents are more satisfied with their existing life and have a higher sense of gain and happiness for tourism development. When compared with data from previous years, community residents' favorability to tourism, satisfaction with tourism development, and benefits to tourism have increased slightly compared to last year, while community support for continued tourism development has increased significantly, reaching the highest level in recent years. This also indicates that local residents have felt the benefits

of tourism development through the impact of the epidemic and have increased their confidence in supporting tourism development.

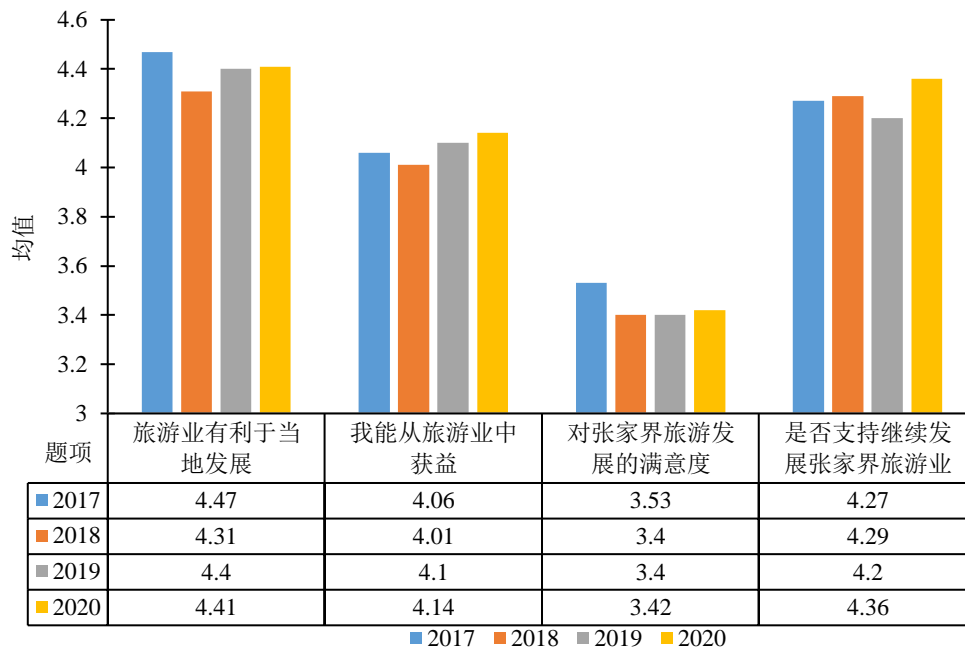


Table 1-1 Overall Rating of Community Residents on Tourism Development in Zhangjiajie from 2017-2019

1.2 Residents' evaluation of the impact of tourism

In terms of residents' evaluation of the economic impact of tourism, the mean value of bringing more employment opportunities and attracting more investment and consumption are higher than 4.3. The mean value of improving our living water is 4.12. The vast majority of residents have an agreeable attitude towards the positive influence of tourism. The mean values of agreement for price increase as well as house price increase are higher than 3.9, indicating that the residents of the community are aware of the negative economic impact from tourism development. Residents' perceptions of the positive and negative influence of tourism economy showed convergence and internal consistency before 2018, but showed the opposite trend after 2018. As the level of tourism development improved and residents' participation in tourism deepened, residents focused more on the positive impacts and gradually alleviated and accepted the negative impacts brought by tourism.

In terms of residents' perceptions of social culture, the average values for the three negative impact indicators, "tourism causes an increase in crime," "tourists disrupt our lives," and "folklore and traditional culture are destroyed and forgotten," were 8.19%, 10.92%, and 22.19%, respectively. The six positive indicators "public services such as medical facilities have been greatly improved" "tourism development has led to the demolition of old houses and an increase in the number of new houses" "tourism development is conducive to the preservation and development of cultural traditions" "Tourism development has improved local infrastructure", "Cultural activities or traditional festivals have increased" and "More people are involved in the promotion of traditional culture " of the approval were 80.89%, 73.38%, 74.06%, 83.61%, 64.17%, 72.36% respectively. Most of them showed an agreement, in which the improvement of local infrastructure and the protection of cultural traditions by tourism development gained more approval. Compared to previous years, the gap between residents' perceptions of positive and negative impacts of tourism socio-cultural impacts reached the largest level this year.

In terms of residents' perceptions of environmental impacts, the mean values of the four indicators, "tourism development makes traffic congestion," "tourism development makes noise pollution worse," "tourism development makes environmental pollution worse" are 3.22, 3.19, 3.10 and 2.95 respectively. The residents' perception of the environmental influence of tourism is low. With regard to the environmental impact of tourism development, traffic conditions have been improved. Noise pollution has been reduced, and the protection of the natural environment has been increased, so local residents have a more optimistic and positive attitude towards the perception of environmental impact. Since 2017, the perception of environmental impact is in a continuous downward trend.

1.3 Community Participation

In the perception of community participation in tourism, the mean value of the attitude "I can benefit from tourism" is 4.41, and the mean values of "I think it is important to protect the natural environment" and "I support the continued development

of tourism in Zhangjiajie" are 4.35 and 4.36 respectively. The mean values of "I am satisfied with the government's implementation" and "I am willing to take the initiative to make suggestions for the development of the scenic area" are 3.68 and 3.87 respectively. The mean values of "I will listen to our opinions when making decisions in scenic spots" and "I get information about the policies and guidelines implemented by the government" are 3.32 and 3.40 respectively, which are slightly higher than last year. The image of scenic spots and the government has been improved to some extent. Generally speaking, residents are very enthusiastic about participating in tourism development due to their sense of social responsibility and self-interest, and they have a positive attitude towards tourism development in Zhangjiajie.

In terms of tourism employment for community residents, tourism plays an obvious role in employment absorption. The mean values of "tourism attracts more investment" and "tourism attracts more foreign consumption" are both above 4.3, and the vast majority of community residents recognize the employment impact brought by tourism, showing an obvious positive attitude. However, under the impact of the epidemic this year, Zhangjiajie's tourism industry has had a significant impact on the livelihoods of community residents. Before the epidemic, 31.06% of residents' family livelihoods relied entirely on tourism-related jobs or businesses. 27.65% of respondents relied mainly on tourism-related jobs or businesses. 18.09% of respondents' family livelihoods relied less on tourism-related jobs or businesses, and 23.21% of respondents basically did not rely on tourism-related jobs and mostly engaged in agricultural production or migrant labor.

1.4 Impact of the COVID-19 on Sustainable Livelihoods of Residents in Tourism Communities

In the impact of the epidemic on household income, 18.77% of the respondents said that the household basically had no more source of income. 62.80% said that the household income was significantly reduced. 13.99% said that the household income was slightly reduced compared to before, and 3.41% said that the household income was in the same state compared to before.

About the impact of the epidemic on the confidence of future tourism development, only 2.73% of the respondents held a strong confidence that it could recover to the same level of previous years within three months; 9.56% of the respondents believed that it would recover to the same level of previous years soon within a year. 34.81% of the respondents believed that a gradual recovery time of one year was relatively reasonable. 35.84% of the respondents believed that it might take two years to slowly recover to the same level of previous years. The same period of previous years, 12.29% of respondents think that the next 3-5 years to recover to the same level of previous years, and 4.78% of respondents think that the impact of the epidemic is relatively serious, tourism prospects are not optimistic, it is difficult to recover to the level of previous years.

In terms of the impact of the epidemic on residents' livelihood strategies, residents still do not consider agriculture as the main source of household income. The percentage of agreement on the choice of strategies such as working outside the home and running a side business exceeds 60%. As a result of the epidemic, community residents have a clearer and more comprehensive understanding of the sensitivity vulnerability and other characteristics of tourism. In scenic spots, engaging in tourism can be a source of household income, but in order to better withstand risks and protect family livelihoods, many community residents tend to generate income through multiple channels and ways to increase their income.

Among the effects of the epidemic on residents' confidence, they hold greater confidence in the development of tourism in Zhangjiajie after the epidemic. Among them, community residents have the strongest confidence toward the government decision-making, the role of local government, and Zhangjiajie's attractiveness. In terms of trust in the ability of local tourism-related industries to cope with the impact of the epidemic, community residents have relatively high confidence in local tourist attractions and tourism performing arts, and hold relatively conservative attitudes toward the ability of local tourism services to cope with the impact of the epidemic, especially the accommodation and entertainment industries.

In terms of the impact of the epidemic on residents' self-efficacy, most respondents

have confidence in themselves and their families, believing that they can positively cope with the challenge and get through it successfully. But when it comes specifically to their families' abilities, resources and solutions, respondents' attitudes are relatively negative, believing that they and their families do not have sufficient abilities and resources to cope with the crisis. In the special context of the impact of the epidemic, there is a need to understand residents' demands in a timely manner and take the initiative to formulate effective support policies.

Among the effects of the epidemic on residents' attitudes toward ecological environment and heritage conservation, residents have the awareness of the importance of the natural environment and natural heritage. The vast majority of residents have a supportive attitude toward environmental and heritage conservation, and also recognize the ecological benefits brought about by natural heritage conservation and the positive impact brought about by a good natural ecological environment. There is a general increase in awareness of heritage conservation among district residents.

1.5 Community residents' suggestions for tourism development

From the perspective of multiple stakeholders, community residents have made suggestions to Zhangjiajie in terms of marketing and promotion, environmental heritage protection, ecological environmental protection, medical care enhancement, epidemic prevention and control, livelihood assistance and service quality improvement from the experience of community life and participation in tourism development and operation. In the short term, it needs to help small and medium-sized enterprises so that they have the ability to survive and community residents have the will to continue to participate; in the medium term, it needs to stimulate the market to revitalize the economy and strengthen the promotion and marketing based on the work of epidemic prevention and control; in the long term, it needs to strengthen the guidance and innovation to protect the ecological environment and natural heritage, and also to revitalize the forms of activities and product systems. At the same time, it should regulate the market environment, maintain economic order, governance of vicious

competition, alleviate group conflicts, concern for people's livelihood development and community issues, in order to truly achieve sustainable tourism development.

2 Tourists' behavior and satisfaction

2.1 Analysis of demographic features of tourist samples

Descriptive statistics on the basic information of the tourists interviewed showed that the proportion of domestic tourists during the epidemic was 53.9% male, slightly higher than female; in terms of the age distribution of tourists, the highest proportion of tourists aged 26-45 years old, accounting for 43.0% respectively, followed by the group aged 15-25 years old, accounting for 34.3% of the overall sample; In terms of education and income level, the group with bachelor's degree has the most visitors, accounting for 42.6% of the overall sample, and the income of visitors is mainly distributed below RMB 1,000, RMB 5,001-10,000 and RMB 3,001-5,000, accounting for 26.7%, 24.23% and 23.43% of the overall sample, respectively; in terms of occupation, the student group has the highest proportion, with 160 people, accounting for 31.73% of the overall sample. From the viewpoint of marital status, the largest number of unmarried tourists, with 245 people, accounting for 48.53%, followed by the group of married tourists with minor children, with 190 people, accounting for 37.6%.

In terms of tourist source, tourists in Zhangjiajie in 2020 mainly come from Hunan, Guangdong, Jiangxi and Sichuan. Compared with the results monitored in 2019, the main popular sources of tourists in Zhangjiajie have not changed much, still dominated by Hunan province and its neighboring provinces.

2.2 Tourists' behavior preference

The number of first-time visitors to Zhangjiajie in 2020 accounted for 73.50% of the overall, and the proportion of non-first-time visitors to Zhangjiajie was 26.50%. The rate of revisiting has increased compared with previous years. In terms of tourist information channels, introduction by friends and relatives (51.70%), social media such as WeChat and Weibo (38.60%) and various websites (36.60%) are the main information channels accounting for a higher proportion, in addition to travel agency

brochures (18.40%) and TV and radio (12.70%) being the secondary information channels. Compared with the information channels obtained by tourists in 2019, the proportion of information obtained through introduction from friends and relatives has increased significantly.

The form of tourist travel is mainly independent travel, with a proportion of 62.60%, and the proportion of group tour is only 25.50%. In the survey of 2019, the proportion of tourists traveling freely is 27.75%, and the proportion of traveling with a group is as high as 71.05%. Compared with last year's data, the proportion of tourists traveling freely this year has increased significantly. Zhangjiajie tourists travel companionship is still mainly family or relatives travel together, accounting for 55.2%, of which classmates or friends travel accounted for 26.5%, couples travel accounted for 5%, alone accounted for 4.8%, travel with colleagues accounted for 6.7%, the other 1.8%.

The first choice of transportation for tourists arriving in Zhangjiajie is self-driving, accounting for 35.4%, followed by high-speed railway, accounting for 19.6%. 16.8% of those choose to travel by air. 13.1% choose ordinary trains and coaches, and 2% choose others. 78.4% of tourists stay mainly for 3-5 days, 5.8% for 6-7 days, and only 2% of tourists stay for more than 7 days. Compared with the 2019 data, the proportion of 3-day trips increased from 28.98% to 37.2%, with little change in 4-5 day trips and more than 7 days increased from 0.67% to 2%.

The proportion of tourists in each consumption tier is relatively close, with (expected) consumption of more than 2,500 yuan accounting for a larger proportion of 37.2% and the smallest proportion of less than 1,000 yuan at 9.7%; compared with 2019, the proportion of tourists with (expected) consumption of more than 2,500 yuan has decreased. The proportion of other consumption amounts has increased to some extent. Among the attractions tourists plan to visit, Tianmen Mountain and Wulingyuan Scenic Area remain popular choices, followed by attractions popular with tourists in order, including Zhangjiajie Grand Canyon, Charming Xiangxi, Huanglong Cave, and the former residence of He Long.

2.3 Destination image perception

In the survey of image perception of Zhangjiajie tourism destination, the approval rate of "Zhangjiajie is a well-known tourist destination brand" and "some iconic scenic features of Zhangjiajie can be quickly thought of when mentioning Zhangjiajie" reached 89.9% and 81.8% respectively. The majority of the tourists think that it is appropriate to develop various scenic spots based on the Zhangjiajie platform, but at the same time, most of them think that there is not much difference among the scenic spots in Zhangjiajie.

2.4 Scenic spot image perception of Zhangjiajie

93.1% of the tourists think that Zhangjiajie has beautiful scenery, but only 70.1% of the tourists think that Zhangjiajie has interesting human attractions. There is a significant difference between the two. The approval rate of tourists for several aspects such as "food", "diversified entertainment activities" and "Zhangjiajie slogan" is below 60%, and the approval rate is low, so the scenic spots need to be improved in these aspects.

2.5 Tourist satisfaction level

The monitoring results in 2020 show that 84.4% of tourists are satisfied with Zhangjiajie tourism in general, and the overall satisfaction is increasing compared with the overall satisfaction of domestic tourists in the previous two years.

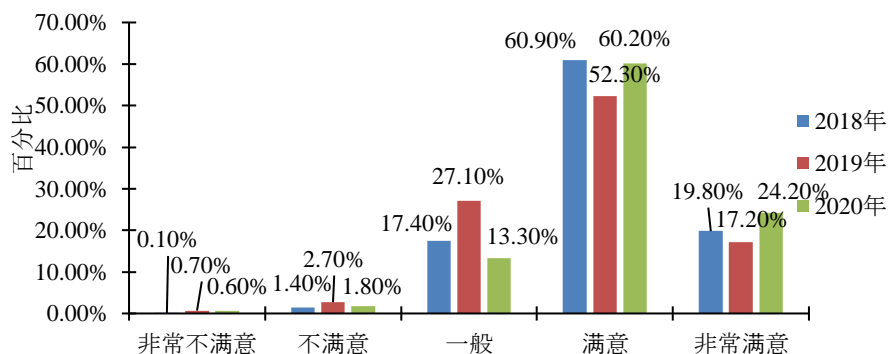


Table 2-1 Overall satisfaction of tourists with Zhangjiajie tourism experience

In terms of scenic spot evaluation, tourists' satisfaction with scenic resources are above 80%, and satisfaction with scenic facilities is low, especially for medical facilities, where tourists are only 47.9% satisfied. Visitors' satisfaction with crowd density and

toilet hygiene in the scenic environment and ticket prices in scenic services is at a medium to low level.

In the evaluation of business operators and residents, tourists are more satisfied with the consultation, attitude and friendliness of residents, but only 59.4% are satisfied with the efficiency in handling complaints. Compared with last year, there is a certain degree of decline, which requires scenic spots to improve the efficiency of handling tourists' complaints.

In terms of tourism support services, tourists are satisfied with less than 60% for all four indicators of catering services; in terms of transportation services, the average satisfaction level of tourists with transportation services is greater than 3.8, which is a high level of satisfaction; in terms of accommodation services, tourists are satisfied with more than 68% for all three indicators; In terms of entertainment and shopping, tourists' satisfaction with shopping experience is at a medium level, where tourists are more concerned about the reasonable price of tourism products.

In terms of the overall evaluation of tourism, tourists' overall satisfaction with Zhangjiajie is high, with 84.4% of tourists expressing satisfaction, and the willingness to revisit and recommend has increased compared with the 2019 data, with 45.7% of tourists saying they would revisit Zhangjiajie and 78.6% of tourists saying they would recommend their relatives and friends to visit Zhangjiajie.

2.6 Impact of the epidemic on tourists' behavior

In terms of the impact of the pandemic on tourists' behavior, the change in tourists' annual income was concentrated in the range of slightly decreasing or flat, with little fluctuation due to the epidemic. In the self-evaluation of physical condition and anxiety level, most of the tourists considered their condition to be good and above, but 50% of the tourists considered their anxiety level to be medium and high. The data on the number of trips taken after the epidemic showed that most of the tourists were on their first trip, and the length of their trips was concentrated in 3-5 days, which was the same compared to the time they spent before the epidemic, but the proportion of spending on each item decreased more compared to that before the epidemic for accommodation,

round-trip transportation, shopping and entrance fees to attractions. In terms of next trip planning, 70% of the tourists have plans to travel in the short term. After the epidemic, tourists chose Zhangjiajie as their destination mainly because of the good environment and physical and mental health of the scenic spots, indicating that the concept of travel has changed after the epidemic.

3 Economic Influence of Tourism

3.1 Overview of tourism development

3.1.1 Tourism revenue

Zhangjiajie City received a total of 80.493 million tourist arrivals, up 16.37% year-on-year (according to the latest statistical methods and caliber, the same below); total tourism revenue of 90.559 billion yuan, up 23.58% year-on-year. Among them, 79,122,700 domestic tourists, up 15.21% year-on-year; received 1,370,400 inbound tourists, up 178.65% year-on-year; inbound tourism revenue of 802 million dollar, up 209.74% year-on-year.

In the first half of 2020, affected by the COVID-19, the city received 10.74 million total tourist arrivals, decreased by 68.31% compared with the same period of the previous year; among them, 10.721 million domestic tourist arrivals, decreased by 67.77% compared with the same period of the previous year; 20,624 inbound tourist arrivals, decreased by 96.69% compared with the same period of the previous year; 2.6981 million overnight tourist arrivals, decreased by 67.31%; a total tourism revenue of 12.02 billion yuan is achieved, but decreased by 68.62% year-on-year. In the context of the gradual opening of the domestic tourism market, the tourism industry in Zhangjiajie is recovering rapidly.

3.1.2 Reception of main scenic spots

In 2019, Wulingyuan scenic area received 4,295,500 tourists, increased by 5.11% year-on-year; Tianmen Mountain scenic area received 4,743,400 tourists, increased by 11% year-on-year; Grand Canyon scenic area received 3,536,000 tourists, decreased by 5.09% year-on-year. Zhangjiajie west line tourism scenic area heat up. Sangzhi County

Jiutianfenglian scenic area received 431,400 tourists in 2019, an increase of 87.6% year-on-year.

Table 3-1 2019 Tourist Reception and Growth Rate of Major Scenic Areas in Zhangjiajie

Scenic Area	Number of visitors received	
	(10,000)	Increasing rate
Tianmen Mountain	474.34	11.00%
Wulingyuan	429.55	5.11%
Big Valley	353.6	-5.09%
He Long Memorial Hall	163.45	10.40%
Charming Xiangxi	150	16.00%
Huanglong Cave	140.77	-6.50%

3.1.3 Impact of tourism on GDP

Zhangjiajie's gross regional product (GDP) in 2019 was 55.21 billion yuan, an increase of 7.6% year-on-year. Based on the resident population, per capita GDP was 35,767 yuan, an increase of 7.0%. The value added of the primary industry was 6.95 billion yuan, up 3.4%; the value added of the secondary industry was 8.14 billion yuan, up 6.7%; the value added of the tertiary industry was 40.13 billion yuan, up 8.5%. The structure of the city's three industries is 12.6:14.7:72.7. The contribution rate of the primary, secondary and tertiary industries to economic growth is 5.2%, 13.9% and 80.9% respectively. Tourism is particularly prominent in the tertiary industry. The contribution of tourism revenue to gross domestic product (GDP) in Zhangjiajie City has been increasing in recent years, with tourism revenue equivalent to 164.03% of GDP in 2019.

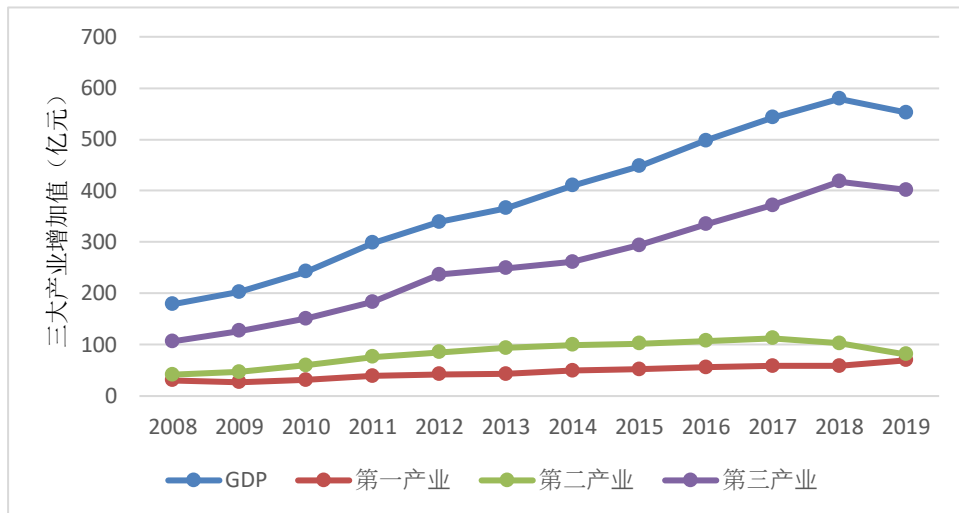


Table 3-1 GDP and added value of three major industries in Zhangjiajie, 2008-2019 (billion)

Note: 2018-2019 statistical analysis methods and caliber changes, the actual data are on the rise

3.2 Tourism and Employment

3.2.1 The influence of tourism on employment

In 2019, Zhangjiajie city will add 10,240 people to urban employment, including 2,026 unemployed people re-employed. The employment absorption capacity of the tertiary industry represented by tourism is becoming more and more obvious. As of August 2020, Zhangjiajie city has nearly 300,000 employees engaged in the tourism industry in the city, and the development of tourism has provided the city with a large number of jobs.

3.2.2 Tourism Poverty Alleviation

Combining the advantages and features of the local tourism industry, Zhangjiajie City has made precise efforts in four aspects: "poverty alleviation in tourist attractions, poverty alleviation in tourism lines, poverty alleviation in tourism commodities and poverty alleviation in tourism employment". The scenic spots and five-star rural tourism sites provide employment for nearly 10,000 people; guiding the use of residents' home to develop B&B inns provides employment for more than 3,000 local residents; 80% of the employees of cultural tourism enterprises such as scenic spots, travel agencies, hotels and restaurants, and performing arts venues are local residents, and the city's cultural tourism industry employs 300,000 people.

3.2.3 Accommodation and catering industry

Zhangjiajie's accommodation and catering industries are in a period of rapid development. The number of hotels in Zhangjiajie in 2019 was 2,088, up 48.1% from 1,410 in 2017; the number of hotel beds was 150,000, up 15.4% from 130,000 in 2017; there were 27 star-rated hotels in the city, with 8,352 beds in star-rated hotels; The cumulative total retail sales of the accommodation industry was 2.32 billion yuan, up 56.76% year-on-year; the cumulative total retail sales of the catering industry was 3.64 billion yuan, up 33.3% year-on-year. In the first half of 2020, the epidemic led to a 67.31% decrease in overnight tourism revenue in Zhangjiajie compared with the same period last year, which had a very direct impact on the accommodation and catering industries, with boutique B&Bs as a new industry in the accommodation industry accelerating its recovery and gaining momentum after the epidemic.

3.2.4 Travel agencies

In 2019, the city's 162 travel agencies received a total of 222,400 teams and 5,068,000 people, an increase of 16.31% and 14.48% respectively, of which 39,800 teams and 621,300 people received overseas, an increase of 18.5% and 23.11% respectively. Throughout the year, 12 new travel agency enterprises on the scale and 12 travel agencies were recommended as small star enterprises.

In 2019, Zhangjiajie exposed a total of 603 cases of travel-related violations throughout the year. Through the continuous and in-depth implementation of the "iron fist treatment of travel" special rectification action, Zhangjiajie focuses on solving a number of long-standing problems in the tourism market, and effectively maintain the city's tourism market order, creating a good tourism consumer environment.

3.2.5 Transportation industry

In terms of air transportation, in 2019, Zhangjiajie Hehua Airport had a total of 25,384 flights landing and taking off, including 2,529 flights at the port of entry and exit. Compared with last year, the total number of aviation landings and takeoffs increased by 24.18%, and the number of flights at the port of entry and exit rose by 80.64%. The passenger throughput reached 2.87 million, an increase of 29.86% compared to last year's 2.299 million. Direct international flights to Daegu, Cheongju,

Muangan, Manila and Siem Reap were launched, increasing the radiation range of Zhangjiajie tourism brand.

In terms of railroad transportation, the city's railroad turnover in 2019 was 2.15 million people, decreased by 0.3% from the previous year; at the end of 2019, the Qian Zhang Chang Railway was officially opened to the public and the Zhangjiajie High-speed Railway West Station was put into use on the same day, so Zhangjiajie's external transportation will be greatly improved.

In terms of road transportation, Zhangjiajie's road traffic grew steadily in 2019, with road passenger traffic of 73,468,700, up 18% year-on-year compared with 62,262,700 in 2018. Passenger turnover of 327,613,400/km, increased by 12.8% year-on-year compared with 290,424,200/km in 2017.

In terms of waterway transportation, Zhangjiajie's growth trend was stable in 2019, with 1,497,900 passengers transported by waterway and passenger turnover of 2,917,300 passengers per kilometer, increased by 4.4% and 4.4%, respectively, compared to 2018.

3.2.6 Tourism commodities

There are six main categories of tourism commodities in Zhangjiajie, which are carved small handicrafts, local specialty foods, traditional Chinese medicine and health products, batik and embroidery products, arts and crafts and clothing accessories. The main body of tourism commodities includes state-run companies and private enterprises, among which the state-run companies are more typical of cultural and creative products developed by Zhangjiajie Postal Branch. In 2019, Zhangjiajie Postal Branch has developed a total of 136 kinds of products independently with Zhangjiajie scenery, culture and folklore as the main design materials, among which 57 kinds of covers, films and card products (sets), 14 scenery folds and postal books. There are 65 kinds of cultural and creative products. In terms of private enterprises, "Xiangxiaowu" as the representative of private local specialty brands with the good quality based on local characteristics to develop tourism commodities, awareness and popularity is increasing. However, Zhangjiajie still lacks famous tourism commodity brands and IPs. The development of tourism commodities is still characterized by "small scale, low level,

few fine products and too many repetitions".

Overall, Zhangjiajie tourism enters into a new level in 2019. The first half of 2020 encountered the epidemic, which was a tough test. The tourism market is more standardized, tourism development has driven the development of related industries, which plays an obvious role in promoting employment, promoting poverty alleviation and other livelihood projects. The construction of tourism infrastructure such as transportation has been strengthened. In 2020, the COVID-19 has caused a huge impact on Zhangjiajie tourism. The tourism development in the post-epidemic era needs to face many difficulties, but at the same time there are many development opportunities. Zhangjiajie city government and tourism authorities should strengthen the accurate study and judgment of the tourism development situation in the post-epidemic era, making full use of the advantages of the World Natural Heritage Site, find the ecological and healthy positioning, further increase tourism marketing efforts, comprehensively promote the recovery of the tourism market, further promote the quality and upgrade of Zhangjiajie tourism development, and create an internationally renowned tourism city image.

4 Tourism Marketing

The tourism marketing strategy of Zhangjiajie City is integrated, adapted and promoted with its natural tourism resources, traditional cultural symbols and iconic branding activities. In order to achieve sustainable tourism development, Zhangjiajie has adopted an aggressive tourism marketing strategy based on the changes in tourism market supply and demand. In addition to the inheritance and innovation in traditional marketing programs, Zhangjiajie has also accurately studied the impact of the epidemic and developed a comprehensive marketing strategy to adapt to the changes in the tourism market in the post-epidemic era. The following article will provide a specific analysis of Zhangjiajie's tourism marketing efforts in 2019 from four aspects: Product, Price, Place and Promotion.

4.1 Product marketing

4.1.1 Innovative product

Zhangjiajie makes full use of its natural endowment, together with the human resources represented by the culture of western Hunan, and carries out product marketing mainly in the form of innovative products, traditional festivals, branded events and event exhibitions to turn resource advantages into passenger flow advantages. Zhangjiajie continues to innovate on the basis of brand activities and exhibition activities, while developing new products in response to changes in people's consumption preferences in the post-epidemic era.

Zhangjiajie's innovative tourism products mainly include the "Great Xiangxi Memory" Expo in Wulingyuan Scenic Area, which integrates historical and cultural relics collection, digital scenario exhibition, folk culture display and visitors' participation and experience and so on; the first domestic new ethnic music show "Land of Birth and Nourishment", which is customized by Wulingyuan Huanglong Cave Scenic Area for Huanglong Concert Hall; Tianmen Mountain scenic area to create the "Jetman" China's first show, the world famous jet wing flight team Jetman two French pilots through the Tianmen Cave; "China - Zhangjiajie" the first world heritage photography exhibition, aimed at contributing to the world heritages and the construction of Zhangjiajie tourism economic quality development of the national demonstration area; "Hunan People Travel in Hunan" and the fairyland Zhangjiajie health driving tour, fully reflect the support of provincial government and the provincial Department of Culture and Tourism to tourism recovery; "online travel online shopping in Zhangjiajie help the economic development" with five major theme activities, emphasize the environmental protection, health concerns in the context of the epidemic.

4.1.2 Traditional Festivals

Zhangjiajie is a multi-ethnic gathering place, and the intermingled ethnic cultures have formed the local magical and unique ethnic culture and folk customs. Using traditional festivals and holding celebrations with folklore characteristics is an important part of Zhangjiajie's product marketing. The traditional festivals provided in

2019 are mainly as follows:

(1) On August 7, 2019, thousands of Chinese and foreign tourists spent a traditional Tujia folklore event with 100 local "beautiful young girls" in Xibu Old Street, Wulingyuan District.

(2) Held a family feast. On August 8, 2019, 1,500 Chinese and foreign tourists in Zhangjiajie Charming Xiangxi International Culture Square will experience the Heping family banquet at the same time.

(3) "Non-Foreign Heritage in the scenic spot" cultural exhibition and performance activities. During the Golden Week in November, Wulingyuan District, Zhangjiajie City, Hunan Province, organized a cultural exhibition and performance of "Non-Foreign Heritage in the Scenic Area".

(4) Tujia meal for eve of Lunar New Year. On the twenty-third day of the lunar month, commonly known as the "small year" in Chinese folklore, Chinese and foreign tourists experienced the "small year" meal of the Tujia family at the residential hotel in Jinglifang Mountain, Wulingyuan District.

4.1.3 Brand Activity

From December 1, 2019 to February 29, 2020, Zhangjiajie launched the winter tourism marketing campaign "Winter Tour Zhangjiajie, Get High Around the World", with ten thematic activities and six winter activities incentives (preferential). The world tourism and cultural brand of "Winter in Zhangjiajie" has been successfully launched, and has become a brand activity "worth waiting for" in the hearts of Chinese and foreign tourists.

4.1.4 Activity Fairs

(1) Sports, including power parachute stunt, wingsuit flying, high altitude flat belt, bicycle challenge, motorcycle climbing, marathon running, high fitness and other adventurous sports and intellectual game bridge competition. This type of marketing activities with professionals as the main participants, earns Zhangjiajie tourism of a lot of attention, which is conducive to the creation and promotion of Zhangjiajie "sports + tourism" brand.

(2) Cultural and artistic activities, mainly in the form of cultural and artistic activities and events, artwork exhibitions, public welfare and environmental protection activities, heritage showcase activities, etc. Zhangjiajie cooperates with famous artists domestic and abroad to continue to hold large-scale exhibition and performance activities represented by the HUanglong Music Season. Taking advantage of the heritage sites, they showcase the excellent Chinese traditional culture in events and promotional activities, injecting a vibrant cultural soul into the tourism image of Zhangjiajie City.

4.2 Price marketing

Price marketing is an important part of marketing. Reasonable price and timely reduction of product prices according to market demand can stimulate tourism market sales. In order to promote the recovery of the tourism market after the epidemic, Zhangjiajie targeted the introduction of price concessions. Specific marketing measures focus on both short-term difficulties to promote tourism recovery as soon as possible, and long-term development, to promote tourism quality upgrade.

4.2.1 Price adjustment for some scenic spots

The following scenic spots in Zhangjiajie introduced price adjustment policies in 2019: the ticket price of Hundred Dragon Stairs (one-way) in Wulingyuan Core Scenic Area was reduced to 65 yuan per person (the original ticket price was 72 yuan, a price reduction of about 10%). The discount ticket was reduced to 33 yuan per person (the original ticket price was 36 yuan, a price reduction of about 8%).

The ticket price of Huanglong Cave Scenic Area is reduced to 60 yuan per person (the original ticket price is 100 yuan, the price reduction rate is about 40%), and the preferential ticket is reduced to 30 yuan per person (the original ticket price is 50 yuan, the price reduction rate is about 40%); the maze fee is abolished; the ticket price of the boat trip inside the cave is set at 36 yuan per person, and the preferential ticket is set at 18 yuan per person.

The ticket price of Baofeng Lake scenic area is reduced to 30 yuan per person (the original ticket price is 96 yuan, the price reduction rate is about 69%), and the

preferential ticket is reduced to 15 yuan per person (the original ticket price is 48 yuan, the price reduction rate is about 69%); the ticket price of environmental protection car (round trip) is reduced to 20 yuan per person (the original ticket price is 25 yuan, the price reduction rate is about 20%), and the preferential ticket is reduced to 10 yuan per person (the original ticket price is 13 yuan, the price reduction rate is about 23%); the ticket price of cruise is set at 60 yuan per person, and the preferential ticket is set at 30 yuan per person.

Tianmen Mountain Scenic Area abolished the combined ticket of ropeway, environmental protection car and upper escalator, the ticket price of ropeway was set at 108 yuan per person, and the discount ticket was set at 54 yuan per person; the ticket price of environmental protection car was set at 33 yuan per person, and the discount ticket was set at 17 yuan per person; the ticket price of upper escalator was set at 42 yuan per person, and the discount ticket was set at 21 yuan per person.

The ticket price of Zhangjiajie Grand Canyon Scenic Area is reduced to 91 yuan per person (the original ticket price is 118 yuan, the price reduction rate is about 23%), the preferential ticket is reduced to 46 per person (the original ticket price is 59 yuan, the price reduction rate is about 22%); the glass door is reduced to 125 yuan per person (the original ticket price is 138 yuan. The price reduction rate is about 9%), the preferential ticket is reduced to 63 yuan per person (the original ticket price is 69 yuan, the price reduction rate is about 15%); elevator ticket price decreased to 30 yuan per person (the original ticket price is 35 yuan, the price reduction rate is about 9%), preferential tickets decreased to 15 yuan per person (the original ticket price is 18 yuan, the price reduction rate is about 17%).

The ticket price of Wulei Mountain Scenic Area was reduced to 63 yuan per person (the original ticket price was 68 yuan, a price reduction of about 7%), and the preferential ticket was reduced to 32 yuan per person (the original ticket price was 34 yuan, a price reduction of about 6%). The ticket price of Longwang Cave Scenic Area was reduced to 70 yuan per person (the original ticket price was 78 yuan, a price reduction of about 10%), and the preferential ticket was reduced to 35 yuan per person (the original ticket price was 39 yuan, a price reduction of about 10%).

The new standard after the price reduction will be implemented from October 1, 2019 and will be valid for five years.

4.2.2 Open access to ticket price information

(1) The public implementation of government-guided prices of scenic spots prices

Preferential prices in the price list mainly belong to the off-season fare concessions and special group fare concessions, basically covering the main scenic spots in Zhangjiajie City 3A and above.

(2) The public implementation of market-regulated prices of scenic spots

The public implementation of open market-regulated prices in 2019 are the same as that in 2018. The implementation of market-regulated prices of attractions services mostly apply to the visitor's choice of experiential projects. The price is not uniform and fixed, so the market-regulated prices for tourists' reference only.

4.2.3 Off-season preferential pricing policy

Zhangjiajie tourism peak season time is around March-November every year. Off-season time is from December every year to the end of February. In 2019, Zhangjiajie scenic spots mainly put forward off-season preferential tickets for off-season and winter promotion.

(1) Wulingyuan core scenic area off-peak season ticket price rules

Wulingyuan core scenic area off-peak season fare rules: Wulingyuan core scenic area for off-season tourists to implement price concessions (peak season general admission fee of 225 yuan per person, off-season general admission fee of 115 yuan per person). The discount rate of about 48%. Off-season fare implementation time is from December to February each year. The peak season fare implementation time is from March to November each year.

(2) Zhangjiajie Winter Ticket Policy in 2019

In line with the 2019 Zhangjiajie City winter tourism marketing activities, some major scenic spots will implement winter ticket fare concessions during the three-month period from December 1, 2019 to February 29, 2020.

4.2.4 Preferential policies for special groups

According to the relevant provisions of the Development and Reform Commission, the scenic spots and transportation within Zhangjiajie, which implement government-guided prices, have the following uniform preferential policies for special groups, with a 50% discounted fare range: scenic spots are free of charge for children under 14 years old (excluding 14 years old), senior citizens over 65 years old (including 65 years old), disabled persons, active military personnel and military retired cadres with valid documents. Religious clergy and their staff belonging to religious activity sites in the scenic area, and religious clergy whose religion is the same religion as that of the religious activity sites in the scenic area, enter the scenic area to religious activity sites free of charge with valid documents. Half-fare discount is applied to minors aged 14 (including 14 years old) to 18 (excluding 18 years old), senior citizens aged 60 (including 60 years old) to 65 (excluding 65 years old), and full-time undergraduate students with valid documents. The price of transportation services in the scenic area: half-price concessions for the above-mentioned ticket concessions, and free tickets for children under 1.2 meters who do not occupy seats.

Preferential policies during the pandemic

In order to promote the recovery of the tourism market during the latter period of the epidemic, the Zhangjiajie government has introduced preferential policies in three areas: transportation, scenic spots and accommodation. The preferential policies extend from the opening of the city's scenic spots to the end of 2020, encouraging citizens to apply for annual cards, offering buy-one-get-one-free tickets and stay-one-get-one-free offers for hotels, as well as preferential offers for special trains between the city and airports to actively stimulate the market and tourist spending. In addition, special discounts are given to pay tribute to medical personnel fighting against the epidemic.

4.3 Place marketing

4.3.1 Outreach marketing of travel agencies

Zhangjiajie and travel agencies make marketing efforts together and promote accurately. Zhangjiajie has more than 200 travel agencies and travel agency branches

and more than 300 outreach agencies, which are divided into five major zones in the country: east, south, west, north and middle, with regular meetings between zones to study the market. Zhangjiajie continues to support travel agencies to play the role of the main force of the source marketing, and actively develop domestic and international tourism markets.

(1) Conducting travel agency outreach marketing and conference in China

On January 10, the 2019 Zhangjiajie Travel Agency Area Outreach Institute and Domestic Tourism Work Seminar was held to discuss how to make Zhangjiajie's tourism industry better and stronger, summarize the effectiveness of outreach in 2019, and also discuss the travel agency outreach plan for 2020.

(2) Inbound market promotion and exchange with overseas delegations

The outreach work was carried out for the inbound market with marketing efforts such as overseas tourism exhibitions and overseas tourism promotion activities. For example, on May 27, 2019, representatives of the Wulingyuan District Government led a tourism promotion group to Ho Chi Minh City, Vietnam to carry out promotional and friendship exchange activities.

4.3.2 Management coordination of tourism sector

On July 16, 2019, the party branch of the Bureau of Culture, Tourism, Radio, Television and Sports of Wulingyuan District, Zhangjiajie, organized party members to carry out the thematic activity, "Remembering the revolutionary martyrs and being the pioneer of tourism service", and the volunteer service activities of civilization practice in the new era in He Long Park, Tianzi Mountain.

On November 28, 2019, Zhangjiajie Charming Xiangxi was officially awarded AAA National Tourist Attractions by the National Tourism Resources Planning and Development Quality Assessment Committee.

On January 12, 2020, Peng Bin, Party Secretary of the Bureau of Culture, Tourism, Radio, Film and Television Sports of Wulingyuan District, together with Liu Yun, the main compiler of "Go and Play in Great Xiangxi", sent "Go and Play in Great Xiangxi" to tourism enterprises and scenic spots ticket stations.

4.3.3 Information Service of "Zhangjiajie Tourism Official Website"

In response to the market demand, Zhangjiajie established the "Zhangjiajie Tourism Official Website (<https://www.zjjw.com/>) platform, which covers "food, accommodation, travel, shopping and entertainment" in all aspects. Visitors can get current news, scenic spots, ticket prices, hotel visits, promotions and other types of tourist information. The official website of Zhangjiajie Tourism provides a comprehensive, convenient and reliable tourism information platform for tourists, and is also a good marketing opportunity for integrating resources and precise promotion.

4.3.4 Tourism Incentive Policies

In order to promote the recovery of tourism market after the epidemic, the Zhangjiajie government has formulated the 310 Action Plan of Zhangjiajie City to promote the full recovery of tourism market, "100 special trains into Zhangjiajie" and "2020 Zhangjiajie Summer and Autumn Route Tourism Marketing Plan" for travel agencies, tourism enterprises, industry associations, special trains and airlines. The above-mentioned subjects are encouraged to actively stimulate the domestic tourism market and appropriately explore the foreign tourism market, and expand Zhangjiajie's international popularity through overseas exhibitions.

4.3.5 Tourism marketing think tank and expert guidance

In March 2018, the Zhangjiajie City (International) Tourism Marketing Think Tank was officially established, aiming to provide strong talent support and intellectual support for overall marketing and international promotion, and to carry out the city's domestic and international marketing work more efficiently and accurately. In addition to the specialized tourism marketing think tank, each scenic spot will also seek the help of tourism experts and other professionals in the tourism marketing process.

After the outbreak of the COVID-19, many members of the Zhangjiajie City (International) Tourism Marketing Think Tank actively cooperated with the municipal government with their own wisdom and advice to help Zhangjiajie's "frozen" tourism melt a little.

4.3.6 Platform construction of "Silk Road Post House"

The "Silk Road Post House" integrates "Silk Road" and "Post House" to connect

Zhangjiajie with "One Belt, One Road". In 2019, Zhangjiajie will increase the number of "Silk Road Post House" according to the needs of tourism cities along the "Belt and Road". The construction process of the "Silk Road Station" will be stepped up, and the radiation effect of the "Silk Road Station" will be used to help tourism development.

4.3.7 Other

In order to continue to promote the activity of "Experience the beautiful Xiang, and embrace healthy life", Zhangjiajie is currently cooperating with Changsha Airline in advertisement to publish large image publicity pictures of several scenic spots to enhance the brand influence of Zhangjiajie along the route.

4.4 Promotion

Zhangjiajie tourism marketing usually adopts strategies such as advertising and source marketing when conducting promotional activities, and achieves a comprehensive marketing effect combining mass publicity and accurate interactive publicity through traditional and emerging social media, film and television marketing and various types of tourism promotion meetings.

During the epidemic prevention and control period, Zhangjiajie government guided the tourism industry to explore and try the "tourism in Cloud" model, which had a significant effect on attracting traffic. After the domestic epidemic situation stabilized, Zhangjiajie government carried out marketing activities for the domestic market and focused their marketing efforts.

4.4.1 Advertising

On April 25, 2019, Zhangjiajie Maoyan River Scenic Area issued a global call for names for the sinkhole lakes located along the Maoyan River in the "100-mile gallery" of Zhangjiajie Yongding District. On 2 November 2019, Weibo called for a new name for the White Dragon Temple Restaurant in Zhangjiajie Valley No. 5. Once adopted, the valley rewards two nights of housing and dining worth 5,000 yuan. on December 5, 2019, tourists can use Weibo topic with #Zhangjiajie Visit season# + positioning to share their locations and stories. From December 24, 2019 to January 2, 2020, posting video location and joining the tiktok topic could participate in the TikTok Challenge.

On February 25, 2020, Weibo held the activity of "Home Cloud-viewing", introducing the formation of Zhangjiajie landforms in the Geological Museum, and appreciating the world's highest outdoor sightseeing elevator in Zhangjiajie Bailong Ladder. On June 10, 2020, a salesperson shows tapestry products of Tujia ethnic group through a live webcast at Guaiyomei Tujia ethnic brocade base in Wulingyuan District of Zhangjiajie, north China's Zhangjiajie. On June 17, 2020, the Zhangjiajie World Heritage Site of "Cloud Tour in China" was launched on TikTok.

Zhangjiajie City adopts information collection, word participation, forwarding and sharing through WeChat public number, Weibo, TikTok and other network platforms to market along the tide of the network. During the period of epidemic prevention and control, Zhangjiajie's "Tourism in Cloud" model prepared for offline attraction in the post-epidemic period with "attractions + tour guide + live broadcast", and the series of planning and hot topics were effective.

4.4.2 Destination marketing

(1) Domestic sources of tourists

In accordance with the principle of "government as guidance, enterprise as main body, market as operator and social participation", Zhangjiajie held tourism promotion meetings and cultural projects in Shenzhen, Guangzhou, Enshi, Changsha, Guiyang, Hengyang, Yongzhou, Shaoyang, Huaihua, Loudi, Changde, Yiyang, Xiangtan and Huaihua, and took the initiative to participate in cultural expositions. After the domestic epidemic situation eased, Zhangjiajie seized the opportunity to actively carry out marketing activities to help the domestic tourism market recover.

(2) Oversea source of tourists

In the marketing of foreign sources of tourists, the general idea of "promoting domestic tourism from outside" was adopted, and Zhangjiajie actively participated in international exchange activities to grasp the international tourism development trend. Through promotion meetings and symposiums, and a series of international events, the internationalization of Zhangjiajie has begun to show results, and overseas tourists are often seen in major scenic spots, hotels and inns in the city.

4.4.3 Film and television entertainment marketing

After Wulingyuan became the main choice of many domestic and foreign film and television dramas, documentaries and music videos because of its beautiful nature and colorful culture, many tourists "travel with film and television". The following table shows the film and television works related to Zhangjiajie over the years.

Table 4-1 Zhangjiajie film and entertainment category marketing list in 2019

Time	Activity
January 21, 2019	CCTV1 "Great Beauty China - Taste of Winter" invites you to enjoy the foggy tree hangings in Tianmen Mountain, Zhangjiajie, Hunan
February 3, 2019	Tianmen Mountain spider man braves Hunan TV's "Higher Up"
April 10-12, 2019	Hunan TV "The Road to the Top" film crew in Zhangjiajie Wulingyuan District, Huang Shi Zhai, Huang Long Cave and other attractions to complete the shoot of Zhangjiajie flying knife. Zhangjiajie charm Xiangxi flying knife stunt will appear in Hunan TV second quarter Friday prime time
May 7, 2019	Zhangjiajie city "cultural tourism for people" short plays the sketch "a bottle of Maotai wine"
August 28, 2019	The music video of "Xiaoxiang Tea Song" was shot on location in Zhangjiajie National Forest Park. The famous Xiang female singer Chen Sisi participated in the live recording
September 12, 2019	Hunan Provincial People's Government news 5-minute short film "Charming Hunan", which shows the scenery of Zhangjiajie
November 6, 2019	The third season of "Wife's Romantic Journey" filmed in Zhangjiajie premiered on Mango TV and Aiqiyi

Time	Activity
June 3, 2020	Charming Xiangxi's original ethnic program was invited to participate in Hunan TV's Strike it Out! program recording, broadcast on June 7, 20:00 pm live.

4.5 Marketing effectiveness

In 2019, Zhangjiajie City adhered to the marketing concept of "big vision, big pattern and big effort" and carried out tourism marketing through four aspects: products, prices, places and promotions. The total number of tourism receivers and total tourism revenue of Zhangjiajie City have achieved substantial growth, and the number of inbound tourists and inbound tourism revenue have increased exponentially, indicating that Zhangjiajie's domestic marketing has achieved good results, and international marketing is even more fruitful. Zhangjiajie's Tianmen Mountain, Wulingyuan and other scenic spots, tourism products and tourism companies have won various honors and awards, reflecting the industry's appreciation of Zhangjiajie's scenic area construction and operation level, which also helps promote the tourism brand.

In response to the impact of the epidemic, Zhangjiajie launched a series of measures to recover the tourism market, such as the introduction of fresh and healthy sports products for all people, preferential measures during the epidemic, giving full play to the role of tourism experts and think tanks, and the organization of "cloud tourism" activities and domestic tourism promotion meetings. In the face of new problems in the post-epidemic era, Zhangjiajie should accurately study the situation at home and abroad, assess the possible new globalization, new geopolitics, the impact of the global economic recession on the foreign source market, as well as the changes of tourists' consumption demand in the post-epidemic era, so as to cope with new challenges, seize new opportunities and gain new development.

Table 4-2 Zhangjiajie marketing category awards list in 2019

Time	Activity
February 18, 2019	Zhangjiajie Tianmen Mountain was selected as one of the top ten most beautiful places in winter in China for 2018-2019
March 26,	The 8th China Tourism Investment Atia Award Ceremony was held

Time	Activity
2019	in Beijing recently, with Zhang Dong winning the "Lifetime Achievement Award". Zhangjiajie Tianmen Mountain Tourism Co., Ltd. won the "China's Best Tourism Operating Agency Award".
September 4, 2019	At the 2019 "Performing Arts China" Expo held in Beijing, Charming Cultural Tourism Development Co., Ltd. won the "Top 10 Chinese Tourism Performing Arts Organizations of 2018". Large-scale folkloric performance "Charming Xiangxi" won the honor of "Top 10 Chinese Tourism Performing Arts Independent Theatre Category Box Office".
September 17, 2019	The "2019 China Cultural Tourism Brand Influence Conference - Great National Journey Scenic Area Award" was announced, and Zhangjiajie Tianmen Mountain Scenic Area won the Most Favorable Scenic Area Award
September 17, 2019	Zhangjiajie Wulingyuan won the "Top Ten Most Popular Scenic Areas" at the award ceremony of the 2019 China Culture and Tourism Brand Influence Conference "Great Journey" jointly organized by the National Humanities History Magazine of the People's Daily, People's Culture and Tourism, and Gaode Map.

5 Tourism and Environmental Protection

5.1 Status of environmental protection

5.1.1 Protection work

Zhangjiajie has always put ecological construction and environmental protection in an important position, and with the support of macro policies, environmental protection has been carried out in an orderly manner and achieved certain results. This is a great affirmation of Wulingyuan District's achievements in improving the environment and promoting ecological civilization.

In terms of geological landscape protection, more than 7,000 square meters of illegal "villas" and 15,000 square meters of other illegal constructions were legally removed, and crucial victories were achieved in the relocation of immigrants from Yuanjiajie and Tianzishan core scenic spots.

In terms of monitoring and protection of forest resources, in 2019 the Wulingyuan District Forestry Bureau strengthened forest pest forecasting and phytosanitary control in the scenic area, focusing on strengthening the prevention and control of the pine wood nematode epidemic. By the end of 2019, there were four nature reserves in the

district, with an area of 15,480 hectares and a forest coverage rate of 85.18%. In terms of wildlife protection, resources are effectively protected through measures such as publicity and education, wildlife monitoring, and combating illegal and criminal activities. In terms of forest fire prevention, hidden dangers are reduced by implementing responsibilities, deepening education, promoting civilized sacrifice and other work carried out, but there are shortcomings in visitor management. In terms of atmospheric and water resources protection, the "river chief system" was fully implemented. 13 river reservoirs were investigated and rectified, and special rectification was carried out to strengthen the construction site dust, straw and garbage burning, and restaurant fumes. In 2019, Zhangjiajie city surface water quality, atmospheric environment is good.

5.1.2 Energy usage condition

(1) **Energy use** Zhangjiajie City, the annual electricity consumption of the whole society has increased slightly compared with the previous year, mainly from the growth of residential electricity consumption, which is driven by tourism. The electricity of the tertiary industry grew more year-on-year, topping the three industries. Affected by environmental protection, safety production consolidation and other policy factors, the secondary industry power continues to decline. On the whole, the city's scale of industrial energy consumption and emissions of major pollutants compared with the previous year have shown a downward trend. However, high energy consumption of electricity still accounts for a high proportion, indicating that the transformation and upgrading of traditional industries is still under great pressure. In the future in the use of energy, electricity is still the main force, natural gas and air energy are also gradually being commonly used, while new energy is the future direction of energy construction, the government plays an important role in promoting the process of improving the energy structure.

(2) **Energy-saving measures** Zhangjiajie City attaches importance to energy saving and environmental protection, actively advocating hotels to provide hot water and air conditioning for a limited time, instead of providing disposable toiletries, installing energy-saving lamps and water-saving toilets; catering enterprises should turn on air

conditioning less, reduce the time and number of lights on during the day, use energy-saving stoves and other measures. In addition, Zhangjiajie City Government has taken the lead in establishing large energy service stations and increasing the construction on large collective projects such as photovoltaic power stations and wind power development, to provide convenience for residents and enterprises in the city. In terms of helping policies, the government subsidizes collectives that introduce large energy-saving equipment, and it also matches new energy companies, hotels, and restaurant businesses to broaden information channels.

5.1.3 Climatic conditions

Zhangjiajie has a monsoonal humid climate in the central subtropical mountain prototype. Due to the complex topography, altitude, vegetation and other factors, the weather is complex and changeable. The precipitation in the city is relatively abundant, but there are large geographical differences. It is prone to droughts and floods. Sunshine in the city is medium in the province, but unevenly distributed, limiting the effective use of light energy resources. Most scenic spots in Zhangjiajie have a pleasant climate in summer, spring and autumn. Snowy scenery in winter adds interest, making the climate very suitable for tourism. However, there are still some occasional extreme weather, which can affect tourism safety production to varying degrees.

5.2 Environmental monitoring and assessment

5.2.1 Atmospheric Environmental Quality

Compared with 2018, the atmospheric environmental quality of Zhangjiajie is better in 2019, and the main pollutants in the atmosphere are PM_{2.5}, PM₁₀ and ozone. 2019 annual average values of PM_{2.5}, PM₁₀ and ozone in Zhangjiajie are 30.72 $\mu\text{g}/\text{m}^3$, 48.72.5 $\mu\text{g}/\text{m}^3$ and 124.18 $\mu\text{g}/\text{m}^3$ respectively (where ozone is missing due to the first quarter data, only the average values of the remaining three quarters are counted). PM_{2.5} and PM₁₀ have significantly decreased compared to 2018. This is basically in line with the secondary standard limit, indicating that Zhangjiajie has good air quality.

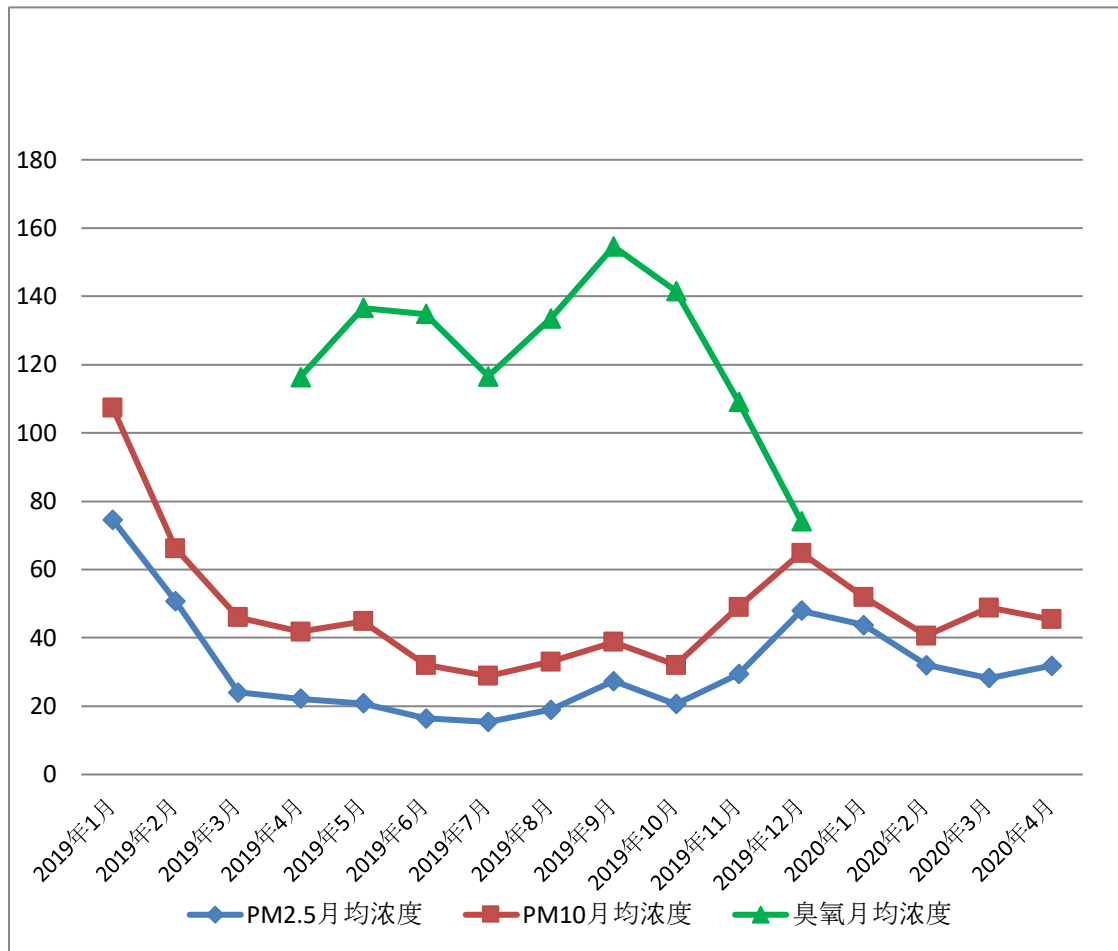


Table 5-1 2019.1-2020.4 Zhangjiajie City air quality indicators (unit: $\mu\text{g}/\text{m}^3$)

(Data source: Zhangjiajie Ecological Environment Bureau
<http://hbj.zjj.gov.cn/c8127/index.html>)

From January to March in 2020, due to the impact of the epidemic caused by the large-scale shutdown of enterprises, air quality did not decline significantly. Compared to the air quality data in 2018, both Zhangjiajie City or Wulingyuan District have better performance in 2019. After the epidemic to further improve air quality, Zhangjiajie should continue to target PM2.5, PM10 and ozone and other major pollutants to strengthen control and governance.

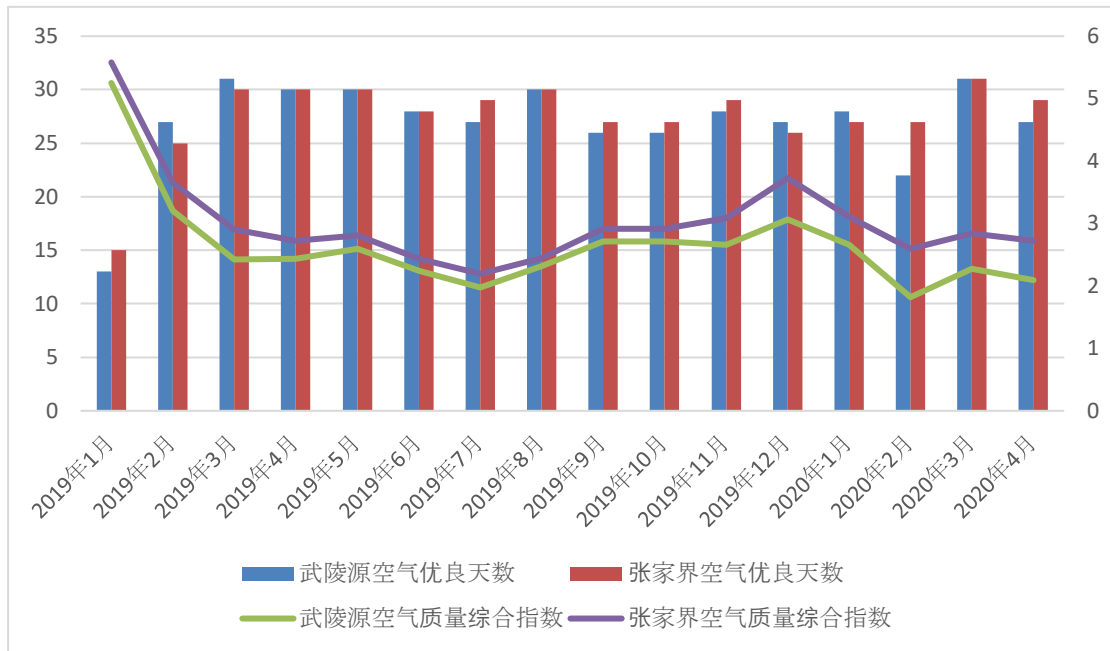


Table 5-2 2019.1-2020.4 The number of good air days and quality composite index of Zhangjiajie City and Wulingyuan District

(Data source: Zhangjiajie Ecological Environment Bureau , <http://hbj.zjj.gov.cn/c8127/index.html>)

5.2.2 Water Quality

In 2019, Zhangjiajie surface water environment and environmental quality of drinking water sources performed well and remained the same as the indicators in 2018. The annual water quality compliance rate was 100%. Most of the surface water environment in Zhangjiajie met the limits of Class I or Class II standards.

5.2.3 Sound environment quality

The sound environment quality in Zhangjiajie in 2019 is excellent. In order to strengthen the prevention and control of environmental noise pollution, enhance the supervision and management of noise sources and environmental law enforcement, and improve the quality of the sound environment, in June 2019, the Zhangjiajie Ecological Environment Bureau issued the "Adjustment Plan for the Division of the Sound Environment Functional Area of Zhangjiajie Central City". The sound environment functional area division adjustment area mainly includes Yongding urban area (Yongding, Nanzhuangping, Guanliping, Xixiping, Yanghuping, and dwelling post, Hehua, Fengxianggang, these 8 groups and Shadi new urban function area) and

Wulingyuan urban area, as shown in Figure 6-3, 6-4, which will be more conducive to the comprehensive improvement of environmental noise and scientific management work.

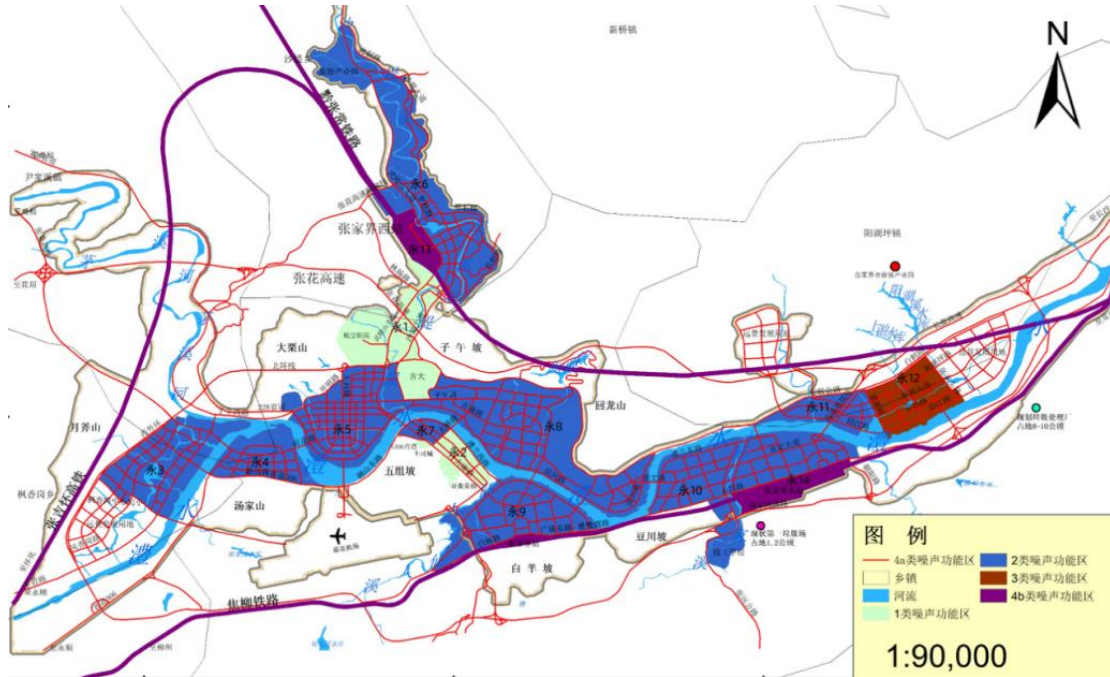


Table 5-3 Zhangjiajie Yongding urban center sound environment functional area classification

(Data source: Zhangjiajie Ecological Environment Bureau , <http://hbj.zjj.gov.cn/c6610/20190709/i492776.html>)

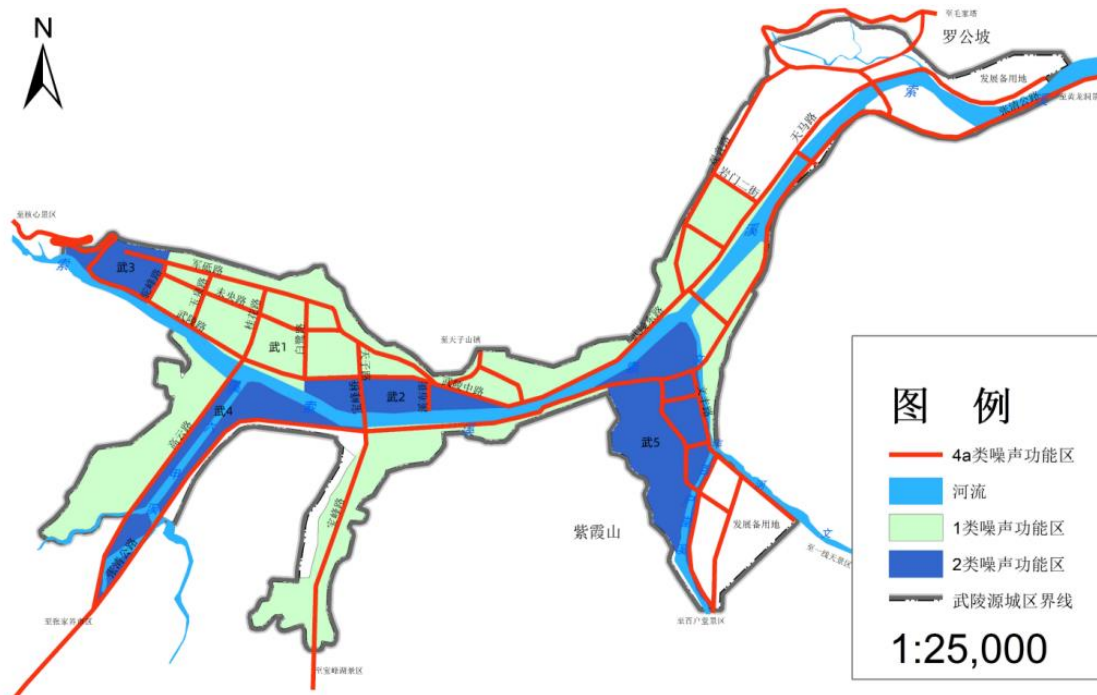


Table 5-4 2018Zhangjiajie Wulingyuan urban sound environment functional area classification

(Data source: Zhangjiajie Ecological Environment Bureau , <http://hbj.zjj.gov.cn/c6610/20190709/i492776.html>)

5.2.4 Solid Waste Disposal

The efficiency of solid waste disposal in Zhangjiajie in 2019 has improved compared with 2018. The pollution prevention and control situation is better. Among them, the comprehensive utilization rate of industrial solid waste reached 99.01%. The harmless disposal rate of urban solid waste reached 100%. Both industrial hazardous waste and medical waste were disposed safely. The city produces 416.38 million tons of domestic waste, 416.38 million tons of domestic waste harmless disposal, harmless treatment rate of 100%, disposal method for sanitary landfill. 77 towns and streets and 1013 villages in the city carried out rural waste management work. As of now, the city has built a total of 86 township waste transfer station, built scattered farmers single-family domestic sewage treatment facilities , multi-family 10,036 shared domestic sewage treatment facilities. The task of comprehensive improvement of the rural environment is basically completed.

5.3 Environmental Protection Policies and Measures

5.3.1 Environmental Protection Agencies and Policies

In January 2019, Zhangjiajie launched the governmental institutional reform and formed the Ecological Environment Bureau, which no longer retains the Environmental Protection Bureau. Zhangjiajie Ecological Environment Bureau integrates the responsibilities of environmental protection, energy conservation and emission reduction, water pollution prevention and water resources protection, and soil pollution prevention and control of the original multiple agencies, and implements unified supervision and management of the city's ecological environmental protection work.

In 2019, the Ecological Environment Bureau of Zhangjiajie City paid close attention to the rectification and reform of the feedback from the central and provincial ecological environmental protection inspectors. The "summer offense" on pollution

prevention and control was effective, the river chief system was fully promoted. All farms in the city's prohibited areas should be retired. All river outfalls in the Giant Salamander Nature Reserve were rectified and cancelled, and the task of urban black smelly water body rectification was fully completed. In addition, it has completed the elimination of net box farming in the nature reserve of giant salamander. In addition, based on the original policies and regulations, it will continue to improve the regulatory system and fill the policy gaps in various areas.

After the outbreak of the COVID-19 in the early 2020, the Zhangjiajie Ecological Environment Bureau issued a plan, requiring two emergency monitoring per month for the five drinking water sources in the city, twelve state-controlled and provincial-controlled surface water cross-sections, and six surface water cross-sections of sewage treatment factories downstream, to ensure the normal operation of eight automatic air monitoring stations and one automatic water quality monitoring station. They can closely monitor the changes in the quality of the city's ecological environment during the outbreak of the COVID-19. Zhangjiajie Ecological and Environmental Monitoring Center immediately set up a technical team for the emergency monitoring in response to the epidemic, giving active response to the emergency monitoring work in the epidemic prevention and control.

5.3.2 Ecological protection promotion

Zhangjiajie City adopted a variety of ways to promote ecological protection in 2019, which were mainly government-led and less participation of private environmental protection organizations. In addition, platforms such as the government Weibo (@Zhangjiajie City Environmental Protection) and WeChat ("Zhangjiajie Wei Environmental Protection"), which were launched in 2017, are not sufficiently spread. About the information disclosure, in 2019, Zhangjiajie Ecology and Environment Bureau disclosed a total of 2,247 pieces of government information to the public, including 305 pieces of information through the bureau portal, 710 pieces of information through the bureau's official Weibo, and 1,232 pieces of information through the bureau's official WeChat, which is easier for enterprises and the public to get environmental protection information, and is more conducive to popularizing

environmental protection information and accepting social supervision. However, ecological environmental protection activities are still not carried out on a regular basis. The work of ecological environmental protection education in the community and on campus has not yet formed a long-term mechanism, which is an area that should be improved in the future.

6 Conclusion and Suggestions

6.1 Conclusion

The purpose of this monitoring is to investigate whether the destination can ensure the quality of tourist experience, restore the confidence of residents in tourism employment, protect the integrity of the regional ecological environment, and meet the conservation and sustainable development of the World Heritage Site under the long-term prevention and control objectives of the epidemic. Based on the analysis of the questionnaire and secondary data obtained from this monitoring, the following conclusions are drawn.

(1) Confidence in tourism development is kept under the epidemic, and community participation deepens. In terms of the overall attitude of residents toward tourism development, Zhangjiajie community residents have a positive attitude toward the development of tourism in Zhangjiajie, with a more balanced perception of the influence of tourism development. Most residents indicate their willingness to support the continued development of tourism in Zhangjiajie. The benefits brought by tourism development were also reflected in the influence of the epidemic, which enhanced residents' confidence in supporting tourism development. Starting with a sense of social responsibility and self-interest, residents have great enthusiasm for participating in tourism development, but factors such as the impact of the epidemic, market competition, peak and off season, and tourists' consumption perceptions are gradually changing residents' employment patterns and perceptions, and residents will think more about the anti-risk capacity and stability of their jobs.

(2) Tourist satisfaction has increased, but related services and tourism

products in scenic spots still need to be improved. Tourists to Zhangjiajie are still mainly from areas in middle and short distance to Zhangjiajie. Domestic tourists are mainly from the middle and young groups, and independent travel has increased compared with previous years. Tourist satisfaction showed a medium to high level. The willingness to revisit and recommend was significantly higher than that in previous years. Tourists have certain travel needs in terms of health after the epidemic. Compared with the data of 2018 and 2019, the satisfaction level has increased to a certain extent, but in terms of medical facilities, catering services, entertainment programs, cultural products are still remain at a low level.

(3) Tourism economy continues to increase, but challenges and opportunities exist in the post-epidemic era. The development of tourism in Zhangjiajie in 2019 operated well, with a substantial increase in inbound tourism and a more standardized and orderly tourism market. Tourism development has driven the development of accommodation, catering, travel agencies and other related industries, and has played an obvious role in promoting employment, advancing poverty alleviation and other livelihood projects. The internal and external transportation network have been continuously improved. With the continuous promotion of tourism development in the western line of Zhangjiajie, the construction of the scenic spots in the western line is developing rapidly. The types of tourism products and commodities are more abundant. Major projects are steadily carried out, but there is still a lack of famous brands as well as IPs. In 2020, Zhangjiajie was affected by the epidemic, the number of tourists and tourism revenue dropped. Inbound tourism almost came to a halt. Zhangjiajie tourism industry encountered a severe test, but the momentum of tourism market recovery is obvious, and difficulties and opportunities for tourism development in the post-epidemic era coexist.

(4) Tourism marketing is effective, but we need to find the right direction in the post-epidemic era. In 2019, Zhangjiajie adhered to a goal-oriented tourism marketing plan, led by the general idea of "promoting the inside from the outside" and the marketing concept of "Big Vision, Big Picture, Big Strokes", and had good marketing results. The products continue to be innovated, using local natural resources

and local cuisine, sports, culture and art, high-tech displays and other fields to create a three-dimensional image of the international tourist destination. However, too much focus on planning large-scale events is questionable. Zhangjiajie should focus on brand connotation construction, to give more meaning and significance to the destination brand. In the first half of 2020, tourism recovery after the epidemic are promoted by holding various tourism activities and fully uniting multifaceted subjects to jointly carry out promotional activities to achieve double improvement of tourism revenue and scenic spot image. With the help of new online media and live broadcast platforms, the time and space restrictions are broken. Zhangjiajie finds new paths for marketing under the epidemic, and actively promotes the recovery of the tourism market.

(5) Ecological environmental protection has been further increased, and environmental education still needs to be strengthened. In 2019, the air quality, water quality and solid waste disposal capacity of Zhangjiajie and Wulingyuan District have been significantly improved. The overall ecological environment quality has been optimized and under a continuous improvement. In terms of environmental protection policies and measures, Zhangjiajie has completed its governmental institutional reform, established the Ecological Environment Bureau, and introduced a series of policies and regulations. The government has adopted different ways to promote ecological environmental protection. The government has taken the lead, while private environmental organizations have taken less action, thus ecological environmental protection activities have not yet been carried out on a regular basis.

6.2 Suggestions

(1) Focus on the development of people's livelihood under the epidemic, and do long-term planning to help tourism recovery.

In the short term, small and medium-sized enterprises should be helped, so that they can have the ability to survive. Community residents can participate in; in the medium term, Zhangjiajie needs to stimulate the market to revitalize the economy and strengthens publicity and marketing on the basis of good prevention and control of the epidemic; in the long term, it should strengthen guidance and innovation to protect the

ecological environment and natural heritage, but also revitalize the forms of activities and products. At the same time, only by regulating the market environment, maintaining economic order, governance of vicious competition, alleviating conflicts of different group, concern for people's livelihood development and community issues, can truly achieve sustainable tourism development.

(2) Improve service management and provide diversified quality tourism products. In terms of scenic area management, the construction of "future tourism disease control defense system", the public health management capacity of scenic areas and tourists' sense of security should be improved; it should strengthen the diversion of tourists in scenic areas, monitor popular attractions, control the tourist flow, evacuation management, while promoting the construction of intelligent tourism; promote the local food, provide diversified, healthy, green and hygiene catering services, further provide more diversified and better quality and more in line with the post-epidemic healthy catering products and quality services. In terms of market products, more attention should be paid to the independent-travel and casual visitor market, appropriately increase night entertainment projects, enrich cultural tourism products, and combine local characteristics, reasonably develop local folk culture resources, and provide more entertaining cultural tourism products and health tourism products.

(3) Accurate evaluation of the situation in the post-epidemic era to promote the transformation and upgrading of tourism development. The changes in the domestic and international situation in the post-epidemic era and its structural impact on the tourism industry need to be accurately evaluated in order to more effectively achieve tourism recovery and promote sustainable development of tourism. In terms of the international situation, it is necessary to recognize the possibility of new globalization, new geopolitics, the influence of the global recession on the foreign source market, and the impact of massive airline losses on international tourism. It should adjust tourism marketing strategies in a timely manner; in terms of the domestic situation, it is necessary to be fully prepared for the normalization of epidemic prevention and control, and to treat environmental health management and daily epidemic prevention as important projects. In addition, it is also necessary to pay

attention to the changes in tourists' consumption demand and decision in the post-epidemic era, to make full use of Zhangjiajie's advantages as a world natural heritage site, find the right ecological and health positioning, and focus on the development of ecological, recreational and family tourism products; We should also seize the opportunity of the return of nearly trillions of outbound travel consumption demand, enrich the tourism product structure, and improve marketing and service for tourists with high-end travel and quality travel needs.

(4) Coordinate the protection and development of natural resources, and adhere to the road of sustainable tourism development. We must adhere to the conservation concept of "green water and green mountains are the silver mountain of gold". It should put conservation in the first place, protect natural heritage, and promote the universal value of world heritage. The government, community residents, enterprises, tourists and other stakeholders should be made more aware of ecological protection. The awareness of ecological diversity protection, forest fire prevention, pollution control, energy conservation and emission reduction should be strengthened through extensive and in-depth publicity and education. The government needs to provide more guidance and assistance to small tourism enterprises in terms of energy-saving measures or products, increase training for restaurant and hotel staff, set standards for waste separation and regularly monitor implementation. Zhangjiajie should establish a more scientific and complete monitoring system for ecological and environmental quality, and improve the construction of an ecological and environmental protection system.

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