

Sustainable Tourism Development of Kanas Monitoring Report in 2021



中山大學
SUN YAT-SEN UNIVERSITY



喀纳斯景区管理委员会
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联合国世界旅游组织
旅游可持续发展
观测点管理与监测中心
Monitoring Centre for UNWTO Sustainable Tourism Observatories



CONTENTS

- 01 Tourism Community Development**
- 02 Tourist Satisfaction**
- 03 Economic Influence of Tourism**
- 04 Tourism Planning Implementation**
- 05 Tourism Resource Conservation**

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01

Tourism Community Development

Sustainable Tourism Development of Kanas
Monitoring Report in 2021

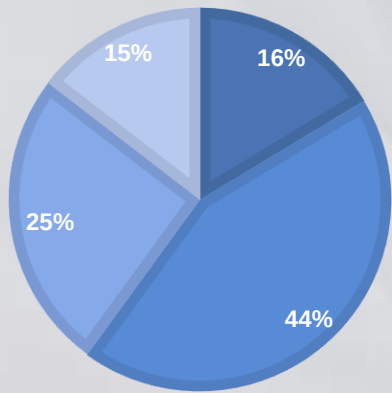


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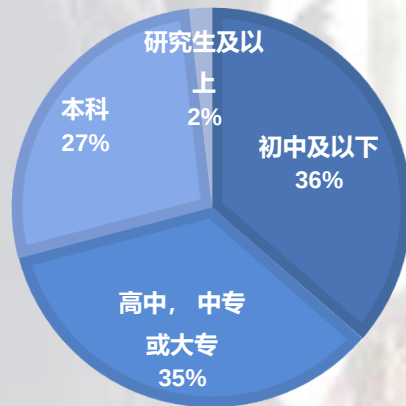
◆ Basic Characteristics of Residents

Kanas reported a balanced gender ratio. The majority of residents were ethnic minorities (Kazakhs and Tuvans of Mongolia). In terms of age, most residents were young and middle-aged people. The proportion of residents with higher education degrees increased. Most residents took up occupations related to the tourism industry. Residents chose diversified jobs.



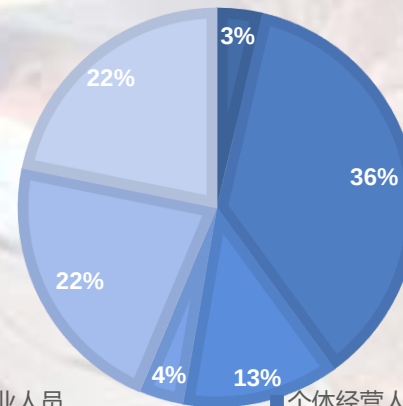
■ 18-22岁 ■ 23-25岁 ■ 36-45岁 ■ 46-55岁

Age Structure of Residents



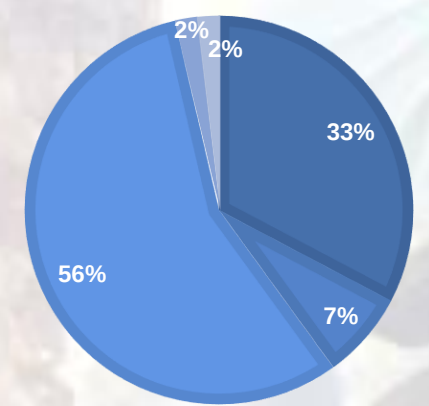
■ 初中及以下 ■ 高中, 中专或大专 ■ 本科 ■ 研究生及以上

Educational Attainment of Residents



■ 企业人员 ■ 个体经营人员
■ 学生 ■ 党政企事业单位人员
■ 农林牧渔业人员 ■ 其他

Occupation Structure of Residents

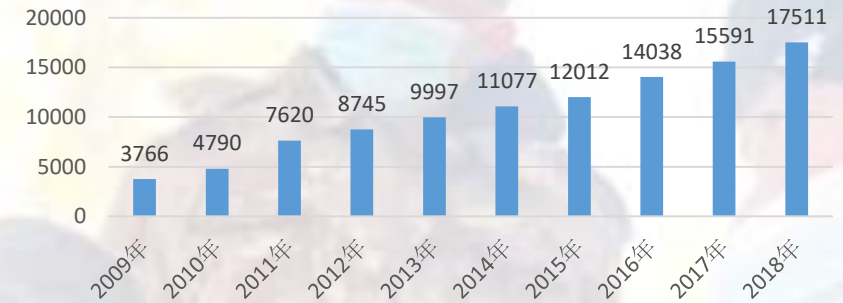


■ 蒙古族图瓦族 ■ 汉族 ■ 哈萨克族 ■ 回族 ■ 其他

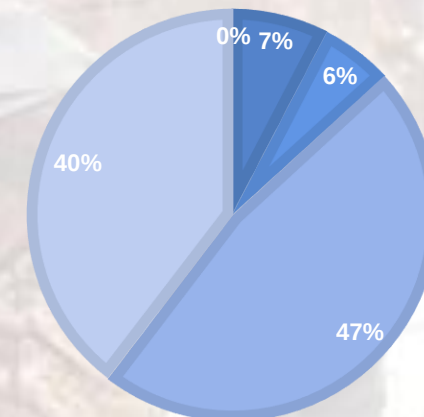
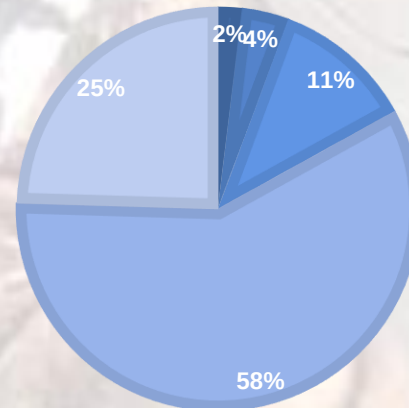
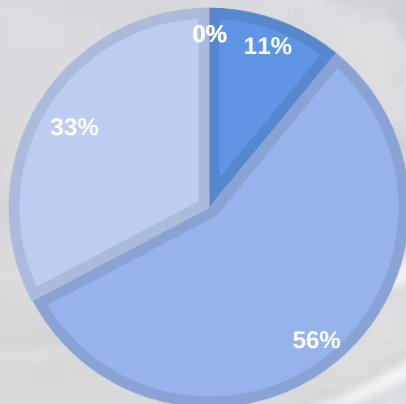
Ethnic Composition of Residents

- ◆ Residents' Perception of the Economic Influence of Tourism: Kanas depended on the tourism economy. The gap between the rich and the poor kept widening. Residents had a negative perception of some relevant aspects.

Residents generally believed that tourism promoted the local economic development and facilitated the local infrastructure construction, but tourism development also led to an increase in the prices of goods. Moreover, the widening gap between the rich and the poor also deserved more attention from Kanas Scenic Area and the departments responsible for management. Besides, residents had an intensified negative perception, considering that tourism negatively influenced their original living conditions.

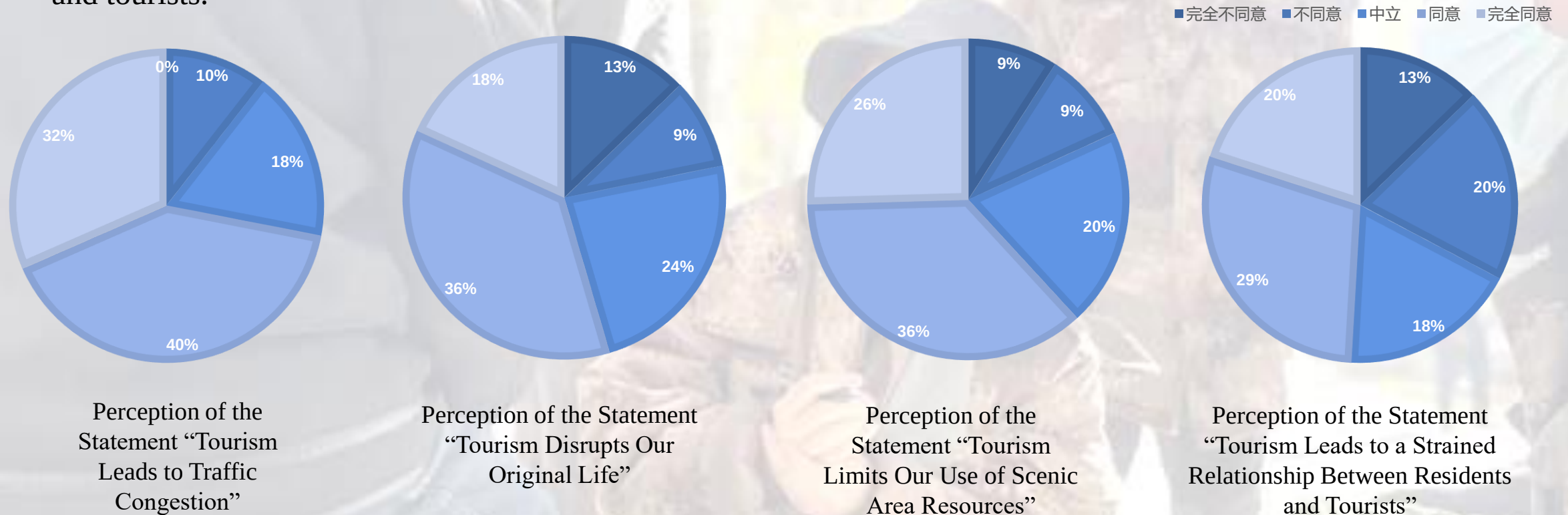


Average Monthly Net Income of Farmers and Herders in Kanas Scenic Area (Unit: Yuan)



- ◆ Residents' Perception of the Influence of Tourism on the Society: The original lifestyle gradually disappeared. A negative trend in the relationship between residents and tourists emerged.

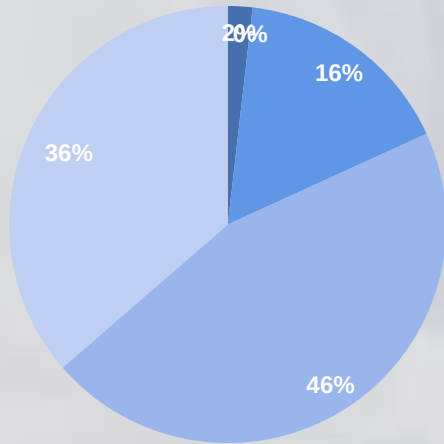
More than 90% of the residents agreed that tourism development improved the infrastructure, and the improvement of community medical conditions and the education level was widely recognized. However, some issues emerged, such as traffic congestion and disrupted life. Besides, residents had a negative perception in terms of the relationship between the community and resource utilization and the relationship between residents and tourists.



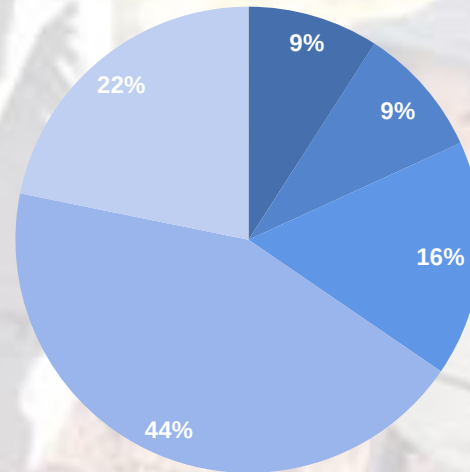
- ◆ Residents' Perception of the Influence of Tourism on the Environment: The pandemic led to an increase in health demand. The negative perception of the environment was intensified.

With the development of tourism, local health conditions have been significantly improved. Affected by the pandemic, residents had higher demands for sanitary conditions. In addition, the vast majority of residents recognized the positive role of tourism in protecting the environment, animals, and plants. Besides, waster treatment was more effective. However, residents had a clear perception of noise and air pollution. More attention should be paid to local sanitation and environmental protection.

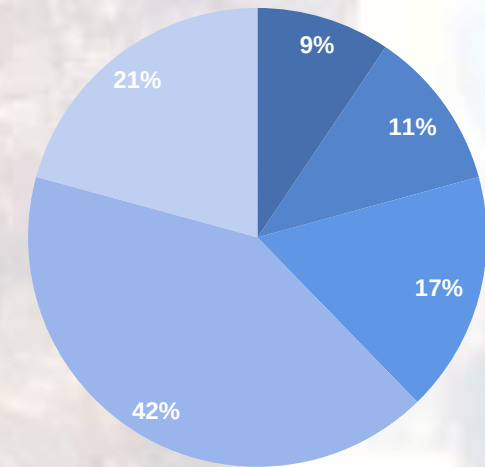
完全不同意 不同意 中立 同意 完全同意



Perception of the Statement "Tourism Improves Environmental Sanitation"



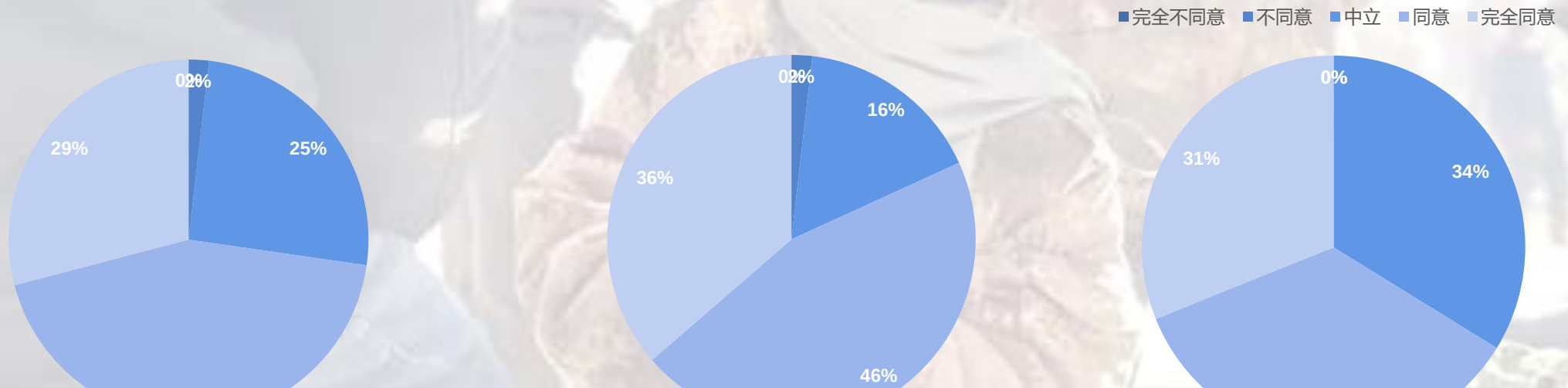
Perception of the Statement "Tourism Depletes Resources Needed by Residents"



Perception of the Statement "Tourism Increases Garbage"

- ◆ Residents' Attitude and Satisfaction: Residents supported the development of tourism. Residents became increasingly enthusiastic about participating in tourism. There was still room for improvement in terms of satisfaction.

Most residents believed that tourism made great contributions to local development. However, there were still differences among residents on whether to continue to expand tourism. Besides, most residents were willing to take up tourism-related occupations. Tourism employment was attractive to residents. Residents were willing to provide suggestions for Kanas Scenic Area, possessing a strong sense of ownership and participation. 49% of the residents were satisfied with the development of tourism, a decrease of 15% compared with 2020. A downward trend had been observed in residents' satisfaction in recent years. Therefore, Kanas should pay more attention to the impacts of tourism development on the community from the aspects of economy, society, culture, and environment, protecting the rights of residents and meeting the development needs of more residents from a more comprehensive perspective.



02

Tourist Satisfaction

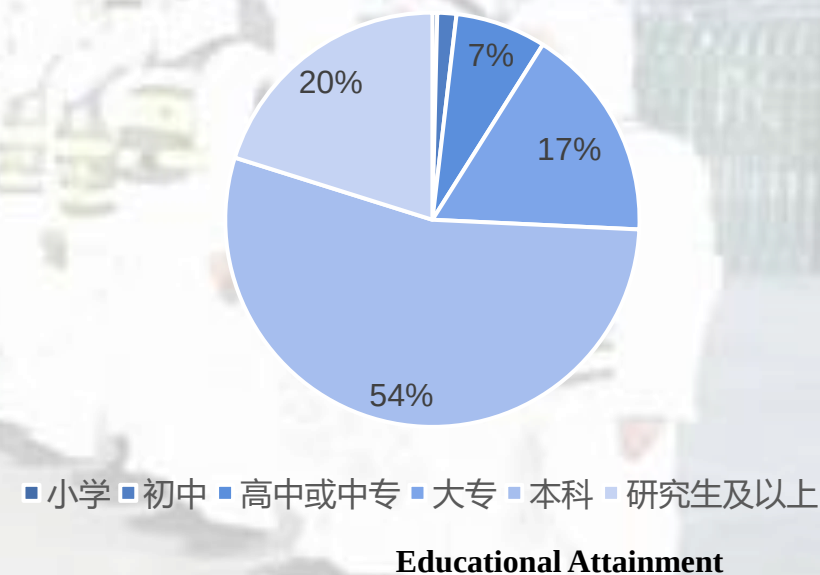
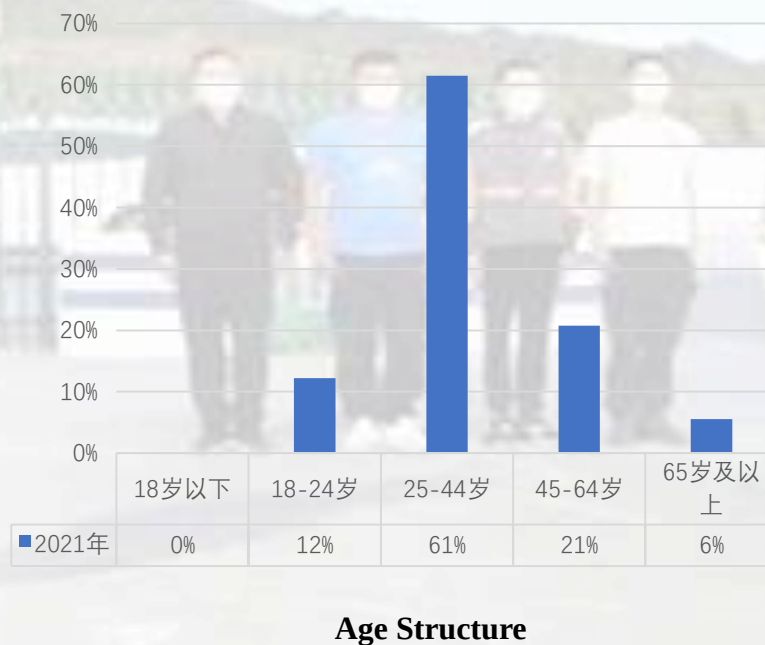
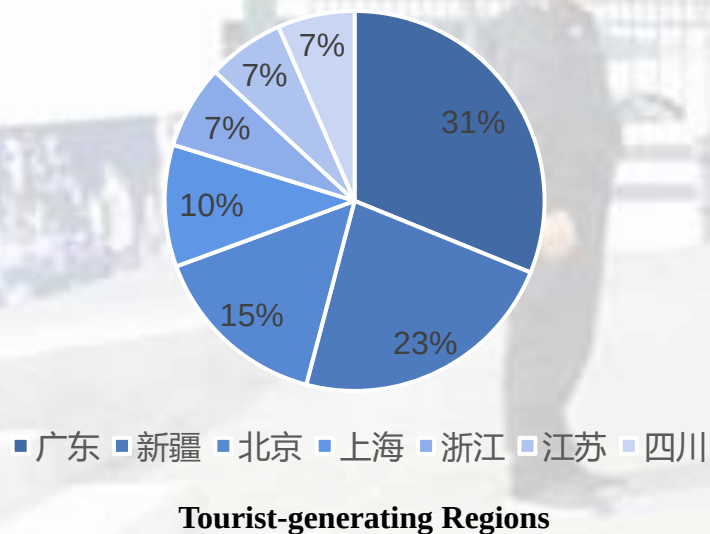
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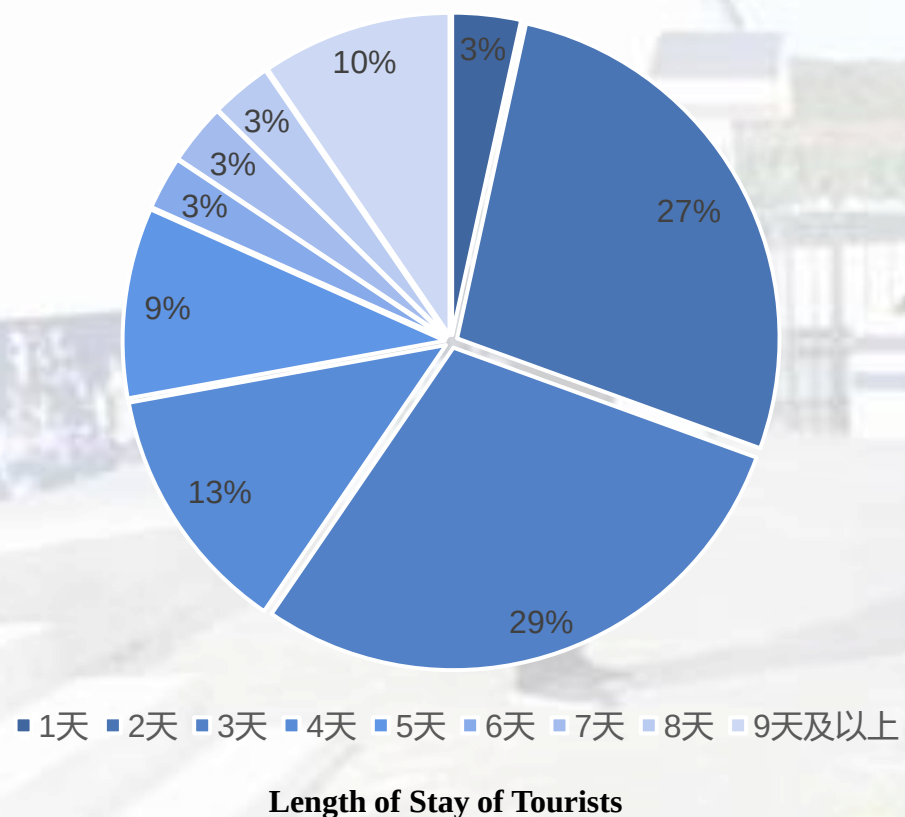
◆ Monitoring Indicators of Tourist Perception and Satisfaction as well as Basic Characteristics of Tourists

Tourist satisfaction measures tourist perception and experience. From September 26 to October 3, 2021, the monitoring team conducted a random sample survey on tourists in the main tourist attractions, villages, traffic transfer stations, and other places in Kanas (e.g., tourist centers, Kanas Lake, Hemu Village, Baihaba). A total of 277 paper questionnaires were distributed to tourists. Two hundred seventy-three valid responses were collected. The valid collection rate was 98.65%.



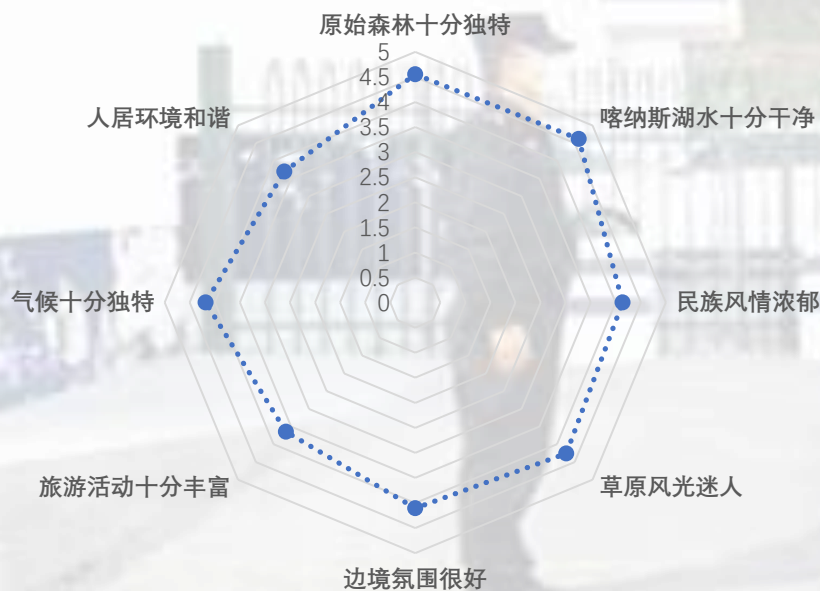
◆ Analysis of Tourist Behavior Characteristics

Similar to the previous year, most tourists chose self-guided tourists. Tourists mainly obtained tourism information via recommendations by friends and relatives. They were mainly motivated to go sightseeing and take leisure vacations in Kanas. Some were motivated to relax and take photos in Kanas. Besides, most tourists stayed in Kanas for two to three days. The number of tourists staying in Kanas for a long time increased. In terms of accommodation options, most tourists chose family hotels (homestays). The proportion of tourists choosing to stay at hotels increased. Tourists' expenditure was high. Tourists spent most on transportation and accommodation.

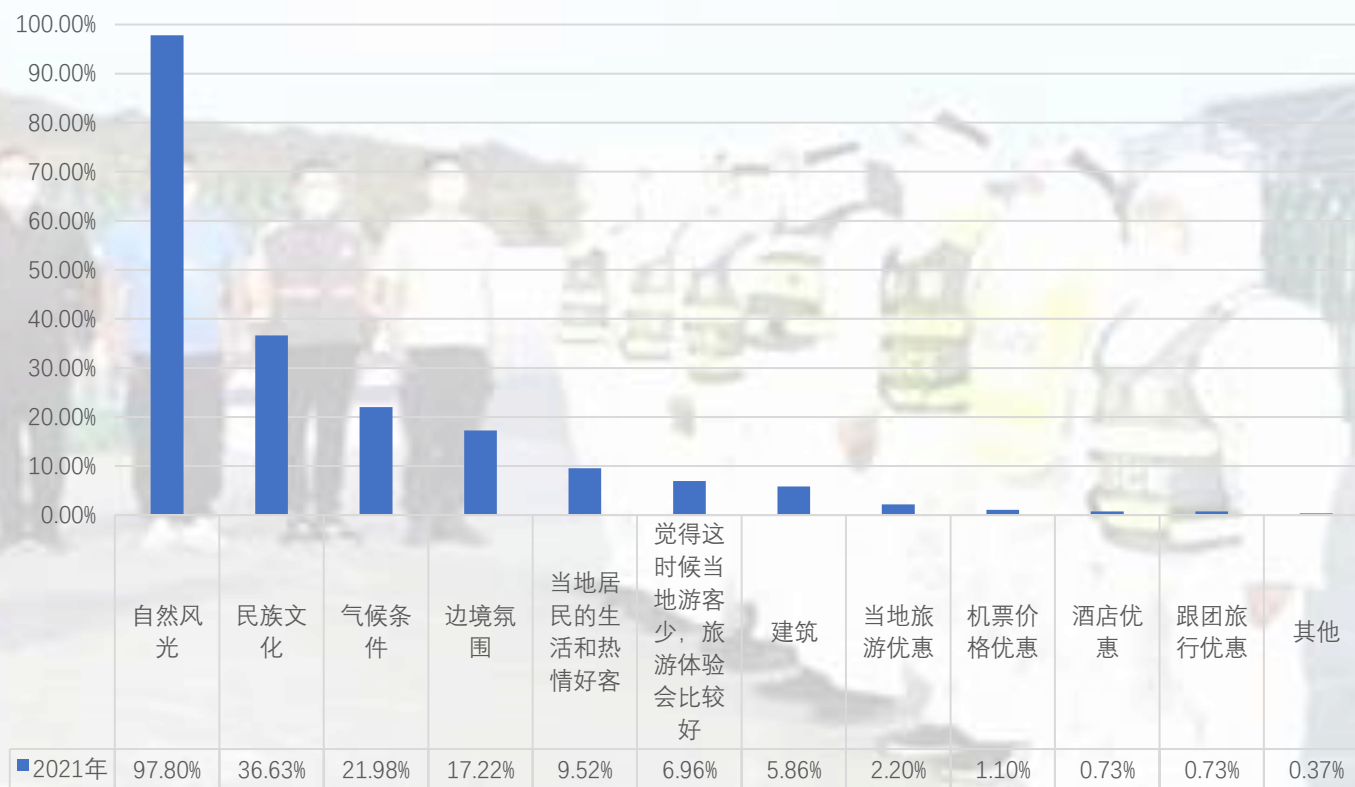


◆ Tourists' Perception of the Tourism of Kanas and Tourist Experience

Natural scenery and unique ethnic culture were the biggest attractions of Kanas. Tourists thought the natural scenery of Kanas was very attractive, whereas humanities activities should be further improved. The atmosphere was good. Moreover, Kanas enjoyed convenient transportation; however, there was still room for improvement in food, accommodation, travel, and shopping. In general, tourist satisfaction improved, reaching its peak in recent years. Tourists visiting Kanas had diverse information needs about the tourism of Kanas. They paid special attention to the most important aspects of tourism (i.e., clothing, food, accommodation, transportation, and travel).



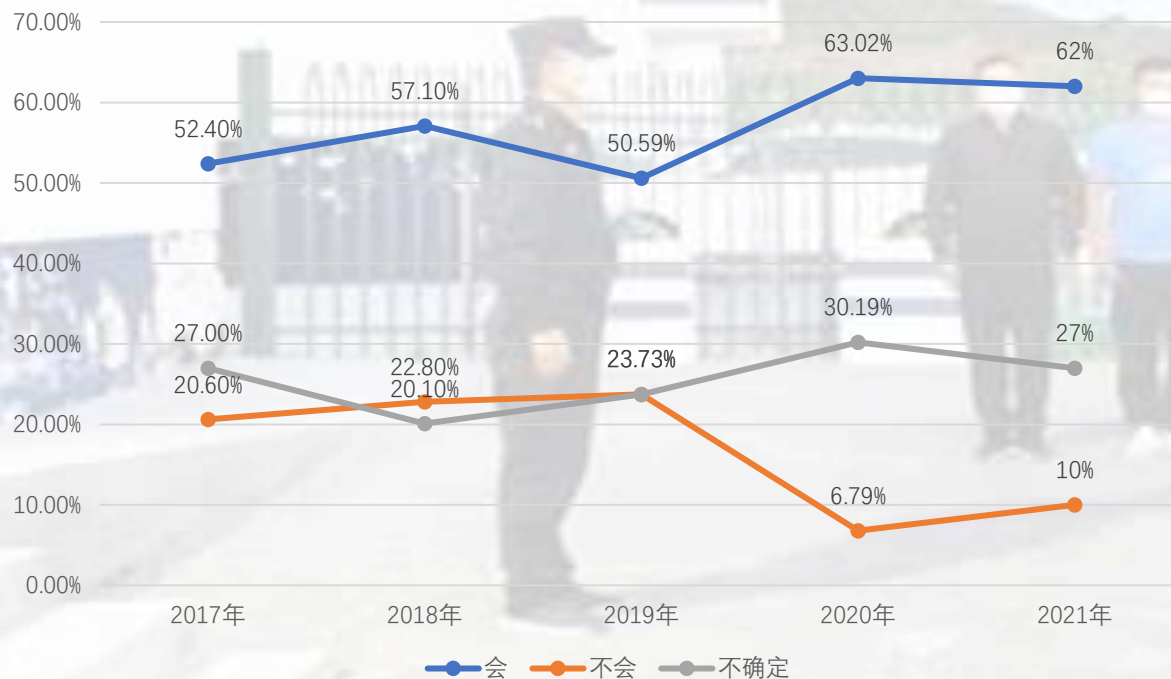
Tourists' Evaluation of Tourism Resources of Kanas



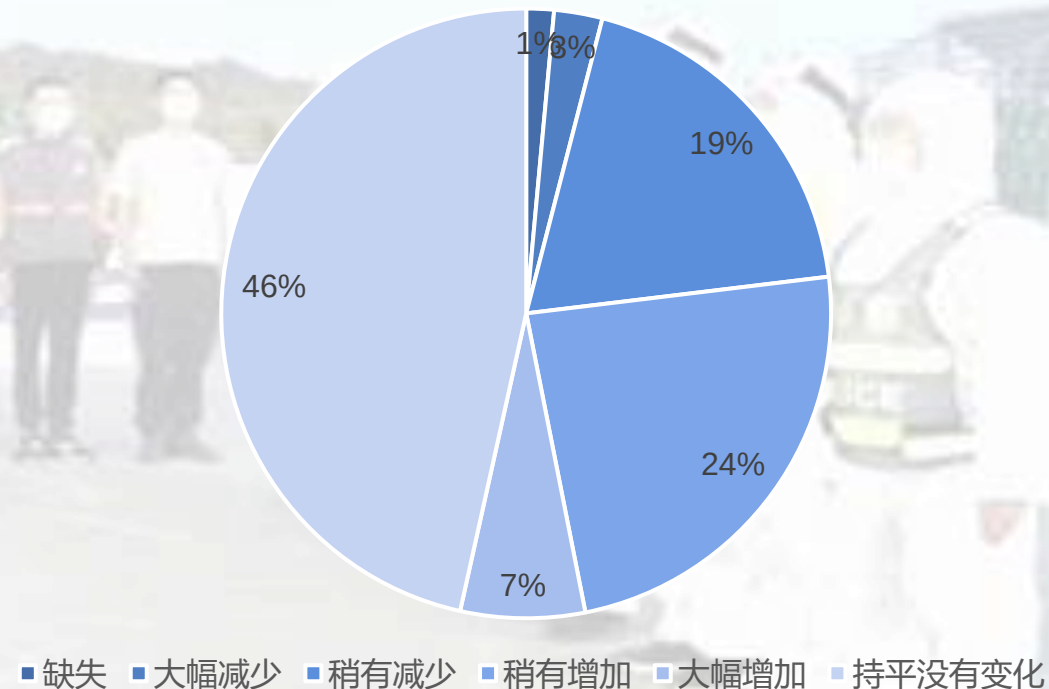
Factors Influencing Tourism Attractiveness

◆ Subsequent Impacts of Tourist Satisfaction, Tourists' Attitude towards Winter Tours, the Impacts of the Pandemic, and the Recovery in Consumption

The tourism of Kanas met or exceeded tourists' expectations. Tourists' willingness to revisit Kanas was quite high. They preferred to visit Kanas in summer and autumn. The willingness to visit Kanas in winter increased. Tourists would love to experience winter scenery; however, they were concerned about transportation and basic living conditions. Tourists' willingness to recommend Kanas was high. More attention should be paid to the effect of word of mouth. In terms of the impacts of the pandemic, compared with the same period last year, tourists' expenditure increased, showing that it was less influenced by the pandemic.



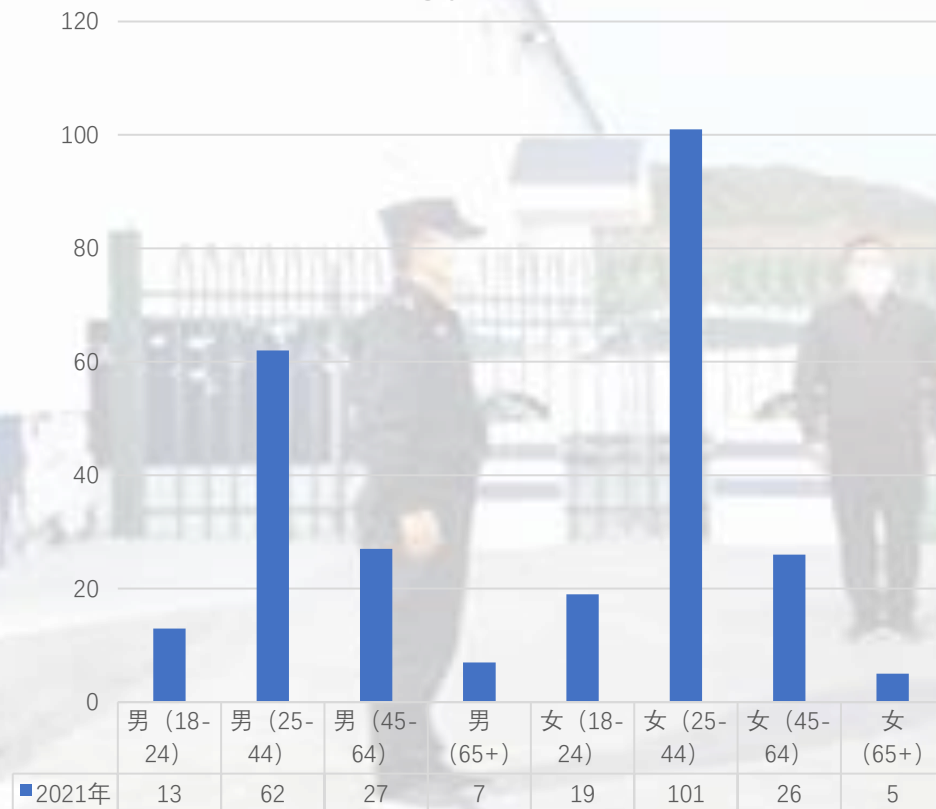
Tourists' Willingness to Revisit Kanas, 2016-2021



Change in Tourists' Travel Spending in the Post-Pandemic Era

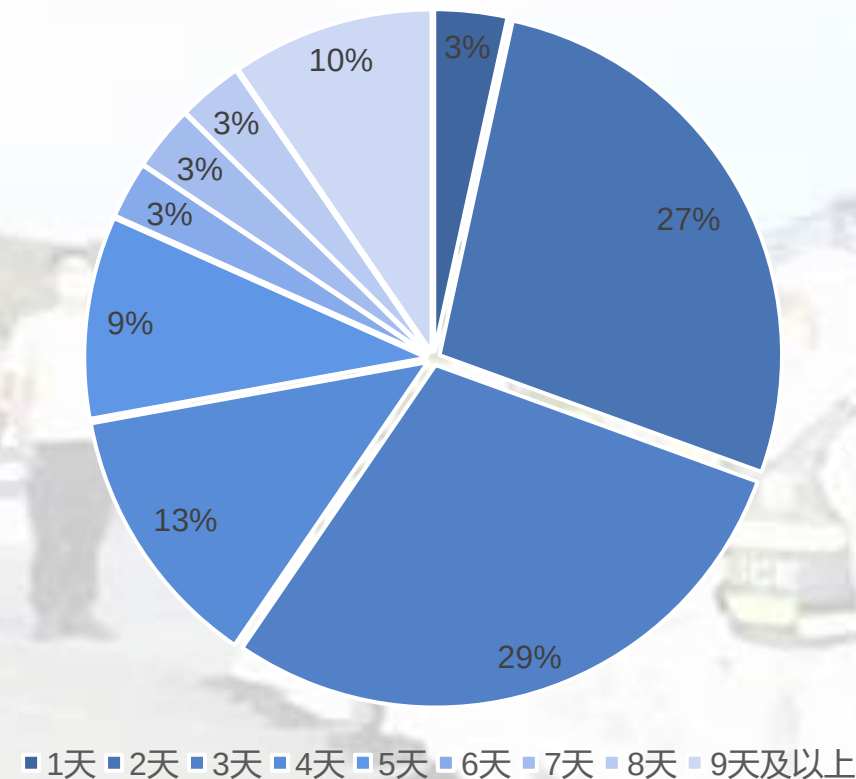
◆ Summary

Young and Middle-aged Women Playing an Increasingly Prominent Role



The number of young and middle-aged women in Kanas was the highest.

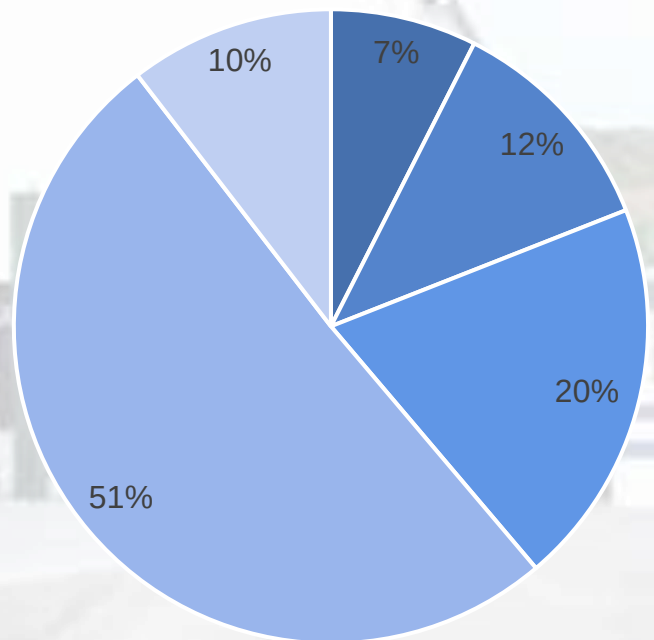
Emerging Trend in Medium- to Long-Term Leisure Travel



In comparison to the previous year, more tourists took medium- to long-term vacations in Kanas. The proportion of tourists choosing to stay at hotels increased. That is to say, the proportion of tourists pursuing leisure, relaxation, and enjoyment increased.

◆ Summary

As the pandemic waned, a recovery in consumption could be observed.

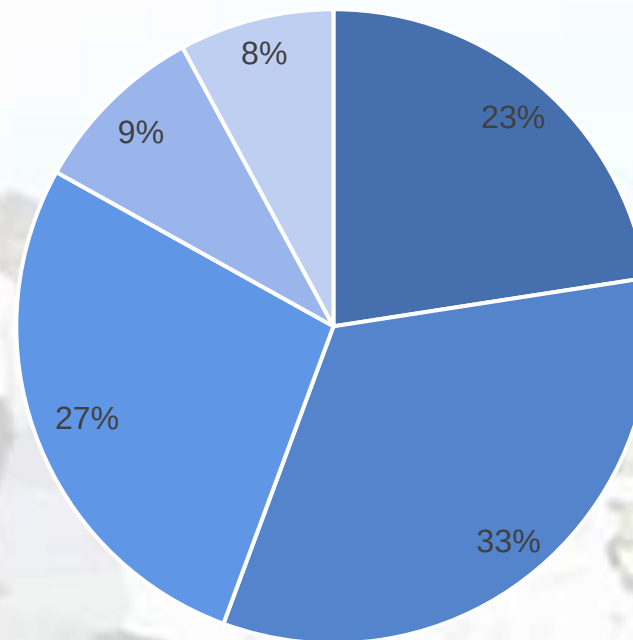


■ 减少很多 ■ 减少 ■ 略有减少 ■ 持平 ■ 增加

Influence of the Pandemic on Tourists' Incomes

Compared to the previous year, despite the constant pandemic, tourists' incomes and budgets increased. Moreover, they had increasing demands for traveling.

The potential of winter tours was considerable. More attention should be paid to related subjective and objective conditions for developing winter tours.



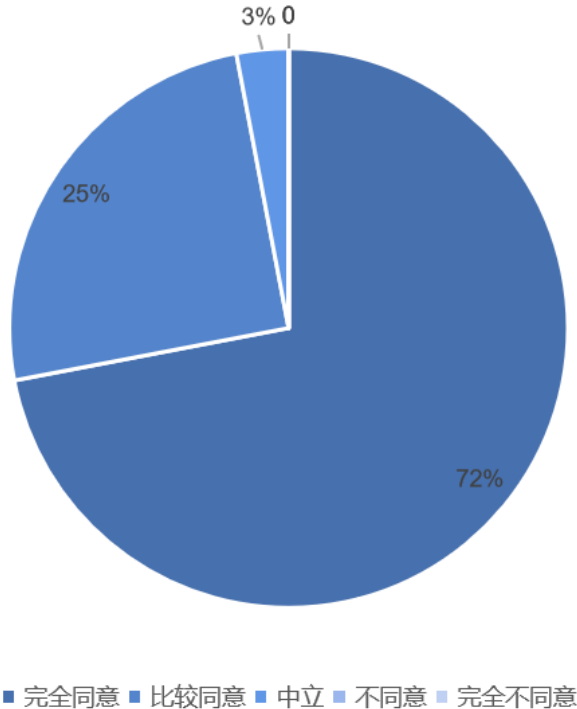
■ 非常同意 ■ 比较同意 ■ 中立 ■ 比较不同意 ■ 非常不同意

Tourists' Eagerness for Winter Tours of Kanas

Tourists visiting Kanas were quite eager for winter tours in Kanas; however, they were limited by subjective and objective conditions.

◆ Safety Perception: Tourists' Perception of Public Safety, Measures Taken by the Scenic Area to Protect Tourists' Consumption Safety, and Efficient Action against Security Accidents

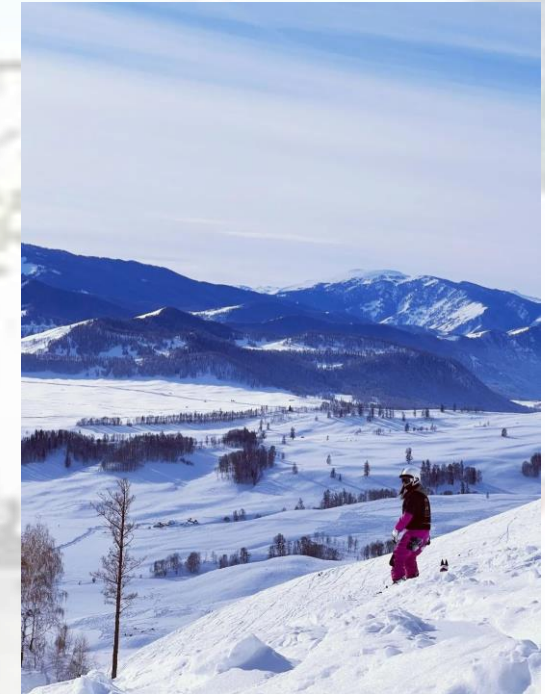
97% of the tourists thought that the public security situation in Kanas Scenic Area was good and the public security work was efficient. The overall satisfaction of tourists was high. Kanas Scenic Area comprehensively regulated the catering industry, promoting that prices must be clearly marked and providing a trustworthy consumption environment for tourists. On July 4, 2021, a safety accident occurred at the base of the infrastructure construction project of the Jikepulin International Ski Resort. The investigation team dealt with the accident quickly and properly, clarifying the regulations for accountability inquiry and corrective measures.



价格公示牌									
品名	产地	计价单位	价格(元)	备注	品名	产地	计价单位	价格(元)	备注
大盘鸡	本地	1500g 整	198 (元)	16寸	小葱炒肉	本地	900g 炒	78 (元)	8寸
辣子鸡	本地	1500g 整	198 (元)	16寸	木耳炒肉	本地	900g 炒	78 (元)	8寸
中盘鸡	本地	800g 整	158 (元)	8寸	葱爆羊肉	本地	800g 炒	88 (元)	8寸
红烧羊排	本地	1500g 整	238 (元)	16寸	虎皮辣子鸡	本地	8寸	48 (元)	8寸
红烧狗鱼	本地	1300g 整	198 (元)	16寸	西红柿炒蛋	本地	8寸	48 (元)	8寸
红烧牛腩	本地	1500g 整	198 (元)	16寸	小葱炒蛋	本地	8寸	48 (元)	8寸
手抓羊肉	本地	1500g 整	238 (元)	16寸	土豆丝	本地	8寸	42 (元)	8寸
清炖羊肉	本地	1500g 整	238 (元)	16寸	干煸豆角	本地	8寸	88 (元)	8寸
游水鱼子游	本地	1300g 整	198 (元)	16寸	大葱炒肉	本地	8寸	48 (元)	8寸
秘制狗鱼	本地	1300g 整	198 (元)	16寸	牛肉串	本地	串	28 (元)	串
炒猪肉	本地	300g 整	88 (元)	8寸	羊肉串	本地	串	10 (元)	串
小炒肉	本地	300g 整	88 (元)	8寸	羊腰子	本地	串	38 (元)	串
白煮炒肉	本地	300g 整	88 (元)	8寸	鸡中翅	本地	串	18 (元)	串

阿勒泰地区市场监督管理局喀纳斯景区分局监制

投诉举报电话: 12315 0906-6320567



Source: the WeChat official account of
 China National Geography
 Jikepulin International Ski Resort

◆ Pandemic Perception: High Rating of Xinjiang's Pandemic Prevention Policies

Kanas conducted nucleic acid testing every three days among all people in the scenic area. Its pandemic prevention and control received a high rating. Netizens considered its pandemic prevention and control to be outstanding and heartwarming. In terms of pandemic prevention and control measures, Kanas took people's interests into consideration. Netizens paid close attention to the pandemic situation of Xinjiang and discussed relevant issues on the Weibo platform. Tourists' safety perception was influenced by the pandemic prevention measures.



Nucleic Acid Testing Every Three Days in Kanas Scenic Area



图片来源: 新浪微博

Encouraging Tourists to Return Home Due to the Pandemic and Giving Away Tickets Worth 270 Yuan



图片来源: 新浪微博

Attention Paid to Hashtags Related to the Pandemic Situation of Xinjiang

03

Economic Influence of Tourism

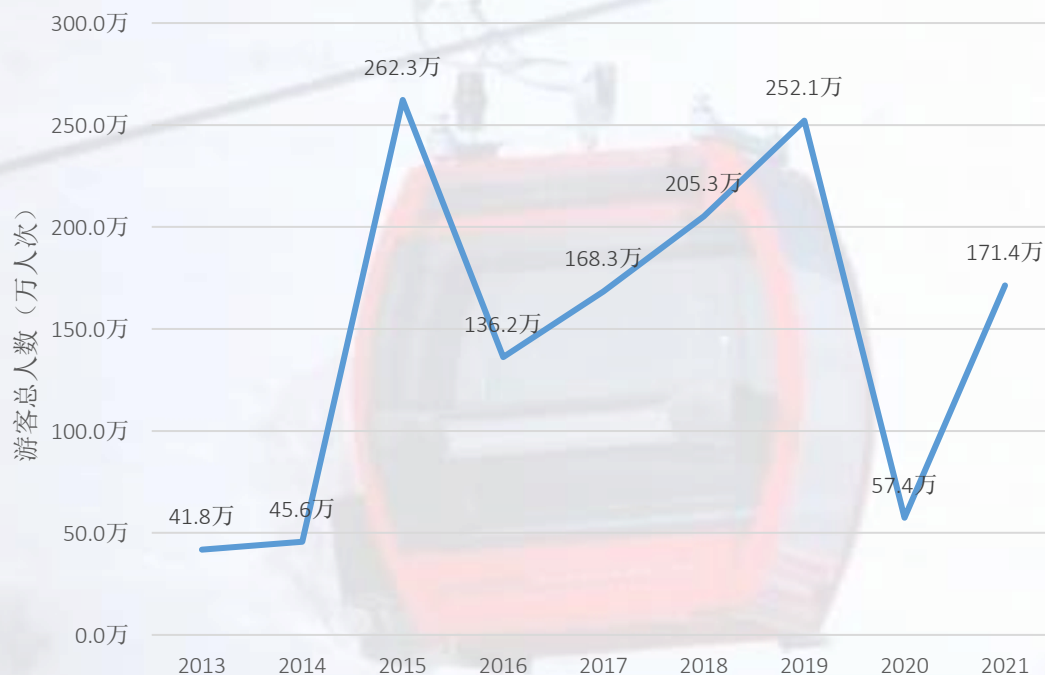
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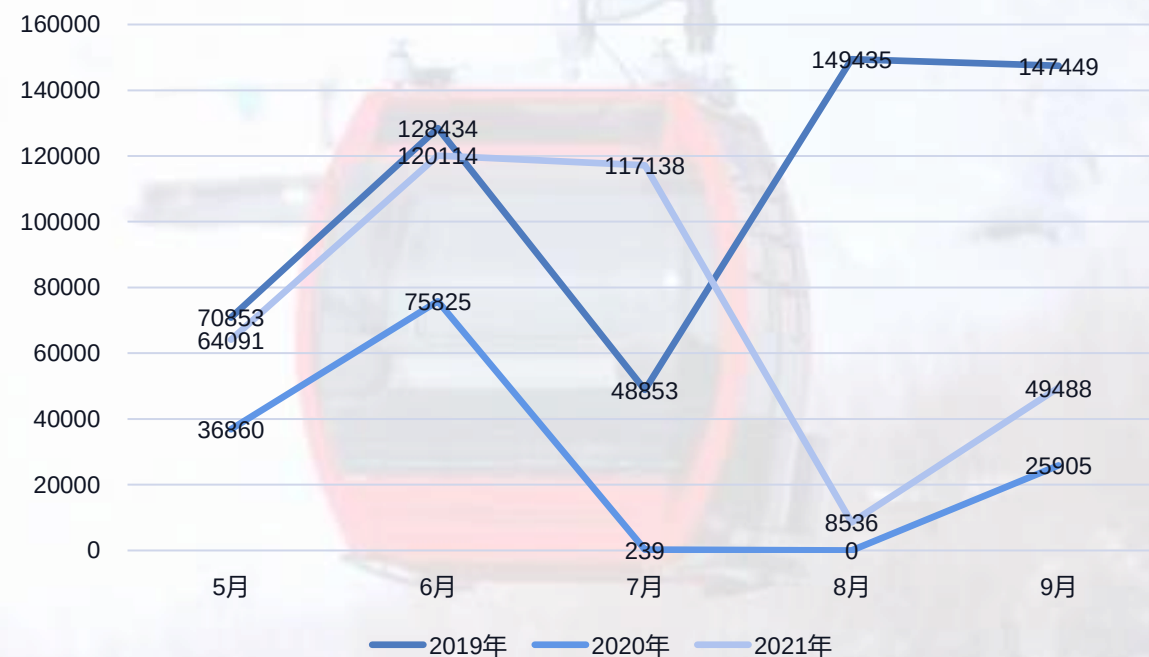
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- ◆ The economy of Kanas as a destination continued to be impacted by the pandemic. The market recovered to the pre-pandemic level in 2017.

From 2014 to 2019, the number of tourists visiting Kanas increased rapidly. In 2020, affected by the pandemic at home and abroad and in Xinjiang, Kanas received a total of 757,000 tourists. As of October 2021, Kanas received 1,714,000 visitors. The number of tourists recovered to the pre-pandemic level in 2017. Tourism revenue from May to July 2021 nearly recovered to the pre-pandemic level in 2019; however, in August, due to the constant pandemic in other provinces, tourism revenue decreased to 85 million yuan, a drop of 94% on a year-over-year basis.



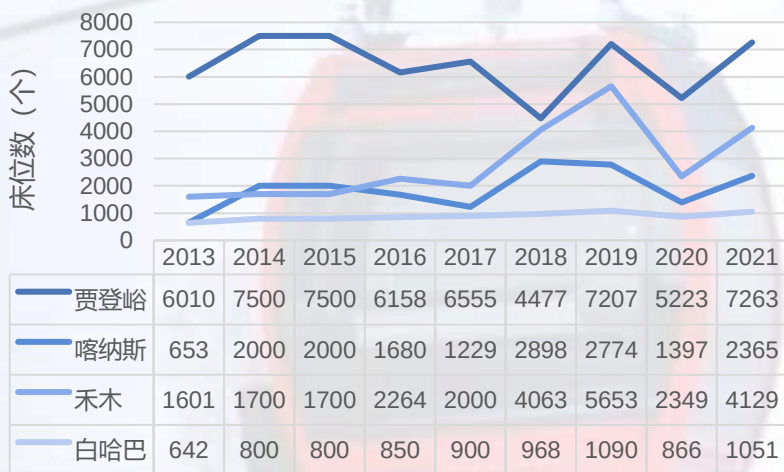
Number of Tourists Visiting Kanas Scenic Area



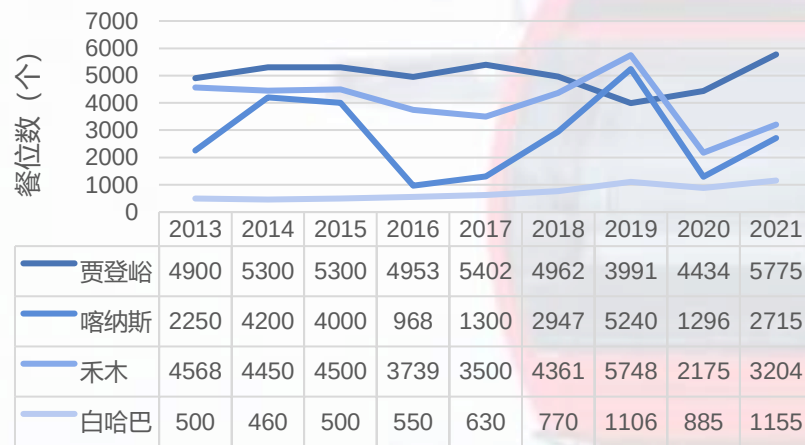
Tourism Revenue of Kanas Scenic Area in High Season
(Unit: 10,000 Yuan)

◆ New Tourism Business Forms and Trends in Competition and Differentiation in Terms of Regional Development

The proportion of the number of beds and seats for meals in Jiadengyu and Baihaba decreased. The number of beds and seats for meals in Kanas and Hemu increased at a fast rate. The proportion of the number of beds and seats for meals in Kanas and Hemu increased. In 2021, the number of tourist reception facilities in Hemu and Kanas increased significantly, but Jiadengyu was still the core region to receive tourists visiting Kanas.



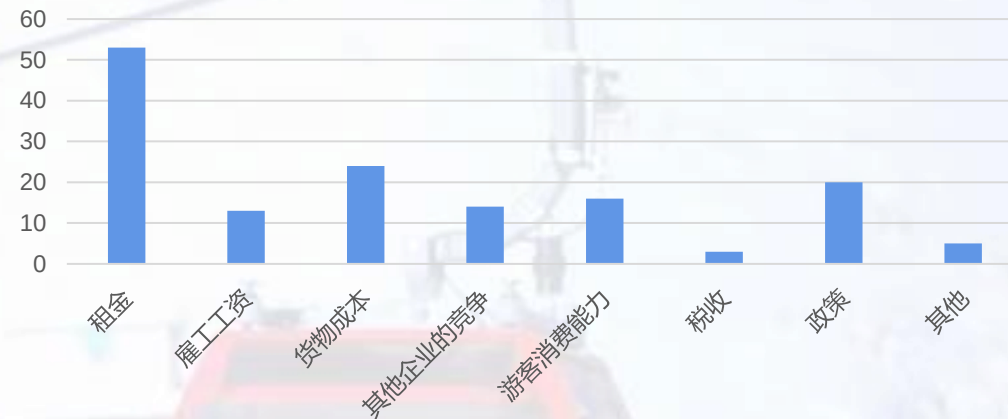
Number of Beds in Each Area of Kanas



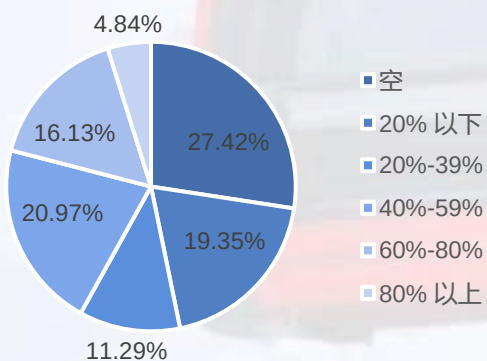
Number of Seats for Meals in
Each Area of Kanas

◆ Small Enterprises in the Pandemic: Higher Structural Risk and More Vulnerable to the Rent, Cost of Goods, and Related Policies

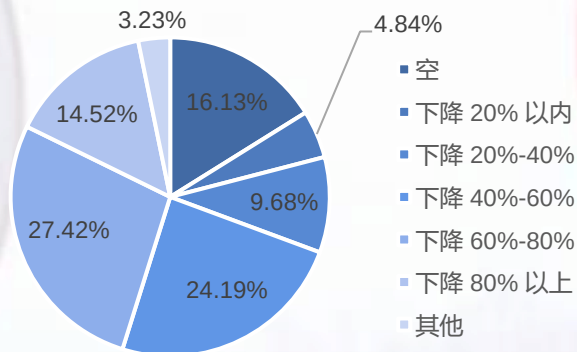
The total liabilities of 41.94% of small tourism enterprises in Kanas accounted for more than 40% of the assets. The proportion of indebted small tourism enterprises was relatively high. 66.13% of enterprise owners estimated that the turnover would drop by more than 40% in 2021. The vast majority of enterprise owners were not optimistic about the turnover in 2021 and had a more conservative attitude towards business operations. The pandemic significantly influenced tourism enterprises and enterprise owners' confidence in business operations. Small enterprises gradually resumed work; however, most enterprises did not achieve the full resumption of work. Rent, cost of goods, and related policies were the main factors affecting the operation of small tourism enterprises in Kanas.



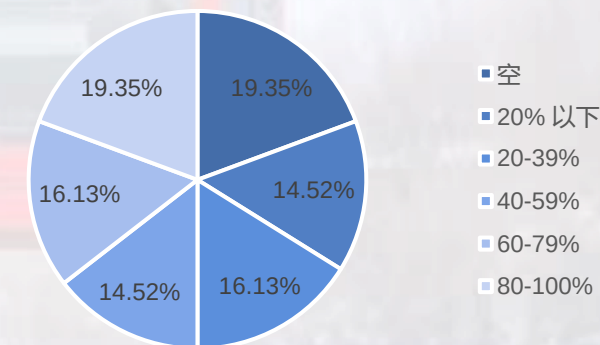
Factors Having the Greatest Impact on Enterprise Operations



Liabilities of Small Tourism Enterprises in Kanas



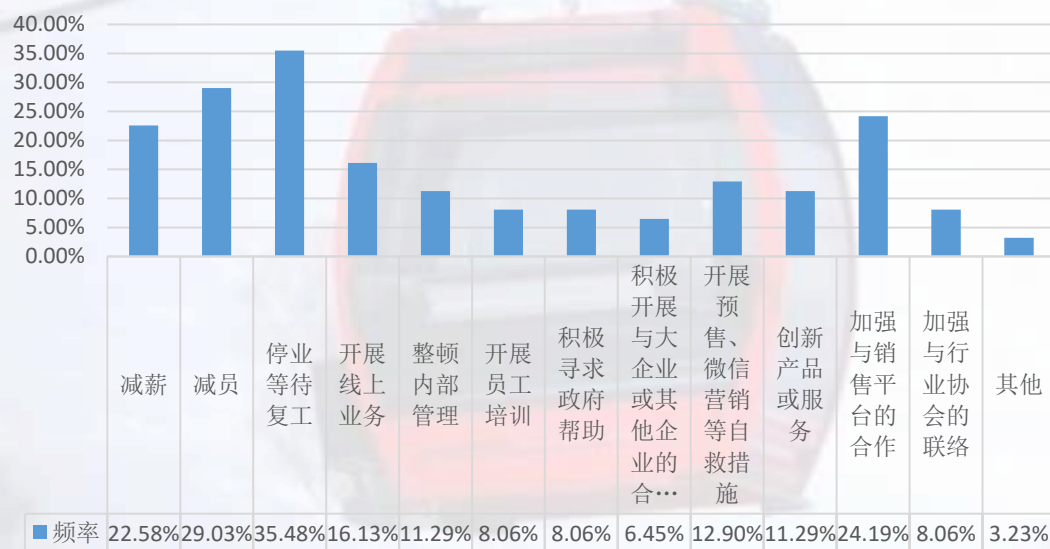
Change in Annual Turnover Estimated by Small Enterprise Owners in Kanas in 2021



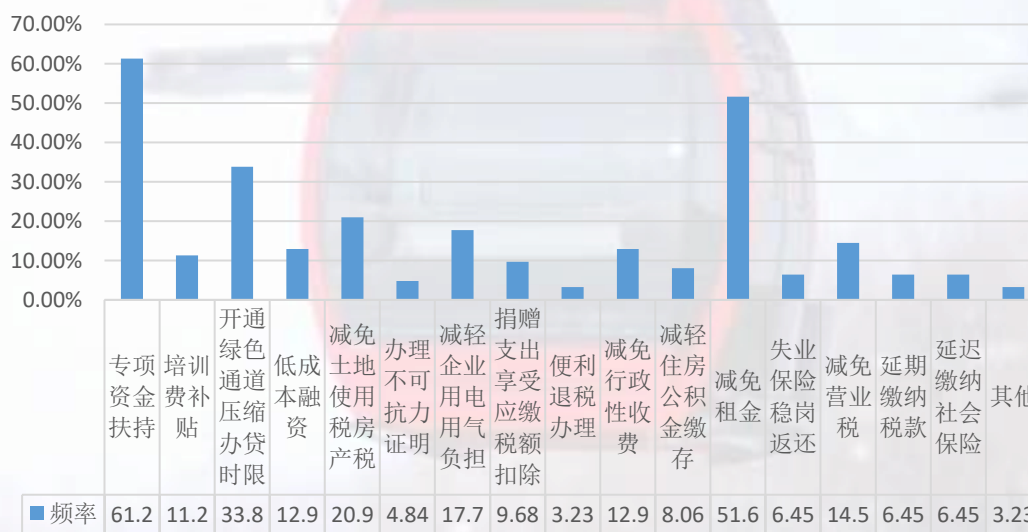
Proportion of Small Enterprises Resuming Work in Kanas in 2021

◆ Unformed Small Tourism Enterprise Network and the Need to Build Economic Resilience

The measures taken by small tourism enterprises in Kanas to cope with the pandemic were not multiple. Those enterprises mainly adopted some negative measures, such as stopping operations, laying off employees, and cutting salaries. Enterprise owners generally reported that rents were too high, and they felt that they could not make ends meet in the context of the pandemic. Enterprise owners had strong demands for financial support, rent reduction, tax reduction and exemption on land use, and loans. The local government should focus on the core needs of enterprise owners and actively introduce appropriate crisis response policies. These crisis response policies were essential in the context of normalized COVID-19 prevention and control. In the future, the scenic area needs to further cultivate small enterprise owners' ability to cope with crises.



Measures Taken by Small Tourism Enterprises to Deal with the Pandemic



Support from the Government Needed by Small Tourism Enterprise Owners

04

Tourism Planning Implementation

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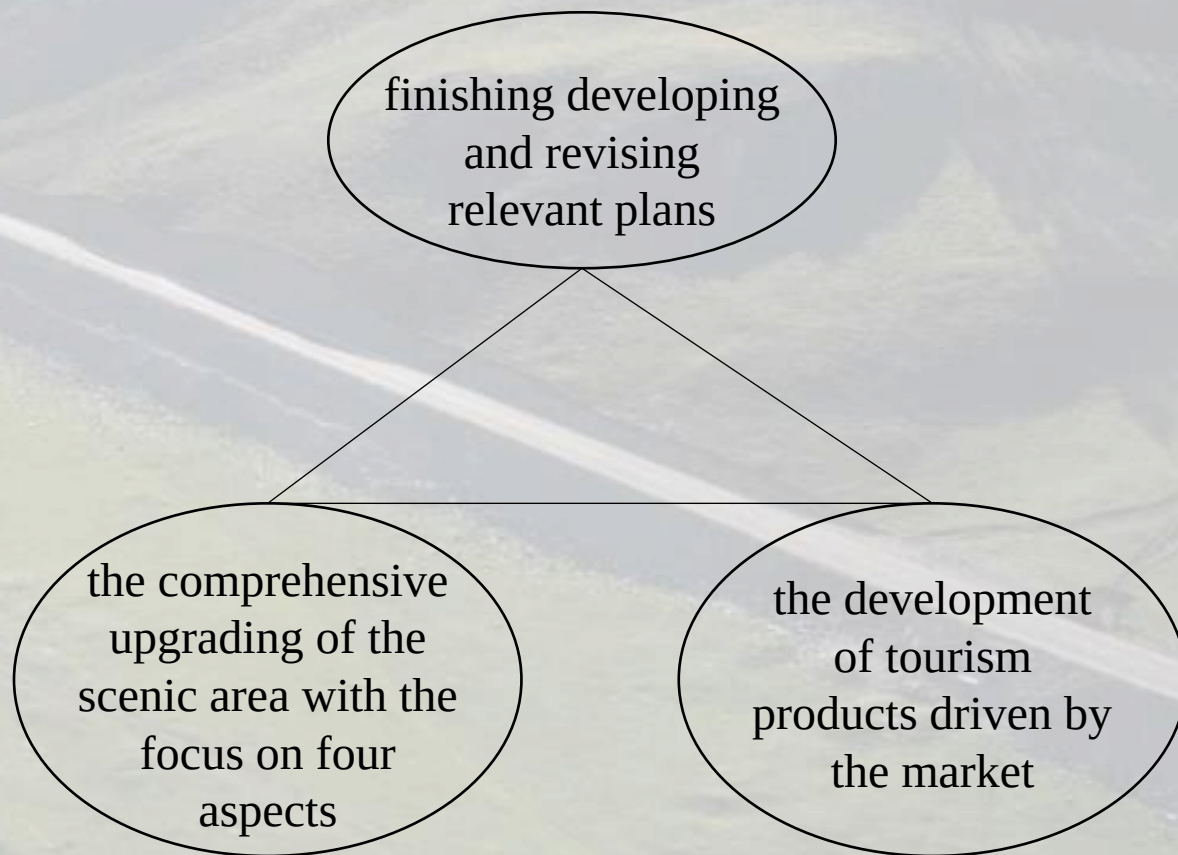


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◆ Updating and Improving the Planning System in the Context of Ecological Civilization Construction and the Promotion of Xinjiang via Tourism

With the successive implementation of plans of various levels for important regions and newly developed areas, the tourism planning and development strategies of Kanas Scenic Area have become increasingly adequate. As the most important tourism destination in Xinjiang, the Greater Kanas Tourism Area has now grown into one of the top tourist areas in China, having the potential to become one of the top tourist attractions in the world. In the context of ecological civilization construction, the tourism area has comprehensively developed and revised the master plan and protection plans for various types of protected areas (e.g., national nature reserves, national forest parks, and scenic areas). Moreover, it has further highlighted the ecological protection work, strengthening the supervision of natural resource utilization and ecological environmental protection in Kanas and promoting informatization and intelligence development in ecological planning and environmental protection.



◆ The “Four Areas of Improvement” Project Led by the Autonomous Region to Address Issues Related to Inadequate Facilities in the Scenic Area

The “Four Areas of Improvement” project led by the autonomous region (i.e., improving facilities, services, toilets, and transportation, and promoting the upgrading and high-quality development of Kanas Scenic Area) has positively reflected the achievements of Kanas during the process of implementing plans. The project has given Kanas historic opportunities and achieved leap-forward development of “New Kanas”.



Improving Facilities

- Improving the fish watching platform and infrastructure of Hanas Old Village
- Improving tourism infrastructure of Kanas Scenic Area
- Reconstructing and expanding parking lots near Kanas Lake
- Improving the electricity system of Kanas Scenic Area
- Improving parking lots for shuttle buses of visitor centers and crash barriers
- Constructing and improving rain shelters and wooden plank roads of Hanas New Village
- Improving and reconstructing the Sanwan Viewing Platform
- Constructing and improving wooden plank roads and landscape pavilions

Improving Transportation

- Upgrading and improving roads and ancillary facilities of Kanas Scenic Area (5A-level scenic area)
- Project related to the roads of Hemu
- Project related to the landscape avenue of Jiadengyu
- Road construction from Jiadengyu to Hemu (bicycle lane)

Improving Services

- Thirty-six new boards for tourism consultation services and complaints and five new service hotlines
- Conducting special inspections in peak tourist season, avoiding hiking prices, and urging practitioners to operate the business in good faith
- Operators wearing badges shaped like a smile
- Establishing smiling service windows and posts related to smiling services
- 398 volunteers conducting volunteer activities in all tourist destinations (e.g., offering tourists hot water and emergency medicine for free)
- Providing training courses related to the quality improvement of the tourism industry and comprehensively improving service awareness, service ability, and service quality of frontliners of the tourism industry

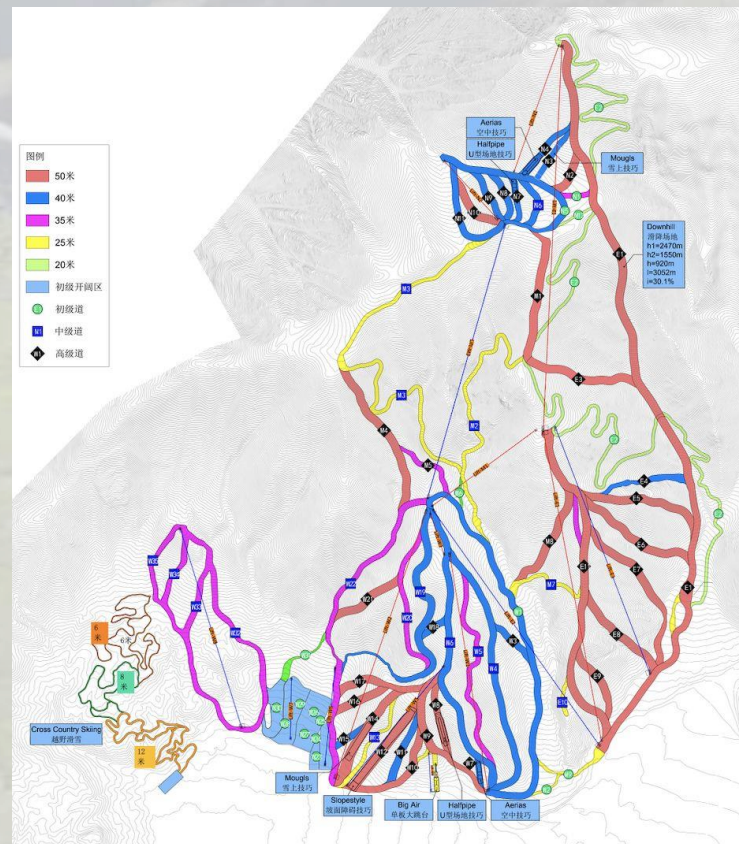
Improving Toilets

- Accessible toilets: establishing accessible toilets in 49 new public toilets for tourists
- Women's dressing rooms and dressing tables: establishing women's dressing rooms and dressing tables in popular tourist attractions
- Nursery rooms: providing places for the nursery at some toilets
- Toilets with cultural works as the decoration: the public toilet for tourists in Yueliang Bay with the works of photographers and painters
- Intelligent toilets: 28 toilets adopting new electric heating systems to ensure the use of those toilets in winter; 16 intelligent toilets having the functions of environmental monitoring and automatic deodorization (tourists can rate those toilets)

◆ Seizing the Opportunity Brought by the Winter Olympics and Promoting the Development of Ice-Snow Tourism Products via Jikepul International Ski Resort

In 2021, with the development of the core brand of “Pure Land Kanas, Snow Capital Altay” as the focal point, Kanas paid attention to developing ice-snow tourism products and its core brand to extend the influence of the tourism of Kanas in winter and spring.

Theme	Recommended Length	Itinerary	Recommended Attractions and Projects	Specific Itinerary
Winter Tourism in Kanas Scenic Area	2-5 days	DAY1: First visit to the holy land of ice and snow	recommended attractions: Kanas Lake, Yueliang Bay, Shenxian Bay, Wolong Bay, Kanas Old Village; recommended programs: appreciating the snow by the lake, visiting families of Tuvas, appreciating the performance of folk bands	06:00 Beitun Railway Station – Buerjin (fairyland) 08:30 Eating breakfast at Buerjin 09:30 Buerjin – Kanas (taking the bus and passing through Atlay covered with snow) 13:30 arriving at Kanas Scenic Area to appreciate the snowy forest, the hard rime in Kanas River Valley, and the Wolong Bay, Yueliang Bay, and Shenxian Bay covered by snow 14:30 Eating lunch in Kanas Old Village 16:00 Arriving at Kanas Lake and appreciating the snow scenery along the wooden plank road 19:30 Eating dinner 21:00 Checking in to a special homestay in Kanas to take a rest and enjoying enough sleep
		DAY2: Enjoying ice-snow theme parks or Hemu Jikepul International Ski Resort	recommended attractions: fish watching platform, Hemu Village, the ice-snow theme park at Hemu; recommended programs: appreciating the morning fog at the lake, visiting the fish watching platform, riding a motorcycle on snow, snow circle, riding on a banana-shaped boat on snow, snow jumping, snow splashing, snowman making, skiing	11:30 Kanas – Hemu Village (enjoying white birch forests, snow plains, and beautiful bays and meeting friendly and enthusiastic Kazakh and Mongolian Tuva herders) 14:00 Eating lunch in Hemu Village 16:00 Playing at the ice-snow theme park at Hemu, enjoying multiple programs related to snow (e.g., snow circles, motorcycles on snow), visiting Jikepul International Ski Resort as one of the characteristic tourist attractions in winter tourism in Atlay to enjoy multiple programs related to snow (e.g., family ski holidays, alpine skiing) 19:00 Eating dinner 20:30 Special activity at Hemu Bridge 21:30 Checking in to a characteristic hotel at Hemu
		DAY3: Waiting for the sunrise	recommended attractions: Hemu Village, Hadeng Platform, Chonghur; recommended programs: horses pulling a plough	09:00 Enjoying breakfast at the hotel 09:30 Arriving at the Hadeng Platform via horses pulling a plough to find a good place to wait for the sunrise 11:00 Returning to the hotel and packing luggage 11:30 Leaving for Chonghur 14:30 Eating lunch at Chonghur 15:30 Leaving for Beitun Railway Station 20:00 Arriving at Beitun Railway Station and returning to your sweet home



Hemu (Jikepul) International Ski Resort



Marketing of Ice and Snow Tourism in Kanas

◆ Diversified Marketing via the Multi-Media Platforms and Promoting the Brand Value of Kanas



Providing Places for Shooting Variety Shows

Most Popular Hashtags on the Weibo Platform

In 2021, Kanas focused on utilizing the most popular hashtags on the Weibo platform and product placement in variety shows to publicize its tourism image.

Kanas Scenic Area tried to promote travel tips via all useful platforms. Besides, it tried to combine online and offline resources to promote the scenic area, highlighting interaction and mutual participation.

05

Tourism Resources and Environmental Protection

Sustainable Tourism Development of Kanas
Monitoring Report in 2021



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◆ The Great Impact of the Large-Scale Construction on the Environment

The construction of large-scale projects (e.g., Jikepulin International Ski Resort, Tiereketi – Jiadengyu Highway, Atlay – Hemu Highway) have had a significant negative impact on the ecological environment. Therefore, it is necessary to strengthen the supervision of the ecological environment while implementing construction projects.



◆ Intensified Negative Perceptions of Resource Consumption, Air Pollution, Noise Pollution, and Water Pollution

Residents had intensified negative perceptions of resource consumption, air pollution, noise pollution, and water pollution, indicating that local sanitation conditions, environmental protection, and sound environment management should be further improved. Besides, residents' negative perception of waste pollution decreased, indicating that Kanas made some achievements in waste treatment. In the future, Kanas Scenic Area needs to take effective measures against environmental problems such as resource consumption, air, noise, and water pollution, to protect the ecological environment and beautiful scenery of Kanas while ensuring the quality of tourism products and the comfortable and secure living environment of residents.



◆ Tourism Commercialization Continuing to Destroy the Traditional Village Landscape

- Tourists pointed out some issues of Kanas (e.g., excessive commercialization and unsatisfactory experience due to the lack of original features). Besides, they thought it was difficult to experience the characteristic local customs and cultural activities.
- Hemu Old Village had been basically occupied by a variety of shops. There were almost no traces of residents' life and original living conditions. Moreover, to develop more shops, the village developed the land in the surrounding area.



◆ Promotion of Ecological Protection of Nature Reserves Driven by the Building of an Ecological Civilization by the Central Committee of the CPC

- The Central Committee of the CPC Environmental Protection Supervision Committee has innovated environmental governance technologies to promote the rectification of the scenic area and protect the local ecological environment.
- Four major functional departments have jointly established the remote sensing monitoring system of nature reserves: using the remote sensing information of meteorological satellites and resource satellites; comparing and analyzing the historical data on surface water and underground water; using the remote sensing model to supervise the development of tourism of the scenic area
- Vigorously promoting the supervision of rivers and lakes
- Carrying out special inspections and rectification of river valleys, water surfaces, and lake shorelines





- It is necessary to take effective measures against environmental problems such as resource consumption, air, noise, and water pollution, to protect the ecological environment and beautiful scenery of Kanas while ensuring the quality of tourism products and the comfortable and secure living environment of residents.
- More importance should be attached to the protection and utilization of human resources to develop a series of experiential activities based on the characteristic ethnic customs of Kanas to improve tourists' perception of the culture and customs of Kanas. By doing so, Kanas can further improve tourists' satisfaction.
- Kanas should strengthen the supervision of natural resource utilization and ecological environmental protection in Kanas and promote informatization and intelligence development in ecological planning and environmental protection.

◆ Striking a New Balance and Exploring a Plan for Sustainable Development of Kanas as an Ecotourism Area

Currently, Kanas has been focusing on ecological protection and tourism development. Based on the new planning system and ecological red line system, it has been challenging for the management committee to strike a balance between the two essentially contradictory aspects, namely, ecological protection and tourism development. The concept of sustainable development and ecotourism education are of great significance in striking a balance between the two aspects. Meanwhile, the management committee should highlight them. Besides, with its high-quality ecological resources and strategic position of ecological security, Kanas is likely to be one of the national parks in the future.

In the context of constructing a national park, the management committee and higher-level functional departments of Kanas should focus on responding to and effectively establishing connections with the national park system. Kanas has been an important strategic place for ecotourism development and ecological civilization construction in Xinjiang and even China. We believe that with the ecological red line of the Central Committee, territorial spatial planning, the strategy related to the promotion of Xinjiang via tourism, and the ice and snow tourism economy, Kanas will provide a plan with Chinese characteristics to further promote the sustainable development of the tourism of the world's protected areas and ecotourism while exploring its own development path.

Thanks!

Sustainable Tourism Development of Kanas Monitoring Report in 2021



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