

2021

Monitoring Report on the Sustainable Tourism Development of Xidi

People's Government of Yixian County

Monitoring Centre for UNWTO Sustainable Tourism Observatories

2021-11

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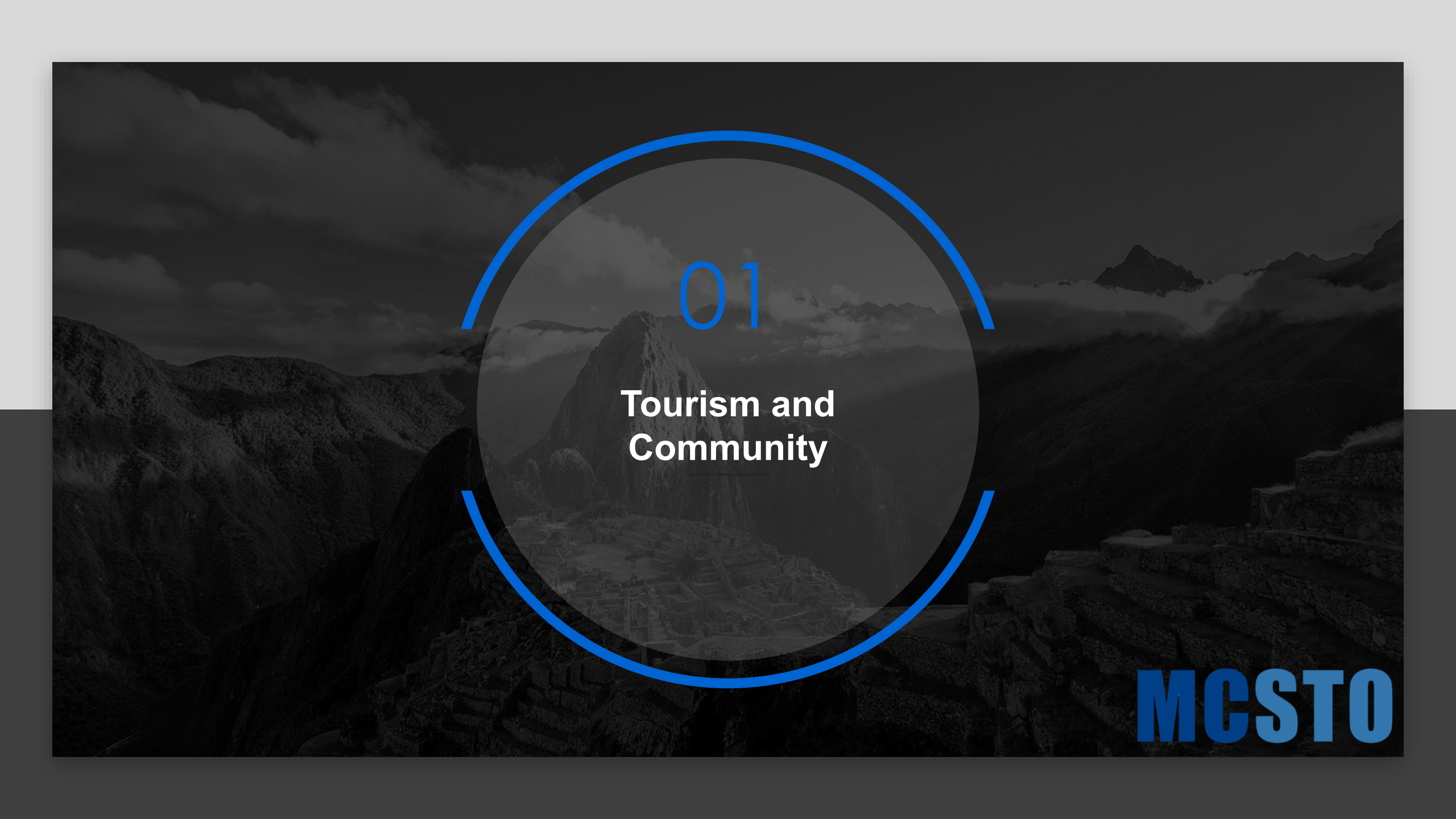
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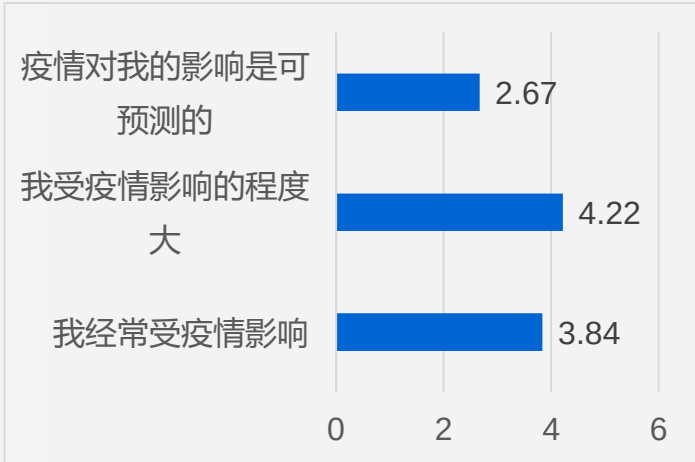


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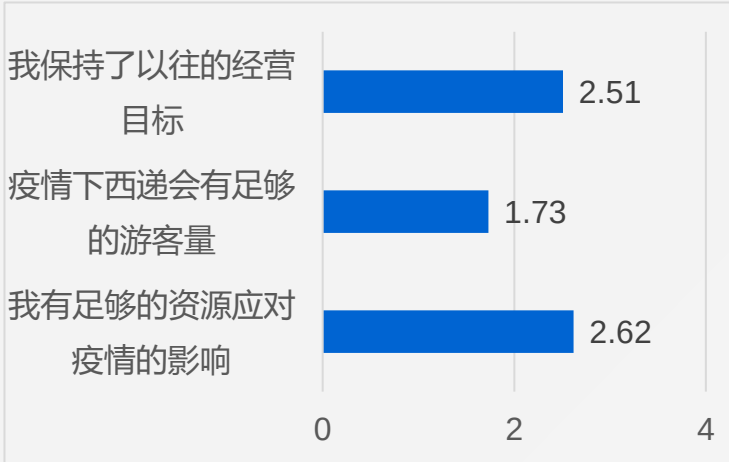
Tourism and Community

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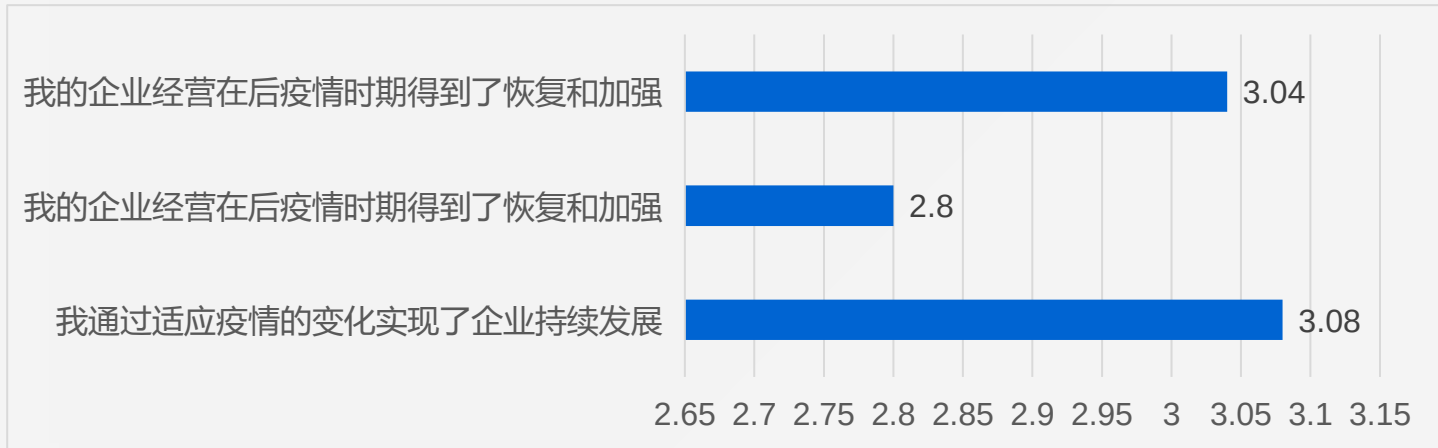
Influence of COVID-19 Pandemic and Responses



Impact of the Pandemic



Adjustment Strategy in Response to the Pandemic



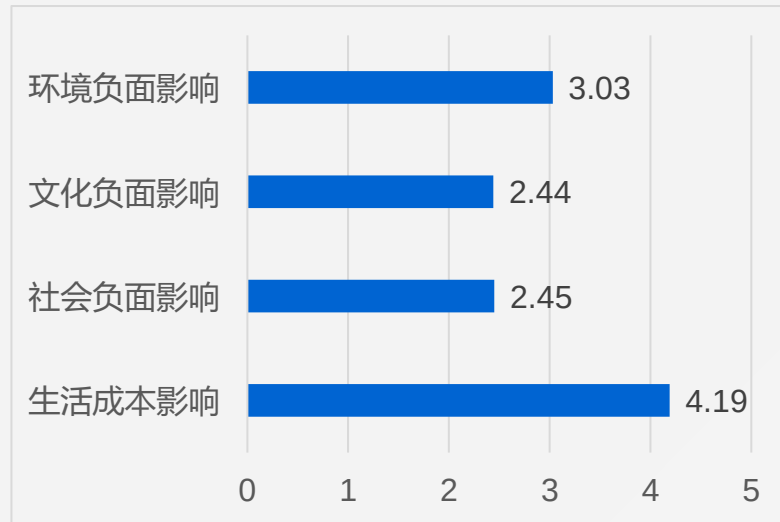
Resilience

The vast majority of residents believed that the pandemic greatly affected their life. They tried to take various measures to resist the impact of COVID-19. However, limited by resources and other objective factors, the residents' measures did not achieve good results.

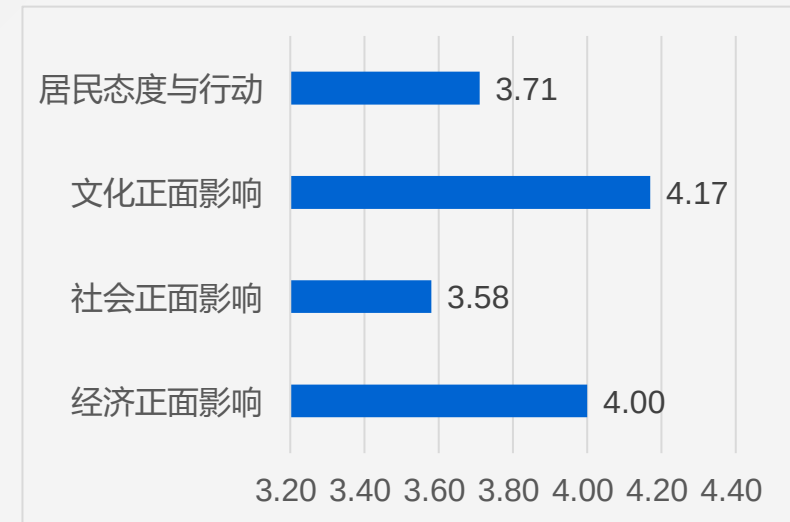
63% of the residents believed that they could not realize the sustainable development of enterprises by adapting to the changes of the pandemic situation. Besides, they did not recognize that their enterprises would achieve recovery and be strengthened in the post-pandemic era. Also, they did not recognize that their enterprises could adapt to the environment in the post-pandemic era.

Impact of Tourism Development

Residents had a positive perception of the impact of tourism development. They felt that tourism brought good economic, cultural, and social impacts. However, a small number of residents also thought that tourism influenced the local environment, and the living cost increased due to rising prices of goods.

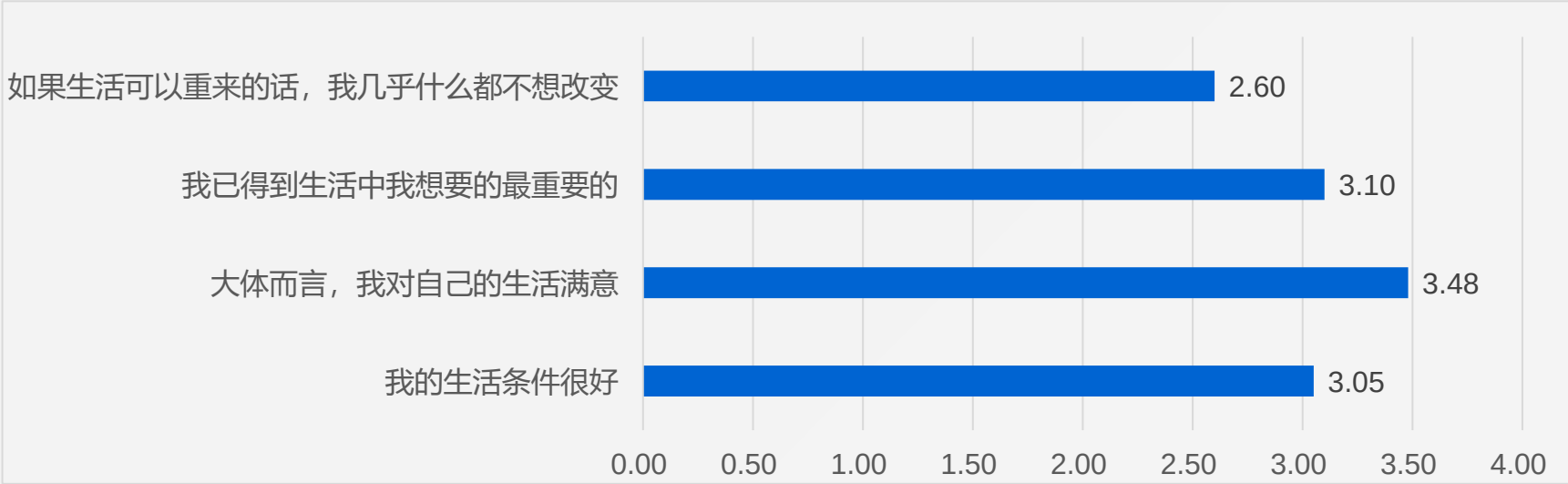


Negative Impact of Tourism Development



Positive Impact of Tourism Development

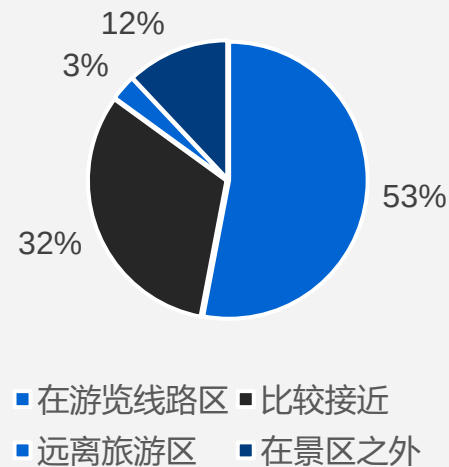
Satisfaction with Life



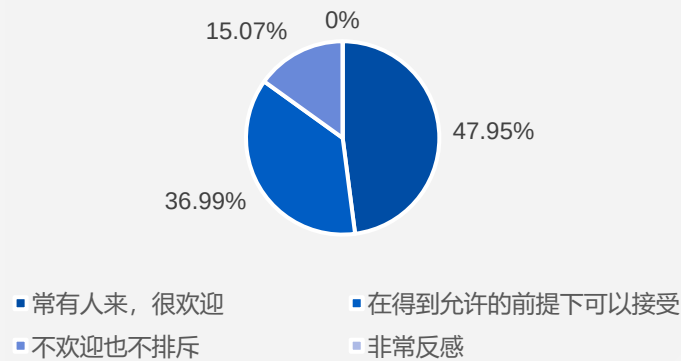
Satisfaction with Life

Most residents were satisfied with their own life; however, compared with 2019, except for the indicator "If life could start over, I would not change almost anything," the proportion of residents who agreed with other indicators declined slightly. According to the interview data, some residents said that the pandemic did have a great impact.

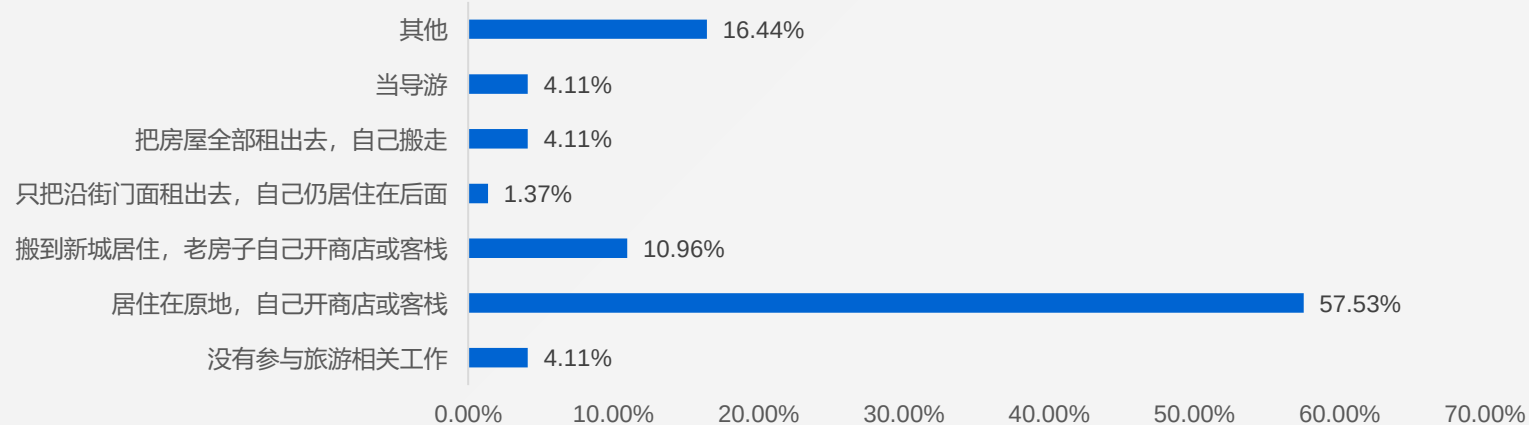
Residents' Perception and Suggestions on Tourism Development



Distance between Residents' Dwellings and Tourist Routes



Attitude towards Visitors Visiting Home



Ways of Participating in Tourism Development

Residents had a high degree of participation in tourism, holding a relatively open and welcoming attitude towards tourists' visits and widely participating in the development of tourism. The most dissatisfying aspects of tourism development were the working methods and efficiency of the government, environmental pollution, and ticket prices.

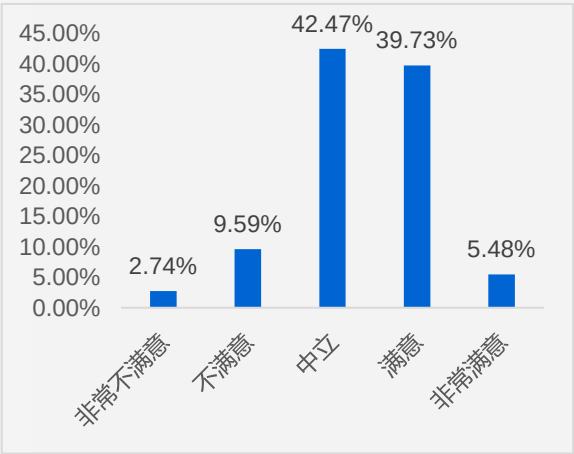
Residents' Perception and Suggestions on Heritage Protection

Residents were highly satisfied with the current situation of heritage protection in Xidi.

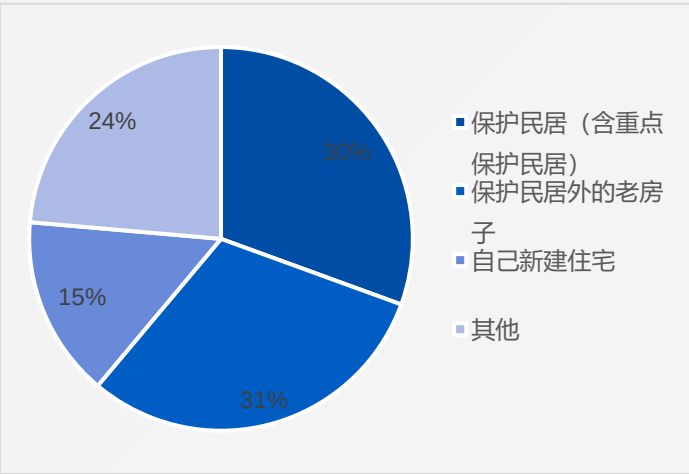
At present, a considerable number of residents working in Xidi live outside Xidi village.

Residents had a strong willingness to renovate ancient dwellings.

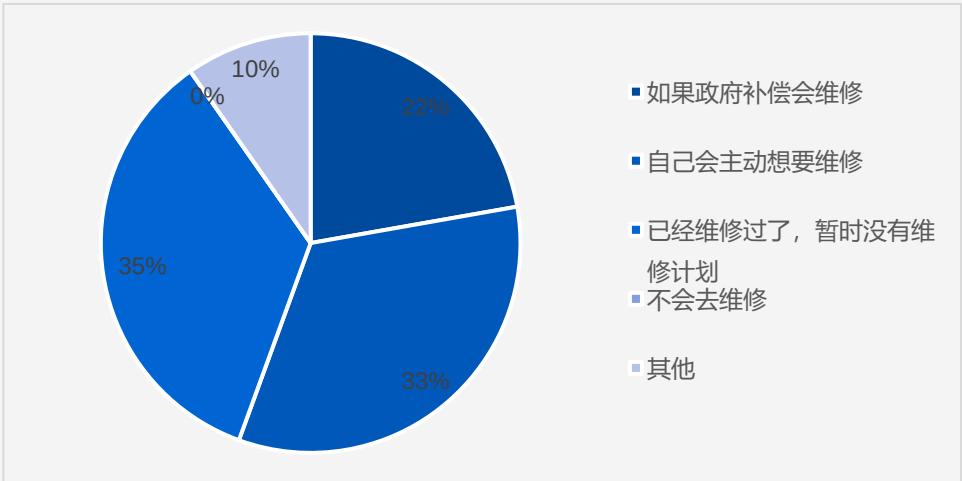
The main problems in heritage protection were the long approval period for house maintenance, the difficulty for motor vehicles to enter, the lack of government compensation, and the lack of renovation funds.



Satisfaction with the Current Situation of Heritage Protection in Xidi



Residential Housing Property



Attitude towards the Renovation of Ancient Houses

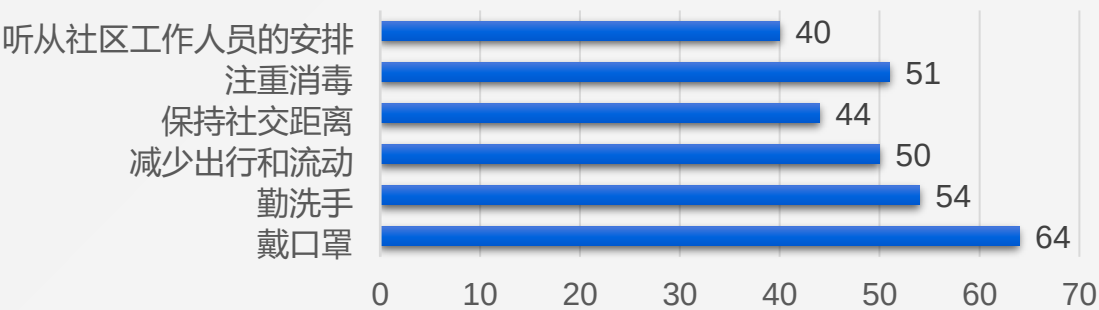
Pandemic Prevention

Residents were generally satisfied with the pandemic prevention measures and the overall prevention and control effect in the scenic area.

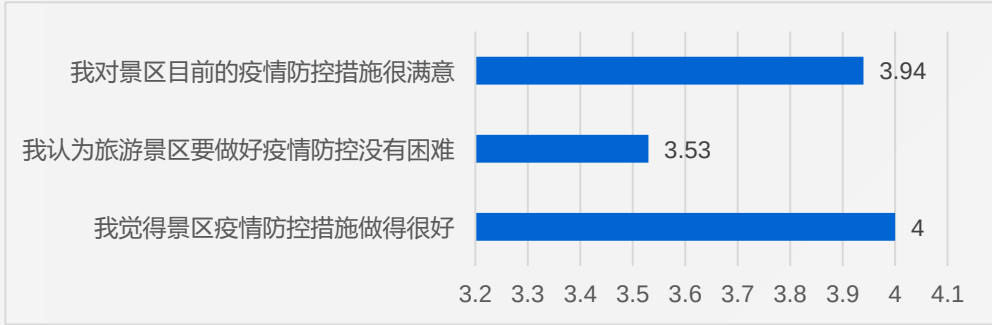
Residents would also take various measures to cooperate with pandemic prevention and control in tourism management.

In terms of suggestions or opinions on pandemic prevention and control, residents primarily hoped that the scenic spot would strengthen management and build a tight defense line against COVID-19.

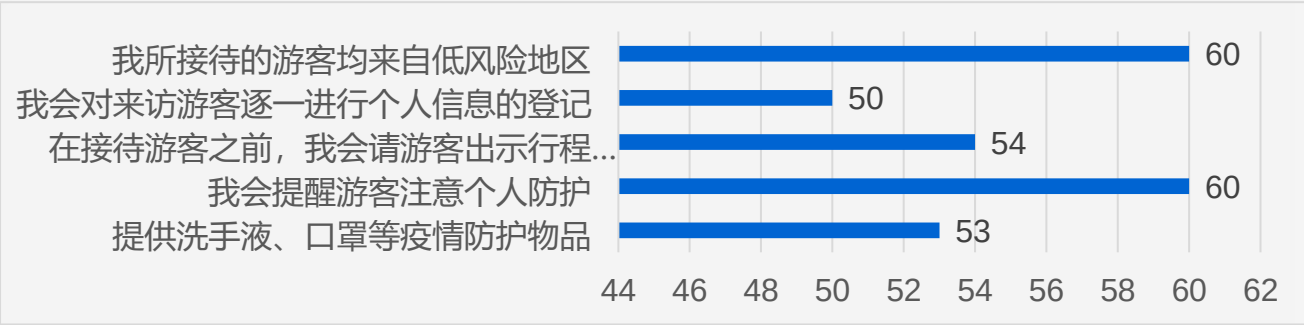
frequency, 80 in total



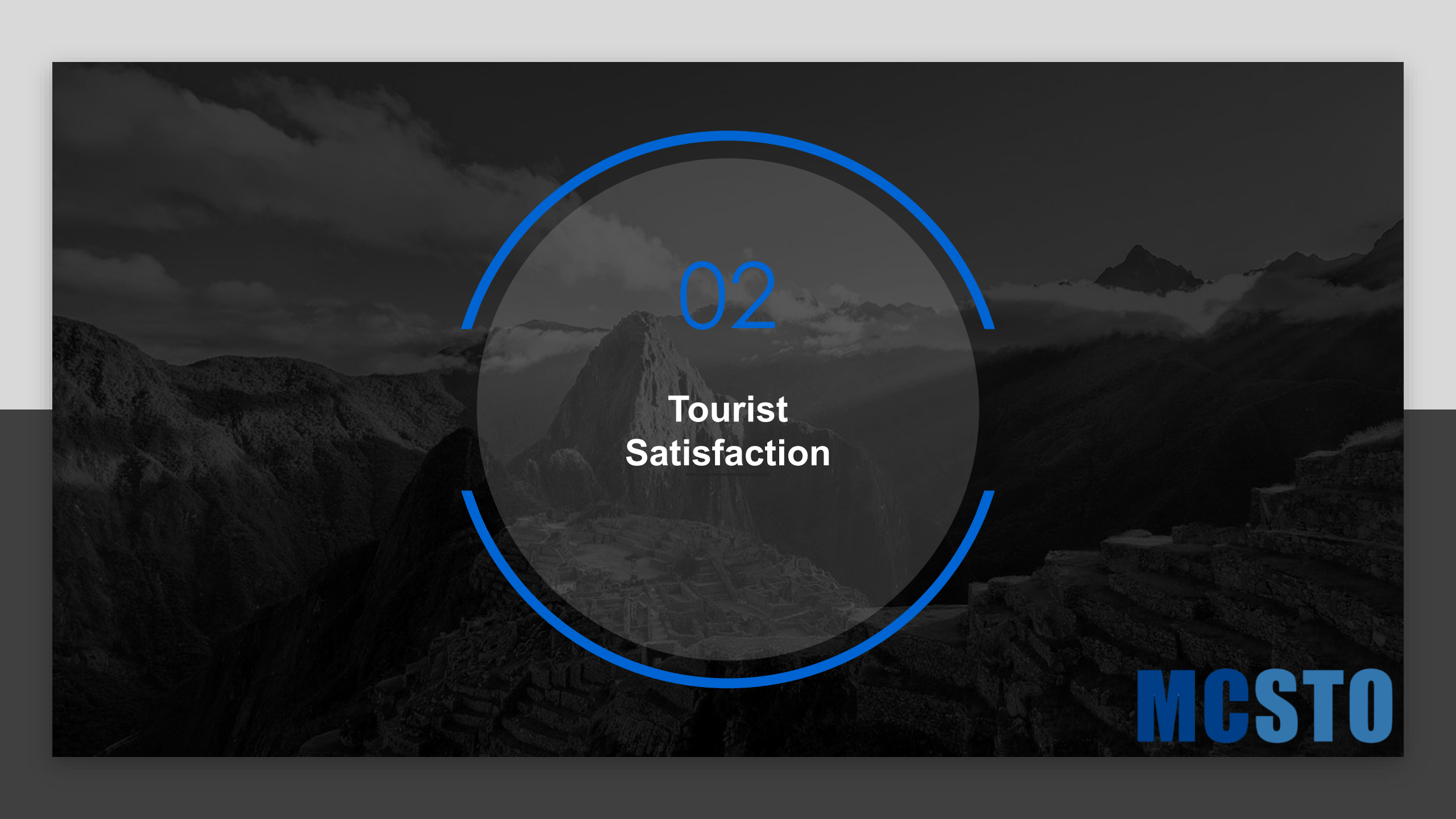
Measures Taken by Residents Conducive to Pandemic Prevention and Control



Residents' Perceptions of the Overall Situation of Pandemic Prevention



Measures Taken by Tourism Operators Conducive to Pandemic Prevention and Control



02

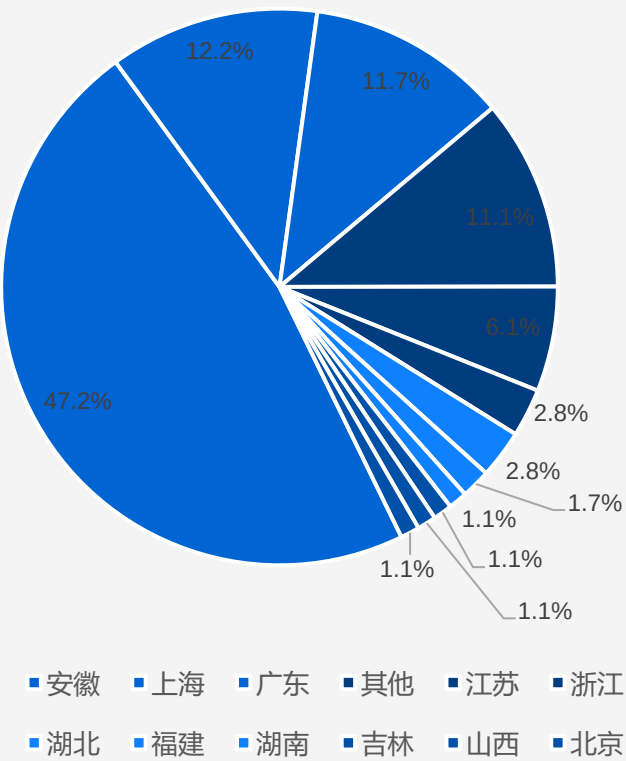
**Tourist
Satisfaction**

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Basic Information of Tourists

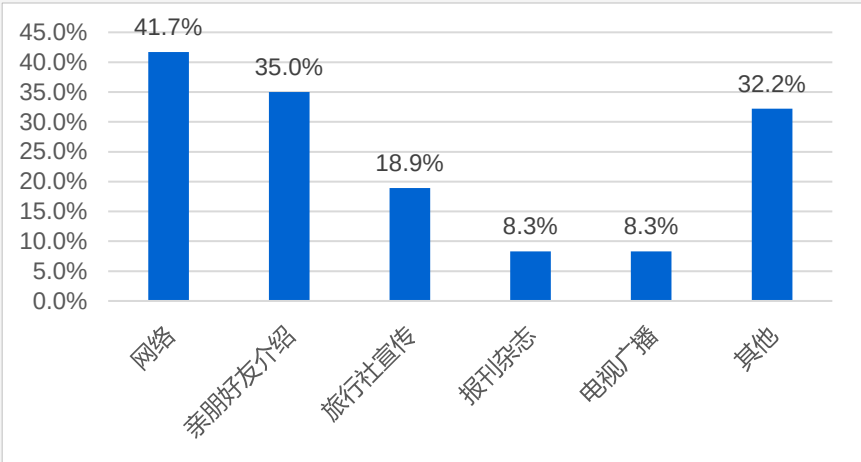
The distribution of Xidi’ s visitor source regions was concentrated. The top three visitor source regions were Anhui, Shanghai and Guangdong, accounting for 71.1%. After comparing the distribution of tourists in the past five years, it was found that the proportion of tourists in Anhui province increased significantly, while the proportion of tourists outside Anhui province decreased correspondingly.

Tourists in Xidi were mainly young and middle-aged. Their education level was predominantly undergraduate or junior college. Students and enterprise employees were the main types of tourists.

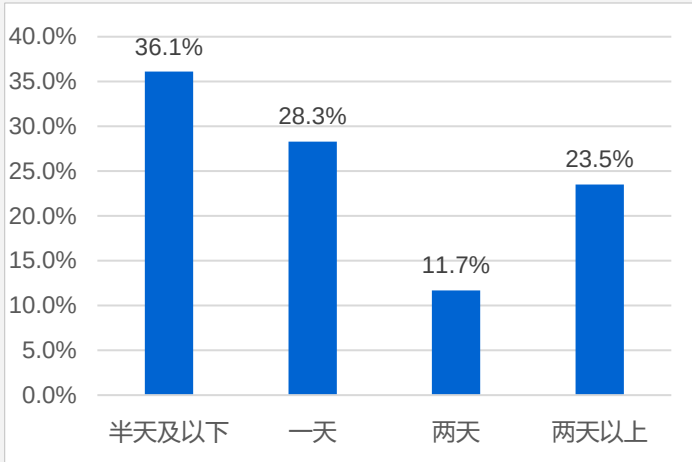


Distribution of Visitor Source Regions

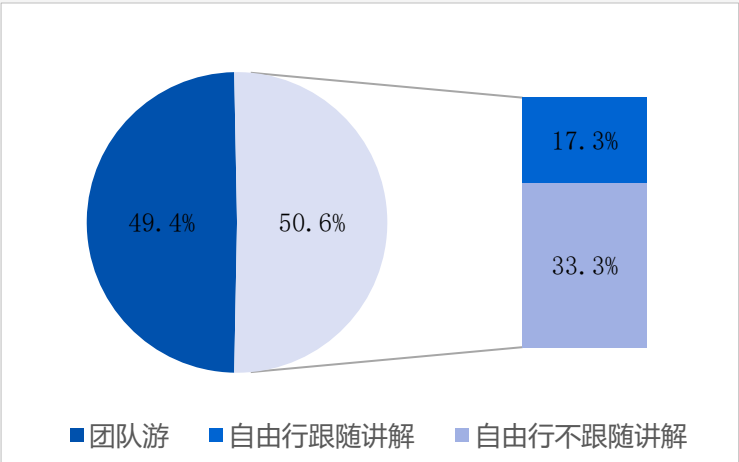
Characteristics of Tourists' Travel Behavior



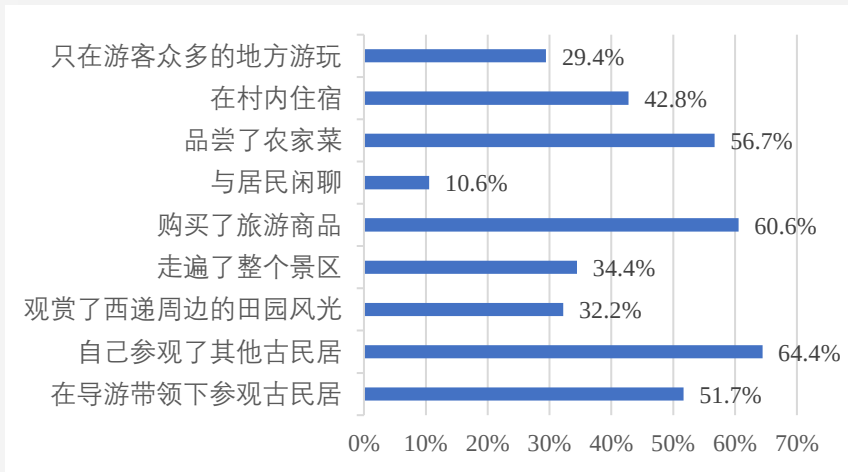
Ways for Tourists to Obtain Tourist Information



Length of Stay in Xidi of Visitors



Tourists' Travel Mode



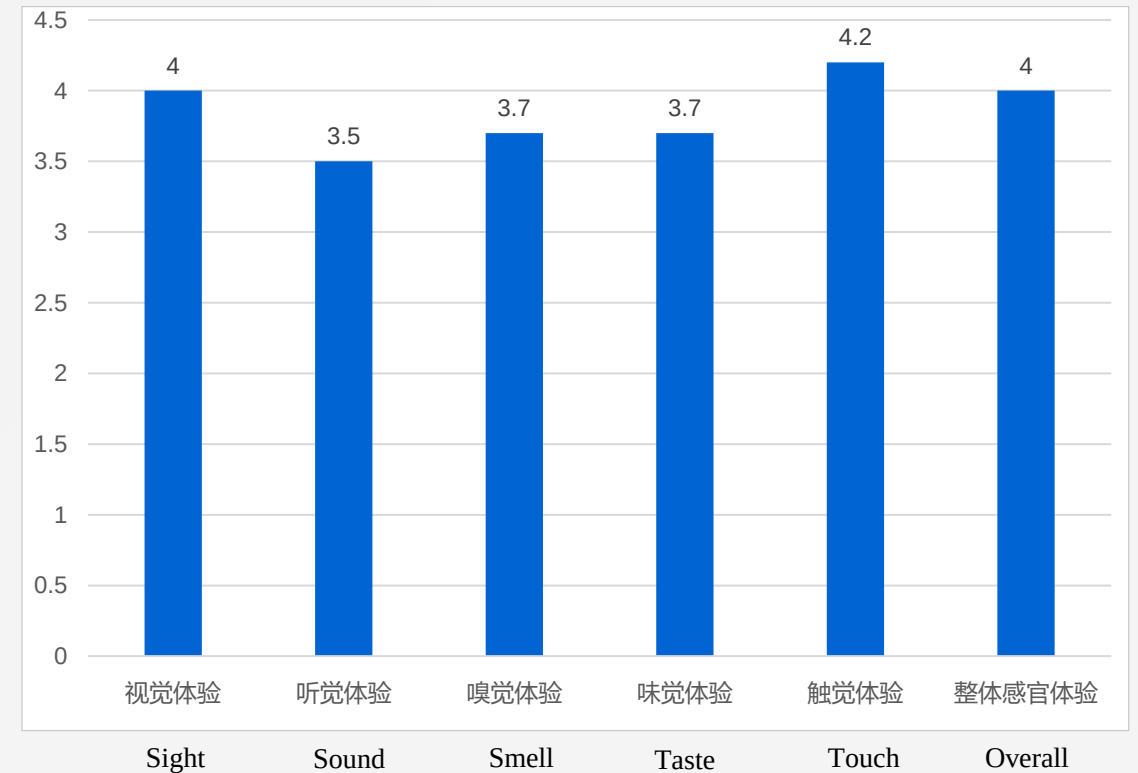
Tourists' Activities

Ways for tourists to obtain tourist information were multiple, mainly through the Internet and the introduction of relatives and friends. The proportion of self-guided tours was close to that of group tours. Most of the visitors choosing self-guided tours did not buy interpretation services. One-day and half-day tourists were still the main types of tourists. Tourists mainly participated in sightseeing activities and shopping activities. Tourists can explore tourism activities in depth in the future.

Tourists' Experience

The tourists interviewed had good sensory experience in Xidi. They not only got the visual experience but also other sensory experiences.

Visitor's sound-related experience in Xidi was relatively poor. Measures can be taken to improve their listening experience, such as reminding tourists to avoid making noises and encouraging tour guides to use wireless headphones.

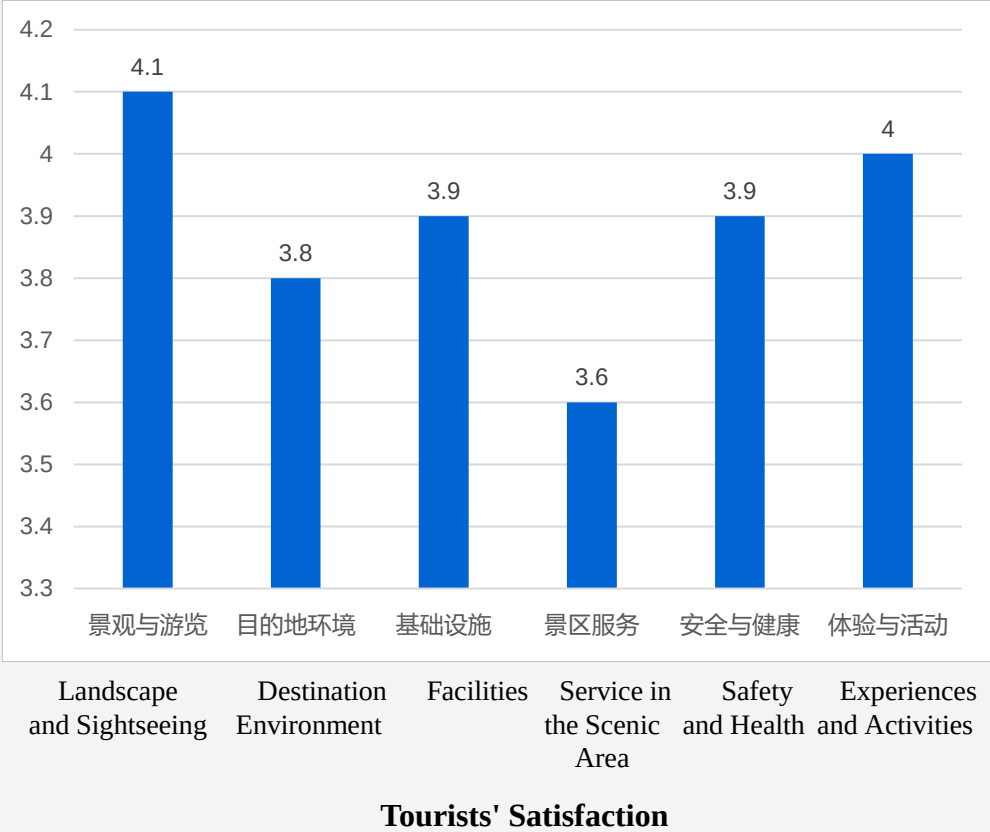


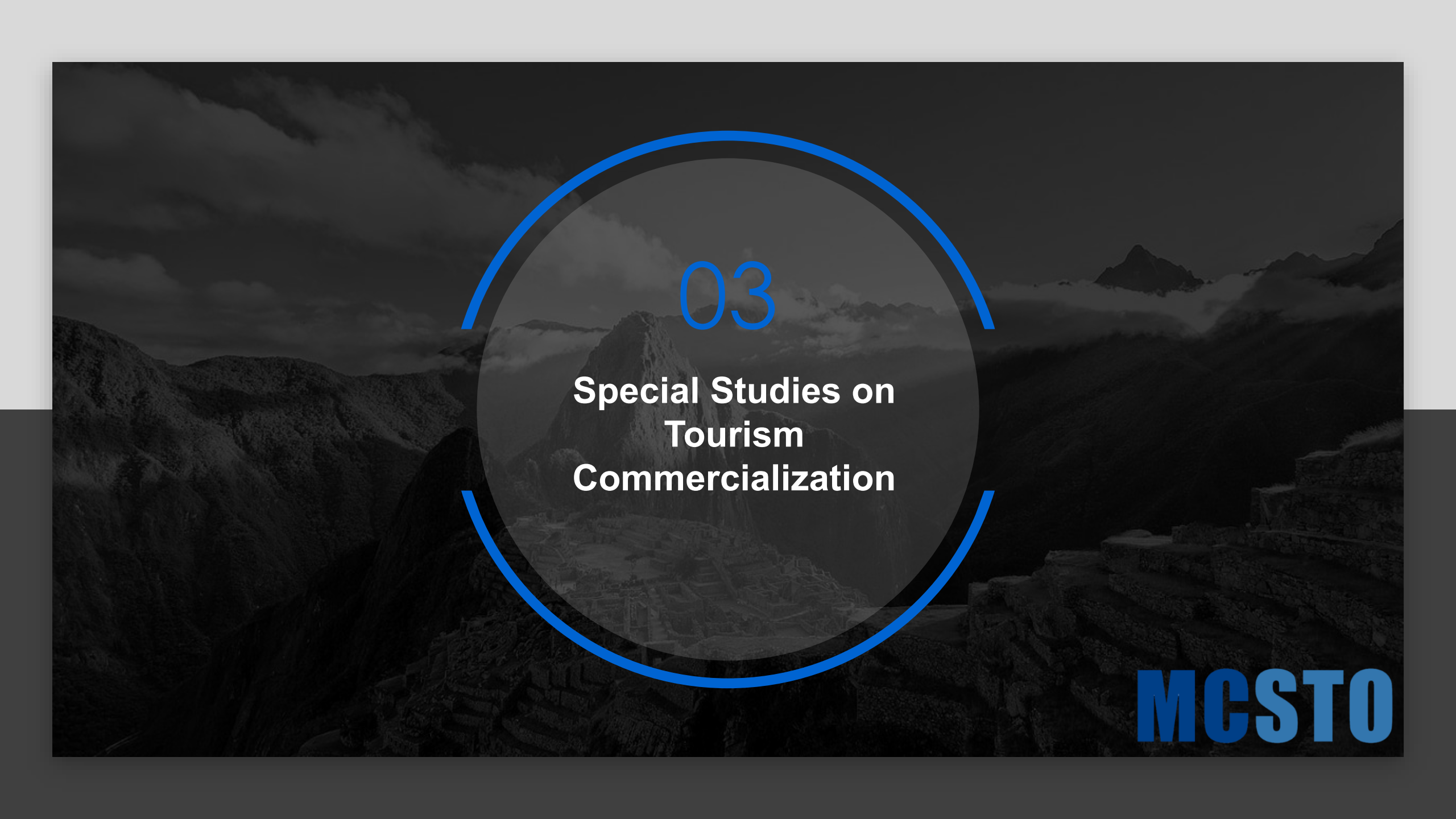
Evaluation of Tourists' Multiple Sensory Experience in Xidi

Tourists' Satisfaction

Generally speaking, tourists were satisfied with their journeys in Xidi. Tourists' satisfaction with the destination landscape and sightseeing was the highest, while their satisfaction with the destination environment and service in the scenic area was relatively low.

Compared with previous years, the mean scores of some satisfaction indicators decreased. Measures should be taken in the future to improve the level of tourists' satisfaction, especially their satisfaction with the scenic spot service and destination environment. In the future, the scenic spot is supposed to make continuous efforts in such aspects as accessible explanation services, rich tourism information, high-quality goods, and in-depth experience activities.





03

**Special Studies on
Tourism
Commercialization**

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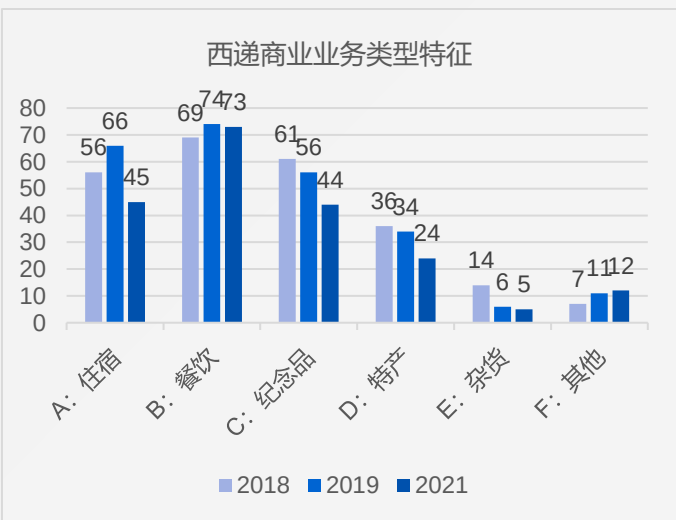
Business Types of the Tourism Industry in Xidi

In 2021, the total number of shops in Xidi Scenic Spot decreased by 43. Small tourism enterprises were located depending on the distribution of tourist routes. The design of tourist routes determined the coverage, density, and operation types of tourist businesses.

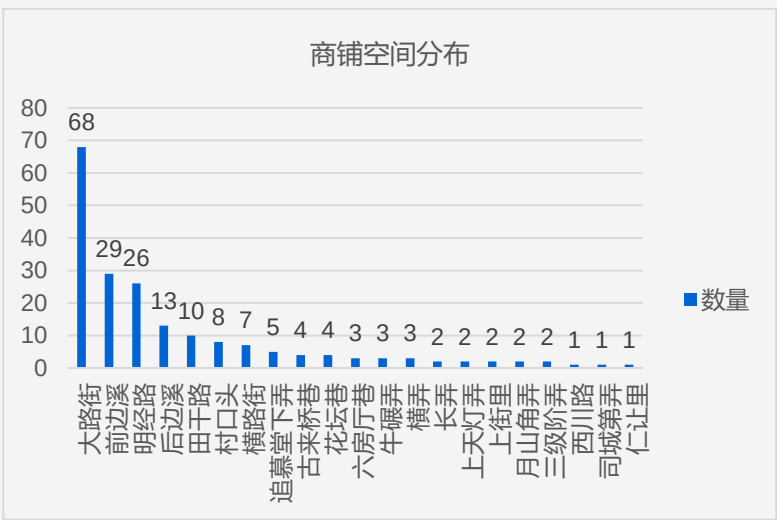
In Xidi Scenic Area, among all commercial types, the majority was the catering business, followed by the souvenir business, the accommodation business, and local specialty stores. There were fewer community stores and other types of stores.



Xidi Commercial Distribution Map, 2021



Characteristics of Business Types in Xidi



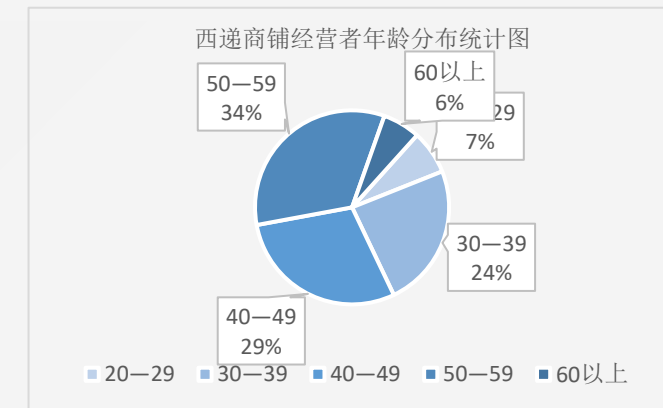
Spatial Distribution of Commercial Types in Xidi Scenic Spot, 2021

Xidi Shop Operators and Housing Characteristics

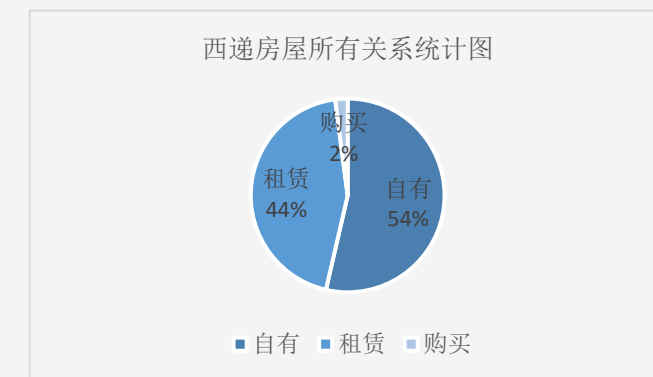
The ratio of male commercial operators and female commercial operators was balanced. Their age mainly ranged from 30 to 60 years old. 65% of the operators were Xidi locals, and 83.02% of the shops were single shops.

Most of the houses used for commercial operation in Xidi were owned by operators, and a large number of them were rented. 72% of the houses were originally used as ancient dwellings. The proportion of shops operated for more than ten years was relatively small.

A total of 59 homestays in Xidi maintained regular operation, with 509 rooms. Among them, 58 homestays had 763 beds and could receive a total of 1196 tourists. They were mainly small and medium-sized homestays.



Age Distribution of Xidi Business Operators in 2021



Xidi Commercial Property Ownership Statistics in 2021

Trend of Business Operation in the Post-Pandemic Era

Impact of the Pandemic on Businesses

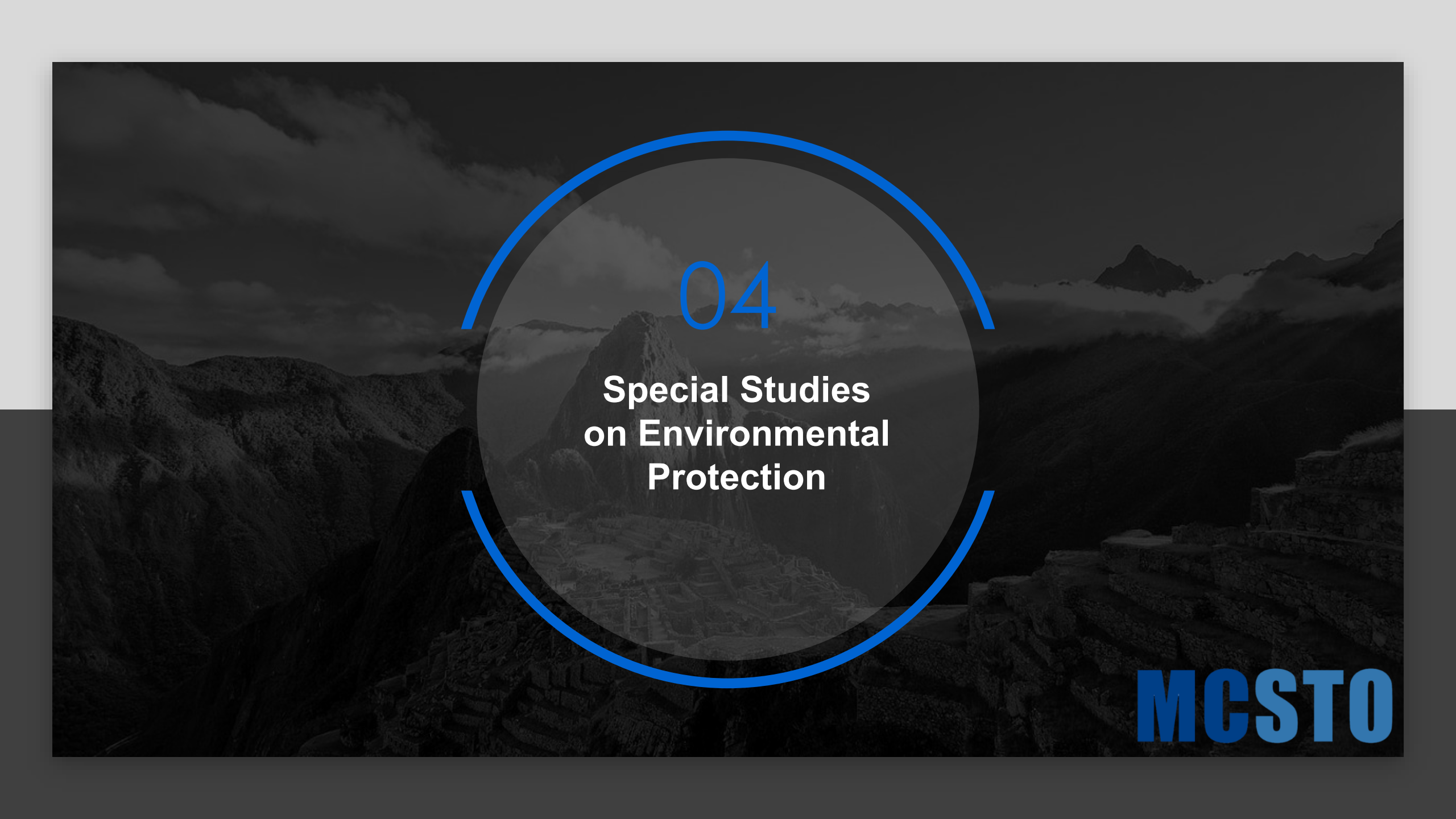
Businesses were generally negatively affected by the pandemic, with 18.97% of them closed, many with a serious decline in sales and a significant decrease in the occupancy rate of homestays.

Businesses' Strategies to Deal with the Pandemic

Businesses mainly responded to the pandemic with cost-control strategies (e.g., canceling the lease, transferring the shop, laying off employees), while a few businesses used online sales channels already formed before the pandemic to break the dilemma of weak offline sales.

Businesses' Expectations for the Future

Most of the businesses had a neutral attitude, believing that the situation of their shops would improve with the mitigation of the pandemic; however, they were still concerned about the uncertain duration of the pandemic.



04

**Special Studies
on Environmental
Protection**

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Environmental Protection

Solid Waste

On the whole, the treatment of solid waste was timely and the street environment was clean.

The distribution of garbage cans needed to be optimized.

Limited cleaners

Garbage sorting system was not strictly implemented.



Distribution Map of Garbage Collection Facilities

Environmental Protection

Water

The sewage disposal system was under construction, and it was expected to solve the sewage disposal problem after completion.

Problems

keeping the protection of traditional features of ancient villages and sewage treatment in balance

the balance between construction and tourist experience

The source of maintenance funding was not yet clear.

The collection and centralized treatment of pigment waste and pigment wastewater achieved good results.

Villagers' awareness to use water regulatorily needed to be strengthened.



Cigarettes in the Creek



Washing Clothes by the Creek

Environmental Protection

Air Quality

The air quality in Xidi was subject to considerable fluctuation and needed to be improved in general.

Most tourists and residents thought the air quality was good.



Straw Burning



Construction of Houses

Acoustic Environment

Noise pollution existed, and the coordination between construction and tourism activities needed to be strengthened.

traffic noise	construction noise	social noise
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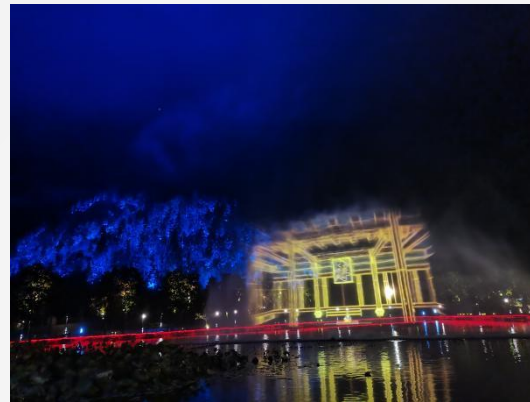
Noise Distribution Map

Environmental Protection

Energy Consumption Issue – Light Show

“Xidi Legend” light show relied on sound, light, electricity, and other modern technology. There were three performances in one night, and each performance took about 40 to 45 minutes. The electricity consumption of the show was relatively low. It cost about 12,000 yuan a month for electricity.

The flexibility of the program was poor, which was not conducive to energy saving.



Projecting Images on a Screen of Water



Architectural Projection



05

**Special Studies
on Local
Specialties in Xidi**

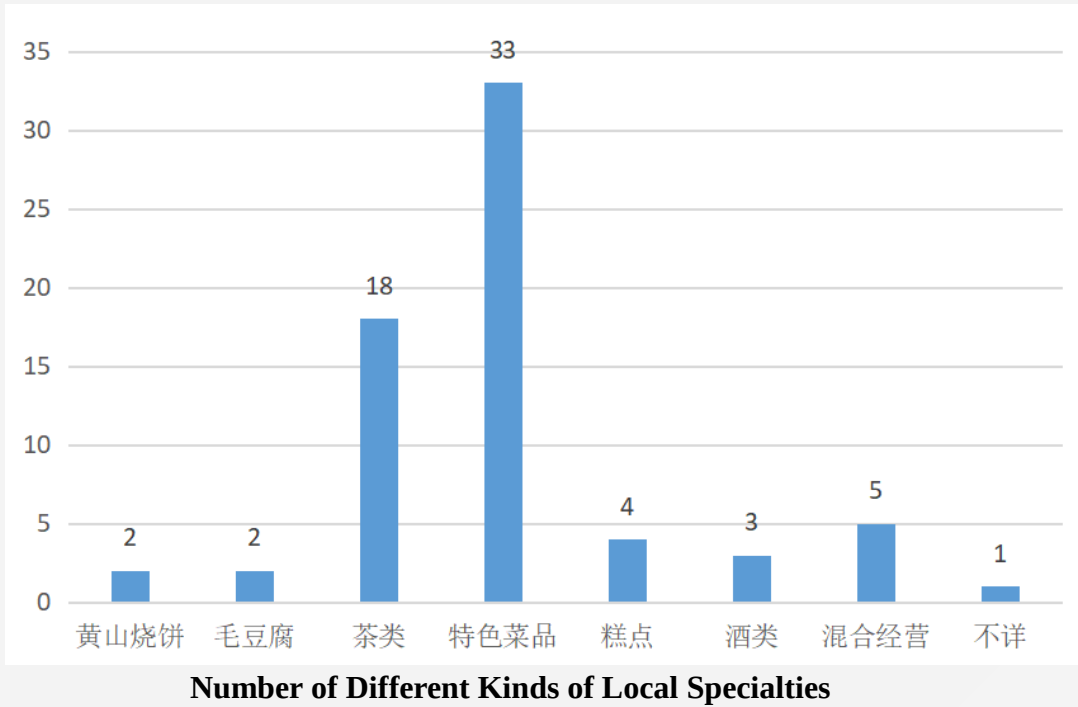
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Overview of the Overall Situation



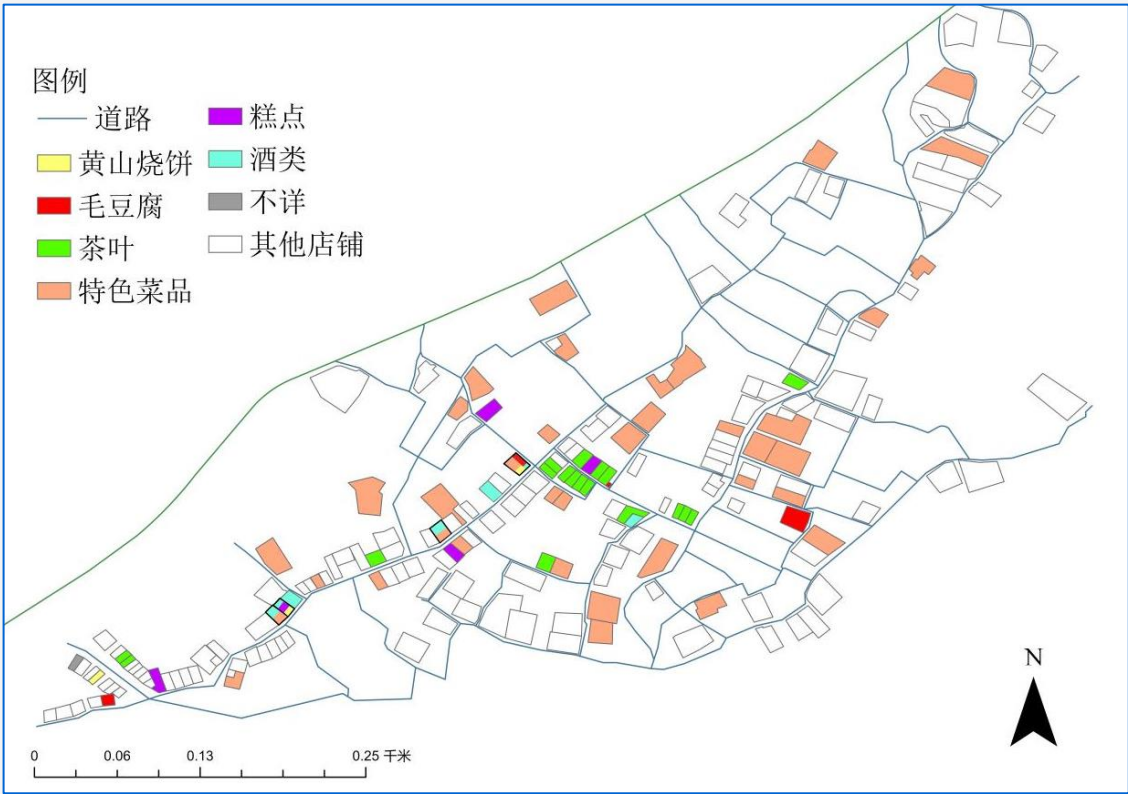
- There was no unified understanding about Xidi' s specialties, and a brand of Xidi' s specialty should be built.
- The definition of Xidi' s specialties in this study is as follows: local commodities produced and processed in Huangshan or produced with raw materials from Huangshan, gradually formed after a certain period of accumulation under certain natural resources conditions or historical conditions, with distinctive characteristics and stable quality, and widely recognized by Xidi residents or tourists

Overview of the Overall Situation



Specialty stores were mainly distributed around Xidi's travel routes: Stores selling Huangshan Pancake, Furry tofu, and traditional cakes were scattered; Tea shops were clustered near the tourist rest place in Dalu Street.

Special dishes and tea were the main types of specialties. There were other types of specialties as well.



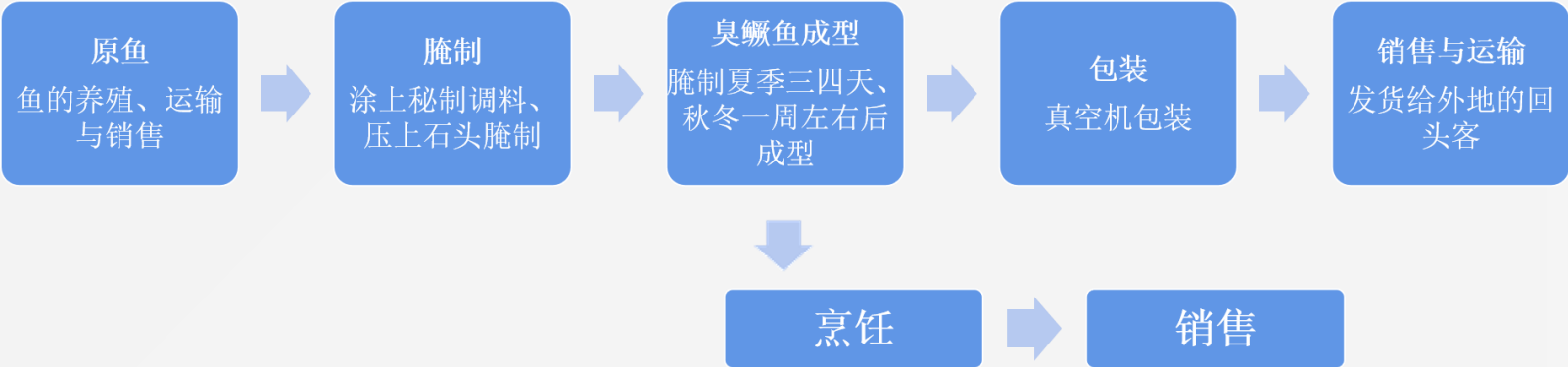
Spatial Distribution of Different Types of Specialty Products

Local Specialties’ Value Chain in Xidi

Local Specialties’ Value Chain in Xidi

Item	Value Chain of Enterprises in Xidi
Huangshan Pancake	Processing – Sales
Furrt tofu	Cooking – Sales
Tea	Growing – Processing – Sales
Special Dishes	(Processing) – Cooking – Sales
Cakes and Snacks	Processing – Sales
Wine	Processing – Sales

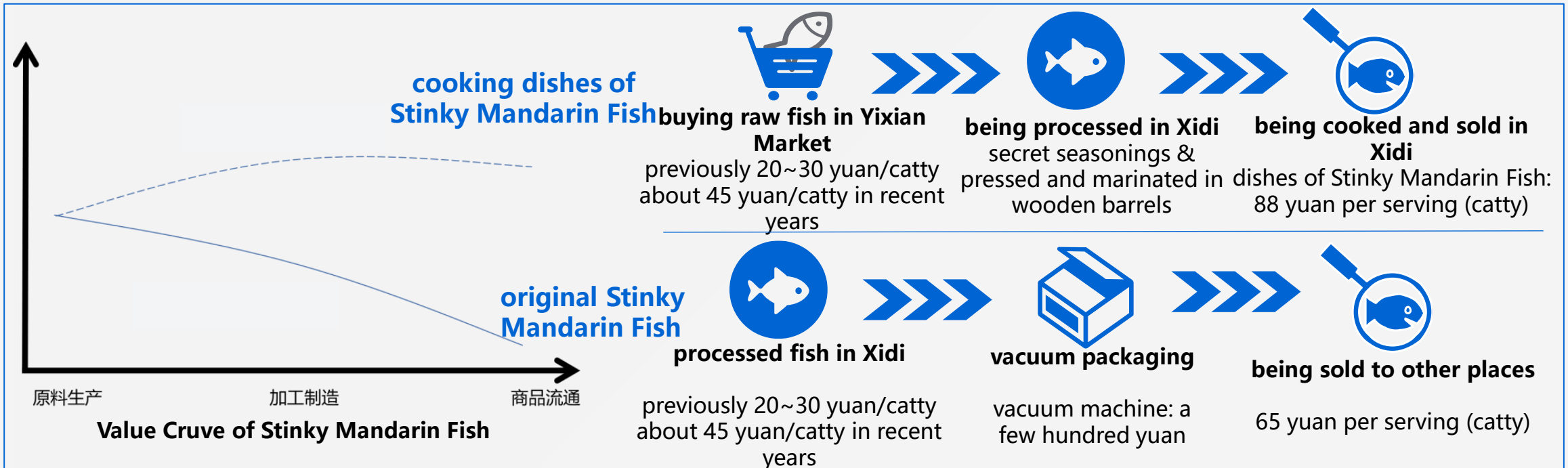
■ Most of Xidi’s specialty stores were located in the value chain of processing and sales.



Value Production Process - taking Stinky Mandarin Fish as an example

Value Chain Analysis of Specialties – Taking Stinky Mandarin Fish as an Example

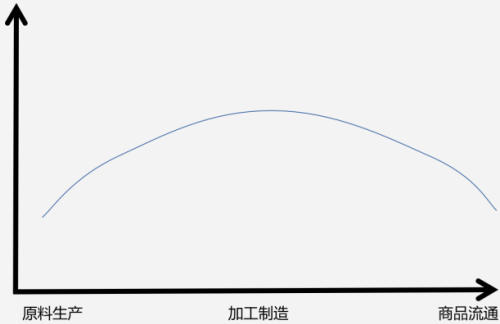
Due to the differences in sales channels and specific products, the value curve of Stinky Mandarin Fish varies to a certain extent. When the original Stinky Mandarin Fish is sold, the raw material end is more valuable. When the cooked dishes of Stinky Mandarin Fish are sold, the cooking service is more valuable.



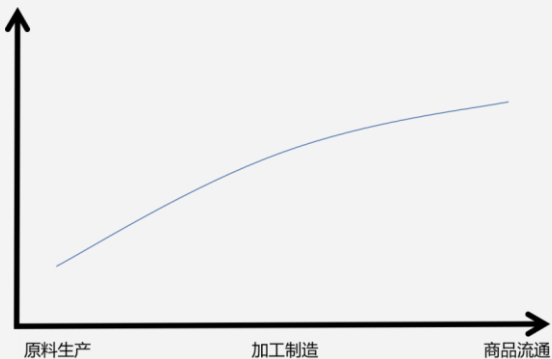
In 2021, the cost of meat and vegetables rose, and the main customers of most restaurants in Xidi in the past two years were the repeat customers. It was difficult to raise prices. Therefore, the added value of processing and selling special dishes such as Stinky Mandarin Fish, cured pork sausage, and other similar products was decreasing.

Value Chain Analysis of Specialties – Overall Analysis

Two Basic Value Curves of Xidi' s Specialties

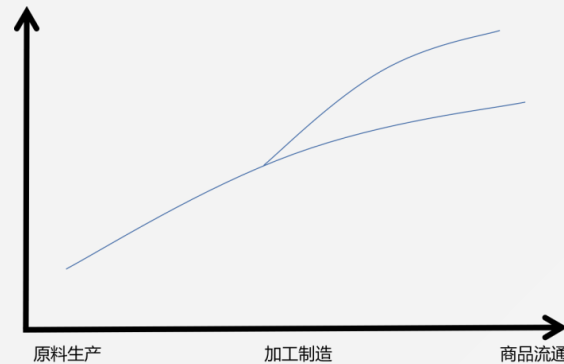


the highest value of processing and manufacturing: Huangshan Pancake

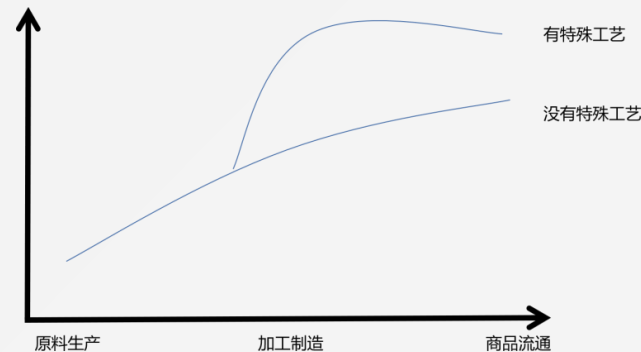


the highest value of the distribution of goods: Furry tofu, tea, traditional cakes, etc.

Value Differentiation of Similar Xidi' s Specialties



differentiation of the brand (value curves of tea and traditional cakes)



differentiation of special techniques (value curve of wine)

有品牌

没有品牌

There are differences and similarities between the specialty value curve of Xidi and the "smile curve" based on the IT industry:

1) Differences:

- ✓ Processing is no longer at the bottom of the value curve.
- ✓ The prices of similar products with characteristic processing value (such as alcohol brewing of intangible cultural heritage) and those without characteristic processing value are obviously different.

2) Similarities:

- ✓ There are obvious price differences between branded and unbranded similar products.

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Thank you!

People's Government of Yixian County

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2021

Monitoring Report on the Sustainable Tourism Development of Hongcun

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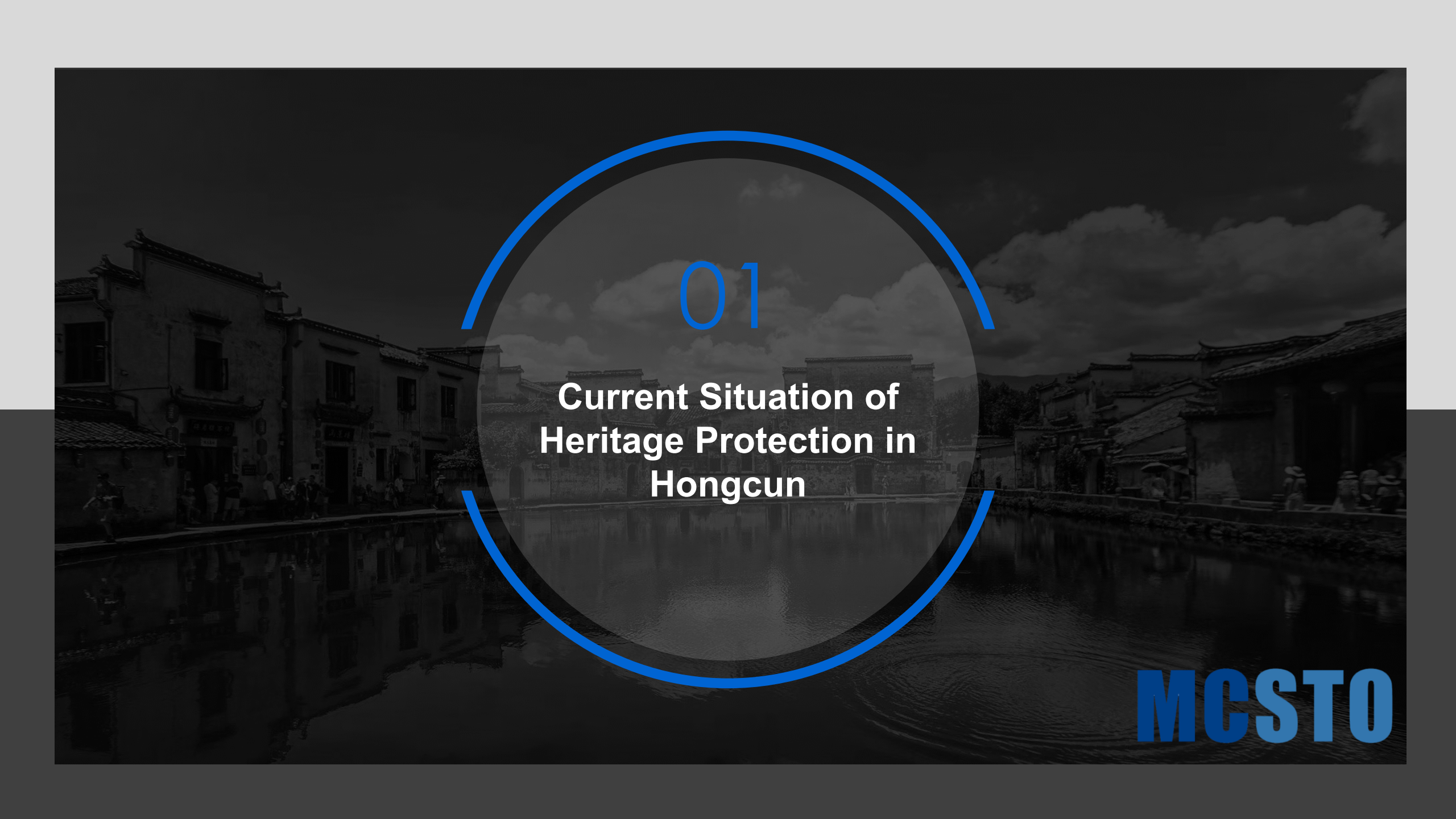
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 - 07 Special Studies on Local Specialties in Hongcun



01

Current Situation of Heritage Protection in Hongcun

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The Status of Dwellings in Hongcun

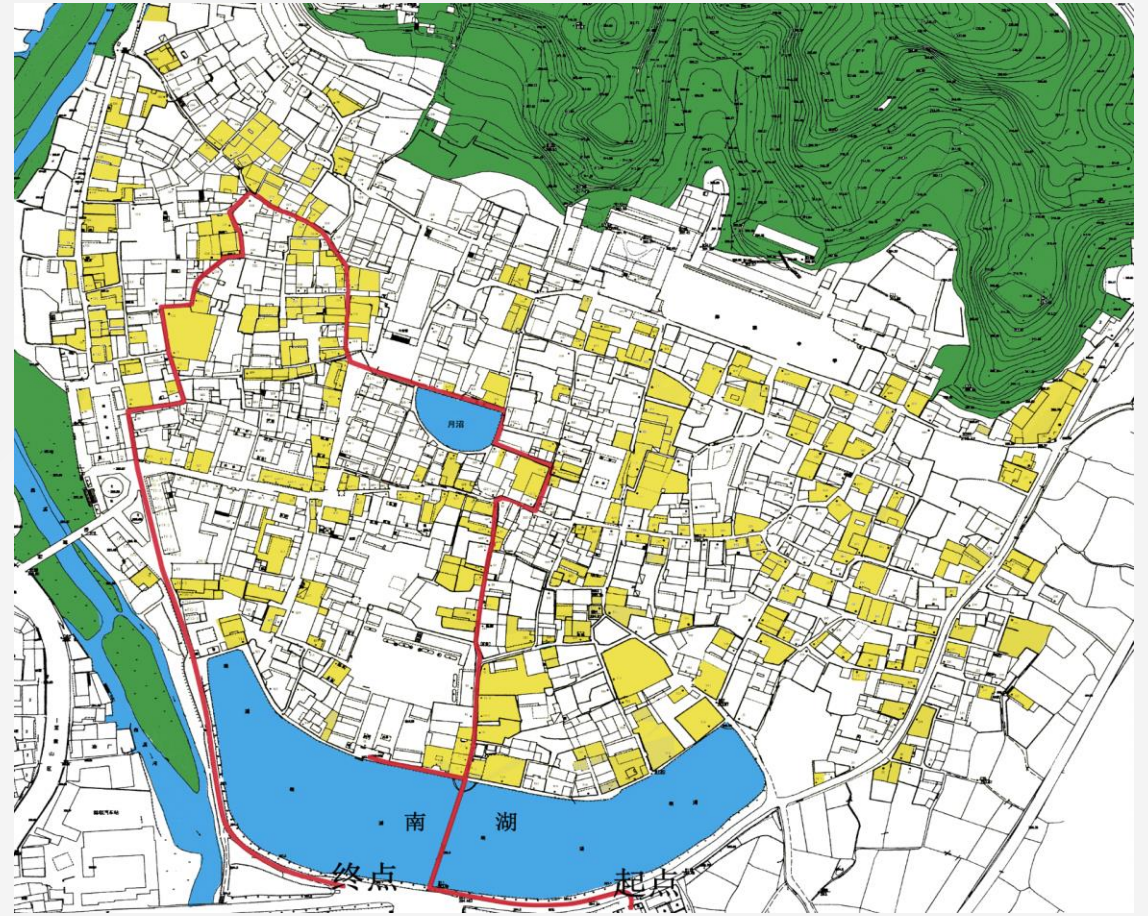
- The business functions of dwellings have changed due to the COVID-19 pandemic.
- The information of dwellings has changed quickly, and the ways residences are used have been multiple.
- Owners pay for the renovation of their dwellings.
- With residents' increased commercial awareness, the quality of tourism infrastructure and services have improved. The tourism forms have been multiple.



The Status of Dwellings in Hongcun

In 2021, 27 dwellings were kept on file.

Until 2021, there had been 241 dwellings kept on file in Hongcun.

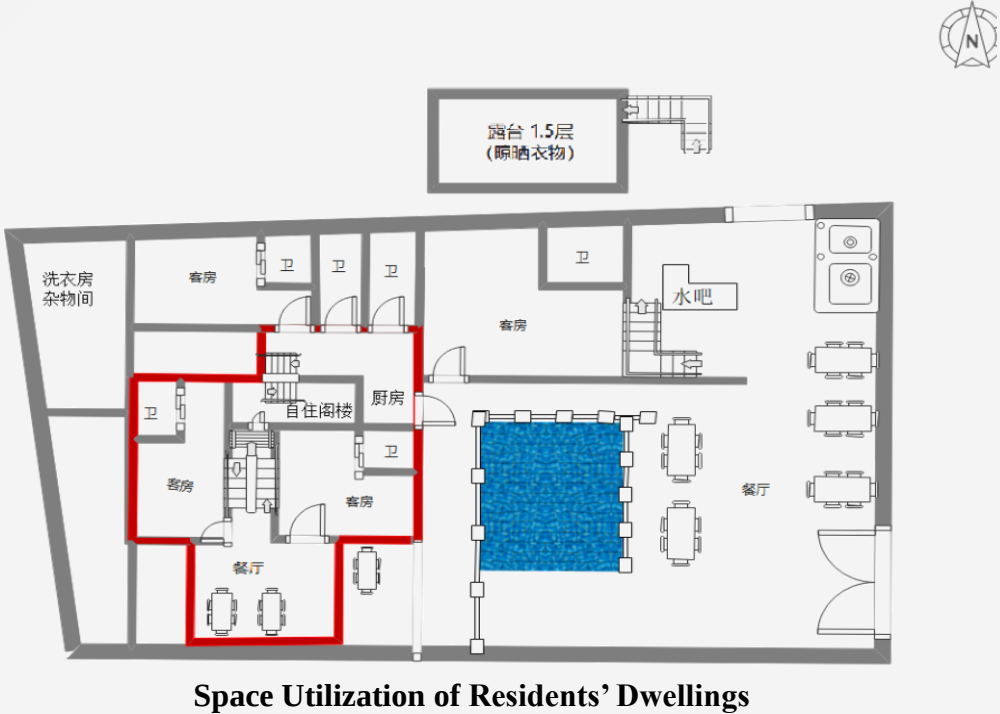


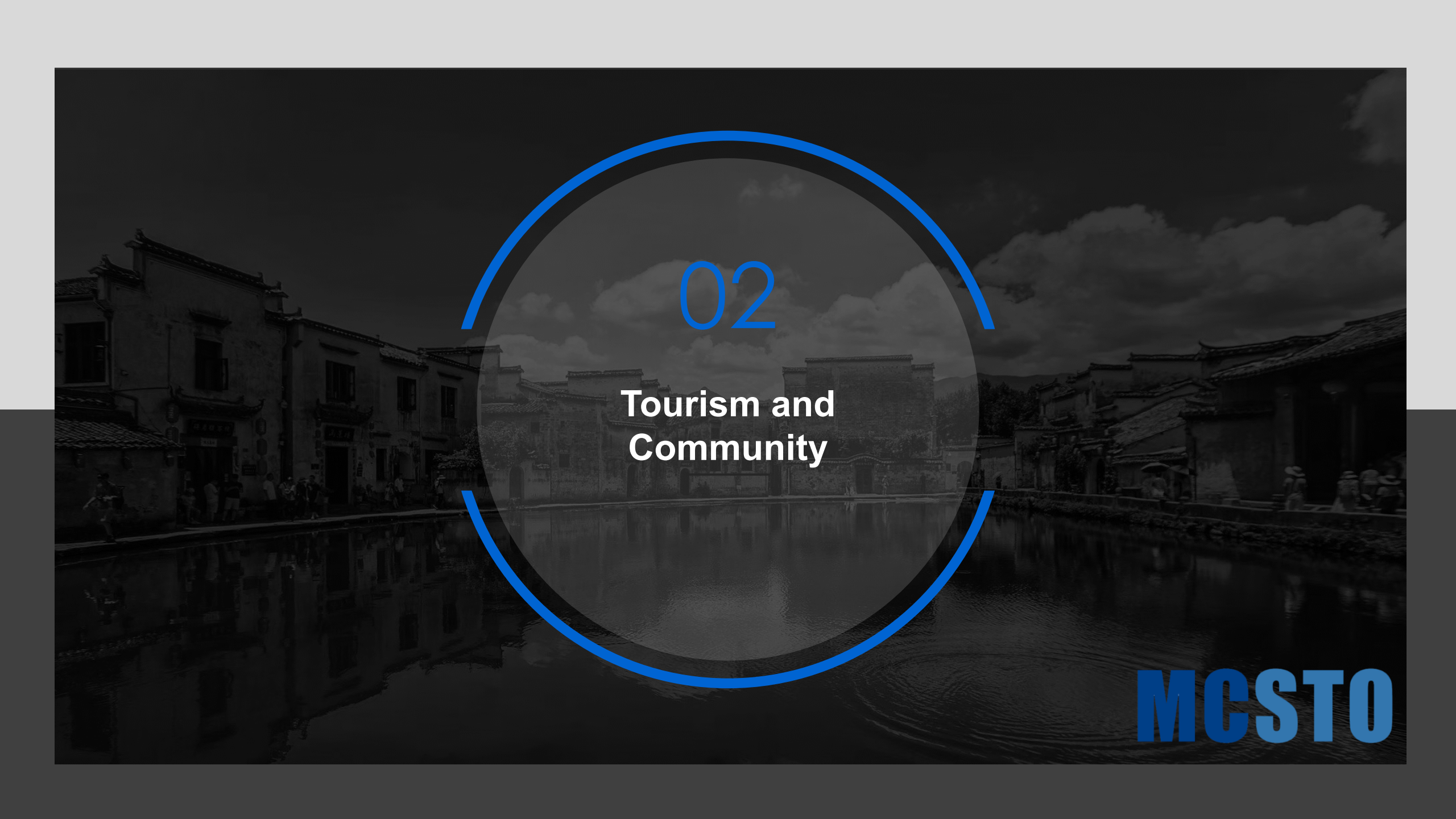
The Status of Dwellings in Hongcun

This monitoring recorded the basic information of dwellings, their owners, basic conditions of dwellings, and the space utilization of dwellings. It was found that the appearance of residences in Hongcun was well preserved, but the internal spatial structure had undergone great changes. The interior space was cut and reorganized to suit various modern living needs.

Table: Basic Indicators of Files on Dwellings in Hongcun (till 2021)

Category	Indicator
Basic Information of the Dwellings	Address
	Level of Protection
	Functions
	Ownership
Information of the Interviewee	Personal Information
	Family
Basic Information of the Construction of the Dwellings	The Time When the Dwellings Were Constructed
	Original Functions and Current Functions



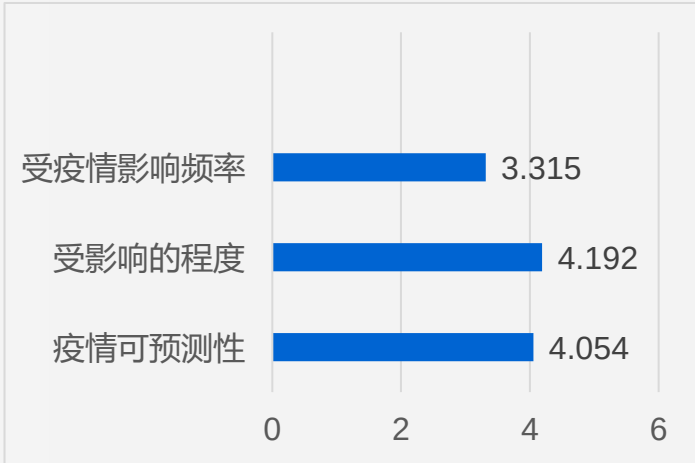


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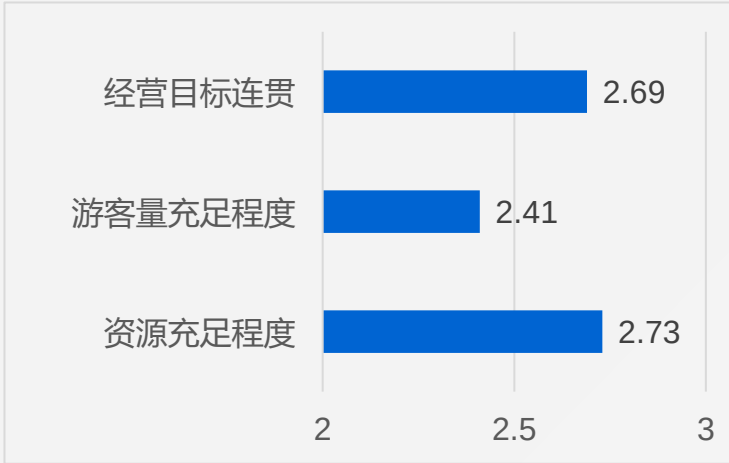
Tourism and Community

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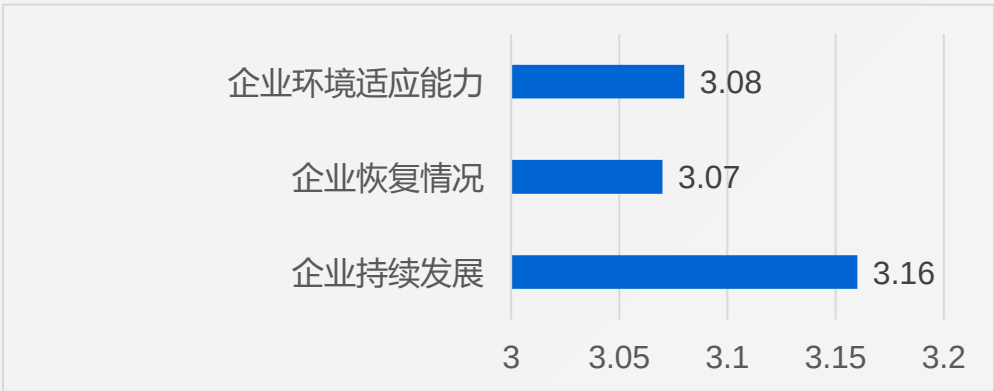
Influence of COVID-19 Pandemic and Responses



Impact of the Pandemic



Adjustment Strategy in Response to the Pandemic



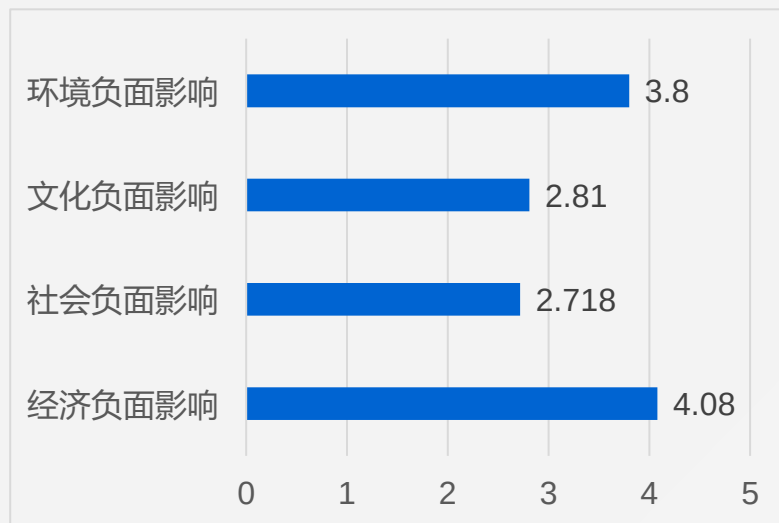
Resilience

The vast majority of residents believed that the pandemic greatly affected their life. They tried to take various measures to resist the impact of COVID-19. However, limited by resources and other objective factors, the residents' measures did not achieve good results.

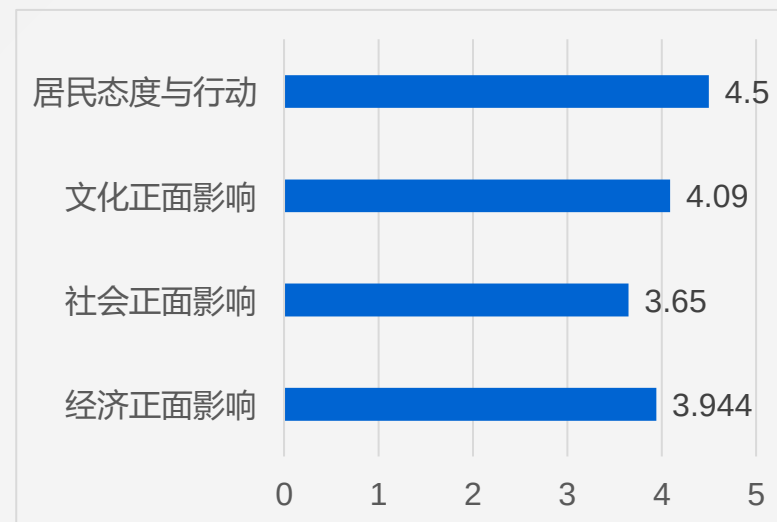
60.8% of the residents believed that they could not realize the sustainable development of enterprises by adapting to the changes of the pandemic situation. Besides, they did not recognize that their enterprises would achieve recovery and be strengthened in the post-pandemic era. Also, they did not recognize that their enterprises could adapt to the environment in the post-pandemic era.

Impact of Tourism Development

Residents' perceptions of the impact of tourism were comprehensive and had two sides. They not only felt that tourism brought positive impacts in terms of economy and culture but also believed that tourism brought some adverse impacts on the local society and environment.

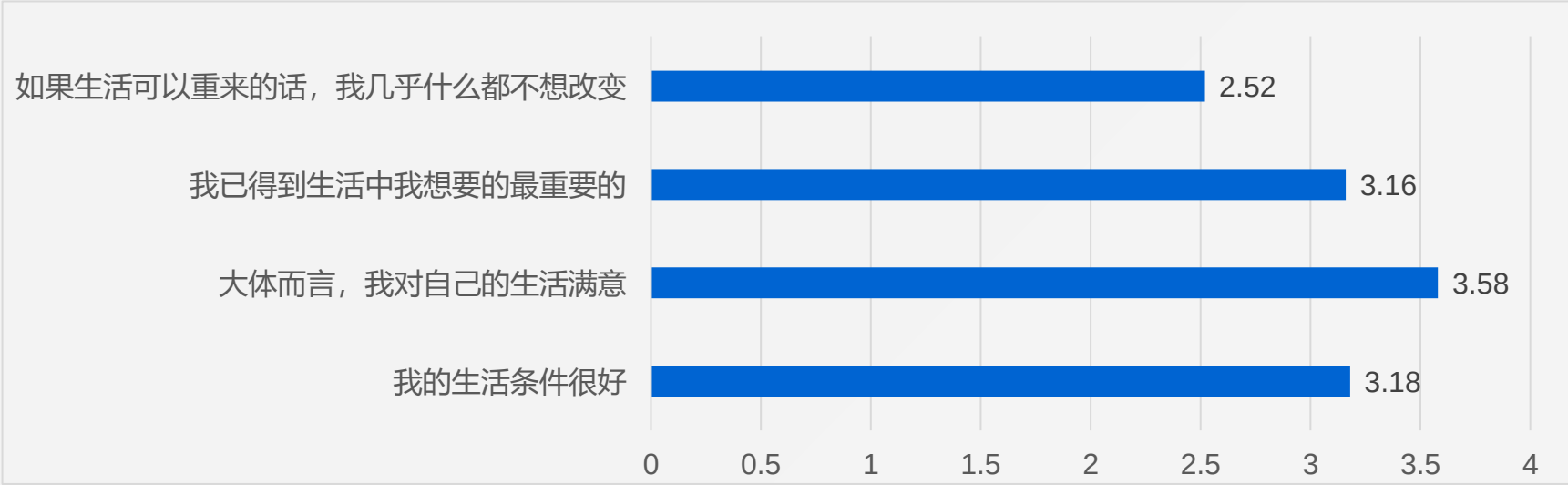


Negative Impact of Tourism Development



Positive Impact of Tourism Development

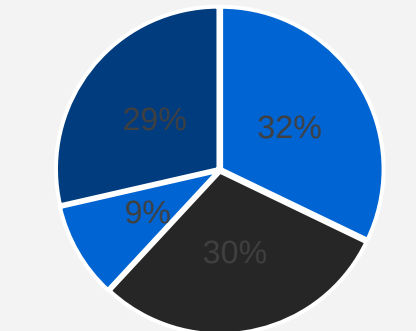
Satisfaction with Life



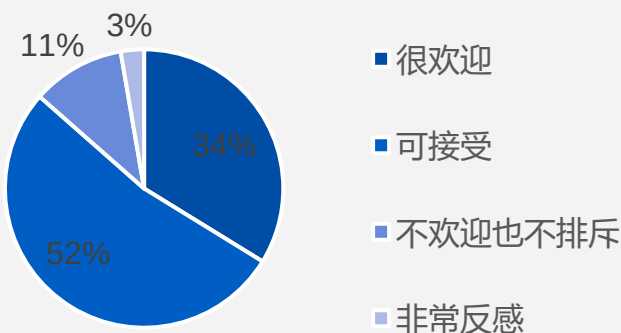
Satisfaction with Life

Most residents were satisfied with their own life; however, compared with 2019, the average of Hongcun residents' satisfaction with life and their reluctance to change almost everything has decreased. According to the interview data, some residents said that the pandemic did have a great impact. If they had a chance to start over, they hoped they could choose a different direction of life.

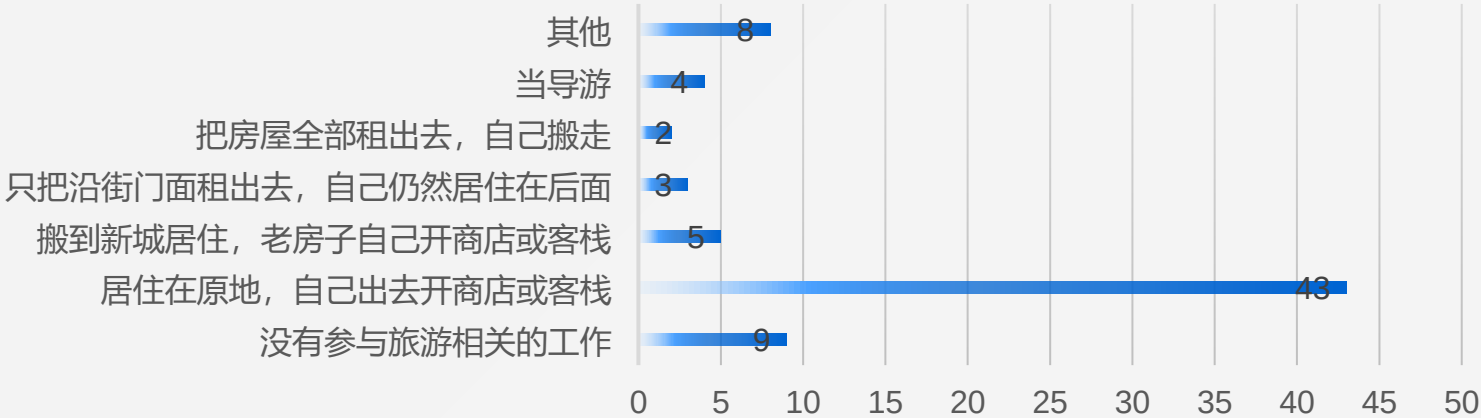
Residents' Perception and Suggestions on Tourism Development



Distance between Residents' Dwellings and Tourist Routes



Attitude towards Visitors Visiting Home



Ways of Participating in Tourism Development

Residents had a high degree of participation in tourism, holding a relatively open and welcoming attitude towards tourists' visits and widely participating in the development of tourism. The most dissatisfying aspects of tourism development were the working methods and efficiency of the government, environmental pollution, and infrastructure construction.

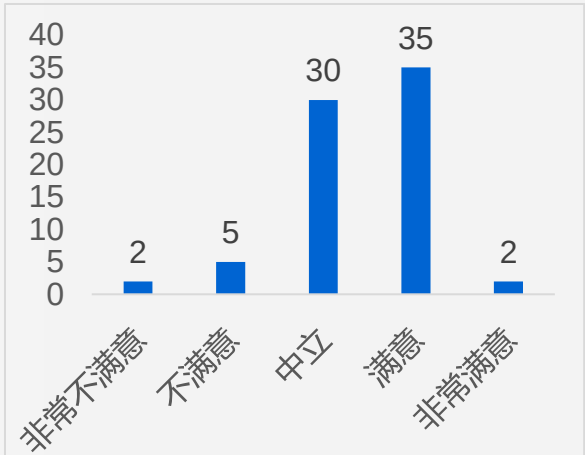
Residents' Perception and Suggestions on Heritage Protection

Residents were highly satisfied with the current situation of heritage protection in Hongcun.

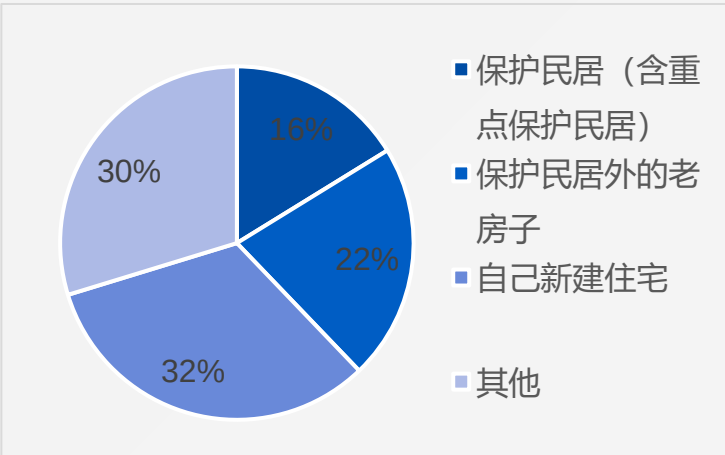
At present, a considerable number of residents working in Hongcun live outside Hongcun village.

Residents had a strong willingness to renovate ancient dwellings.

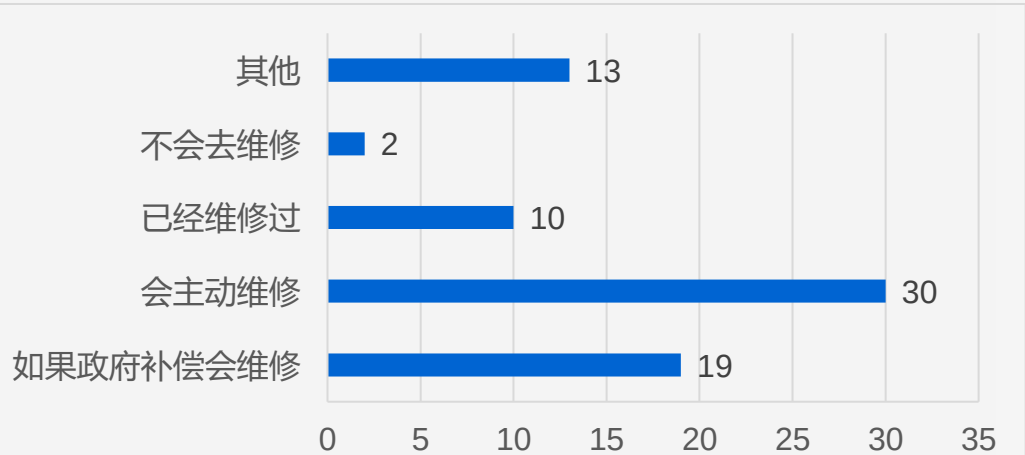
The main problems in heritage protection were that the renovation of the dwellings needed approval, the cycle was too long, the specified house height was inappropriate, and there were too many other restrictions.



Satisfaction with the Current Situation of Heritage Protection in Hongcun



Residential Housing Property



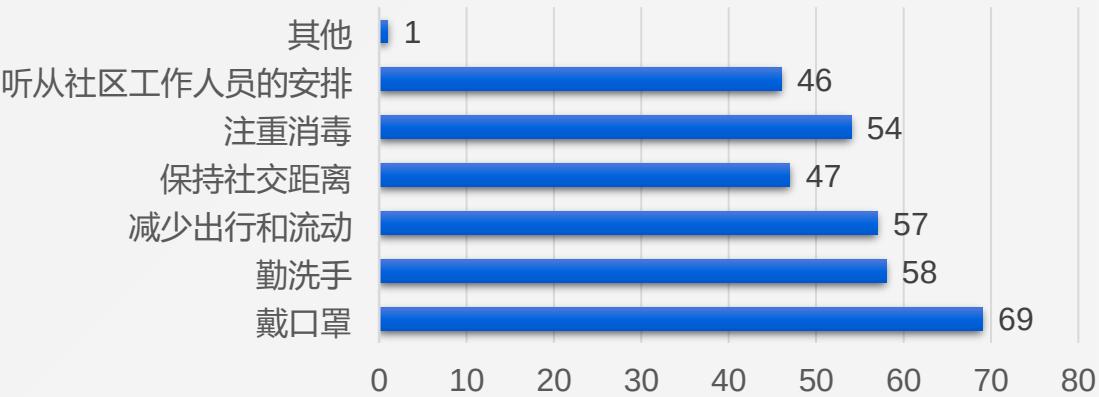
Attitude towards the Renovation of Ancient Houses

Pandemic Prevention

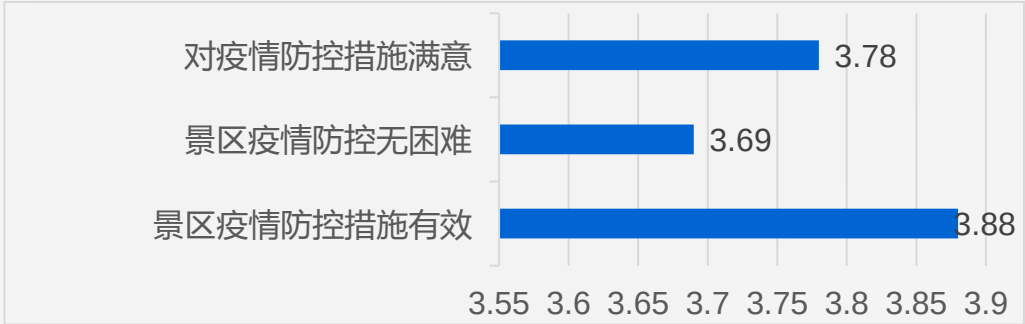
Residents were generally satisfied with the pandemic prevention measures and the overall prevention and control effect in the scenic area.

Residents would also take various measures to cooperate with pandemic prevention and control in tourism management.

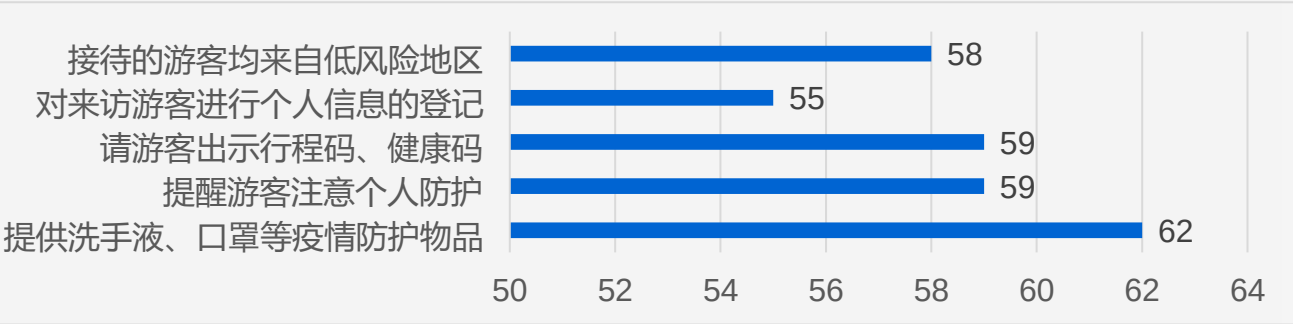
In terms of suggestions or opinions on pandemic prevention and control, residents primarily hoped that the scenic spot would strengthen management and attach importance to the first step of pandemic prevention and control.



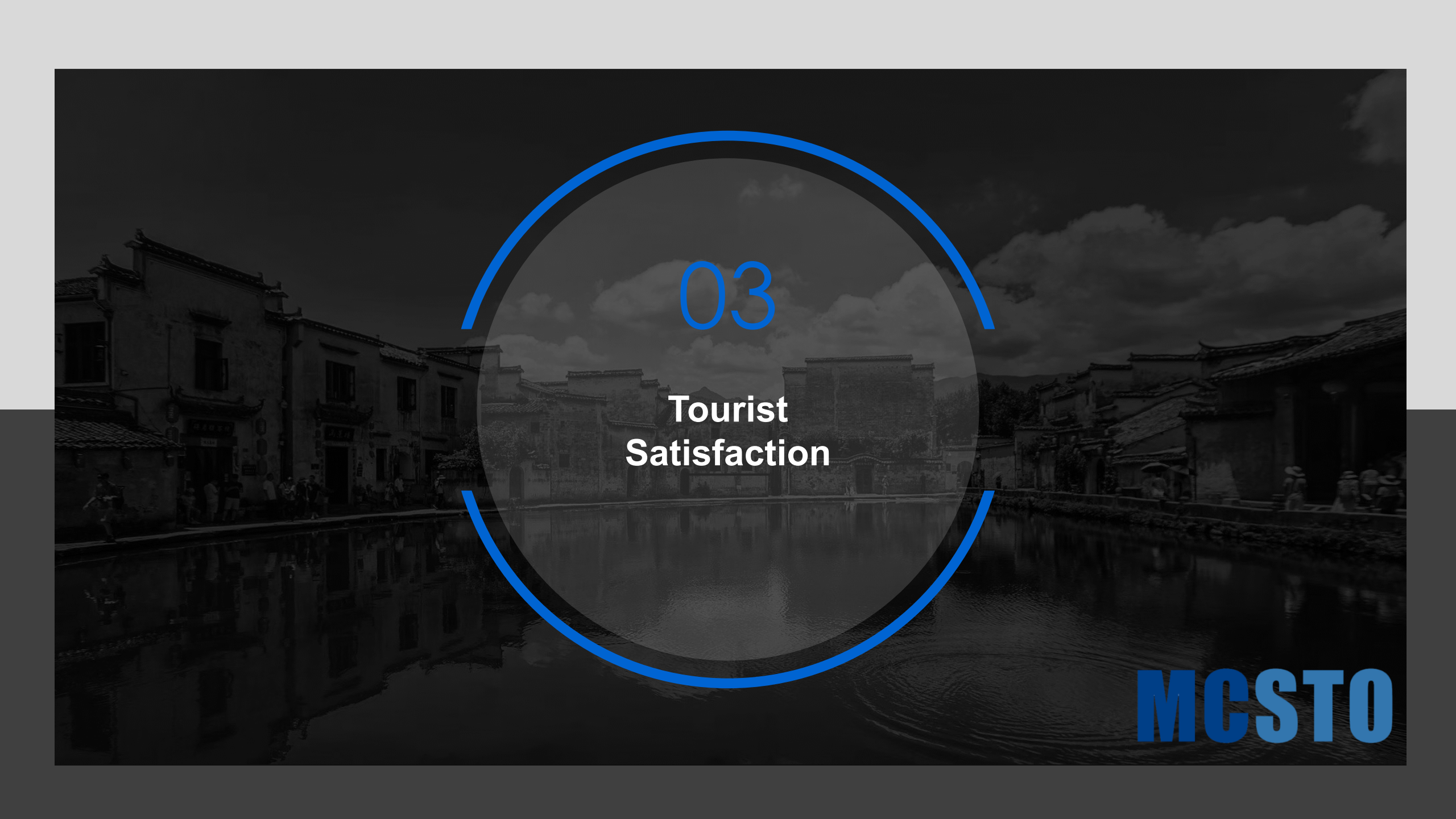
Measures Taken by Residents Conducive to Pandemic Prevention and Control



Residents' Perception of the Overall Situation of Pandemic Prevention



Measures Taken by Tourism Operators Conducive to Pandemic Prevention and Control



03

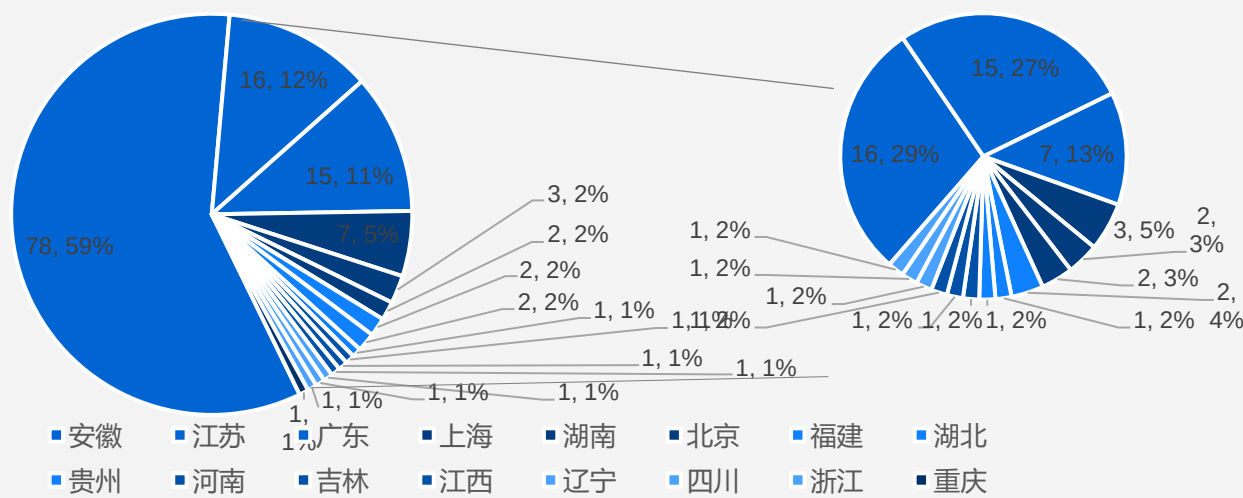
**Tourist
Satisfaction**

MCSTO

Basic Information of Tourists

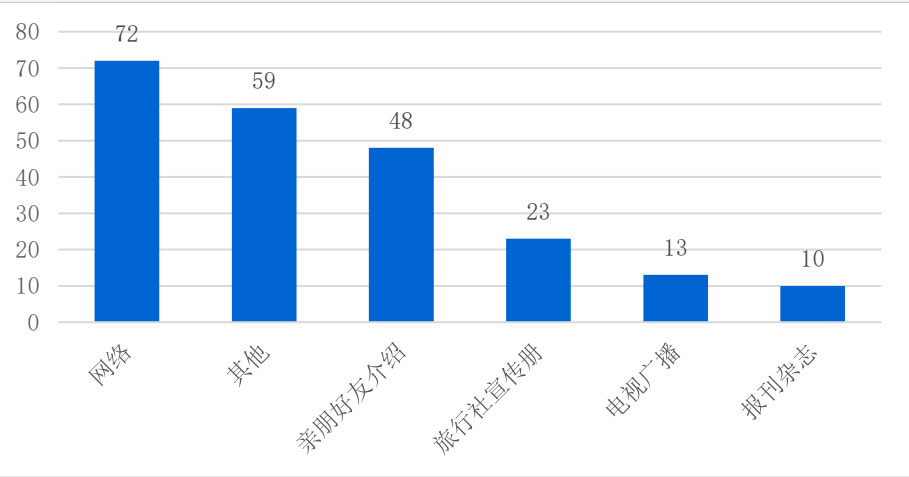
59% of Hongcun's tourists came from Anhui Province, and the rest mainly came from Jiangsu Province, Guangdong Province, and Shanghai. Compared with the pre-pandemic situation, the number of long-distance visitor source regions decreased.

Tourists in Hongcun were mainly young and middle-aged. Their education level was mostly undergraduate or junior college. In general, tourists had low and medium-level incomes. Students and enterprise employees were the main types of tourists.

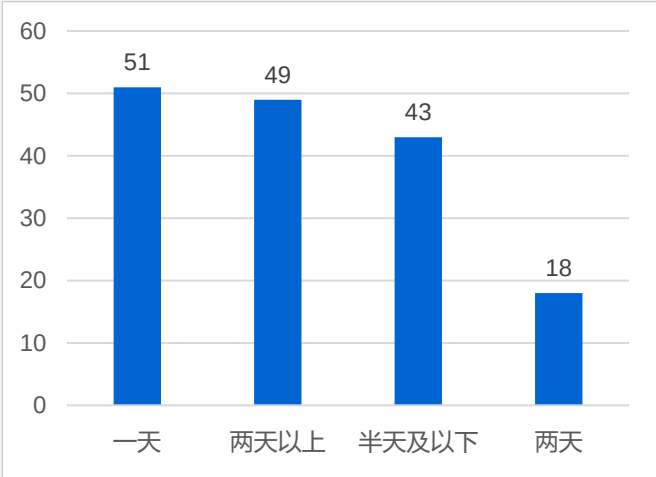


Distribution of Visitor Source Regions

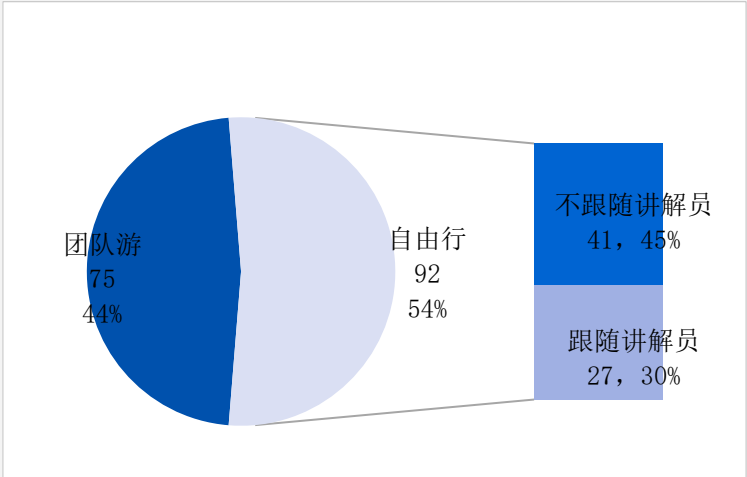
Characteristics of Tourists' Travel Behavior



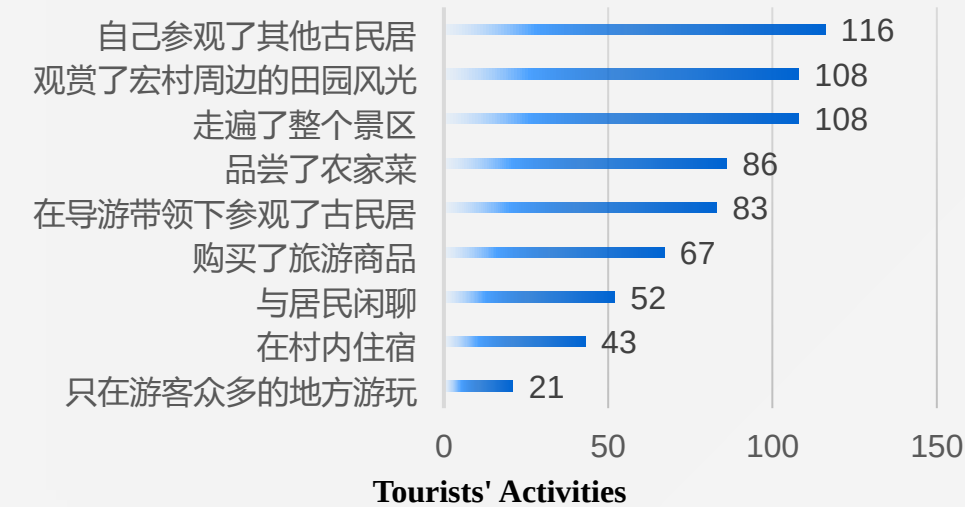
Ways for Tourists to Obtain Tourist Information



Length of Stay in Hongcun of Visitors



Tourists' Travel Mode



Tourists' Activities

Tourists' perceptions of Hongcun came from the Internet and other channels, which had been more novel and broader than previous tourism information channels. More tourists chose self-guided tours instead of group tours. One-day and half-day tourists were still the main types of tourists. Tourists mainly participated in sightseeing activities. Tourists did not explore tourism activities in depth.

Tourists' Experience

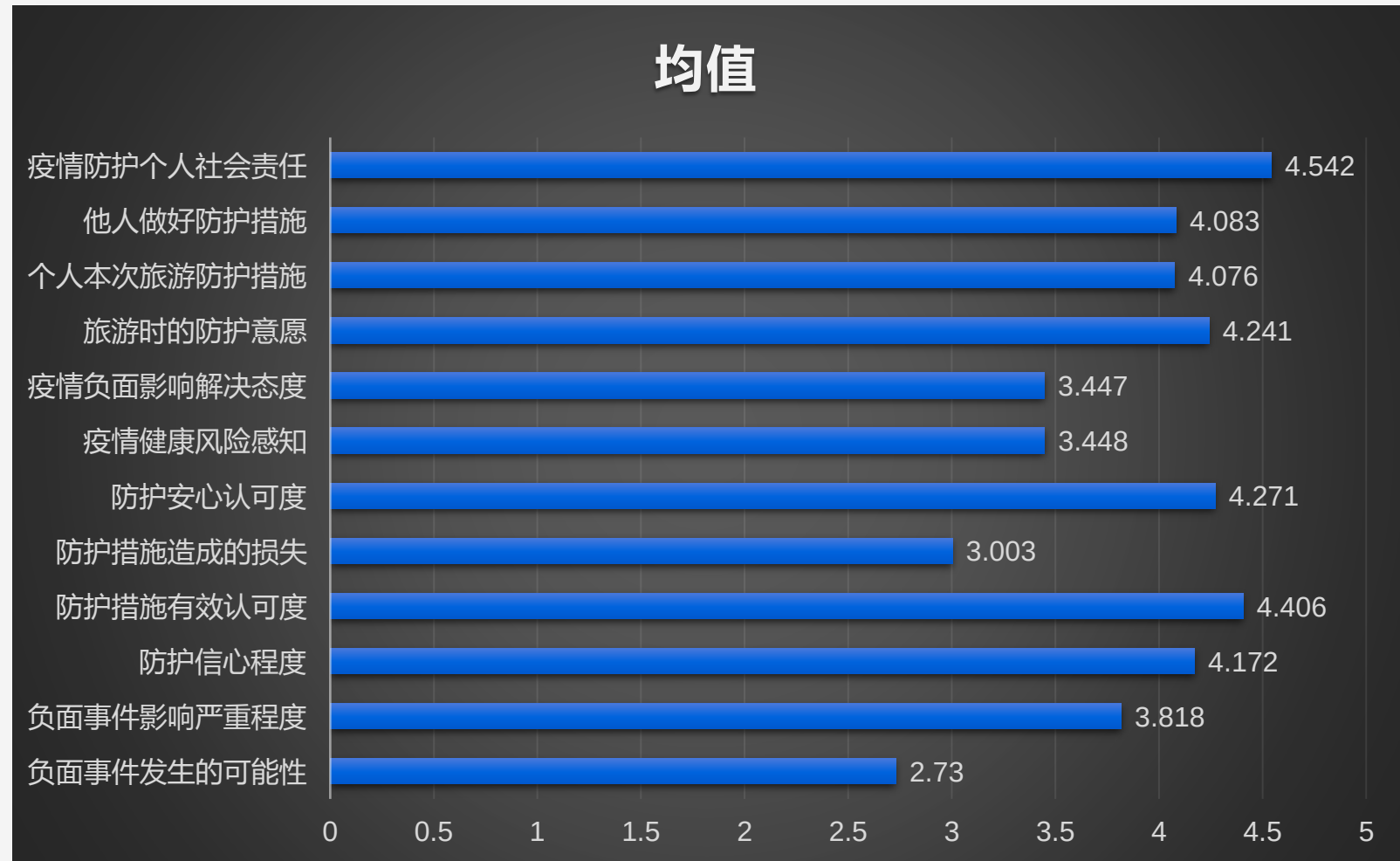
In terms of tourists' sensory experiences, the scores of various sensory experiences were high. The visual experience and perception of touch/movement received the highest scores, showing that various landscapes in Hongcun were the most attractive. The historical scenery attracted tourists and made them want to touch relevant things. Meanwhile, the perception of movement in Hongcun was satisfactory in autumn.

The ancient villages in southern Anhui left a positive impression on tourists. They were considered quiet, peaceful, and full of life, receiving high scores.

Tourists' emotional score of Hongcun was high. Hongcun could stimulate tourists' willingness to explore and make them pleasant and relaxed; however, tourists were not that excited.

Only 32% of tourists were eager to learn about the various cultures of Hongcun. Most of them looked forward to learning (43%) or felt curious about (23%) cultures of Hongcun. In the future, Hongcun should strengthen the cultural promotion and provide tourists with more activities involving the cultural experience.

Tourists' Pandemic Prevention Measures



Tourists' Pandemic Prevention Measures

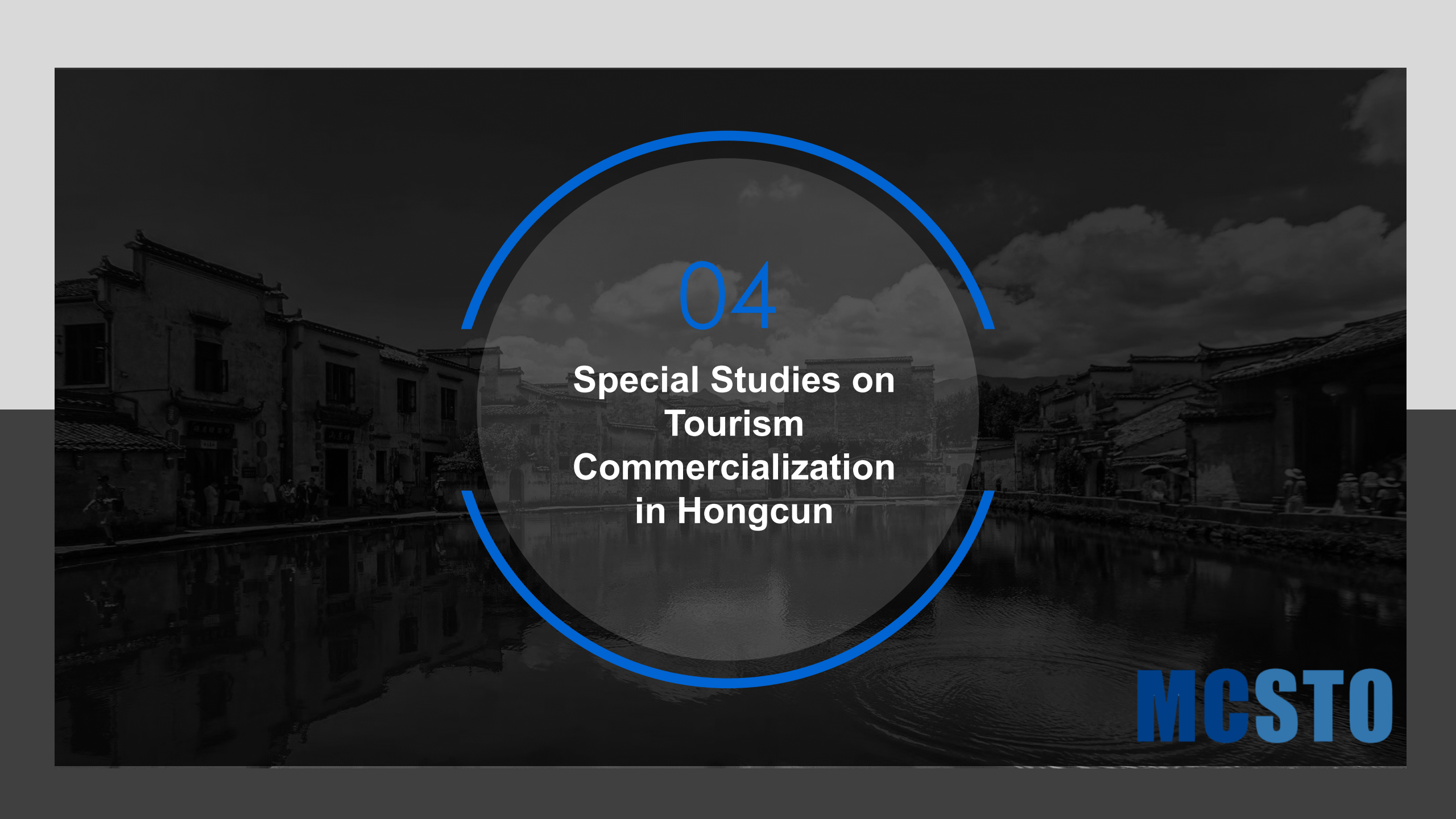
Tourists were optimistic about the possibility of negative events related to the pandemic during their travels, but they also pointed out the high severity of these events.

Tourists' Satisfaction

In terms of tourist satisfaction, the satisfaction with destination landscapes and tourism was the highest, followed by the diversity of experience and scenic spot-related activities; however, the satisfaction with the variety of tourism projects was lower.

The tourist satisfaction with the business atmosphere in the destination environment was the lowest, followed by the public toilets among the infrastructure. The findings were also consistent with the field survey results. It is worth putting forward relevant improvement measures in the future to promote the sustainable development of tourism.

Dimension	Item	Mean	General Mean
Landscapes and Sightseeing of the Scenic Area	Idyllic scenery of Hongcun	4.159	4.2
	Traditional Huizhou ancient villages in Hongcun	4.381	
	Attractiveness of tourist attractions	4.088	
	Comfortable tour environment	4.165	
Environment of the Scenic Area	Business atmosphere	3.384	3.72
	Crowdedness	3.606	
	Noise	3.623	
	Quality of the waters	3.688	
	Air quality	4.276	
Infrastructure	Public transportation to destinations	3.829	3.75
	Public toilets	3.5	
	Public facilities for taking a rest	3.735	
	Facilities for collecting garbage	3.776	
	Public signage	3.906	
Services in the Scenic Area	Reasonability of ticket prices	3.535	3.67
	Services of the tour guides	3.775	
	Diversity of channels of information	3.689	
Safety and Health	Local safety facilities	3.894	3.88
	Local medical equipments	3.723	
	Local security situation	4.035	
Diversity of Experience and Activities Related to the Scenic Area	I can get the charm and value of traditional Huizhou ancient villages in Hongcun	4.247	4.03
	I can learn about the traditional living condition of local people	4.012	
	I can learn about the characteristics of local souvenirs and handicrafts	4.012	
	I can experience multiple tourism programs in Hongcun	3.847	



04

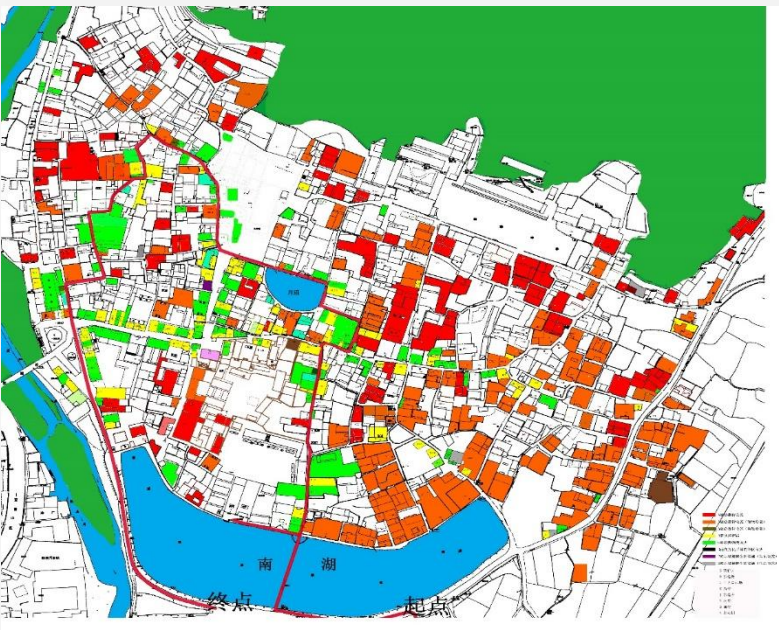
**Special Studies on
Tourism
Commercialization
in Hongcun**

MCSTO

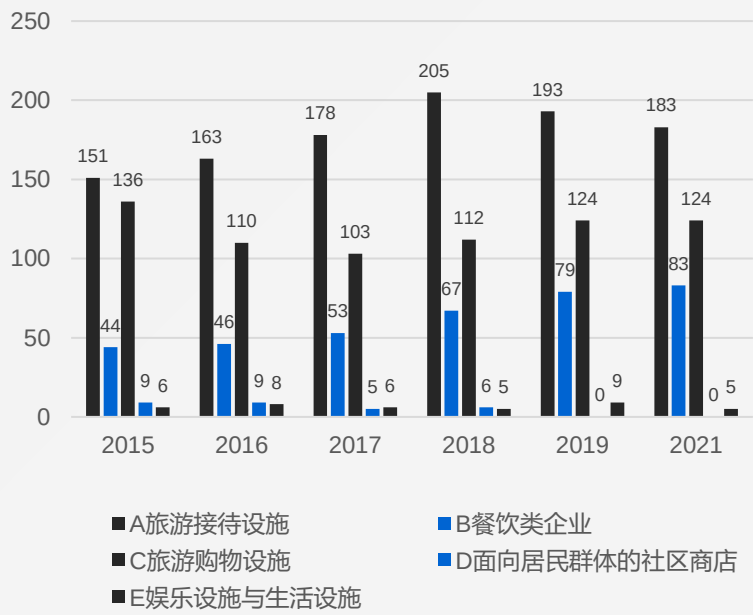
Business Types of The Tourism Industry in Hongcun

In 2021, the total number of shops in Hongcun decreased by 10. The number of tourist reception facilities continued to decline, and its overall proportion decreased, reflecting that the accommodation market of Hongcun was saturated. In the past, it was in short supply; however, relevant products could be oversupplied at present. The market competition was fierce.

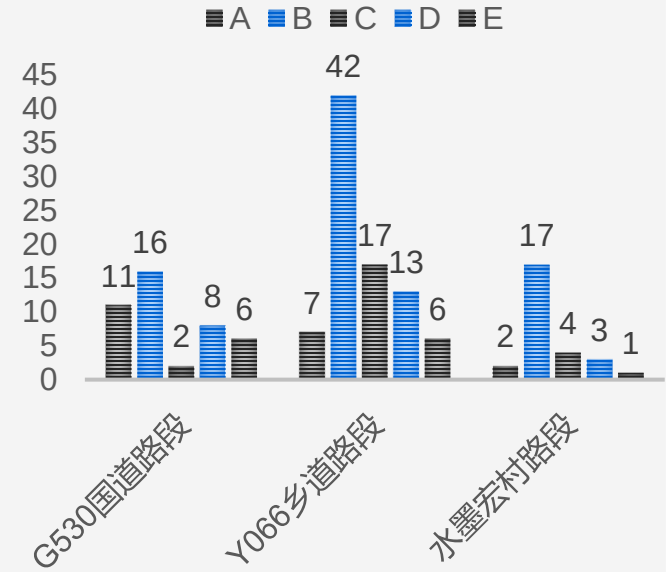
In the community stores (CATEGORY D) on the main street west of Hongcun, there were 14 supermarkets, meeting the living and shopping needs of local residents.



Hongcun Commercial Distribution Map, 2021



Characteristics of Business Types in Hongcun

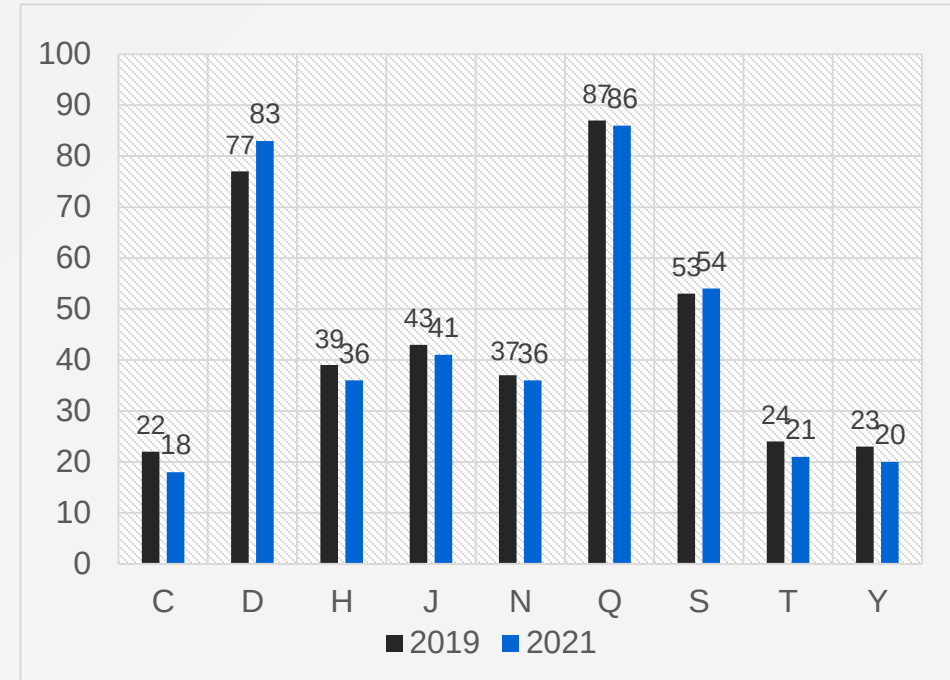


Business Types on the Main Street West of Hongcun, 2021

The Spatial Distribution and Commercialization of Tourism Businesses in Hongcun

In comparison to 2019, the number of shops in each region underwent a minor change. Sheung Shui Zhen, East Street, and Front Street were still highly-commercialized areas. The number of shops in these areas accounted for 56.45% of the total number of shops in nine areas.

The commerce penetration rate of Hongcun reached 64.30 %, a slight decrease compared with 2018 and 2019, among which Nanhu, Front Street, and Tingqian were more commercialized in comparison to other regions.



Number of Shops in Each Area of Hongcun in 2019 and 2021

Business Motivation Analysis

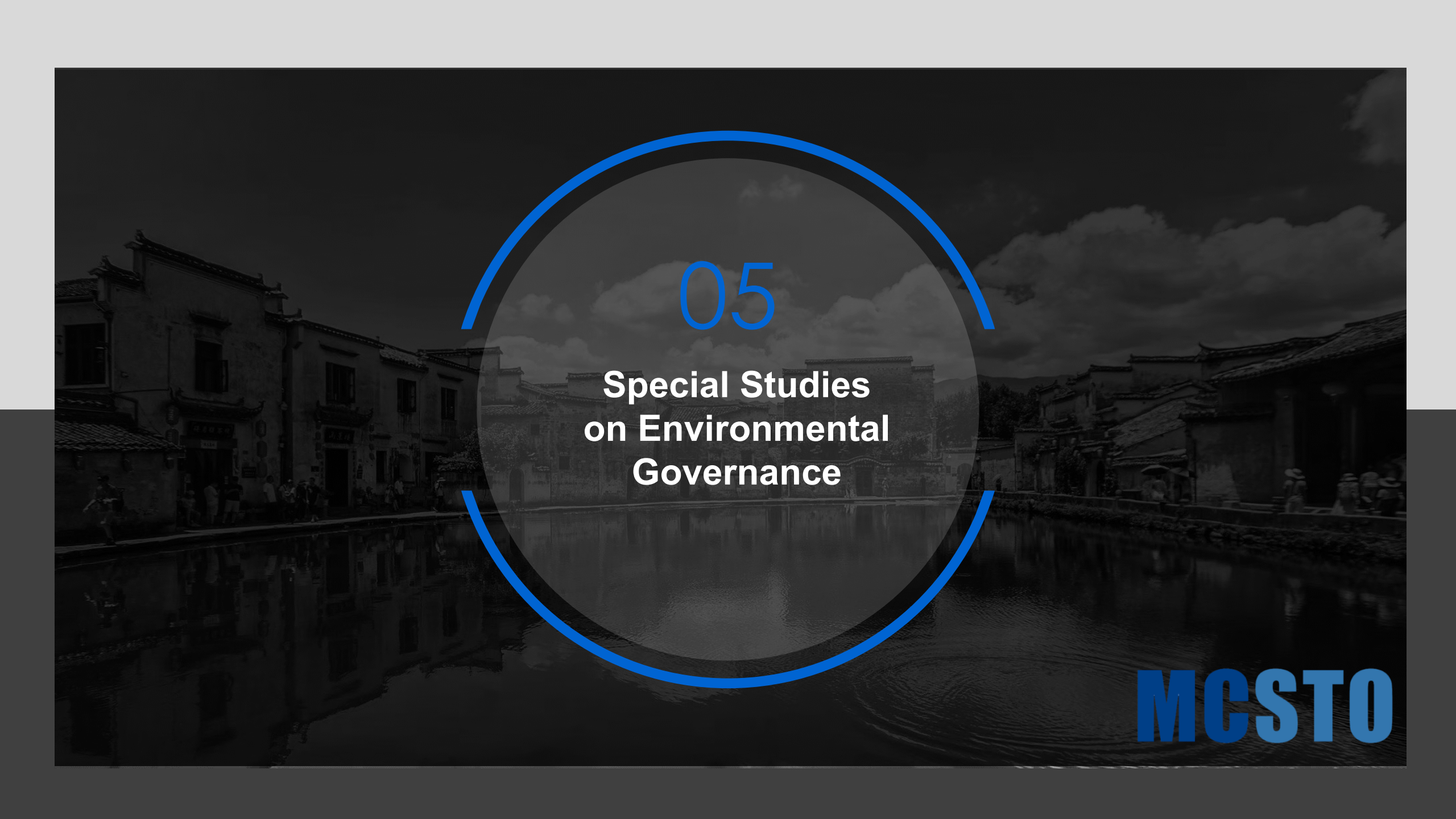
- The economic motive was still the main operation motive, and diversification was the main characteristic of the economic motive.
- the conversion of self-owned dwellings into homestays – the strong driving force of external factors

Analysis Of Current Business Situation and Future Business Plan

- The overall number of tourists decreased. The occupancy rate of the inn was not high. The overall income was not satisfactory; With the help of the OTA platform, the “online + offline” mode of accommodation and catering industry was booming.

Enterprise Resilience Analysis

- Due to the pandemic, customer demand has decreased, and the operating cost of businesses has varied greatly. The free ticket policy effectively increased the number of tourists and stimulated Hongcun tourism economy in the short term. In the face of the downturn in the tourism market in the context of the pandemic, enterprises were cutting costs and actively responding to the pandemic. Enterprises were optimistic about the mitigation of the pandemic and the development of tourism.



05

**Special Studies
on Environmental
Governance**

MCSTO

Environmental Governance

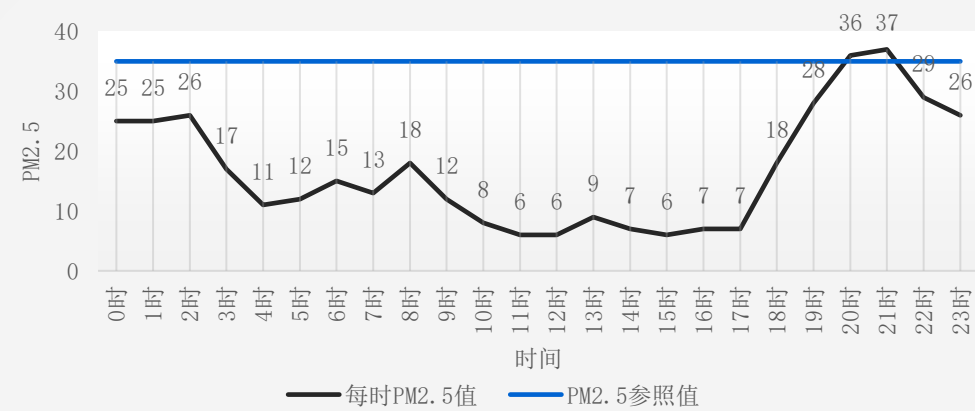
Sewage Treatment

keeping the protection of traditional features of ancient villages and sewage treatment in balance



Air Quality

Air pollution control was effective. From January to November in 2021, the PM2.5 concentration of Yixian County ranked first among 59 counties in Anhui Province.



Changes of PM2.5 in Yixian County (2021.11.23)

Environmental Governance

Acoustic Environment

Noise pollution existed and destroyed the peaceful atmosphere of traditional villages



traffic noise



commercial noise



tourist activity noise

Distribution Pattern

Time differentiation:

- the highest decibel level – 8:00-16:00

Space differentiation:

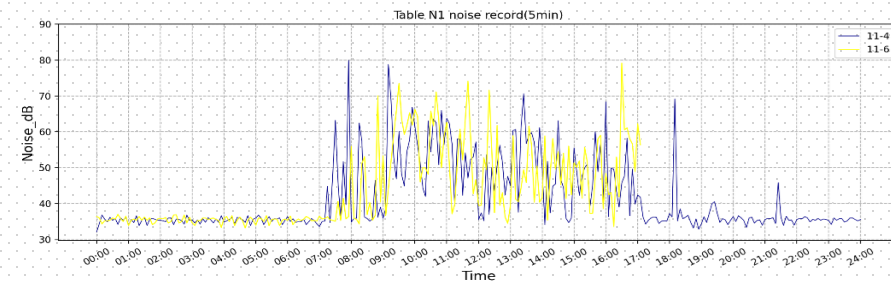
- Affected by functional zoning, the noise pollution in the commercial area was the most serious.

Solid Waste

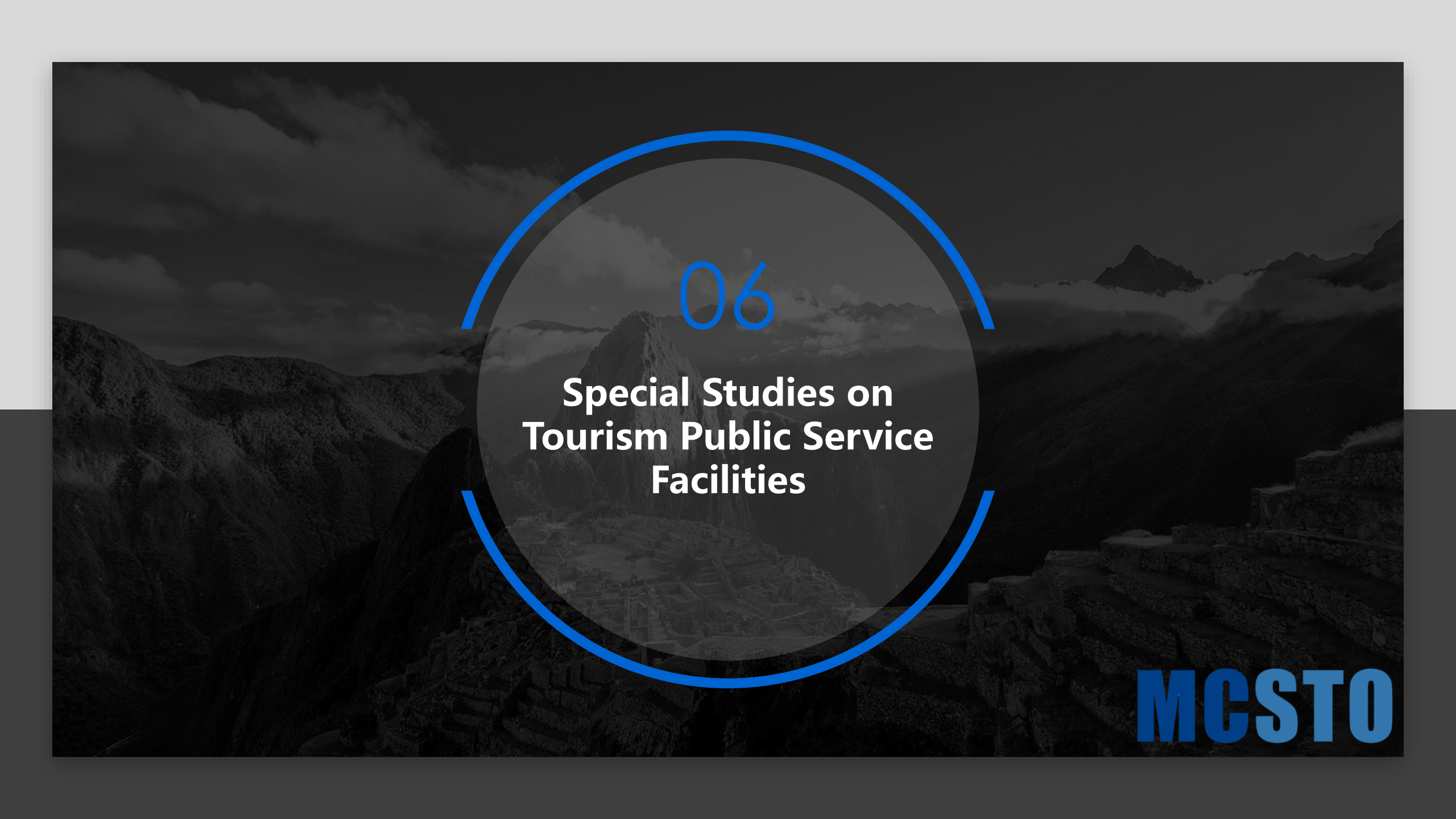
Significant progress was made in the treatment of solid waste and innovative processing mechanisms.

Commercial waste and kitchen waste were the key components of environmental pollution.

The collection and centralized treatment of pigment waste and wastewater achieved good results.



Noise Recording of Nanhu Lake School in 24 hours



06

**Special Studies on
Tourism Public Service
Facilities**

MCSTO

Sewer Line Construction

The sewer line construction project officially started on August 25, 2021.

Since early November in 2021, sewer line construction of the east area of Hongcun has been carried out.

The construction of the sewer line in the west area of Hongcun began in late November 2021 when the low season for travelling came.



The project was expected to take six months to complete in the spring of 2022.

Signage System

- ✓ The type and quantity of the signage system were complete and the spatial distribution was reasonable.
- ✓ The design of the signage system harmonized with the ancient village landscape of Hongcun.
- ✓ More than 90% of the signs were bilingual in Chinese and English or even in Japanese and Korean, with no translation errors. Besides, the translation made sense.
- ✓ At present, the digitalization degree of the signage system is low, which cannot meet tourists' needs of integrated queries and the management of information.

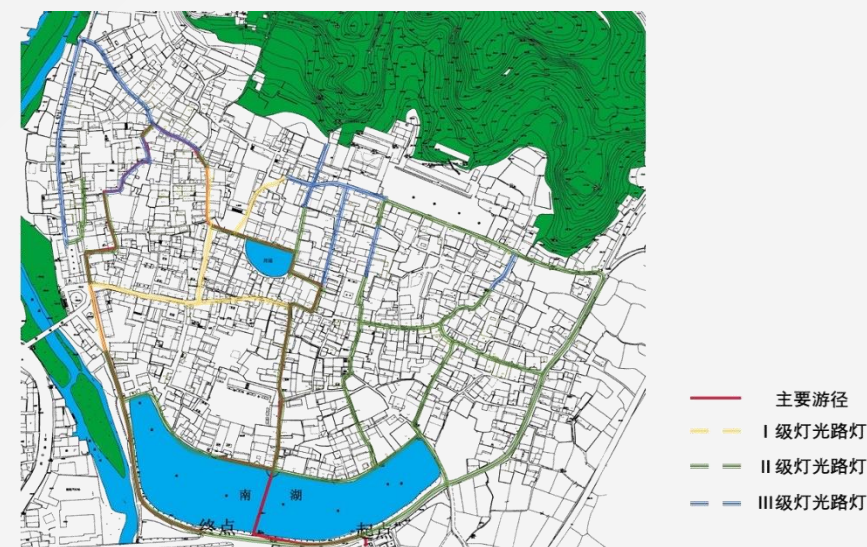


Night Facility Construction

Promoting the high-quality development of night tourism will be a big problem facing Hongcun in the future.

The density of night lighting in Hongcun was relatively low, which could not meet the lighting needs of tourists involved in night tourism activities.

Hongcun's night tourism products were not various. There was a lack of cultural and artistic immersion night tourism projects.



Night Lighting in Hongcun in Fall 2021

Tourism Public Service Facilities

Garbage Collection

Measures

- The number of large garbage cans in residential areas increased. Garbage cans for tourists in tourist areas increased. There were additional paint collection tanks.
- garbage recycling under PPP mode
- commercial cleaning market
- Garbage transfer followed the recycling path of "household collection, village transfer, and county treatment".

Current Problem

- Garbage sorting system was not strictly implemented.



Different Kinds of Bins in Hongcun

Tourism Public Service Facilities

Public Health Infrastructure

The influx of tourists has imposed higher requirements for the public health facilities in Hongcun, but the current public health service level of Hongcun was relatively backward.

Public Toilets

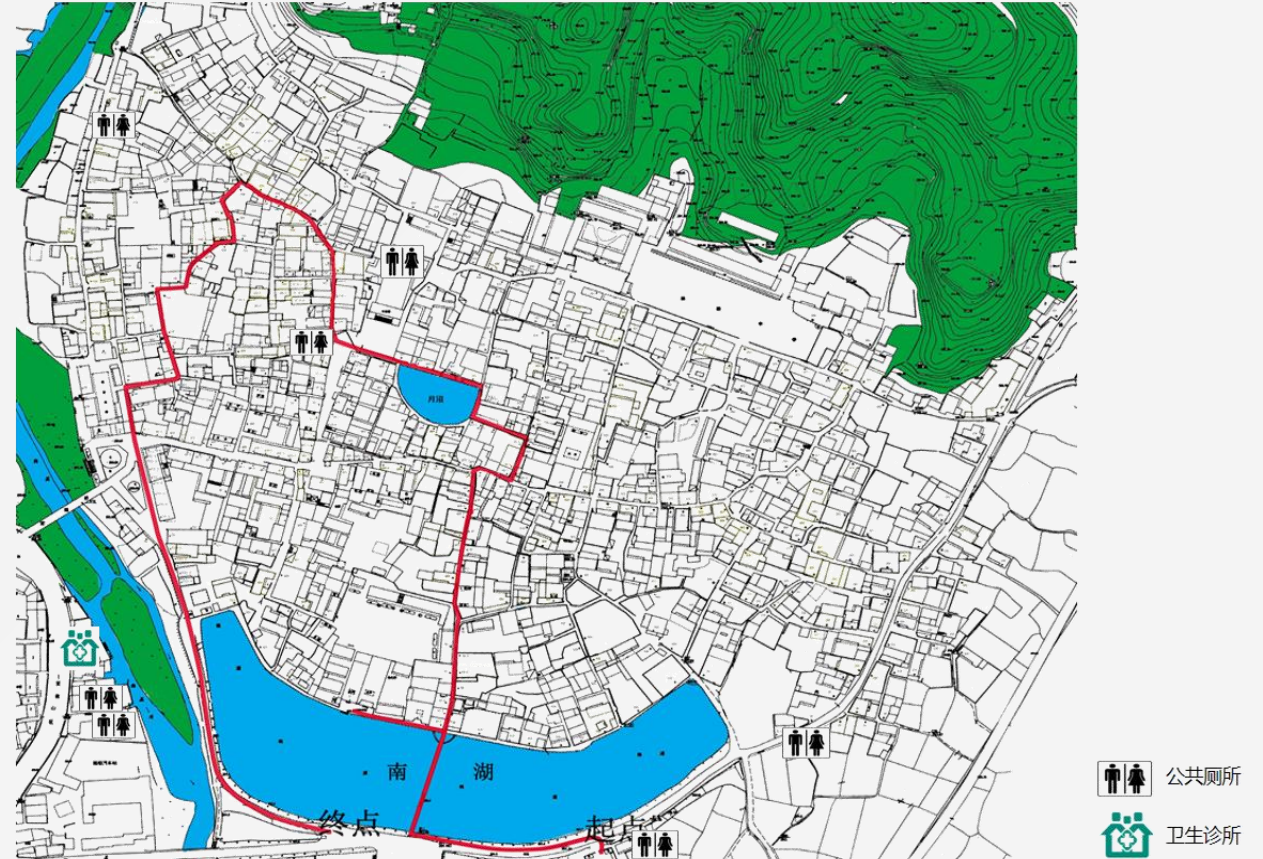


- 2 public toilets
- Far away from the main tourist routes

Medical Facilities



- 1 primary medical clinic
- Far away from the main tourist routes
- Difficult to deal with small-scale urgent public health events



Distribution of Public Toilets and Clinics in Hongcun

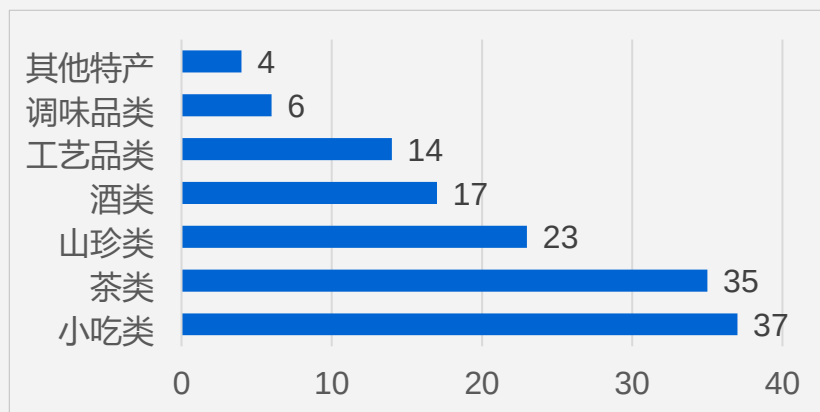


07

**Special Studies
on Local
Specialties in
Hongcun**

MCSTO

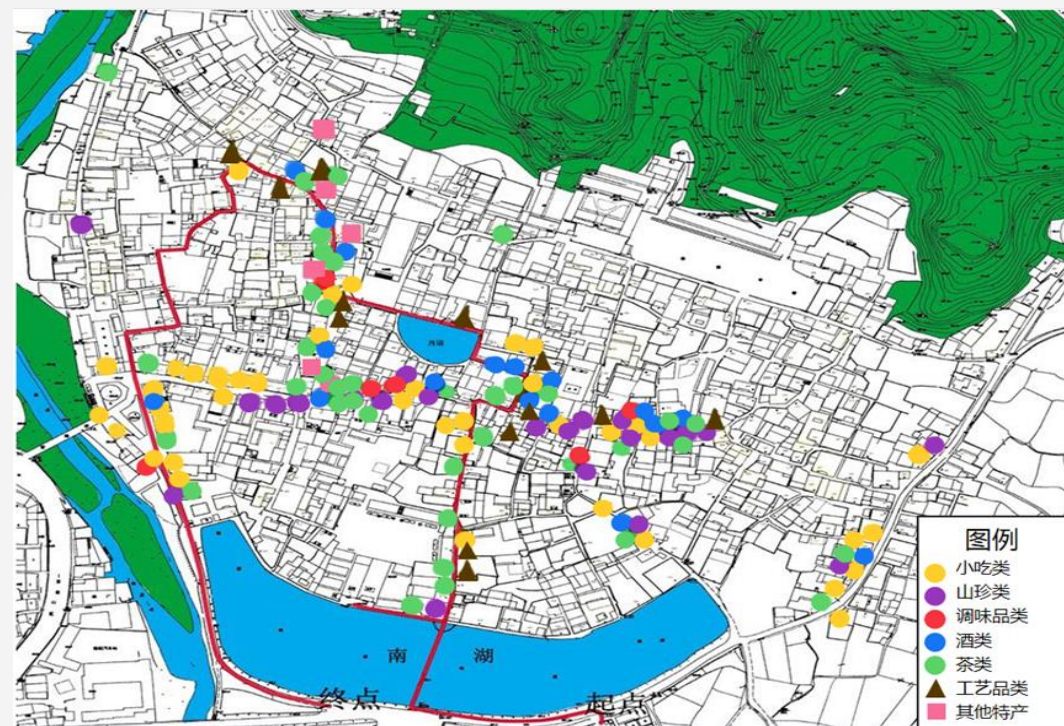
Overview of the Overall Situation



Number of Different Kinds of Local Specialties

According to the attributes of tourism commodities, the specialties of Hongcun can be divided into handicraft specialties, food specialties, and other specialties. Among them, handicraft specialties include wood carvings and stone carvings. Food specialties include snacks, delicacies from the mountains, seasonings, tea, wine, and tobacco. Other specialties mainly include rough processed bamboo products.

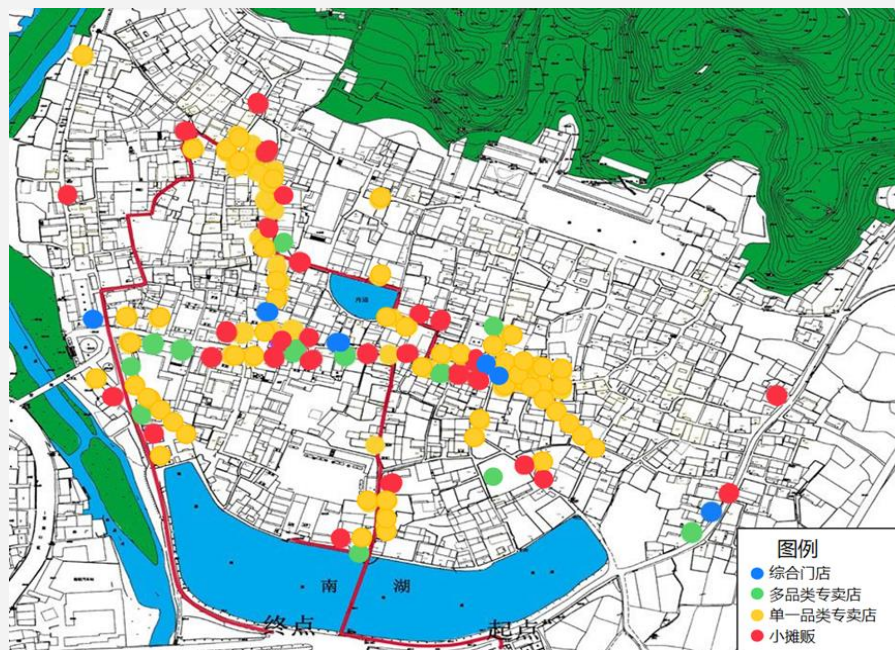
Specialty stores were mainly located along the tourist guide lines and the main street in Hongcun. In addition, some specialty stores were located in the eastern area with a number of homestays.



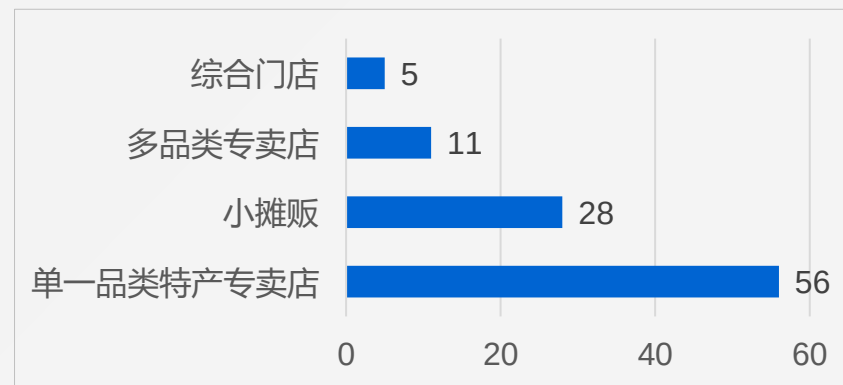
Location of Different Kinds of Local Specialties

Overview of the Overall Situation

The stores selling specialty products in Hongcun can be divided into comprehensive stores, multi-category specialty stores, small vendors, and single-category specialty stores based on their categories, size, and whether they have a façade.



Location of Different Kinds of Stores Selling Local Specialties

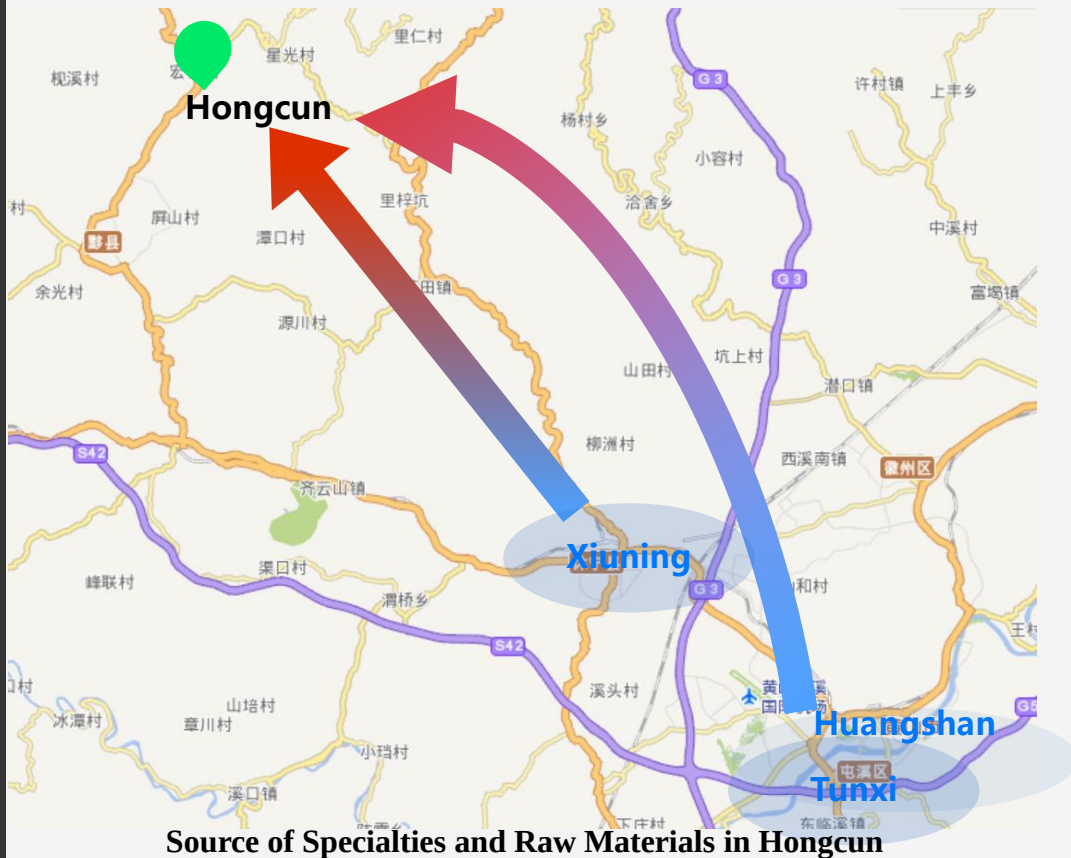


Number of Different Kinds of Stores Selling Specialties

The number of single-category stores and small vendors was the largest. Those stores were widely distributed; however, the number of comprehensive stores and multi-category stores was small. Those stores were mainly distributed in the main street of Hongcun.

Production and Processing Mode of Specialty Products

The production and processing of local specialties in Hongcun can be mainly divided into three modes: direct wholesale, front store and back factory, and local processing.



Direct wholesale mode: The majority of Hongcun's local specialties are bought wholesale, such as Huangshan Pancake products, raw materials of Furry tofu, rice wine products, tea products, stone carving, and wood carving raw materials, etc. Shoppers generally buy these products from Xiuning and Tunxi in Huangshan.

Front store and back factory mode: This mode is mainly adopted by comprehensive stores. For instance, Huxing Tang has its own processing plant in Huangshan City and regularly distributes goods to Hongcun.

Local processing mode: Most of the snacks made and sold now (e.g., black rice cakes, snacks looking like a knot) are processed through this mode. In addition, some stone carvings and wood carvings are processed through this mode.

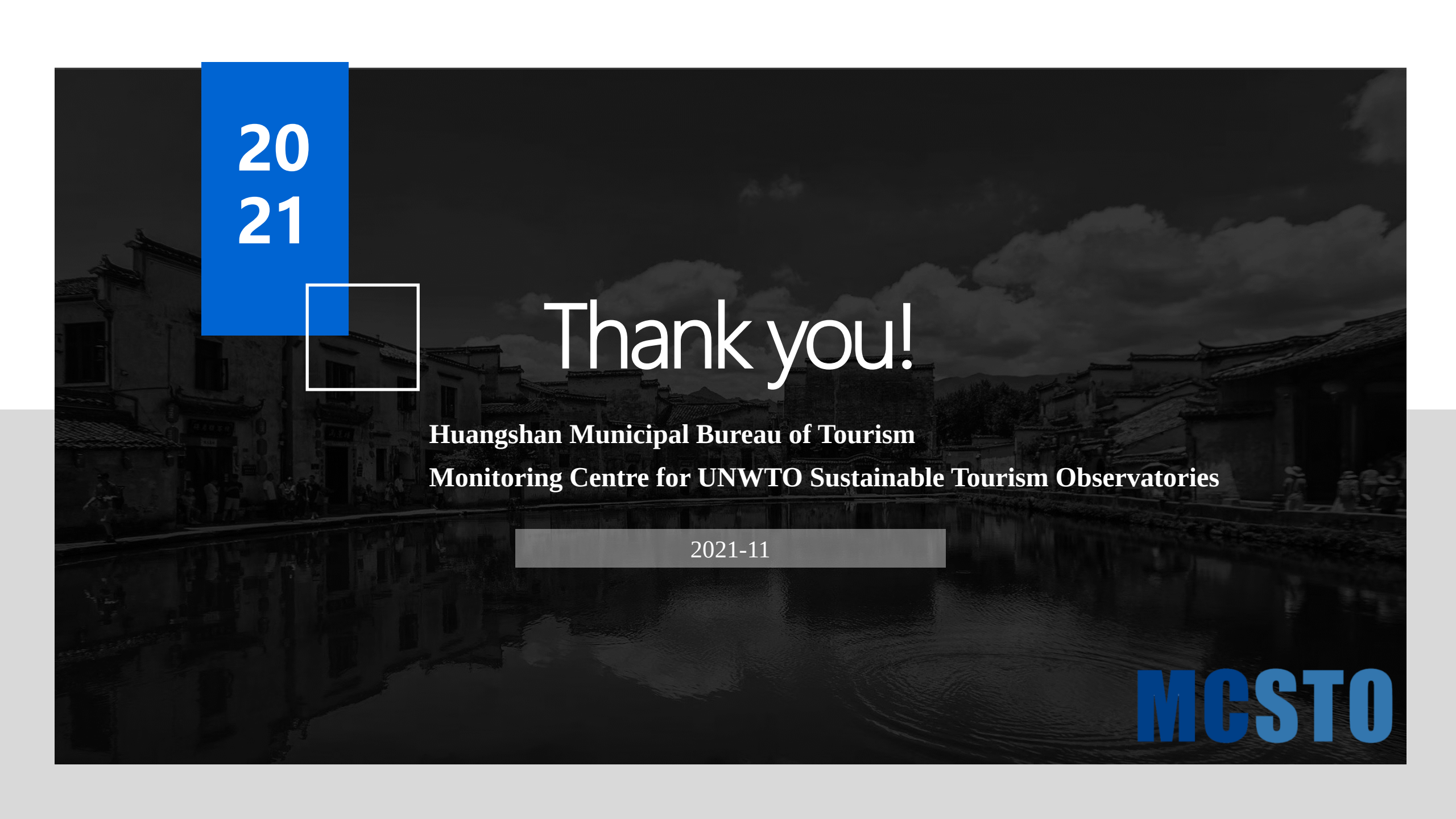
Strengthening Specialty Construction

Marketing Means	Specific Performance
Script Marketing	Many specialty operators tell tourists that the specialty is "produced by themselves," and some businesses will hang up slogans such as "century-old store" and "ancestral" to strengthen tourists' intuitive perception.
Event Marketing	Event marketing can be seen in two aspects. On the one hand, an operator shows a group photo in his shop. The photo was taken when Hu Jintao visited Hongcun in 2013 and paid a visit to the shop. On the other hand, food documentaries have been used to promote food specialties.

Marketing Means of Operators Selling Specialties in Hongcun

Construction of local specialties: Most of Hongcun 's existing specialties appeared after the development of tourism. There were no such products before the development of tourism. Although there were some products, they were transformed from "products" to "specialties" and "commodities" through tourism development.

Strengthening of local specialties: The specialty operators of Hongcun have taken various marketing means to strengthen the "specialty" image of Hongcun to make tourists accept the specialty image and purchase those products.



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21

Thank you!

Huangshan Municipal Bureau of Tourism
Monitoring Centre for UNWTO Sustainable Tourism Observatories

2021-11

MCSTO