

**Monitoring Report on the Sustainable Tourism
Development of Xishuangbanna
(2021)
Simplified Version**

**Culture and Tourism Bureau of Xishuangbanna Dai Autonomous
Prefecture
Monitoring Centre for UNWTO Sustainable Tourism Observatories
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1 Foreword

1.1 Origin of the monitoring

In April 2015, the first tourism sustainable development observatory in Yunnan was officially established in Xishuangbanna Dai Autonomous Prefecture (hereinafter referred to as Xishuangbanna). Since the establishment of the observatory, the Monitoring Centre has been conducting monitoring activities related to sustainable tourism development in Xishuangbanna every year. From 4 September to 12 September 2021, the Monitoring Centre conducted the seventh monitoring. Based on the 14th Five-Year Plan (2021-2025) for National Economic and Social Development and the 14th Five-Year Tourism Development Plan, the monitoring team conducted in-depth research on the process of recovery and development of tourism in Xishuangbanna in the context of the normalised COVID-19 prevention and control. Besides, President Xi Jinping proposed the strategic plan of “three positionings” for Yunnan. The provincial government decided to develop Xishuangbanna’s tourism into “international, ecological, wellness and smart” tourism, building Xishuangbanna into a world-famous tourism city, a famous city for wellness tourism, a demonstration area for opening up along the border, and a demonstration area for national unity and progress. Moreover, Yunnan has made achievements in cultural and tourism development work, gradually promoting the improvement of relevant tourism facilities, tightening market regulations, and developing high-quality tourism products in all fields and all sections. For the reasons mentioned above, the monitoring was conducted based on the indicators and methods of the United Nations World Tourism Organization (UNWTO) and the basic indicator system of sustainable development in Xishuangbanna. By monitoring the development of border tourism in Xishuangbanna, the night-time economy of Gaozhuang, and the development mode of Gaozhuang Xishuangjing, the monitoring analysed and summarised the current status of sustainable tourism development of Xishuangbanna, identifying the problems and making suggestions accordingly.

1.2 Methods of the monitoring

1.2.1 Monitoring process

From September 4 to September 12, 2021, with the strong support and cooperation of the Culture and Tourism Bureau of Xishuangbanna Dai Autonomous Prefecture (hereinafter referred to as the Cultural Tourism Bureau), the monitoring team consisting of one professor, three associate professors, one project coordinator of the monitoring, and three post-doctoral researchers from the School of Tourism Management at Sun Yat-sen University completed field research on the sustainable tourism development in Xishuangbanna.

The monitoring work was divided into two parts: The first part was to monitor the current status of sustainable development of tourism in Xishuangbanna based on the basic indicator system of sustainable development in Xishuangbanna. The second part was to conduct special tourism research on Xishuangbanna (i.e., border tourism, the night-time economy of Gaozhuang, the development mode of Gaozhuang Xishuangjing). The monitoring team carried out field research and interviews in many research locations, conducting targeted and in-depth research on various aspects of scenic areas.

The monitoring was divided into three phases: preliminary preparation, field research, and report writing. During the preliminary preparation stage from 9 July 2021 to 3 September 2021, the monitoring team proposed the monitoring outline and research plan, drew up the list of the required information, collected secondary information, designed questionnaires, arranged the schedule, and allocated team members. Besides, the team actively contacted and communicated with the Cultural Tourism Bureau to fully prepare for the following research. During the field research phase from 4 September 2021 to 12 September 2021, the monitoring team used the observation and interview methods to conduct field research. The observation method was adopted in the research of the Mohan Port of Xishuangbanna and its border tourism development.

Additionally, the monitoring team interviewed multiple stakeholders related to local tourism development (e.g., representatives from relevant departments of the local government, managers of scenic areas, tourists). During the report writing phase after 12 September 2021, based on the data and information obtained in the preliminary preparation phase and field research, members of the monitoring team compiled the problem-oriented general report and thematic reports with their tourism expertise.

As for the geographical scope, the monitoring covered a total of thirteen tourism sites (areas), including Gaozhuang, Tropical Floral Garden, Manting Park, Daizu Garden, Manzhang Village, Wild Elephant Valley, Tropical Botanical Garden, Primitive Forest Park, the Mengla County, the Mohan Port, Shanggang Village, and Mengbala. The specific topics and research locations are shown in Figures 1 and 2.

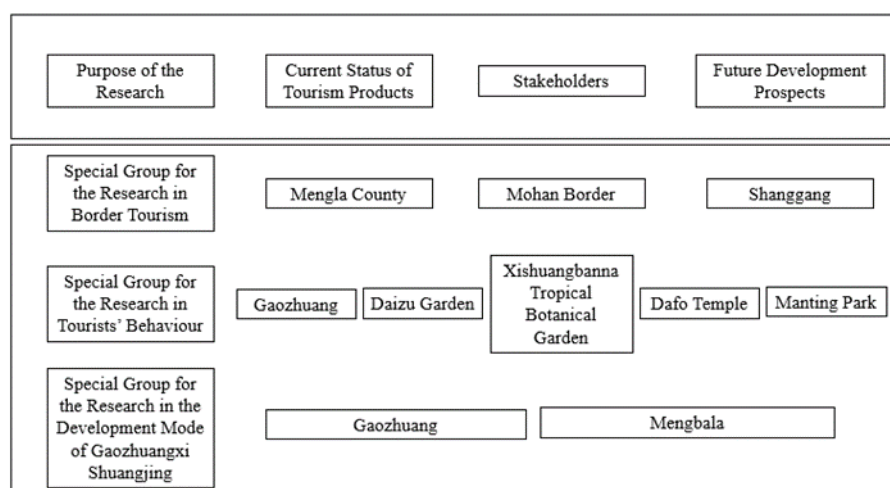


Figure 1 Purpose of the Research in Xishuangbanna in 2021 and Scope of Monitoring by Groups



Figure 2 Distribution of Monitoring Sites in Xishuangbanna in 2021

Notes: 野象谷=Wild Elephant Valley 原始森林公园=Primitive Forest Park 中科院植物园
=Tropical Botanical Garden 曼听公园=Manting Park 傣族园=Daizu Garden 勐景来
=Mengjinglai Scenic Resort 曼掌村=Manzhang Village 尚岗村=Shanggang Village 磨憨口岸
=the Mohan Port 勐海县=Menghai County 景洪市=Jinghong City 勐腊县=Mengla County

1.2.2 Main issues and key indicators

The monitoring combined the indicators and methods of UNWTO and the actual situation of tourism development in Xishuangbanna to formulate a basic indicator system for sustainable development in Xishuangbanna (shown in Table 1).

Table 1 Basic Indicator System of Sustainable Tourism Development in Xishuangbanna

Theme	Central issue	Basic indicators
Tourism,		Forest Cover
Environmental	Ecosystem Protection	Protection of Important Species
Protection, and		Area of Protected Areas

Resource Conservation	Impact of Tourism Development on Protected Areas	
	Land Use	Land Utilization
Tourism and Economy	Current Tourism Development Status	Tourism Statistics (Total Tourism Income and Composition, Total Number of Tourists, number of Domestic Tourists, Number of International Tourists)
	Tourism and Economic Growth	The Proportion of Tourism Income as a Share of GDP The Overall Development Trend of the Tertiary Industry Driven by Tourism
	Tourism and Investment	Overall Tourism Investment Trends Tourism Investment Direction

2 Tourism, environmental protection, and resource conservation

2.1 Tourism and resource conservation

Xishuangbanna is an ideal summer and winter resort in China. In particular, visitors can visit warm Xishuangbanna to escape the cold winter. Locates at longitude 99°56' - 101°50' East, 21°08' - 22°36' North latitude, Xishuangbanna belongs to the tropical humid region south of the Tropic of Cancer. It enjoys a tropical monsoon climate with abundant sunshine and plentiful rainfall, with an average annual temperature of between 18-22°C. Geographically, Xishuangbanna is in the border zone, adjacent to Laos and Myanmar and close to Thailand and Vietnam.

Based on the basic indicator system for sustainable development in Xishuangbanna and the environmental indicator system for building a world-famous tourism city, this section will present the monitoring results of Xishuangbanna in terms of the proportion of days with good or excellent air quality, protection of important species, drinking water quality, area of protected areas, and the impact of tourism development on protected areas.

2.1.1 Proportion of days with good or excellent air quality

In recent years, as for Xishuangbanna's ecological and environmental protection work, with the conviction that lucid waters and lush mountains are invaluable assets and the goal of improving the quality of the environment, Xishuangbanna has continued to promote the nationwide battle to prevent and control pollution, making considerable achievements in environmental governance. According to the monitoring, the overall quality of Xishuangbanna's ecological environment remained good. Its ecosystem was stable. The air quality of Menghai, Jinghong, and Mengla was relatively good. More specifically, Jinghong enjoyed good or excellent air quality on 330 days (359 effective monitoring days) in 2020. The proportion of days with good or excellent air quality

reached 92.0%. Menghai enjoyed good or excellent air quality on 326 days (346 effective monitoring days) in 2020. The proportion of days with good or excellent air quality reached 94.2%. Mengla enjoyed good or excellent air quality on 317 days (349 effective monitoring days) in 2020. The proportion of days with good or excellent air quality reached 90.8%.

Table 2 Number of Days Meeting the Class II Standards for Air Quality in Jinghong (Unit: Days)

Year	2014	2015	2016	2017	2018	2019	2020
Jinghong	334	332	328	345	362	337	330
The Proportion of Days Meeting Standards	94.1 %	96 %	90.0 %	94.5 %	99.2 %	92.6 %	92 %

Source: Environmental Status Bulletins of Xishuangbanna, 2014-2020

2.1.2 Situation of nature reserves

According to the monitoring report on the main indicators of forest resources in Yunnan Province in 2020, Xishuangbanna Prefecture had a forest area of 155,004,000 hectares, a forest cover of 81.34%, and a forest stock volume of 193.1 million cubic metres, increasing by 0.6459 million hectares, 0.33%, and 0.036 billion cubic metres, respectively, compared to 2019. An upward trend in Xishuangbanna's forest resources can be detected. By the end of 2020, Xishuangbanna had established ten nature reserves of various types and levels, with a total area of 6,228,600 hectares (accounting for 22.2% of the total area of Xishuangbanna). Besides, the monitoring has shown that there were two national nature reserves with an area of 4.02 million mu, two state-level nature reserves with an area of 1.0325 million mu, three nature reserves at the county (city) level with an area of 112,600 mu, and three conservation plots with an area of 63,500 mu. The network system of nature reserves in Xishuangbanna has been relatively reasonable, boasting various levels of nature reserves. By the end of December 2020,

two aquatic germplasm resource reserve areas had been established, namely, Puwen National Aquatic Germplasm Resources Reserve (757 hectares) and Nanla National Aquatic Germplasm Resources Reserves (541 hectares). The aquatic species under protection included *Hampala*, *Gyrinocheilidae*, *Hemibagrus wyckiioides*, *Tor sinensis*, and some other amphibian and reptilian species.

2.1.3 Drinking water quality

Xishuangbanna has constantly strengthened the quality of the urban water environment, clarified management responsibilities, standardised the management scope and level, strengthened the safety supervision, and further guaranteed people's safety, promoting the quality of drinking water and making it meet the Class III environmental quality standard for surface water to enable people to get access to safe drinking water. Moreover, Xishuangbanna has attached importance to promoting the management of landscape water bodies to play landscape water bodies' role in providing visual aesthetics, enriching biodiversity, balancing the climate, and storing water. From the perspective of the environmental quality of surface water, according to the data offered by the Xishuangbanna Bureau of Environmental Protection, the water quality of eight major rivers in Xishuangbanna (i.e., Lancang River, Puwen River, Luosuo River, Liusha River, Nan'a River, Nanla River, Nanlan River and Nanguo River) was excellent or good.

As for the water environment quality of major rivers, for the sections under the monitoring of eight major rivers (i.e., Lancang River, Puwen River, Luosuo River, Liusha River, Nan'a River, Nanla River, Nanlan River and Nanguo River), nine sections met the Class II environmental quality standard for surface water (GB3838-2002), accounting for 69%. The quality was better than the Class III standard of "Zoning of surface water and water environment in Yunnan Province (2010–2020)", and the water quality of these sections was excellent. Four sections met the Class III environmental

quality standard for surface water, accounting for 31%. The quality met the Class III standard of “Zoning of surface water and water environment in Yunnan Province (2010–2020)”, and the water quality was good. In comparison to 2019, the number of the II Standard water sections increased from eight to nine, and the number of the III Standard water sections remained the same.

When it comes to urban drinking water sources, the water quality of Lancang River, a centralised urban drinking water source of Jinghong, was excellent, meeting the Class II environmental quality standard for surface water (GB3838-2002), consistent with the monitoring result in 2019. The water quality of the centralised urban drinking water source of Menghai, Nadameng Reservoir, was excellent, meeting the Class II environmental quality standard for surface water (GB3838-2002), consistent with the monitoring result in 2019. The water quality of the centralised urban drinking water source of Mengla, Nanxi Reservoir, was excellent, meeting the Class II environmental quality standard for surface water (GB3838-2002), consistent with the monitoring result in 2019.

3 Economic impacts of tourism

3.1 Overall tourism development

Due to the pandemic, a downward trend in the development of Xishuangbanna's tourism was detected. As shown in Table 3, in terms of the number of tourists, mainly due to the pandemic and pandemic prevention and control measures, Xishuangbanna received 19.825 million domestic and international tourists in 2020 (decreasing significantly). Among them, 19,779,700 were domestic tourists. 22,800 were international tourists, and 52,100 were inbound same-day visitors at ports.

Table 3 Number of Tourists to Xishuangbanna, 2006-2020

Year	Number of Domestic and International Tourists (Unit: 10,000 People)	Number of Different Types of Visitors (Unit: 10,000 People)		
	Domestic Tourists	International Tourists	Inbound Same-Day Visitors at Ports	
2011	1012.65	935.98	29.44	47.23
2012	1253.61	1158.47	37.42	57.72
2013	1494.35	1383.55	41.66	69.14
2014	1700.26	1579.52	36.59	84.15
2015	2001.40	1859.53	33.24	108.63
2016	2519.94	2350.38	47.26	122.31
2017	3326.47	3205.07	60.59	60.81
2018	4043.41	3914.28	58.72	70.41
2019	4853.21	4704.00	71.14	78.07
2020	1985.46	1977.97	2.28	5.21

**Source: Statistics Bulletin of National Economy and Social Development of Xishuangbanna
Dai Autonomous Prefecture**

3.2 Structural characteristics of tourism development

3.2.1 Seasonal characteristics

Xishuangbanna's tourism has prominent seasonal characteristics. The highest number of visitors received in a month exceeded the lowest number of visitors received in a month by 2,638,200. The peak season is in winter and early spring, while the low season is in summer. As shown in Figure 4, the tourism industry was suspended due to the outbreak of COVID-19 in late January 2020. The number of tourist arrivals in Xishuangbanna dropped sharply in February 2020. With the mitigation of the pandemic, the monthly tourist arrivals gradually increased, reaching a peak in November. The increase in the number of tourist arrivals was mainly due to the National Day Golden Week. The peak season from November to January occurred because the warm weather in Xishuangbanna enabled people to escape from the cold winter. The peak in February was mainly brought by the long holiday during the Spring Festival. The perk in April was brought by the Water-Splashing Festival for Dai. The abovementioned shows that Xishuangbanna's tourism has had prominent seasonal characteristics (peak season in winter and low season in summer).

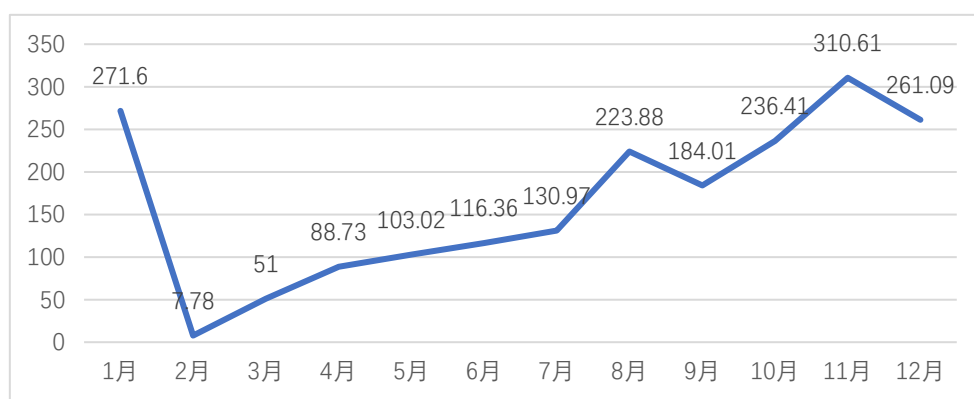


Figure 3 Monthly Visitor Arrivals in Xishuangbanna in 2020 (Unit: 10,000 People)

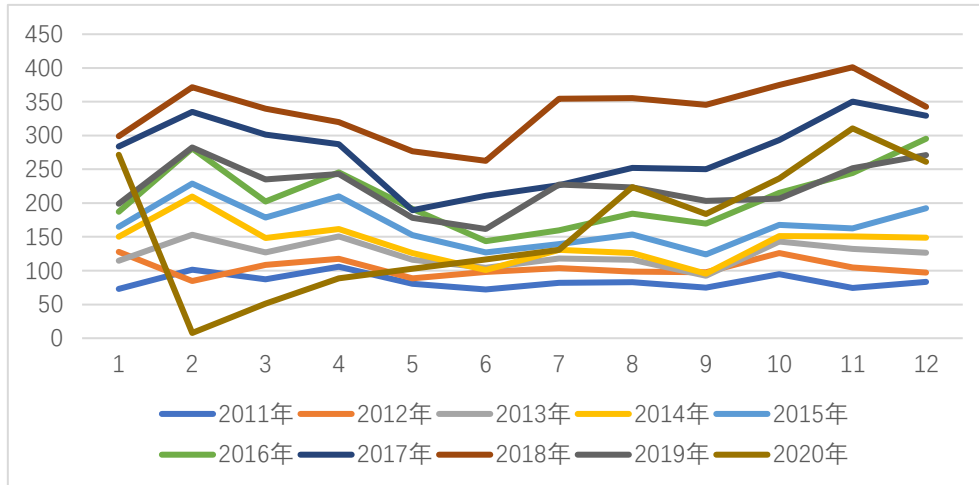


Figure 3 Monthly Visitor Arrivals in Xishuangbanna, 2011-2020 (Unit: 10,000 People)

Source: Culture and Tourism Bureau of Xishuangbanna Dai Autonomous Prefecture

Table 4 Number of Tourists to Xishuangbanna, 2011-2020 (Unit: 10,000 People)

月份	2011 年	2012 年	2013 年	2014 年	2015 年	2016 年	2017 年	2018 年	2019 年	2020 年
1	72.99	127.82	114.64	150.44	164.84	187.06	283.84	298.87	199.12	271.6
2	101.63	84.66	153.14	209.68	228.88	280.93	335.05	371.67	282.36	7.78
3	87.02	108.56	126.84	148.55	178.65	202.37	301.17	339.64	235.16	51
4	105.82	117.47	150.85	161.37	209.74	245.43	287.41	319.96	242.93	88.73
5	80.58	88.8	116.2	126.16	152.45	191.44	189.53	276.7	178.04	103.02
6	72.17	98.19	104.37	100.72	127.06	143.68	211.04	262.58	161.67	116.36
7	81.85	103.64	118.19	130.69	139.32	159.91	226.67	354.61	227.55	130.97
8	82.83	98.68	116	126.22	153.5	184.34	252.2	355.19	223.03	223.88
9	75.08	97.74	92.46	95.55	124	169.75	250.22	345.66	203.12	184.01
10	94.76	125.97	143.31	151.26	167.92	215.29	293.56	374.65	206.51	236.41
11	74.5	104.72	131.99	150.68	162.69	244.48	350.25	401.11	251.63	310.61
12	83.43	97.36	126.37	148.94	192.36	295.26	329.34	342.77	271.11	261.09
合计	1012.6	1253.6	1494.35	1700.26	2001.4	2519.94	3310.28	4043.41	4853.21	1985.46

Source: Culture and Tourism Bureau of Xishuangbanna Dai Autonomous Prefecture

3.2.2 Spatial characteristics

Xishuangbanna's tourism is characterised by the mass tourism market. The number of tourists received at different scenic spots can reflect the spatial characteristics of tourist flows to a certain extent. As of March 2018, there were 13 A-grade tourist attractions in Xishuangbanna Dai Autonomous Prefecture, including one AAAAA tourist attraction (Xishuangbanna Tropical Botanical Garden), eight AAAA attractions, and one AAA attraction. Among them, Xishuangbanna Tropical Rainforest National Park Wangtianshu Scenic Area was included in the preparatory list of 5A tourist attractions in March 2020. Only nine scenic areas in Yunnan were included in the list. According to Figure 7, the number of tourists received by the main scenic areas in Xishuangbanna in 2020 generally declined due to the pandemic. Wild Elephant Valley received the highest number of visitors (1,134,400). No significant difference could be found in the number of visitors to Primitive Forest Park (689,800), Tropical Botanical Garden (649,200), and Manting Park (676,800). Mengjinglai Scenic Resort (41,700) received the fewest visitors. It can be found that most sightseeing tourists paid visits to scenic areas with rainforests or ethnic tourism areas.

In 2020, due to the pandemic, most scenic areas in Xishuangbanna saw a drop in the number of visitors. More specifically, the number of visitors to Mengjinglai Scenic Resort declined by 85.8% compared to 2019. Compared to 2019, the number of visitors to Daizu Garden, Primitive Forest Park, and Wild Elephant Valley dropped by 46.3%, 38.56%, and 32.78%, respectively. Only Manting Park saw an increase in the number of visitors, up 13.69%.

Table 5 Number of Visitors to Each Scenic Area (Unit: 10,000 People)

Year	Wild Elephant Valley	Primitive Forest Park	Tropical Botanical Garden	Mengle Dafo Temple	Manting Park	Daizu Garden	Wangti anshu	Mengji nglai	Meng Yuan Paradise
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	18.1									
2011	9	121.26	106.08	65.85	40.99	15.5	46.06	12.19	1.51	4.77
2012	7.48	139.2	121.58	63.43	70.02	37.56	70.28	16.65	8.49	3.73
	11.5									
2013	9	151.18	127.72	61.6	65.7	46.32	50.47	19.59	16.15	4.8
	14.0									
2014	8	157.64	128.88	52.44	59.55	64.3	32.12	19.91	21.57	3.77
	26.1									
2015	7	167.68	124.16	74.81	73.83	56.08	25.83	23.2	36.48	3.74
2016	30.6	161.21	134.8	77.03	29.85	49.98	30.45	24.45	49.02	7.31
2017	/	144.63	104.71	76.37	57.71	47.27	39.34	/	50.05	7.01
2018	/	164.75	106.86	76.67	74.73	54.71	48.8	28.9	26.37	3.47
2019	/	168.76	112.26	/	91.13	59.53	60.63	/	29.31	/
2020	/	113.44	68.98	64.92	/	67.68	32.53	/	4.17	/

**Source: Tourism and Development Committee of Xishuangbanna & Yunnan Gold Peacock
Tourism Group Co., Ltd.**

3.3 Tourism and economic growth

In 2020, Xishuangbanna received 19,854,600 domestic and international tourists throughout the year, down 59.1% in comparison to 2019. Among them, there were 22,800 international tourists, down 96.8%. There were 52,100 inbound same-day visitors, down 93.3%. There were 19,779,700 domestic tourists, down 58.0%. The total comprehensive tourism revenue was 3,699,700,000 yuan, down 55.3% compared with the previous year. Specifically, foreign exchange earnings from tourism amounted to US\$2,366.49, down 96.5%. Domestic earnings from tourism amounted to 3,683,400 yuan, down 52.9%.

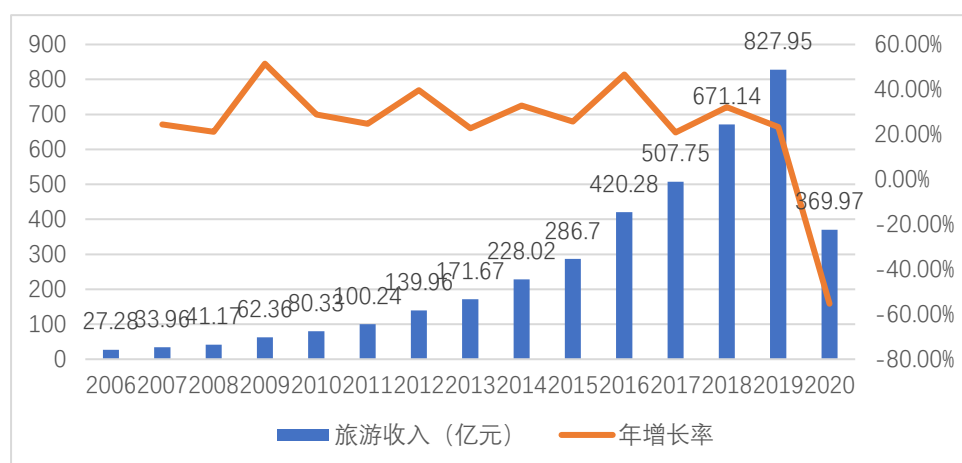


Figure 5 Tourism Revenue in Xishuangbanna, 2006-2020 (Unit: 100 million Yuan)

Source: Statistics Bulletin of National Economy and Social Development of Xishuangbanna

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Notes: 旅游收入（亿元）=Tourism Revenue (Unit: One Hundred Million Yuan) 年增长率
=Annual Growth Rate

The tourism industry is closely associated with many industries. It can be a crucial driving factor. Tourism *development* will make an essential contribution to economic growth. In terms of industrial structure, the tertiary industry, led by tourism, has become the pillar industry of Xishuangbanna. In the past 13 years, the tertiary industry has been developing rapidly, with the value added of the industry growing from 4.956 billion yuan in 2008 to 31.436 billion yuan in 2020. Since the development of tourism, the industrial structure of Xishuangbanna has also undergone significant changes, with the share of primary and secondary industries in GDP gradually decreasing, from 29.65% and 29.99% to 22.90% and 25.10%, respectively. The share of the tertiary industry in GDP grew from 40.37% to 52.00%. At present, the tourism industry in Xishuangbanna has played an increasingly prominent role. It can be predicted that the tertiary industry will be more critical as a more crucial pillar industry.

Table 6 Share of Three Industries in Xishuangbanna, 2008-2020

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Primary	29.6	29.3	27.6	28.8	29.0	29.3	28.0	25.4	25.1	24.4	24.5	22.0	22.9
Secondary	5%	6%	2%	1%	3%	8%	7%	6%	9%	0%	8%	0%	0%

Secondary	29.9	29.5	29.6	30.2	29.3	29.5	30.7	28.1	26.8	27.0	27.4	23.6	25.1
	9%	8%	1%	5%	0%	5%	8%	7%	4%	7%	0%	0%	0%
Tertiary	40.3	41.0	42.7	40.9	41.6	41.0	41.1	46.3	47.8	48.2	48.3	54.5	52.0
	7%	4%	7%	4%	7%	7%	6%	7%	7%	0%	5%	0%	0%

Source: Statistics Bulletin of National Economy and Social Development of Xishuangbanna Dai Autonomous Prefecture

As for the contribution of tourism revenue, tourism has been one of the essential industries in Xishuangbanna's tertiary sector and has had a prominent impact on Xishuangbanna's economic development. The monitoring measured the contribution of tourism to GDP with the proportion of tourism revenue to GDP. In 2020, Xishuangbanna's total tourism revenue reached 36.997 billion yuan, equivalent to 61.24% of GDP. Although the share of the tourism industry in GDP decreased, tourism still made an essential contribution to GDP in 2020.

Table 7 Contribution of Tourism Revenue to GDP, Xishuangbanna, 2010-2020

Year	Tourism Revenue (100 million yuan)	GDP (100 million yuan)	Share of Tourism Revenue in GDP (%)
2010	80	161	49.7
2011	100	197.7	50.6
2012	140	232.6	60.2
2013	171.7	272.3	63.1
2014	228	306	74.5
2015	286.7	335.9	85.4
2016	420.28	366.03	114.8
2017	507.75	393.84	128.9
2018	671.14	417.79	160.64
2019	827.95	568.09	145.74
2020	369.97	604.18	61.24%

Source: Statistics Bulletin of National Economy and Social Development of Xishuangbanna

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To sum up, the tourism industry has played an increasingly crucial role in the economic development of Xishuangbanna and has become one of the pillar industries of Xishuangbanna's economic growth. Therefore, the sustainable development of tourism is very important to Xishuangbanna.

Theme I: Thematic study on border tourism

Xishuangbanna has a long borderline, sharing a 677.8-km border with Laos (accounting for 96% of the total length of the border between China and Laos) and a 288.5-km border with Myanmar. The Lancang River links six countries. Xishuangbanna enjoys a borderline running nearly 1,000 km. Two border ports, Mohan and Daluo, boast their diversity and ethnic folk customs. Xishuangbanna is a land-transport hub connecting Southwest China and Southeast Asia. There are four national-level category-1 ports: the Mohan Port to Laos, the Daluo Port to Myanmar, the Jinghong Port to Laos, Myanmar, and Thailand, and Xishuangbanna Gasa International Airport. There will be two national ports to be opened (the Guanlei Port and the Mengman Port). Besides, there are more than 60 border crossings and three open docks (Jinghong Central Dock, Guanlei Dock, Menghan Dock), conducive to border tourism development.

Xishuangbanna is confronted with several issues, including marked border crossing effects, the evident unidirectional output, and the lack of spatial interaction between ports and towns. The thematic study attempts to provide solutions in terms of policies, spatial layout, and the development of key projects.

As for the policies, (1) Xishuangbanna should accelerate the implementation of the duty-free shopping policy. More specifically, it can draw on the duty-free shopping policy of Khorgos to benefit inbound and outbound visitors and business visitors. Additionally, it can build a system connecting duty-free shops at the ports and duty-free shops in the urban area to facilitating duty-free services at the Mohan Port-Gasa International Airport. Moreover, it can develop cross-border duty-free e-commerce business characterised by “one shop and three business forms”. Furthermore, it can explore a land border pilot of “market procurement trade” for business visitors. (2) Xishuangbanna should accelerate the implementation of the visa-free entry policy for tour groups from 59 countries. Specifically, it can improve visa services at the Mohan Port. Also, it can develop a multi-level border tourism system (“Core-Extension-

Holistic”). It can introduce tourism services related to tour groups made up of individual tourists at key ports and develop classic travel routes for visa-free visitors.

In terms of the spatial layout, Xishuangbanna should focus on developing border tourism in the whole region (Mohan as the core of the development of cross-border tourism; Mengla as an extension area; holistic tourism in Xishuangbanna). Besides, it can attach importance to new patterns of tourism development.

When it comes to key projects, (1) Xishuangbanna can develop the golden tourism circle among China, Myanmar, Thailand, as well as Laos, refining policy and improving relevant services. Moreover, it can try to implement the visa-free policy, laying a policy foundation for the development of the golden tourism circle among China, Myanmar, Thailand, as well as Laos. In addition, it should make a declaration of duty-free shopping policy and introduce major duty-free shopping service companies. (2) Xishuangbanna can build an important corridor for China’s border tourism and link projects along the travel routes to enrich the tourism experience. Specifically, it can facilitate interconnected transportation and accelerate the improvement of tourism public services. Also, it can link tourism projects along the travel routes to provide diversified border tourism products. (3) Xishuangbanna should explore a system of festivals and events characterised by the integration of culture and festivals and events. It can promote the combination of events and festivals of “2+N” to provide the overall cultural experience of festivals and events all through the year. Moreover, it should develop a number of international conferences and special exhibitions featuring border trade and economic exchanges.

Theme II: Thematic study on the night-time economy of Gaozhuang

Rooted in Xishuangbanna Dai culture and multiple folk customs in the Mekong Region, Guangzhuang Xishuangjing has developed a night-time economic and tourism cluster area characterised by culture, leisure activities, holiday experiences, and recreation in the form of tourism real state. Based on a rigorous data collection and validation process, Gaozhuang Xishuangjing can be considered to be a typical scenic area for night-time cultural and tourism consumption with international and regional influence after over ten years of development. It has met the requirements for a national night-time cultural and tourism consumption cluster area in all aspects.

In terms of the clustering of the business forms of the culture and tourism industries, the level of agglomeration of business forms of the culture and tourism industries has been relatively high in Gaozhuang Xishuangjing. The proportion of cultural businesses operated at night has been relatively large. There have been rich and diversified products and services in scenic areas. The night-time tourism services have been provided throughout the year. There have been many cultural and entertainment facilities, which can well meet the needs of consumers. Besides, statistics have shown that cultural and tourism consumption has been high.

As for public services, the public security at night, lighting at night, sanitation, traffic, mobile communications, transport convenience at night, and parking infrastructure at night in Gaozhuang Xishuangjing have been relatively good.

Regarding brand awareness, in Gaozhuang Xishuangjing, the night-time cultural and tourism consumption activities have been diversified and have enjoyed relatively huge popularity. Businesses related to culture in the scenic area can earn rather considerable revenue. The state of the scenic area has been healthy. There have been a large number of tourists to the scenic area. The annual revenue and the level of profitability have been relatively high.

As for the market order, the night-time consumption environment, the night-time

consumer protection, and the overall order of business of Gaozhuang Xishuangjing have been relatively good in the past three years.

In terms of policy support, local relevant departments have been supportive of the development of Gaozhuang Xishuangjing and introduced a series of preferential policies related to culture and tourism. The local business environment has been good with considerable support and preferential policies.

What is mentioned above has shown that Gaozhuang Xishuangjing Scenic Area has met all the requirements for the selection of a national night-time cultural and tourism consumption cluster area in terms of regional scope, level of agglomeration, public services, brand awareness, market order, and policy support. It is a typical night-time cultural and tourism consumption cluster area characterised by rich cultural connotations, distinctive regional characteristics, large-scale cultural and tourism consumption, and high quality and level of consumption. It can perform a demonstration function.

In the future, Gaozhuang Xishuangjing will continue to adhere to national policies, assist Xishuangbanna in developing the night-time economy, further develop night-time projects in the scenic area, enrich the content of night-time tourism, increase the scale of night-time tourism consumption, promote employment and consumption, and boost the local economy to meet the people's growing needs for a better life.

Theme III: Thematic study on the development mode of Gaozhuang Xishuangjing

Located in the northeastern part of Jinghong in Xishuangbanna, Gaozhuang Xishuangjing has developed into a large-scale cultural tourism project enjoying huge popularity and high reputations after over ten years of development. It has successfully set a precedent for the construction of open theme recreation and leisure resorts in China.

The excellent tourism development mode of Guangzhuang Xishuangjing has brought a series of positive responses and impacts. Its achievements have further accelerated the development of the area and brought about social, cultural, economic, and urban functional development impacts.

The development experience of Gaozhuang Xishuangjing has shown that its success has been closely related to the support of internal and external resources as well as the scientific and effective development strategy practised by Jinglan Cultural Tourism Group. The mode of the tourism project of Gaozhuang Xishuangjing can be summarised as an “open theme recreation and leisure resort”. With the great attention and strong support of the government, the scenic area has focused on the mode of “culture + tourism + recreation” and integrated Dai culture and Thai culture to develop unique cultural tourism properties. Besides, it has tried to provide unique tourism products characterised by Dai culture and Thai culture (e.g., night markets, live performances) to draw people’s attention to cultural tourism properties. Eventually, it has developed into one of the foremost open theme recreation and leisure resorts in Xishuangbanna and the country.

The establishment and development of Gaozhuang Xishuangjing have been influenced by many factors. By analysing the development process of the scenic area, the following requirements can be found for the development of the same type of tourist attraction. The basic requirements include the construction of core tourism attractions, convenient transportation, support from the government and relevant departments, the response from local residents, and innovation in business models. Besides, as for the

necessary requirements, the development entails the corresponding local culture and the combination of multiple functions. Additionally, as an open theme recreation and leisure resort, Gaozhuang Xishuangjing enjoys the specific planning of spaces and businesses based on local conditions and unique business forms.

Gaozhuang Xishuangjing has reached the mature stage of development. It is confronted with the following potential problems, including higher requirements for the management of the open scenic spot in the post-pandemic era, a highly mobile project management team, a high turnover rate of the performing members, relatively lagging smart management of tourism, slightly inadequate traffic guidance of the scenic area, insufficient attractiveness of tourism products during the daytime, and difficulties in managing products and business forms.

In the future, the scenic area may go through the phase of optimisation. The following measures can be adopted: optimising the training of talent and strengthening their motivation, upgrading the smart tourism services, improving traffic management, and refining development strategies related to product management and business regulation to optimise and enhance its own development mode.