The Sustainable Tourism Observatory of Xishuangbanna，China

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Overall Director:
Dr. Bao Jigang

Directors:
Dr. Zhao Ying, Dr. Mao Zidan,

Research Team Members:
Dr. Chen Jingfu, Dr. Li Qingqian, Wang Zhaobin, Liao Runyu, Wu Canxi, Yao Yuhong, Xu Dantian, Deng Kaiqing, He Yixuan, Zhang Yue, Du Yunyu

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Executive Summary

Sustainable tourism is a concept that encompasses the entire tourism experience, including concerns about economic, social, and environmental issues, as well as a focus on improving visitor experience and meeting the needs of host communities (UNWTO, 2020). In general, tourism in Xishuangbanna is showing a trend towards sustainable development. The tourism industry has become a crucial component of the region's entire economy. Local residents widely support the tourism industry, considering it one of the pillar industries and generally holding positive views on its societal, economic, and cultural impacts. Residents benefit economically from participating in tourism, thus improving their living standards. For tourists, Xishuangbanna is highly attractive as a destination. Visitors express high satisfaction with its natural scenery and ethnic charm, demonstrating strong intentions to revisit and recommend the destination. However, there is still room for further development in Xishuangbanna's tourism industry.

The research covered a wide range of issue areas, including local satisfaction with tourism, destination economic benefits, employment, tourism seasonality, energy management, water management, wastewater management, solid waste management, governance, climate action and accessibility. Each of these areas is detailed with specific indicators, dimensions, and associated Sustainable Development Goals (SDGs).

Furthermore, through data collection and research analysis focusing on tourism and environmental conservation, economic impacts of tourism, local residents' perceptions and attitudes, and tourist behavior and satisfaction, we have derived five conclusions:

- While Tourism recovering, the protection of natural resources and environment proceeded simultaneously
- The tourism economy in Xishuangbanna continues to grow, with domestic and international tourists returning steadily
- The concept of sustainable development continues to deepen, with room for improvement in residents perceiving
- Tourists' spending power continues to increase, leading to a greater diversity in travel patterns
- Visitor satisfaction continues to rise, although improvements are still needed in dining and transportation services

Among these conclusions, there are commendable aspects as well as areas for improvement. Corresponding suggestions have been provided to address these areas of improvement.

Xishuangbanna in Brief

Xishuangbanna Dai Autonomous Prefecture is one of the eight autonomous prefectures in Yunnan Province, with Jinghong City as its capital. Situated between 21°10′ to 22°40′ north latitude and 99°55′ to 101°50′ east longitude, Xishuangbanna lies on the northern edge of the tropical zone. It covers an area of 19,124.5 square kilometers, bordering Pu'er City to the northeast and northwest, Laos to the southeast, and Myanmar to the southwest, with a national border of 966.3 kilometers and six national ports of entry.

Xishuangbanna has a tropical monsoon climate due to its location on the northern edge of the tropics. It administratively comprises one county-level city and two counties. As of 2021, the prefecture had a minority population of 790,300 people, with the Dai ethnic group being the main ethnic group and thirteen other ethnic groups residing there. By the end of 2023, the permanent population of Xishuangbanna Dai Autonomous Prefecture had reached 1.333 million (Jinghong City Government, 2024).

Xishuangbanna is renowned for preserving China's most intact tropical ecosystems and is acclaimed as the "Kingdom of Plants," "Kingdom of Animals," "Biological Gene Bank," and "Emerald on the Crown of the Plant Kingdom." It hosts China's only tropical rainforest nature reserve and holds national level ecological demonstration area status, national level scenic spot designation, membership in the United Nations Biological Diversity Conservation Circle, and recognition as a sustainable tourism development observation site by the United Nations World Tourism Organization. The region boasts one sixth of China's plant species and one fourth of its animal species.

Figure 1: Location of Xishuangbanna

Source: Google Map

Methodologies and Issue Areas

The monitoring process was divided into three stages: preparation, field research, and report writing. During the preparation stage from March 1 to April 20, 2024, the monitoring team developed a monitoring outline and research plan, clarified the list of required information, collected secondary data, designed survey questionnaires, arranged itineraries, and allocated personnel. They also actively communicated and coordinated with the Prefecture's Tourism and Culture Bureau to ensure smooth progress for the subsequent field research.

During the field research phase from April 21 to April 29, 2024, the monitoring team utilized observation, questionnaire surveys, and interviews to conduct on-site research. They distributed 503 tourist questionnaires, with 454 valid responses (response rate of 90.3%), and 289 resident questionnaires, with 282 valid responses (response rate of 97.6%). Through face-to-face interviews, the team engaged with various stakeholders involved in local tourism development, including representatives from Xishuangbanna Prefecture government departments, scenic area managers, local residents and tourists.

Following the completion of the field research by April 30, 2024, the team entered the report writing phase. Combining preparatory research and data obtained from field research, they used their expertise in tourism to write comprehensive reports and specialized reports oriented towards addressing identified issues.

There were 11 issues areas monitored during this monitoring period, Table 1 illustrated the issue areas respectively with corresponding indicators, dimensions and SDGs .

ISSUE AREA	INDICATORS	DIMENSIONS	SDGS
1 Local satisfaction with tourism	Local satisfaction with the government's execution in tourism development	Social-cultural	11 SUSTAINABLE CITIES AND COMMUNITIES; 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
	Local satisfaction with the development of local tourism		8 DECENT WORK AND ECONOMIC GROWTH; 11 SUSTAINABLE CITIES AND COMMUNITIES
2 Destination economic benefits	Total tourism revenue and its growth rate	Economic	1 NO POVERTY; 8 DECENT WORK AND ECONOMIC GROWTH
	The proportion of added value of three industries in GDP		8 DECENT WORK AND ECONOMIC GROWTH; 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
	Tourists' expenditure in destination		8 DECENT WORK AND ECONOMIC GROWTH; 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

3 Employment	The willingness of residents to participate in local tourism	Social-cultural	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE; 17 PARTNERSHIPS FOR THE GOALS
	Occupational distribution of tourism practitioners in the sample		8 DECENT WORK AND ECONOMIC GROWTH; 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
4 Tourism seasonality	Yearly tourists number and its growth rate	Economic	8 DECENT WORK AND ECONOMIC GROWTH; 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE; 11 SUSTAINABLE CITIES AND COMMUNITIES
	Monthly tourist number		8 DECENT WORK AND ECONOMIC GROWTH; 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE; 11 SUSTAINABLE CITIES AND COMMUNITIES
5 Energy management	Energy consumption and development goals	Economic Environmental	7 AFFORDABLE AND CLEAN ENERGY; 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE; 12 RESPONSIBLE CONSUMPTION AND PRODUCTION; 13 CLIMATE ACTION
6 Water management	Water consumption and development goals	Economic Environmental	7 AFFORDABLE AND CLEAN ENERGY; 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE; 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
7 Waste water management	Water quality situation (surface water and centralized drinking water)	Environmental	3 GOOD HEALTH AND WELL-BEING; 6 CLEAN WATER AND SANITATION; 11 SUSTAINABLE CITIES AND COMMUNITIES; 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
8 Solid waste management	Solid waste (industrial solid wastes, agricultural solid waste, household solid waste and hazardous waste)	Environmental	3 GOOD HEALTH AND WELL-BEING; 11 SUSTAINABLE CITIES AND COMMUNITIES; 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
9 Governance	New legislation	Social-cultural	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE; 10 REDUCED INEQUALITIES; 11 SUSTAINABLE CITIES AND COMMUNITIES; 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
	Workshops		9 INDUSTRY, INNOVATION AND INFRASTRUCTURE; 11 SUSTAINABLE CITIES AND COMMUNITIES
10 Climate action	Climate change mitigation goals and actions	Economic Environmental	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE; 11 SUSTAINABLE CITIES AND COMMUNITIES; 13 CLIMATE ACTION
11 Accessibility	Accessibility facilities	Social-cultural	3 GOOD HEALTH AND WELL-BEING; 5 GENDER EQUALITY; 10 REDUCED INEQUALITIES

Table 1: Issue areas respectively with corresponding indicators, dimensions and SD

1 Local Satisfaction With Tourism

The survey collected a total of 289 resident questionnaires, with 282 valid responses, yielding an effective rate of 97.6%. The survey was conducted from April 22, 2024, to April 28, 2024, spanning seven days. The survey locations primarily included Jinghong City, Menghai County, and Mengla County.

The resident questionnaire survey mainly covered residents' participation in tourism, their perceptions of tourism impacts, and demographic characteristics. Residents' perceptions of tourism impacts were assessed using the Likert five-point scale. Overall, 70.9% of residents are satisfied with the tourism development in Xishuangbanna. However, 66.3% of residents express satisfaction with the government's execution in tourism development, showing a decrease of 8.4% compared to 2022. Therefore, there is still room for improvement in the government's execution of tourism development. In general, residents' overall perception of tourism development in Xishuangbanna is satisfactory, but there is still significant room for improvement.

Meanwhile, the survey also investigated whether residents support local tourism development and whether they would recommend friends and relatives to visit Xishuangbanna, aiming to indirectly assess residents' satisfaction with tourism development. The results showed that 84% of residents support local tourism development, and 83.3% indicated they would recommend friends and relatives to visit Xishuangbanna. This indicates that the majority of residents hold a positive attitude towards local tourism development, take pride in the local tourism industry, and are willing to recommend others to visit Xishuangbanna.

2 Destination Economic Benefits

In 2023, the total tourism revenue of Xishuangbanna reached a historic high of 97.611 billion yuan, marking a significant increase compared to previous years. Calculated on a comparable basis, this represents a growth rate of 60.8% from 2022, demonstrating robust and promising growth momentum. Specifically, domestic tourism revenue amounted to 97.245 billion yuan, reflecting a growth rate of 60.2% over the same period (Xishuangbanna Prefecture Bureau of Statistics, 2024).

The tourism industry exhibits strong interconnections and significant multiplier effects. Its development has played a crucial role in driving the economic growth of Xishuangbanna. The tertiary sector, represented by tourism and related activities, has become a cornerstone of Xishuangbanna's economic development. Over the past three years, the proportion of the tertiary sector has been increasing annually, gradually

approaching pre-pandemic levels (Xishuangbanna Prefecture Bureau of Statistics, 2024).

This monitoring collected 503 questionnaires from tourists, with 454 valid responses, yielding an effective rate of 90.3%. Among the surveyed tourists, those who spent less than 500 yuan during their visit to Xishuangbanna numbered 11 people, accounting for 2.4% of the total; 45 tourists spent between 501 and 1000 yuan, comprising 9.8%; 105 tourists spent between 1001 and 2000 yuan, making up 22.9%; and 287 tourists spent over 2000 yuan, accounting for 62.6%. There were 8 cases of missing data. Overall, tourists tend to spend relatively more during their visits to Xishuangbanna.

3 Employment

For a long time, tourism has been a crucial engine driving employment and economic development among the people of Xishuangbanna. Since its revitalization in tourism, the development of this sector has directly boosted 89 industries including tourism real estate, transportation, accommodation, aviation, catering, and information transmission.

Monitoring data reveals that Xishuangbanna residents hold a generally positive attitude toward local tourism development, with 77.3% willing to engage with tourists and 80.5% hoping for more visitors. While most residents express pride in local tourism and recommend it to others, there has been a slight decline in positive attitudes compared to 2022, including a 9.4% drop in the desire for more tourists and reduced enthusiasm for participating in tourism attraction development. Nonetheless, 74.5% are willing to offer suggestions for tourism improvement, and 79.1% show strong support for government tourism initiatives, reflecting high expectations for future growth.

4 Tourism Seasonality

Xishuangbanna's tourism exhibits distinct seasonal characteristics. From January to March, it experiences its peak tourism period, with March being the highest month, receiving a total of 6.75 million visitors. September, on the other hand, sees the lowest numbers with 3.18 million visitors, showing a notable difference of 3.57 million visitors between peak and off-peak periods.

Overall, the months from December to April of the following year constitute Xishuangbanna's peak season for tourism. During this time, the climate in Xishuangbanna is comfortable, relatively warmer compared to the national average, and serves as a destination for winter escapes. The region experiences less rainfall and more clear days, making it ideal for tourist activities. Additionally, the proximity to Dai New Year celebrations, such as the Water Splashing Festival in March and April,

attracts numerous domestic and international tourists, contributing to the peak in tourist arrivals.Another minor peak season occurs from July to August, driven by summer vacation tourism. During this period, Xishuangbanna welcomes visitors from across the country to experience its tropical summer climate and unique ethnic cultures.

5 Energy Management

Xishuangbanna has abundant clean energy resources, including hydroelectric, solar, wind, and biomass energies, all of which possess considerable development space and potential (Xishuangbanna Prefecture Government Office, 2023). At the same time, Xishuangbanna enjoys significant locational advantages and has enormous potential for energy cooperation with neighboring countries. As a crucial node in China's Belt and Road Initiative and a key hub in Yunnan Province's efforts to extend its influence into South and Southeast Asia, particularly following the signing of the RCEP (Regional Comprehensive Economic Partnership) agreement, Xishuangbanna is presented with substantial opportunities to deepen cooperation in clean energy for mutual benefit with neighboring countries.

Xishuangbanna actively participates in collaborative efforts with neighboring countries in the development of solar, wind, and other clean energy sources. Efforts are focused on establishing cross-border clean energy bases, enhancing high-level energy cooperation with external partners, establishing an international hub for regional green energy, promoting the formation of a community of shared energy interests, and contributing to new advancements in energy security under conditions of openness.

In 2023, the total energy consumption in Xishuangbanna Prefecture reached 2.21 million tons of standard coal, marking a 9.3% increase compared to the previous year. Energy consumption in large-scale industries amounted to 447,700 tons of standard coal, reflecting an 8.5% increase year-on-year. Specifically, consumption of raw coal totaled 173,600 tons, showing a significant rise of 21.3%, while electricity consumption reached 777 million kilowatt-hours, growing by 8.2%. The energy consumption per unit of value-added by large-scale industrial enterprises increased by 27.5% (Xishuangbanna Prefecture Bureau of Statistics, 2024).

6 Water Management

Xishuangbanna's surface water resources are composed of three main components: the Lancang River (Mekong River) main stem, which flows through the region with a total runoff of 55.52 billion cubic meters; rivers originating outside the region and flowing into Xishuangbanna, contributing 2.36 billion cubic meters; and surface water generated from rainfall within the prefecture, amounting to 11.92 billion cubic meters.

The total water outflow from Xishuangbanna across national borders amounts to 69.5 billion cubic meters. The total groundwater resources amount to 2.25 billion cubic meters. Xishuangbanna's theoretical hydroelectric potential is 5.29 million kilowatts, with an annual electricity generation capacity of up to 46.3 billion kWh. The major rivers in Xishuangbanna include the Lancang River, Puwen River, Buyuan River, Liusha River, Nan'a River, Nanla River, Nanlan River, and Nanguo River (Xishuangbanna Prefecture Government Office, 2017). In 2023, the total annual water consumption in Xishuangbanna Prefecture was 566 million cubic meters, marking a decrease of 1.4% compared to the previous year (Xishuangbanna Prefecture Bureau of Statistics, 2024).

7 Waste Water

In 2023, the overall water quality in Xishuangbanna Prefecture was relatively good. The number of non-compliant sections decreased significantly compared to 2022 and previous years. Both national and provincial controlled sections maintained stable water quality at or above Class III. The quality of drinking water sources remained good.

Xishuangbanna Prefecture had a total of 18 surface water monitoring sections (10 national control, 3 provincial control, and 5 prefectural-level). The water quality compliance rate for these 18 sections was 88.9%, marking an increase of 11.1 percentage points compared to 2022. Specifically, the compliance rate for national control sections was 90%, up by 10 percentage points from 2022; provincial control sections maintained 100% compliance, unchanged from 2022; and prefectural-level monitoring sections achieved an 80% compliance rate, up by 20 percentage points from 2022 (Xishuangbanna Prefecture Ecological Environment Bureau, 2024).

Among the 10 "thousand tons per ten thousand people" level centralized drinking water sources, all achieved a 100% compliance rate. Notably, 50% of these sources were classified as Class II water quality, and the other 50% as Class III water quality. Similarly, all 22 township-level centralized drinking water sources achieved a 100% compliance rate, with 59.1% classified as Class II water quality and 40.9% as Class III water quality. The total alpha and beta radioactivity levels in drinking water sources were below standard limits, and natural radioactive nuclides in the water were consistent with local environmental levels.

8 Solid Waste Management

In 2023, Xishuangbanna Prefecture achieved notable progress in solid waste management and resource utilization across industrial, agricultural, and urban sectors. Industrial solid waste generation totaled 2.3036 million tons, including 1.8421 million

tons of tailings, with 1.053 million tons utilized, reaching a 57.16% utilization rate. Agricultural solid waste management also advanced significantly, with 379,400 tons of straw utilized (91.36% utilization rate), 85.51% of 10,050.77 tons of agricultural plastic film recycled, and 1,762,259.14 tons of livestock and poultry manure used (88.31% utilization rate, up 9.06 percentage points from 2022). Additionally, 74.53% of 210.15 tons of pesticide packaging waste was properly disposed of. Urban waste management saw 324,000 tons of domestic waste harmlessly treated, 66,437 cubic meters of construction waste with a 65% recycling rate, and 100% of new buildings classified as green. Hazardous waste totaled 2,946.59 tons, with 2,703.83 tons disposed of externally, including 240.03 tons transferred across provinces, leaving 25.53 tons in storage.

9 Governance

As tourism continues to thrive, Xishuangbanna is also actively refining tourism-related laws and regulations, and regularly holding workshops related to the tourism industry.

On December 26, 2023, Xishuangbanna Dai Autonomous Prefecture introduced the "Implementation Measures for the Regulations on Tourism," based on local regulations and relevant laws, to standardize the tourism market and promote healthy development. The 22-article measures, tailored to local conditions, will take effect on February 1, 2024, replacing the previous implementation measures issued on May 28, 2012.

On January 25, 2024, the Cultural and Tourism Bureau of Xishuangbanna Prefecture held a training session for administrative law enforcement officers. The instructor, drawing on extensive practical experience, provided clear and in-depth guidance on enforcement practices, covering subjects, legal bases, procedures, and responsibilities. Using case studies, the training integrated theory with practical application, emphasizing key points to prevent administrative losses during reconsideration. Praised for its clarity and comprehensiveness, the session highlighted fairness and justice in enforcement to better serve the public.

10 Climate Action

In response to climate change, the People's Government of Xishuangbanna Prefecture issued the Implementation Opinions on Fully Implementing the New Development Philosophy and Achieving Peak Carbon Emissions and Carbon Neutrality on September 27, 2023. The following are goals that Xishuangbanna aims to achieve.

By 2025, a preliminary green, low-carbon, and circular economic system will be established, with an increased share of green industries in the economy, widespread

adoption of green lifestyles, and provincial targets met for GDP per unit of energy consumption and carbon emissions. Non-fossil energy consumption will grow, alongside steady increases in wind and solar power capacity and forest carbon stocks, laying a solid foundation for carbon peak and neutrality goals. By 2030, the transition to a green economy and society will yield significant results, driven by a clean, low-carbon, safe, and efficient energy system. Energy consumption and carbon emissions per unit will decline further, non-fossil energy use will expand, and wind and solar capacity will continue to grow, ensuring carbon emissions peak on schedule. By 2060, a fully established green, low-carbon, and circular economic system will feature high energy efficiency, robust mechanisms for carbon neutrality, and a clean, low-carbon energy infrastructure, successfully achieving carbon neutrality goals.

11 Accessibility

The construction of accessibility facilities is a complex and systematic effort, where any deficiencies can hinder its effectiveness. As a nationally renowned tourist destination, Xishuangbanna attracts numerous visitors annually, including a significant number of elderly and disabled tourists (China Construction News Network, 2021). To ensure these visitors can fully immerse themselves in the region's unique ethnic cultural charm, Xishuangbanna has implemented several initiatives, including themed campaigns promoting civilized tourism, enhancing the construction of barrier-free scenic areas, and continuously improving the tourism market environment.

In addition to these measures, all hotels in Xishuangbanna have installed barrier-free access paths. Tourist attractions are required to have accessible toilets, and scenic trails are equipped with gentle slopes to ensure smooth passage for individuals with physical disabilities or mobility impairments, assisted by volunteers. Furthermore, all disabled people with valid disabled certificated could have the free entry into the tourist attractions.

Furthermore, efforts include supervising and guiding travel agencies to promote "accessible tourism," where reasonable itineraries are designed for special groups. This initiative actively integrates special needs into the tourism landscape, allowing citizens and tourists to find spiritual solace and dignity in social integration, thereby fostering a supportive atmosphere for caring for special populations.

Conclusions and Suggestions

Based on data collection and research analysis focusing on tourism and environmental conservation, economic impacts of tourism, local residents' perceptions and attitudes, and tourist behavior and satisfaction, the following five conclusions have been drawn from this monitoring.

While Tourism recovering, the protection of natural resources and environment proceeded simultaneously

Natural resources and the environment play a crucial role in tourism development, and their reasonable utilization and effective protection are essential for achieving sustainable tourism development. Xishuangbanna boasts diverse and well-preserved natural resources with high scientific and viewing value. As of 2023, the overall soil environmental quality in Xishuangbanna Prefecture is good, with no polluted areas reported throughout the prefecture.. Xishuangbanna is home to 756 species of wildlife, accounting for a quarter of the national total, including 109 species listed as national key protected rare animals, and it also protects more than 5,000 species of higher plants, accounting for one-sixth of the national total, including 153 plant species that are unique to the area. The overall water environmental quality in Xishuangbanna Prefecture in 2023 is good, with significant declines in substandard sections compared to 2022 and previous years, and the national and provincial control sections have maintained stable water quality above Class III, with good water quality in drinking water sources.

The tourism economy in Xishuangbanna continues to grow, with domestic and international tourists returning steadily

In 2023, Xishuangbanna Prefecture achieved a record tourism revenue of 97.61 billion yuan, a 60.8% increase from 2022, reflecting robust growth. The prefecture welcomed 620.96 million tourists, a historic high and a 29.8% increase year-on-year, including 620.08 million domestic tourists (up 29.7%). International tourist arrivals surged to 87,627, a 3847% increase from 2022, driven by policies like the China-Laos railway opening and visa-free entry for Chinese and Thai nationals, though still below the 2019 figure of 711,400. With the railway and Pan-East Asian tourism development, Xishuangbanna is poised to attract more international visitors and enhance cross-border tourism.

Sustainable concepts continued to deepen, with room for improvement in residents perceiving

According to monitoring data from 2022, only 10.1% of residents were aware of sustainable tourism development. By 2024, this figure had risen to 16.7%. This

indicates a growing public interest in sustainable tourism and higher expectations for the future direction of the industry. Regarding the desire for more tourists to visit the area, residents' willingness decreased from 89.9% in 2022 to 80.5% in 2024. While overall, local residents still welcome external tourists, this also reflects an increased concern about potential negative impacts of tourist growth, possibly influenced by recent rapid increases in tourism in Xishuangbanna, leading to environmental degradation and social order issues. Regarding the impact of tourism on economic development, particularly in improving living standards, residents' agreement decreased from 87.2% in 2022 to 83.6% in 2024. While the decrease isn't substantial, it suggests that residents' expectations regarding actual economic benefits from tourism development may have declined, prompting a need for more targeted policies to address public demands. From 2022 to 2024, awareness of sustainable tourism among residents has gradually increased, but willingness to participate in tourism has declined. This reflects public concerns about sustainable tourism development and expectations for stronger government intervention.

Tourists' spending power continues to increase, leading to a greater diversity in travel patterns

In 2023, tourists with a monthly income over 8000 yuan made up 38.8% of visitors to Xishuangbanna, a notable increase from 27.8% in 2022. This higher spending power has influenced transportation, accommodation, and length of stay. Airplanes remained the preferred mode of transportation, with 75.1% of tourists opting to fly, up 6.6% from 2022, thanks to improved aviation infrastructure and increased direct domestic flights. Accommodation preferences shifted significantly, with 71.8% of tourists staying in star-rated hotels, a 14.7% rise from 2022, reflecting a demand for higher-quality services. Most tourists stayed 2-7 days, and day-trip tourists increased by 1.5% to 2.4%, driven partly by the development of high-speed rail. This trend highlights a growing demand for longer stays and better services in Xishuangbanna.

Visitor satisfaction continues to rise, but improvements are still needed in dining and transportation services

Tourists' overall satisfaction with Xishuangbanna has steadily increased since 2018, with improvements in various areas. Satisfaction with tourism infrastructure rose slightly, and tourism safety and health saw significant improvements. Notably, satisfaction with tour guides' explanations increased by 8%, restroom cleanliness by 3.6%, and crowding levels by 1.9%. However, satisfaction with dining affordability decreased to its lowest level since 2020, highlighting the need for better market supervision. Satisfaction with transportation services also improved, but many tourists still desire better road facilities and more public transport options, particularly shuttle buses to scenic areas.

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