桂林旅游—从“观光”到“体验”？
Guilin Tourism—from “Sightseeing” to “Experience”？

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桂林旅游：从体验到观光，现在又要从观光到体验

Guilin Tourism—from “Experience” to “Sightseeing”, now trying to from “Sightseeing” to “Experience”
Tourism Development in Yangshou

- Foreign tourists discovered Yangshuo

Foreign tourists help to rebuild the West Street

The West Street, Yangshuo, 1999
Tourism Development in Yangshou

Lijiang River, Yangshuo
Tourism Development in Yangshou

- Communities participation: the elite in Yangshuo

Mom Moon

Lisha
Tourism Development in Yangshou

- Popular tourist destinations

The West Street

Lijiang River
Tourism Development in Yangshou

Problem Arising

- Inflation
- Crowded
- Pollution
Tourism Development in Yangshou

- Over Commercialization

The Past West Street

The West Street Now!
Yangshuo Observatory for Sustainable Tourism Development

- Foundation-laying ceremony of Yangshuo Observatory for Sustainable Tourism Development by UNWTO in 2005
Yangshuo Observatory for Sustainable Tourism Development

- The Completion Ceremony of Yangshuo Observatory for Sustainable Tourism Development by UNWTO in 2009
Yangshuo Observatory for Sustainable Tourism Development

- Taleb D. Rifai, UNWTO Secretary Visiting Yangshuo Observatory for Sustainable Tourism Development in 2009
Tourism and Economy

**Positive effects:**
Tourism’s contribution to GDP of Yangshuo; Development of industry and commerce;

**Negative effects:**
Over commercialization
Price raising

Residents who think tourism has led to price rise

Residents who think tourism has improved living standard greatly
Tourism and Economy

- **Tourist satisfaction**

- Overall, international tourists’ satisfaction level is higher than national tourists;

- **Dissatisfaction level has increased.**
对阳朔游客群体文化的影响

西方自助游客充当着“先锋旅游者”。西方自助游客是主要消费群体。

国内游客比重逐渐增加，国内游客是主要消费群体。

- 不倾向于以营利为主要目的
- 高尚的旅游文化和旅游行为
- 尊重社区，强调与社区互动
- 先进的经营技术和管理模式
- 了解西方文化，外语沟通顺畅

- 倾向于以营利为主要目的
- 不良的旅游文化和旅游行为
- 并不重视与社区的互动
- 缺乏创新的经营管理
- 熟悉中国文化，外语沟通障碍

总体上，阳朔以西方文化为核心氛围的环境正在被大量涌入的国内游客破坏，旅游者心目中那块神秘的“西方文化飞地”正在消退......
Sustainable Tourism Indicators

Indicators Warning

- Yangshuo's economy is getting dependent on tourism increasingly.
- Yangshuo residents’ negative perception of tourism and economic development has been increasing.
- Overall tourist dissatisfaction of Yangshou has also been increasing.
What is important?

• Good Management!
Thank You!