



STRATEGIES FOR ORGANIZING RECREATIONAL TOURISM ROUTES TO CREATE  
ATTRACTIVENESS FOR TOURIST ATTRACTIONS IN MI LE CITY



A Thesis Submitted in Partial Fulfillment of the Requirements  
for Doctor of Philosophy RECREATION TOURISM AND SPORT MANAGEMENT

Department of Education Foundations

Silpakorn University

Academic Year 2024

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ภาควิชาพื้นฐานทางการศึกษา  
มหาวิทยาลัยศิลปากร  
ปีการศึกษา 2567  
ลิขสิทธิ์ของมหาวิทยาลัยศิลปากร

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Title Strategies for Organizing Recreational Tourism Routes to Create  
Attractiveness for Tourist Attractions in Mi Le City

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650630080 : Major RECREATION TOURISM AND SPORT MANAGEMENT

Keyword : Strategy, Recreational Tourism, Attractiveness, Tourist Attraction, Mi Le City

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The research purposes of this study are (1) to study the current situation of the recreational tourist attractions in Mi Le City; (2) to develop the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City; (3) to validate the feasibility of the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City. This study adopted the R&D research method, which collected data through the documentary analysis method, inquiry method, and interview method. The main research tools applied to this study are a questionnaire and an interview form. The author first conducted a questionnaire survey on 400 tourists traveling to Mi Le City to collect relevant quantitative data and then conducted interviews with 15 key informants to collect relevant qualitative data. The author then carried out a descriptive statistical analysis of the quantitative data, a content analysis of the qualitative data, a SWOT analysis to integrate the quantitative and qualitative data, a TOWS matrix to suggest pertinent strategies, and a Connoisseurship session with 9 experts to validate the strategies, and the feasibility of the strategy was validated again through interviews after connoisseurship.

The results of the study found that: (1) the situation of recreational tourism in Mi Le City has 10 strengths, 9 weaknesses, 6 opportunities and 8 threats, which are mainly manifested in the fact that Mi Le City has rich natural landscapes and complete infrastructures, but there is still room for improvement in terms of ticket prices, souvenirs, service quality and transport; (2) In response to the analysis of the current situation of recreational tourism in Mi Le City, this study proposed 6 SO strategies, 7 ST strategies, 6 WO strategies, and 7 WT strategies, which covered such aspects as digging out tourism resources, promoting the construction of a smart city, strengthening the linkage of attractions, regulating ticket prices, exploring local culture and improving infrastructures; (3) The experts involved in the connoisseurship agreed that these strategies have high feasibility and are in line with the current development needs of recreational tourism in Mi Le City, and except for a few strategies that need to be merged, the final result is 4 SO Strategies, 3 ST Strategies, 3 WO Strategies and 5 WT Strategies, which are recommended to be implemented on a priority basis, including upgrading the quality of publicity and services, developing new tourism routes, optimising traffic management, promoting large-scale events, developing high-quality souvenirs and solving the problem of parking during peak periods.



## ACKNOWLEDGEMENTS

Time flies fast, it seems like just yesterday when I first enrolled in the university, and I am finally about to finish my second Ph.D thesis. I would like to express my sincerest gratitude to those who have helped me and have been supporting me all along!

Firstly, I would like to thank my advisor, Prof. Dr. Kanit Kheovichai, and my co-advisor, Dr. Vichit Imarom and Assoc.Prof. Dr.Wannawee Boonkoom for their great help during the writing process of the thesis and for giving me a lot of useful suggestions from the selection of the thesis topic to the revision to the finalization of the thesis, and for constantly urging me to improve and refine it.

Secondly, I'd like to thank the defense chairman Professor Emeritus Dr. Sombat Karnjanakit and defense committee Dr. Narinthra Chantasorn for taking the time out of their busy schedules to provide valuable comments on my graduation thesis, and thank all the teachers of the Recation Tourism and Sport Management Department of Silpakorn University, who have guided me with their profound knowledge, excellent teaching, and professional and rigorous research attitudes, so that I have become more rigorous and systematic in the process of writing my thesis.

Thirdly, the successful completion of this thesis could not have been possible without the care and help of my parents and husband. My husband, Mr. Theerapong Kewcharoen, has consistently supported me in my academic pursuits, providing unwavering care in every aspect of my life, taking care of my family and our two daughters during my PhD studies, and providing me with the strength and companionship to overcome obstacles when I felt like giving up.

Finally, I would like to express my gratitude to the ordinary yet hard-working version of myself. Thank you for always maintaining the love of life and bravely pursuing what I like.

Yuanyuan CHEN





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## Chapter 1

### Introduction

#### 1.1 Background to the Study

With the development of social productivity, people's free time within the scope of each week, each year, or even life cycle is increasing, and the wealth at their disposal is rapidly accumulating. The change of lifestyle brings the renewal of values, and recreational tourism is born in the call of the times. It is a form of tourism that combines recreation and tourism elements on the basis of traditional tourism and is a product of social progress and the rich development of the tourism industry, as well as a new value orientation of modern tourism.

China's State Council issued the "14th Five-Year Plan (2021-2025)" for tourism development, pointing out that since the "13th Five-Year Plan (2016-2020)", tourism as a strategic pillar industry of the national economy has become more consolidated. Tourism has become a rigid demand for people's good lives in a well-off society and an important driving force for economic structure optimization, as well as an important channel for strengthening foreign exchange and cooperation and enhancing the country's cultural soft power. During the "14th Five-Year Plan" period, China will fully enter the age of mass tourism. Tourism development is still in an important strategic opportunity period, but the opportunities and challenges have changed. In the new development stage, the tourism industry is facing new requirements for high-quality development, and people's demand for tourism consumption will change from low-level to high-quality and diversified, and from focusing on sightseeing to taking into account a combination of sightseeing and recreational tourism (State Council, 2022) .



Yunnan Provincial People's Government issued the "14th Five-Year Plan" tourism development actual program, pointed out that to implement the "State Council on the issuance of the "14th Five-Year Plan" tourism development notice to further promote Tourism quality development, focus on promoting innovation-driven development of tourism, promote the deep integration of culture and tourism, promote the quality of tourism consumer market expansion, improve the modern tourism system, accelerate the construction of a strong tourism province, to achieve higher quality, more efficient, more equitable, more sustainable, more secure development of tourism, and strive to become a leading national tourism development innovation banner. Combined with the actual situation in Yunnan Province, this will expand the mass tourism consumption system and the innovative tourism consumption scene. Encourage local upgrades to create night markets, night shopping, night tours, and night show theme activities to create a number of national and provincial night culture and tourism consumption gathering areas. Actively dovetail with the national cultural and tourism brand creation project to create a number of national tourism and recreational cities and recreational blocks (Provincial People's Government, 2022).

Since its inclusion in the second batch of national all-area tourism demonstration zones in October 2016, the Mi Le City Culture and Tourism Bureau, under the strong leadership of the municipal government, has vigorously promoted the all-area development of tourism based on the city's positioning as a "modern idyllic city and a blessed place for healthy living", with the aim of creating a world-class healthy living destination in Yunnan. High-quality development is the main line for the development of the culture and tourism industries in Mi Le City in the 14th Five-Year Plan period(State Council, 2022), and it is also the way to achieve healthy and sustainable development of culture and tourism. During the "14th Five-Year Plan" period, Mi Le City Culture and Tourism Bureau will focus on highlighting the

construction of the tourism industry development supply system, highlighting the solution to the problem of scenicization and productization of attractions, promoting the industrialization of attractions, guiding attractions to strengthen the standardized management, giving full play to the advantages of each attraction, and constantly enriching and improving the attractions for vacation, family, shopping, entertainment, theater performances, and tourism. In order to build a tourist destination that integrates sightseeing, recreation, experience, and a multi-level tourism experience. At the same time, Mi Le City will adhere to the "cultural development of the city", and continue to promote the construction of cultural and tourism projects such as museums, Qiu Yu Academy, intelligent libraries, art theaters, art galleries, etc., relying on the A Xi Dancing Under the Moon ethnic festival, the Mi Le Women's International Half Marathon, and other cultural and tourism integration brand activities to enhance the cultural connotation of the city, highlight the development of cultural and tourism integration, and continue to promote the comprehensive transformation and upgrading of the tourism industry to achieve the reception of tourists and tourism incomes double upgrade (Culture and Tourism Bureau, 2023) .

Mi Le City is a city sitting on a garden, rare in Yunnan and rare in China. Mi Le City tourism products are very rich, but the most typical are the "three red products," which are red tobacco, brown sugar, and red wine. Other new tourism products can reflect the characteristics of Mi Le City, but not many. In addition, in the tourist attractions, tourists do not enjoy the entertainment, sports, learning, therapy, and enlightenment of the series of experiences and can only simply meet the most basic tourist travel requirements ("food, accommodation, transportation, travel, shopping") and other major elements of the requirements. The depth of local history, ethnic culture, and folklore excavation is not in place. For example, in Mi Le Temple, tourists can only carry out simple incense worship activities; there is no platform for other Buddhist activities at a higher level, and tourists do not really have a complete

understanding and experience of Buddhist culture. In the vineyard of Dongfeng Farm, tourists cannot experience the complete series of wine production processes but only experience the grape picking in a superficial way, resulting in the whole tourism process not being as perfect as desired. The city's cultural resources are very rich, but from the overall tourist attractions, scenic cultural excavation is not enough; the unique Buddhist, historical, well-known people, and ethnic cultures have not fully become the highlight of these tourist attractions. The city's tourist attractions are currently limited; only Keyi town in Xisan can provide tourists with a more complete "A Xi Dancing Under the Moon" cultural experience; other tourist attractions corresponding cultural experiences are relatively small (Cheng, 2017).

Despite a series of Mi Le Culture and Tourism Bureau's policies, goals, and measures to develop local tourism, Mi Le City is still not as commercialized as Lijiang in Yunnan or as popular as Dali. Therefore, based on the tourism resources and cultural traditions of Mi Le City, this paper will study the current situation of the tourist attractions in Mi Le City and manage the recreational tourism routes in order to develop strategies for organizing recreational tourism routes to create attractiveness for tourist attractions so that they attract more tourists and enhance their satisfaction and experience, with a view to continuing to promote the development of the tourism industry in Mi Le City and making Mi Le City a "new star of the tourism destination."

## **1.2 Purpose of the Study and the research questions**

### **1.2.1 Purposes of the Study**

(1) To study the current situation of the recreational tourist attractions in Mi Le City.

(2) To develop strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City.

(3) To validate the feasibility of the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City.

#### 1.2.2 Research questions

(1) What is the current situation of the recreational tourist attractions in Mi Le City?

(2) What kind of strategies for organizing recreational tourism routes can create attractiveness for tourist attractions in Mi Le City?

(3) How to validate the feasibility of the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City?

### 1.3 Scope of the study

#### 1.3.1 Population of the Study

The overall population of this study includes all domestic and foreign tourists traveling to Mi Le City, totaling about 11.73 million people, as well as residents in Mi Le City, total about 553,500 people.(Bureau of Statistics, 2023)

#### 1.3.2 Sample of the Study

(1) For domestic and foreign tourists traveling to Mi Le City, according to Krejcie and Morgan Table (1970), the author will use the convenience sampling method to select 400 people as questionnaire samples for this study.

(2) For residents of Mi Le City, the author will use the purposive sampling method to select 15 key informants as interview samples for this study, including 3 residents of the area, 2 staff of the Mi Le City Tourism Bureau, 4 staff of the ten major tourist attractions, 3 managers of Mi Le tourism companies, and 3 guides.

#### 1.3.3 Research Area

The research area is Mi Le City in China. Mi Le City is in Southeastern Yunnan and Northern Hong he Prefecture. As of October 2022, Mi Le City has an area of 4,004 square kilometers, with 3 streets, 9 towns, and 2 townships under its jurisdiction. (Mi

Le City People's Government, 2022) Mi Le City is in the South of Kunming, with convenient transportation, about 1 hour on the highway from Kunming to Mi Le and about 30 minutes on the high-speed railway.

The name "Mi Le" is the same as Buddha, so there must be a Buddha statue. Mi Le is home to the world's largest statue of Maitreya Buddha, located in the Jinping Mountain Scenic Area. There are ten major tourist attractions in Mi Le, including Huquan Ecological Park, Dongfeng Yun Scenic Area, Keyi Ethnic Culture and Ecological Tourism Village, Jinping Mountain Scenic Area, Taiping Lake Forest Town Scenic Area, Bailong Cave Scenic Area, Huquan Mid-Levels Hot Spring, Yunnan Wine Village, Dianxi River Wetland Park and Hong he Water Township.

This study focuses on the ten major tourist attractions in Mi Le City and aims to study the current situation of tourist attractions in Mi Le City and to explore the problems and shortcomings of the tourist attractions so that develop the strategies for organizing recreational tourism routes to create motivation for tourist attractions in Mi Le City.

#### **1.4 Definitions of Key terms**

1. Recreational tourism: in this study refers to an emerging form of tourism with a simple form, a relaxed atmosphere, a suitable cost, and a high revisit rate, in which people leave their place of residence at a certain distance for recuperation, vacation, fitness, recreation, and entertainment in a relatively free way they like, in order to eliminate physical and mental fatigue, develop themselves, and enrich their spirit.

2. Tourism route: in this paper refers to the combination of several tourist attractions, tourism activities, and tourism products within a certain area.

3. Tourist attractions: in this study refer to the ten major attractions in Mi Le City, namely, Huquan Ecological Park, Dongfeng Yun Scenic Area, Keyi Ethnic Culture and Ecological Tourism Village, Jinping Mountain Scenic Area, Taiping Lake Forest

Town Scenic Area, Bailong Cave Scenic Area, Huquan Mid-Levels Hot Spring, Yunnan Wine Village, , Dianxi River Wetland Park, and Honghe Water Township.

4.Strategy: refers to the overall plan and action plan formulated to achieve specific goals. Strategy usually includes long-term goals, path selection, and comprehensive consideration of resource allocation.

5. Tourist Satisfaction: refers to the comprehensive evaluation of tourist satisfaction with the extent to which the tourist landscape, environment, infrastructure, hospitality services, and recreational activities of a tourist destination satisfy their needs for tourism activities.

6. Tourists: in this study refers to all people who come to Mi Le City in Yunnan Province for tourism activities, both domestically and abroad.

### **1.5 Benefits of the research**

In recent years, to effectively accelerate the development of cultural and creative industries and tourism, China has introduced a series of systems and policies but has encountered many problems in the process of development. For the development of recreational tourism, the planning of tourism routes can be said to be the carrier and key to the development. The best strategies for organizing recreational tourism routes can effectively enhance tourists' experience and satisfaction and promote the development of tourism, which plays an equally important role and value for recreational tourism in Mi Le City, specifically in two aspects: theoretical significance and practical significance.

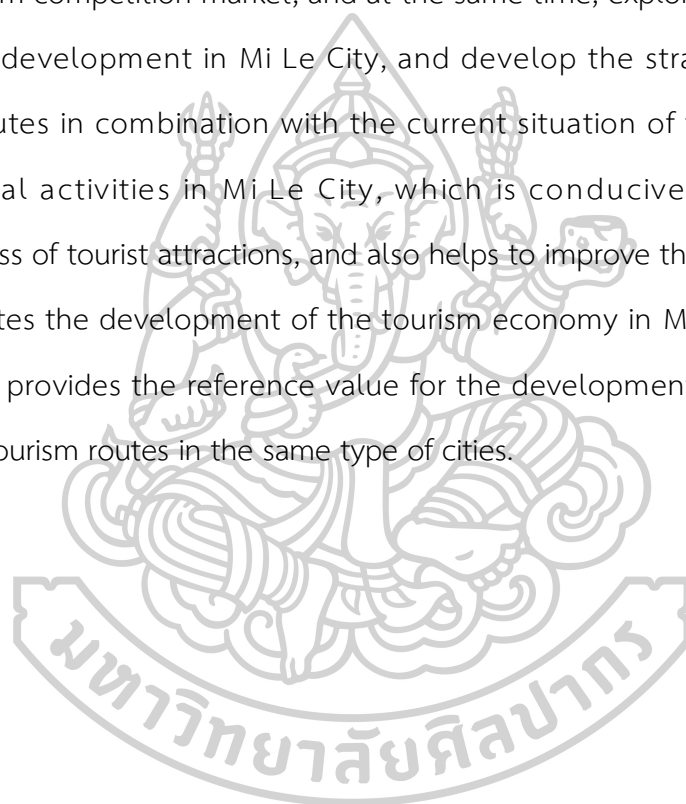
#### **1.5.1 Theoretical benefits**

This study combines the relevant theories of strategy planning and organizing recreational tourism routes with the specifics of tourism development in Mi Le City, analyzes the existing tourist attractions and tourism routes in Mi Le City, expands the way of studying the development of recreational tourism in Mi Le City, plays an

important role in coordinating the recreational and tourism resources of Mi Le City, and more importantly, creates the basic conditions for the development of the strategy for organizing tourism routes.

#### 1.5.2 Practical benefits

This study combines regional resources and characteristics of recreational tourism in Mi Le City, to cultivate the competitive advantage of Mi Le City in the fierce tourism competition market, and at the same time, explore the characteristics of tourism development in Mi Le City, and develop the strategy for organizing tourism routes in combination with the current situation of tourism routes and recreational activities in Mi Le City, which is conducive to improving the attractiveness of tourist attractions, and also helps to improve the tourist satisfaction, and promotes the development of the tourism economy in Mi Le City, and at the same time, provides the reference value for the development of the strategy for organizing tourism routes in the same type of cities.



## Chapter 2

### Literature Review

To develop strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City, the author mainly researched the following related theories:

- 2.1 Theories of recreational tourism
- 2.2 Theories of tourism routes
- 2.3 Theories of strategy
- 2.4 Theories of SWOT Analysis and TOWS Matrix
- 2.5 Theories of tourist satisfaction
- 2.6 The context of Mi Le City
- 2.7 Previous study
- 2.8 Research theoretical framework

#### 2.1 Theories of Recreational Tourism

"Recreation" is a way of human existence, a state and realm where human nature explores its own potential and fully realizes its own value, as well as the process and trend of human nature to obtain comprehensive and free development. In the process of human existence, in addition to the necessary work and labor, the emotional enjoyment of spiritual satisfaction and pleasure is considered "recreation" (Josef, 1991).

Recreation has a multifaceted nature and meaning. Theologians consider recreation a place to rest the soul; philosophers can find freedom, beauty, and the true meaning of life in recreation; literary scholars consider recreation an idea or noble attitude; sociologists find personality, lifestyle, and social change in recreation; economists can develop consumption, employment, and new industries and



propose new theoretical categories in recreation. But in a general sense, recreation is essentially a state of life for human beings, a cultural activity, a leisure activity aimed at restoring the state of physical and mental health, enriching, and creating life, perfecting oneself, and fundamentally, a search for the meaning and happiness of life (Fan, 2006).

The ancient Greek philosopher Aristotle is recognized as the first scholar to conduct special research on recreation, and his ideas such as "recreation is the center around which everything revolves" and "only those who are recreational are happy" have laid the foundation for the study of recreation theory and profoundly influenced the evolution and development of Western civilization (Chen, 2005(05)). Since then, some scholars have been exploring the field of recreation, but most of these early studies were fragmented and unsystematic. It was not until the 20th century that recreation was really examined and studied at the academic level and gradually formed a disciplinary system (Ye, 2005).

Regarding the meaning of "recreation", the Swedish philosopher Josef Pieper proposed that "recreation is neither the result of external factors, nor the necessity of free time, nor the product of idleness, but a kind of It is an attitude of the spirit, that is, an attitude of peace and tranquility, which people maintain in order to immerse themselves in a peaceful state of mind and feel the joy and happiness of life" (Josef, 1991). Chinese scholars of recreation research believe that a broad and principled understanding of recreation should be made, that is, that recreation is a practical activity that pursues physical health and physical and mental harmony, harmony between man and nature, man and society, and man and his own spiritual and social culture, and its sublimation above and beyond physical necessity. And that this definition is not limited to the specific form of recreational activities and the form of labor practices, is the difference in time, but focuses on its common essence to human nature (Ma, 2003).

In the last two or three decades, there has been a flourishing of leisure studies scholars. In his book *Leisure in the History of Human Thought*, Thomas L. Goodale explores the evolution of leisure and its value in the history of human thought. In *Toward Freedom: New Essays in the Sociology of Leisure*, John Kelly makes an important point across multiple paradigms that leisure should be understood as the process of "becoming human" is an enduring and important developmental arena in a person's life (John, 2008). Geoffrey Godbey, in *Leisure and Leisure Services in the 21st Century*, analyzes the changing character of the world today and foresees that in the next decade the centrality of leisure will be strengthened, and the concept of human leisure will change essentially, with new values implying that the change of man to nature will gradually be transformed into the change of man to himself (Geoffrey, 2000). Godbey's other book, *Leisure in Your Life: An Exploration*, focuses on both the social and personal dimensions of life, pointing out that leisure is a complex rather than a simple concept and phenomenon, part of the human process of being, and that leisure is not only about finding pleasure but also about finding the meaning of life.

At present, many international and domestic scholars have researched and discussed the issue of recreation from different perspectives, which has largely contributed to the development of recreation research. From the viewpoint of various scholars, so-called "recreation" is an important part of human cultural life, which emphasizes more on the spiritual pleasure of human beings and the harmony between human beings and nature, human beings and society, and human beings and themselves.

In recent decades, Western scholars engaged in leisure research have not only made a lot of achievements in establishing the theoretical and disciplinary system of leisure studies but have also applied the theories and methods of leisure research to practical problems and conducted fruitful research in the fields of recreational

tourism and recreational services. As for the definition of leisure tourism, there is no completely unified statement in the international arena, but in terms of specific research methods, research perspectives, and research strategies for leisure tourism, both domestic and foreign countries present a hundred contending situations that maximally promote the process of recreational tourism research.

Regarding recreational tourism, in Europe, America, and Asian countries, there are not only civil organizations and publications on leisure research but also in the education and research sectors, where "leisure" and "outdoor sports" (including tourism) are studied together, called "Leisure & Recreation". and "leisure" is directly juxtaposed with "tourism", as in the case of the "European Association for Tourism and Leisure Education" (Liu, 2007). Ray Youell, a British scholar, combines recreation and tourism, arguing that tourism is not only "traveling abroad" and recreation is not limited to "the foundation of the home environment", but that the two are closely interconnected and mutually reinforcing. Mannell and S.E. attribute the original impetus for recreation and travel to "escaping from routine and stressful environments and seeking opportunities for physical and mental recovery". This identifies the commonalities between recreation and tourism at the source, thus laying the foundation for their close integration as one of the modern tourism trends (Mannell, 1987).

Due to the limitations of various factors, the study of leisure in China started relatively late. In recent years, with the rapid development of the economy and the evolution of social structure and lifestyle, the proportion of leisure activities in people's lives has become higher and higher, which has gradually attracted the attention of theoretical academia to the study of leisure.

Since the 1980s, many domestic experts and scholars have conducted multi-level and multi-faceted research on leisure issues, one after another. Deng (1985) in his book "The Awakening of Life: A Rambling Talk about Lifestyle", gave a fuller

discussion on leisure, leisure time, and leisure activities based on the changes that had taken place in Chinese social life at that time. Lou (2003) in his book "Introduction to Recreational Tourism", conducted a more systematic study on the emergence of leisure, the law of leisure time use, and the classification of leisure activities, as well as the influence of leisure on the development of recreation tourism activities. In the process of leisure research in China, domestic leisure scholars Yu Guangyuan and Ma Huidi have paid great attention to and studied the new development of leisure activities from social, cultural, philosophical, and economic aspects. Ma Huidi, a famous leisure research scholar in China, has described leisure as follows: From the cultural perspective, leisure refers to the state of life and behavior of cultural creation, cultural appreciation, and cultural construction that people are in to continuously satisfy their various needs after completing the socially necessary labor time. The leisure mentioned here is the activity carried out to satisfy the needs of human psychological and spiritual development as well as the multifaceted development of the self. It transmits cultural information and constructs cultural contexts through the behavior, thoughts, and feelings shared by people, thus achieving the comprehensive and complete development of the individual mind, body, and will, and it creates the conditions for stimulating many of the requirements of people in contemporary life (Ma, 1998).

In addition to the discussion of leisure issues, Chinese scholars have also conducted a lot of research on the meaning of recreational tourism and its contents. For example, according to Yu Xuecai, recreational tourism is only one of the more important forms of recreation, which refers to the recreational subject spending the remaining time in tourism activities. Recreation is the remaining time outside of people's essential daily work, and people use this time to engage in activities that help them freely develop their interests and hobbies. Chen Xianghong believes that leisure tourism is different from tourism in the general sense and is a new extension

of the concept of traditional tourism from connotation to extension. The difference between leisure tourism and general tourism is that leisure tourism has the obvious characteristics of enjoyment and leisure (Chen, 2005). According to Yang Benjun and others, leisure tourism is the excursion, entertainment, sightseeing, and rest that are based on tourism resources, with recreation as the main purpose, tourism facilities as the conditions, and specific landscape and service items as the content. It involves leaving the place of residence and staying in a foreign place for a certain period (Yang, 2003).

Recreation and tourism are intertwined and inseparable. Recreation is the premise of tourism, and tourism is one of the purposes of recreation. The relationship between recreation and tourism is one of inheritance and development, not a subordinate or alternative relationship (Ma, 1998; Xu, 2000). Recreation predates tourism and is wider than tourism; tourism is breeding in recreation. Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents mainly for recreation purposes; most of the connotations of tourism belong to recreation, and only a few of them are additive to recreation (Liu, 2006). Recreation awareness and recreation concepts penetrate into people's tourism activities mainly in two aspects: firstly, the increase of tourism with the purpose of recreation; secondly, people no longer only value the quantity of tourism but pay more attention to the quality, which makes people's tourism demand change from crowd-sourced tourism to individual tourism, from emotional tourism to rational tourism, from "rush tourism" to "deep experience tourism", from concentrated time tourism to year-round decentralized tourism (Song, 2006).

The recreational tourism industry closely combines "recreation" and "tourism", taking tourism as the means and recreation as the purpose. On the one hand, it meets the needs of people's increasingly rich cultural life by providing rich and diverse recreational tourism products, such as the pursuit of curiosity and enrichment

of personality; On the other hand, recreational tourism industry expands the traditional tourism industry's function of simple sightseeing and vacation, it combines the tourist's sensory enjoyment with cultural creation, cultural appreciation and cultural aesthetics, highlighting the tourist's spiritual and cultural needs, enabling the tourist to obtain a pleasant psychological experience and spiritual satisfaction while completely relaxing physically and mentally, and promoting the harmony and unity of man and nature. In a word, combining recreation and tourism together represents a type of tourism with the purpose of recreation, that is, recreational tourism. According to the scholars' research on recreational tourism, the author summarizes the definition of recreational tourism as an emerging form of tourism with a simple form, a relaxed atmosphere, a suitable cost, and a high revisit rate, in which people leave their place of residence at a certain distance for recuperation, vacation, fitness, recreation, and entertainment in a relatively free way they like, in order to eliminate physical and mental fatigue, develop themselves, and enrich their spirit. The purpose of recreational tourism is to enable tourists to broaden their horizons, increase their knowledge, learn about the world, and create life in a relaxed and comfortable environment. This is a spiritual branching activity for tourists to pursue beauty and pleasure. Recreational tourism has become the new value orientation of modern tourism (Shi, 2001).

To sum up, foreign research on leisure science and recreational tourism is relatively mature, while domestic research on leisure science and recreational tourism disciplines is imperfect in theory and has yet to accumulate experience in practice due to its late start. Therefore, how to draw on the more mature leisure theories abroad to guide domestic recreational tourism practice is a problem that needs to be solved in today's tourism industry.

As for the classification of recreational tourism types, according to different classification methods, recreational tourism can be divided into different types:

according to the active degree of participation of recreational tourism subjects and the degree of dynamic play of their activities, recreational tourism can be divided into active-passive (e.g., watching games, performances, etc.), passive-passive (e.g., bar-hopping, lazy sleeping, etc.), active-active (e.g., attending games, performances, clubs, studying, etc.), and passive-active (e.g., gambling, etc.). According to the different effects of recreational tourism on tourists, recreational tourism can be classified as enhancement recreational tourism, enjoyment recreational tourism, and degradation recreational tourism. According to the intensity of the combination of recreation tourism and tourism, consumers can be divided into active participatory recreation tourism and passive receptive recreation tourism. According to the different combinations of time and recreational products in recreational tourism, recreational tourism can be divided into time-intensive and recreational product-intensive segments. According to the channel of recreational tourism supply, it can be divided into self-supplied recreational tourism, socially supplied recreational tourism, and commercially supplied recreational tourism (Pi, 2007).

The characteristics of recreational tourism are mainly reflected in five aspects: recreational experience, cultural experience, sustainability, self-fulfillment, and freedom of enjoyment. In the following, the author will sort out these five characteristics one by one.

(1) The recreational experiential nature is the most significant feature of recreational tourism. In modern recreational tourism activities, the concept of tourism has changed, with "recreation" as the purpose of travel, more concern for the physical and mental experience and relaxation, more attention to physical and mental health in the selection of content, and a demand for ways to emphasize participation, experience, and other interactive recreation (Zhu, 2004). In recreational tourism, the tourist is no longer a rushing traveler but a person who plays with things to suit his or her feelings and has a taste for the whole process of experience.

Kluckhohn. (1963) Bringing "experience" into recreational tourism can meet the diversified and personalized needs of tourists, who can change from passively receiving services to actively experiencing self-help services, express their own pursuits and ideas through creative recreational methods, and implement volunteer activities. They often tend to "organize" and "arrange" their own tourism activities, pursuing in-depth recreational experiences, three-dimensional feelings, and active participation, making recreation not only a search for happiness and cultural feelings but also a search for the meaning of life, encouraging people to link self-development and social responsibility (Shi, 2006).

(2) Cultural experiential nature Recreational tourism has a rich cultural connotation, and its cultural experiential nature is expressed through the tourist's choice of food, art, commodities, buildings, cityscape, folk customs, population quality, and other suitable carriers. (Gong, 2006) Culture is the soul and root of recreational tourism, and the profound experience of the cultural connotation contained in the historical and cultural background and humanistic landscape of tourist destinations is one of the important motives for tourists to carry out recreational tourism activities. Tourism enterprises should fully explore the unique regional culture of tourism destinations and provide opportunities for tourists to appreciate, experience, and feel the profound connotation of this culture, thus enriching the activities of their tourism experience (Tian, 2006).

(3) Sustainability. The development of the tourism industry is closely related to the idea of sustainable development. In recreational tourism, the leisurely and pleasant environment and strong cultural atmosphere of tourist destinations meet the requirements of tourists to relax their bodies and minds, feel the exotic culture, and implicitly cultivate and enhance the cultural literacy of tourists so that they consciously maintain the balance of the ecological environment of the destination. At the same time, in the process of developing recreational tourism resources, we



should pay great attention to the protection of the environment, especially the tourism environment, in order to ensure the sustainable development of the entire tourism industry. The principle of sustainability is the development principle of recreational tourism, and sustainability has become an essential attribute of recreational tourism.

(4) Self-fulfillment. According to Maslow's human needs hierarchy theory, human needs have multi-level and diversity characteristics, from basic needs to high-level needs. Each level of needs is generated to meet the needs of the next level as a prerequisite, and the highest level of human needs is the need for self-fulfillment. Recreational tourism is a high-level form of tourism; its production and development are to meet higher levels of human needs. The emergence and development of recreation tourism, adapted to the requirements of people's tourism psychological needs level, is a spontaneous choice of tourists who have higher expectations of tourism, with recreation value orientation as the core. The biggest purpose of people's participation in recreational activities is to be freed from the pressure and constraints of work and life and to meet the needs of personal self-development. At the same time, recreational tourism contributes to the overall development of individuals and is an important way for individuals to reconstruct their life values and rebuild their personalities. In recreational tourism, tourists always choose the content of tourism independently based on their own preference for recreation, and in tourism activities, recreation always regulates and guides individuals' recreational behaviors and attitudes through value orientation, group consciousness, and social psychology; at the same time, individuals create their own tourism behaviors based on their own understanding of recreation, and finally, they spontaneously satisfy their own needs for recreation according to their different understandings. At the same time, individuals create their own tourism behavior according to their own understanding of leisure, and finally, they satisfy their own needs for leisure

spontaneously according to their different understandings, thus achieving the purpose of self-fulfillment in the process of tourism. Thus, self-fulfillment is an important characteristic of recreational tourism.

(5) Freedom of enjoyment Marx pointed out that human needs include three levels: survival, enjoyment, and development. Survival is the basis, development is the tendency, and enjoyment is a state of life; survival without enjoyment is not the ideal of survival, not even the real sense of survival. Recreational tourism makes people experience an aesthetic, moral, creative, and transcendental lifestyle in the freedom of spirit, presenting a high degree of unity of self-discipline and other-discipline, utilitarianism and super-utilitarianism, compliance, and purposefulness, which is a kind of free activity and life state for humans. (Pan, 2005) This kind of relaxed and self-contained realm, this kind of free experience of life, is the freedom of enjoyment in recreational tourism.

In summary, recreational tourism in the study refers to a simple form, relaxing atmosphere, suitable cost, and high revisit rate of the new emerging tourism mode in which people, in addition to their professional activities, leave their place of residence for a certain distance to have recuperation, holiday, fitness, recreation, and entertainment in a relatively free way they like, to eliminate physical and mental fatigue, develop themselves, and enrich their spirit.

## 2.2 Theories of Tourism Route

Tourist route refers to a certain area in order to enable tourists to get the maximum viewing effect in the shortest possible time by the transportation line to a number of tourist sites or tourist cities reasonably through and has certain characteristics of the route. It is an important link between tourists and tourist objects, sources, and destinations and plays the role of a bridge and link between them. The types of tourist routes can be divided into general tourist routes and

thematic tourist routes according to their contents. According to their status and attractiveness to tourists, tourist routes can be divided into international tourist routes, national tourist routes, and provincial tourist routes (Ma, 1998).

For the definition of the concept of tourist routes, with the development of the times and society, the definition is also different, and the starting point of each scholar on the study of tourist routes is also different, so the study of the concept of tourist routes has not formed a unified definition, and there is no unified normative definition in the academic community. The author summarizes the three concepts of tourist routes through literature analysis and combines the theoretical knowledge points related to tourism.

One is from the planning perspective; in the early study, tourist routes refers to the scope of a certain area, through the tourism sector or the relevant design departments, using transportation routes in series to become a tourist route.

The second is from a marketing perspective; many scholars propose that tourism routes are a combination of tourism products or tourism products designed from the perspective of tourists' needs.

The third is from the combinatorial perspective; in this part of the research, scholars proposed that the tourism route is a combination of a number of tourist attractions (areas) and tourism activity projects.

Although different scholars have defined tourism routes differently, it can be seen comprehensively that the common elements of tourism routes are mainly reflected in the basic elements of tourists, transportation routes, tourist attractions (areas), and tourism services.

There are also different division criteria for the types of tourism routes. The current division criteria are mainly three: one is the division according to the spatial scale; the second is the division according to national boundaries, time, distance, transportation, etc. (Wu, 2003); and the third is the classification according to the

form of tourism organization.

Table 1 Types of Tourism Routes

Classification basis	Details
National boundaries	International and domestic tourism routes
Travel time	One-day tour, two-day and three-night tour, multi-day tour and other tourism routes
Travel Distance	short distance (less than 500 km), medium distance (500-1000 km), long distance ( more than 1000 km)
Travel Purpose	Sightseeing, Leisure & Vacation, Meeting & Incentive, Knowledge Seeking
Transportation	Hiking, water transport, shipping, train, etc.
Behavior and willingness	Tour type, stay type
Level Criteria	Luxury, standard, economy
Age Structure	Youth, middle-aged, elderly
Travel Style	Casual, group, self-drive, etc.

(Data Source: Feng, 2020)

Combining these studies involved in tourism routes, the types of tourism routes can be categorized as: regional tourism planning, travel agency tourism route design, and tourism route design planned by tourists themselves (Feng, 2020).

Tourist routes are the direct expression of the products and services of the destination, and the satisfaction of tourists with the destination is directly manifested in their satisfaction with the tourist routes. The design level of tourism routes also affects the effective performance of the products and services of tourism destinations. On the one hand, the subjective factors of tourists will affect their satisfaction, including their gender and age, cultural level, marital and family status,

employment and work unit status, income status, hobbies and interests, personality traits, life experience, and other factors. On the other hand, the actual operation of the tourism line is the key to influencing the satisfaction of tourists. Including (1)tour experience, that is, the core content of tourism activities, such as excursions, sightseeing activities, and entertainment activities; (2) travel agency services directly facing the evaluation of tourists, the greatest impact on tourist satisfaction; (3) shopping has become the main activity of tourism, and shopping activities are easy to amplify the expectations of tourists, greatly affecting the overall satisfaction of tourists; (4) after the tour activities of tourists, or hunger or fatigue, the quality of food and lodging and the transmission process of service will affect the satisfaction of tourists. After touring activities, tourists may be hungry or tired, the quality of food and lodging and the service in the delivery process will affect the mood of tourists, so whether the food and lodging meet the standard will affect the satisfaction; (5) Tourists demand for tourism transportation is safe, punctual and comfortable, including airline hardware and services, airport hardware and services, the condition of the car and driver services during the tour, and local public transportation hardware and services at the destination; (6) Supporting facilities of the destination also have a considerable impact on the satisfaction of tourists in the process of tourism, including the overall environment of the destination, public signs, language communication, accessibility, etc. (Zhou, 2011).

In Summary, based on Ma (1989) definition of tourism routes and theory of tourism experience, this paper argues that tourism routes refer to the routes with certain characteristics formed by the tourism sector by using transportation lines and related service facilities to link a number of tourist attractions or tourist cities in order to enable tourists to obtain the best tourism experience in the shortest time. Therefore, tourist attractions, tourist hotels, travel agencies, tourist transportation, tourist shopping, and other social and public resources must be interdependent and

provide a common service to the tourist experience. Tourism route design refers to the analysis of tourism destination resources on the basis of the characteristics of tourism resources, such as transportation, accommodation, catering, shopping, entertainment, and other elements of the organic linkage with tourism activities, in order to provide travelers in the tourism process with the most time-saving, less costly, and optimal travel experience as the goal in order to continue to make profits for the purpose of the enterprise. Tourist route design should include the special and personalized service content of the travel agency, which is the embodiment of the travel agency enterprise itself, but also the limitations of the resources of tourist destinations to effectively complement or fully demonstrate the advantages of resources.

### **2.3 Theories of strategy**

Strategy: The word strategy comes from two Greek words: "stratos," meaning army or soldiers, and "agein," meaning leadership. When combined, it means a plan or strategy to defeat the enemy (a trick or plan to deceive an enemy or gain an advantage).

Mintzberg (1989) defines strategy as making decisions to determine objectives, policy guidelines, and various plans that will be carried out to achieve the objectives. Specifying the scope of what you intend to do.

The Royal Institute (1999) defines strategy as a subject that deals with developing and using political, economic, psychological, and military power. as necessary both in times of peace and war, it is also a phrase that has military importance, such as strategic points.

Strategy refers to the overall plan and action plan formulated to achieve specific goals. Strategy usually includes long-term goals, path selection, and comprehensive consideration of resource allocation. It has a wide range of

applications in many fields, such as business, military, management, politics, and economics. The following are several key elements of strategy:

(1) Objective: The core of strategy is to clarify the goals, which are usually long-term, specific, and measurable.

(2) Environmental Analysis: The formulation of strategy requires a detailed analysis of the internal and external environment, including the market environment, competitors, political and economic environment, technological changes, and other factors.

(3) Resource Assessment: Strategy makers need to evaluate existing resources, including financial resources, human resources, technical resources, etc., to determine the range of resources that can be deployed.

(4) Path Selection: Based on the goal and environmental analysis, determine the path and method to achieve the goal, which includes formulating a series of specific action steps and plans.

(5) Implementation and Control: The success of the strategy requires effective implementation and monitoring, which includes setting an implementation plan, assigning tasks, setting a timetable, and monitoring and adjusting during the implementation process.

Strategy has the following characteristics:

(1) Long-term: Strategies usually have a long-term perspective, focusing on long-term goals and future development directions.

(2) Global: Strategies consider global issues rather than local issues, involving the overall planning of the entire organization or system.

(3) Flexibility: Strategies need to be adjusted according to environmental changes, so they have a certain degree of flexibility.

(4) Competitiveness: Strategies are largely intended to gain advantages in competition, especially in the business and military fields.

The formulation and implementation of strategies is a complex system engineering process that requires comprehensive consideration of multiple factors and continuous evaluation and adjustment to ensure the achievement of goals.

Zhang (2023) discusses in the article *Research on Spatial Distribution and Optimization Strategies of Rural Recreational Tourism in Beijing Municipality* that the purpose of the research is to propose optimization strategies to promote rural revitalization by analyzing the spatial distribution characteristics and influencing factors of rural recreational tourism. The research methodology employs ArcGIS technology, in conjunction with the nearest neighbor index, geographic concentration index, and kernel density analysis, to examine the spatial distribution of leisure agriculture parks, star-rated folk villages, and rural lodges in Beijing. The study's results reveal a clustered distribution of rural tourist sites, shaped by natural resources, transport networks, and attraction radiation. These findings suggest optimization proposals for policy and planning levels, aimed at enhancing the efficiency of tourism development.

Cheng (2024) in the paper *Challenges and Strategies for Leisure Agriculture and Rural Tourism under the Perspective of Industrial Integration* discusses the situation of the development of recreational tourism and rural tourism and its challenges from the perspective of industrial integration, pointing out the current problems in the areas of imperfect planning systems, insufficient infrastructure, incomplete service and training systems, and insufficient awareness of environmental protection. To cope with these challenges, the paper proposes a series of development strategies, including optimizing overall rural planning, strengthening infrastructure construction, enhancing rural service levels, and strengthening environmental protection awareness, aiming to promote the sustainable development of recreational tourism in agriculture and rural areas and the overall revitalization of the rural economy.



Cao (2021) in the paper *Current situation and optimization strategy of recreational tourism product development in Tonggu County, Jiangxi Province*, analyzed the current situation of recreational tourism product development in Tonggu County, Jiangxi Province, pointing out that there are currently problems such as imperfect infrastructures, ineffective integration of tourism resources, and poor quality of tourism practitioners. In order to optimize the tourism products of Tonggu County, the paper puts forward three main strategies: to clarify the positioning of the source market, to optimize the product structure, and to focus on the development of natural ecology, red culture, and folklore holiday products. By upgrading the service level, strengthening brand building, and improving infrastructure, Tonggu County can further enhance the competitiveness and attractiveness of its recreational tourism.

Liu (2023) in the article *Research on Improvement Strategy of Night Tourism in Leisure Districts of Wuhan City* discusses the situation of the development of nighttime tourism in recreational neighborhoods in Wuhan and the enhancement strategies. The study found that, although Wuhan has great potential for nighttime tourism, its development is still immature, mainly concentrated in the central urban area, with a single form and a lack of characteristics. The paper proposes to enhance the attractiveness and competitiveness of night tourism by strengthening the government's macro-control, optimizing infrastructure, enriching night tourism products and modes, and combining technological innovation. These strategies aim to promote the sustainable development of night tourism in Wuhan, extend the tourism industry chain, and promote the common prosperity of the urban economy and culture.

Lu (2024) in his article *Exploring the integration development strategy of recreational tourism and rural tourism in the context of rural revitalization strategy*, discusses how to promote the revitalization of rural industries through the integration

of recreational agriculture and rural tourism in the context of rural revitalization strategy. The article analyzes the necessity of integrating recreational agriculture and rural tourism to promote the rural economy, society, and ecology. It also highlights the current issues of insufficient product innovation, lack of standardization, and poor sectoral synergy. The paper proposes strategies such as differentiated development, strengthening policy guidance, talent cultivation, and promoting standardization to realize the in-depth integration of recreational tourism and rural tourism and to promote the high-quality development of the rural economy.

Xu (2023) in the article *Study on Leisure Tourism Strategy of Planning and Construction of Jiulong Mountain National Forest Park in Zhejiang Province* studied the planning and construction strategy of recreational tourism in Jiulongshan National Forest Park of Zhejiang, aiming to enhance the development of ecotourism in this park. Through an analysis of the park's natural resources, visitor capacity, and existing tourism facilities, the article highlights the current issues of outdated planning concepts, limited tourism products, and inadequate service facilities. Based on this, specific strategies are proposed to optimize the planning concept, set reasonable development goals, enrich tourism products, and improve service facilities and interpretation systems in an attempt to make Jiulongshan Forest Park a well-known recreational tourism destination in the Yangtze River Delta region through scientific and reasonable planning and construction.

In summary, the strategy proposed in this study refers to the overall planning and action plan to achieve a specific goal, including a combination of long-term objectives, pathway selection, and resource allocation.

## 2.4 Theories of SWOT Analysis and TOWS Matrix

SWOT analysis, also known as situational analysis, was introduced by Heinz Wyrick, a professor of management at the University of San Francisco, in the early 1980s and is commonly used in analyzing competitors and formulating business strategies. The SWOT method was mentioned by Gong (1986) in his article "The SWOT method and its application to the formulation of business strategies." his analysis method has been applied to a wide range of industries, from individual career planning to city and national strategic planning, covering a wide range of fields. Since 2005, this analysis method has been applied to a wide range of industries, from individual career planning to city and national strategic planning, covering a wide range of fields.

SWOT analysis takes the research object as the core, compares, and analyzes the different factors existing in the development process of the research object, and adopts a survey method to list the influencing factors of the research object, such as strengths, weaknesses, opportunities, and threats, according to their degree of importance and influence. In SWOT, S (strengths) and W (weaknesses) are internal factors, and O (opportunities) and T (threats) are external factors (Sun, 2021).

The significant advantage of the SWOT analysis method is that it clearly, comprehensively, and intuitively shows the multiple factors related to the development of the research object, taking into account both its own conditions and the influence of the external environment. Various factors obtained in the survey are classified according to the order of priority or degree of influence, and a TOWS matrix is constructed. Using the TOWS matrix, both favorable and unfavorable factors can be presented in a clear way, which can lead managers to draw a series of conclusions and match appropriate strategies. The disadvantage of the SWOT analysis method is that it is subjective, and the criteria for judging favorable and unfavorable factors may vary from person to person, and the measurement of the

degree of influence of various factors mainly depends on the researcher's own experience level. In addition, the external environment is constantly changing, which makes it more difficult for the researcher to make a practical strategy to keep up with the times.

Table 2 TOWS Matrix

		Internal Factors	
		Strengths	Weaknesses
External Factors	Opportunities	SO Strategy (Capitalizing on strengths, seizing opportunities)	WO Strategy (Overcoming disadvantages and seizing opportunities)
	Threats	ST strategy (Leveraging Strengths, Avoiding Threats)	WT Strategy (Make up for the disadvantage and mitigate the threat)

Observing the TOWS matrix, we can see that it can provide researchers with four kinds of strategies, namely SO strategy, WO strategy, ST strategy, and WT strategy, which were put forward by Michael Porter, an American management scientist, in 1985. SO strategy refers to giving full play to the research subject's own strengths and at the same time focusing on grasping the opportunities, which provides the research organization with the greatest possibilities of winning the competition. It is a kind of positive and aggressive strategy. The WO strategy refers to

overcoming the research object's own disadvantages and trying to seize external opportunities, which attaches great importance to external factors, but there is the potential danger of being constrained by its own weaknesses, which is a speculative strategy; the ST strategy refers to relying on the research object's own strengths, and trying to avoid or reduce the external risks, which is a kind of prudent strategy that builds on the strengths and avoids the shortcomings; the WT strategy refers to making up for the object's own inadequacies, while minimizing the external threats; the WT strategy refers to making up for the object's own inadequacies, while minimizing the external threats. The WT strategy refers to making up for the research object's own shortcomings while trying to reduce the impact of external threats. This strategy is often used in enterprises or institutions facing internal and external problems; it is a defensive strategy with the intention of preserving strength (He, 2019).

Gu (2024) in the article Countermeasure analysis of county rural tourism development based on PEST-SWOT method, takes Qingyang County in Chizhou, Anhui Province, as an example, and explores the influencing factors of county rural tourism by using PEST-SWOT analysis and puts forward the corresponding development countermeasures. The article analyzes the role of policy support, economic development, social culture, and technology application in promoting rural tourism and points out that rural tourism is deficient in infrastructure, service level, and intelligence. The paper suggests making full use of market opportunities and overcoming challenges to achieve the sustainable development of rural tourism in the county by strengthening industrial support, upgrading service levels, and introducing technological means and other strategies.

Gao (2024) in the article Strategy for high-quality development of forest tourism in Banan District based on SWOT analysis studied the high-quality development strategy of forest tourism in Banan District, Chongqing, through SWOT

analysis. Banan District has rich forest and hot spring resources and an advantageous geographical location, but the homogenization of forest tourism products, insufficient management level, and limited capital investment constrain its development. The paper points out that, against the background of national policy support and increased market demand, Banan District can enhance its competitiveness through measures such as innovating tourism products, strengthening ecological protection, and broadening financing channels to realize the sustainable development of forest tourism and contribute to the dual enhancement of the local economy and ecology.

Wang (2023) in the article *Strategies of Cultural Tourism Integration Service in the City Study Based on SWOT Analysis*, used SWOT analysis to explore the development strategy of urban bookstores in cultural tourism integration. While the city study offers advantages such as outstanding landscape value, distinctive cultural characteristics, and initial scale, it also confronts challenges such as low social awareness, insufficient funds, and the need to improve service effectiveness. The paper points out that urban bookstores can enhance the depth and breadth of cultural tourism services by taking advantage of policy opportunities, information technology, and social capital support. At the same time, external threats such as imperfect systems, functional impacts, and fierce competition should be addressed to promote the sustainable cultural tourism integration and development of urban bookstores.

Wang (2024) in the article *'Study on the Communication Strategy of Intangible Cultural Heritage in Rural Tourism Based on SWOT Analysis'* used SWOT analysis to study the communication strategy of intangible cultural heritage in rural tourism. The article points out that intangible cultural heritage has unique cultural connotations, which can enhance the attractiveness and cultural heritage of rural tourism, but it faces problems such as limited communication channels, lack of professional talents, and excessive commercialization. With the help of policy support, scientific and

technological progress, and the growth of cultural tourism demand, there is great potential for the integration of non-heritage and rural tourism. The paper suggests a number of ways to support the long-term growth and dissemination of non-heritage in rural tourism. These include better training for people who hold non-heritage, using science and technology to open new channels of dissemination, and limiting the amount of commercialization.

Yu (2023) in the article Research on the sustainable development strategy of camping tourism based on SWOT perspective discusses the sustainable development strategy of camping tourism through SWOT analysis. The article points out that camping tourism has developed rapidly under the impetus of policy support and market demand growth, but it also faces problems such as inconsistent standards, serious homogenization, and hidden safety hazards. The paper suggests that the healthy and sustainable development of camping tourism can be promoted through strategies such as innovating the development model, standardizing camping standards, formulating access thresholds, strengthening the training of tourism management personnel, and making full use of the opportunities of combining science and technology with culture to enhance the camping experience.

In summary, various fields such as rural tourism, forest tourism, urban study, intangible cultural heritage dissemination, and camping tourism can apply SWOT analysis, which analyzes the respective strengths, weaknesses, opportunities, and threats, and proposes corresponding development strategies. SWOT analysis has the advantage of being able to show the influencing factors comprehensively and clearly and to formulate matching strategies, but it also has the subjectivity and challenges brought by changes in the external environment. Through specific cases, the literature provides strategies such as innovating products, strengthening ecological protection, and introducing scientific and technological means to promote sustainable development in various fields.

## 2.5 Theories of tourist satisfaction

Tourist satisfaction is extended based on "customer satisfaction," which was first proposed by American consumerist Cardozo in 1962 in the field of enterprise consumption. Existing research on tourist satisfaction is based on customer satisfaction, but scholars choose the appropriate customer satisfaction theory to explore according to the specific situation (Gao, 2023).

Tourist satisfaction refers to the degree of satisfaction of tourists with the tourist landscape, infrastructure, recreational environment, and hospitality services provided by the tourist destination. It is the comprehensive psychological evaluation of the tourist destination to meet the needs of their tourism activities (David, 1997). Tourist satisfaction is a kind of psychological activity, which is a sense of pleasure after the needs are satisfied. Tourist satisfaction level is a function of the difference between the effect perceived by the tourist and the expectation (Li, 2003).

Beaumont (1997) pointed out that tourist satisfaction is the comprehensive perception of tourists about the ecological, economic, and other carrying capacity of the environment in the process of tourism. Baker & Crompton (2000) Tourist satisfaction is the comprehensive evaluation of the degree to which the tourist meets the needs of their tourism activities in terms of the tourism landscape, environment, infrastructure, hospitality services, and recreational activities in the destination. Foster (2000) defines tourist satisfaction as the degree to which tourist expectations and needs are met by the tourist experience gained in the process of traveling and sightseeing. Chen (2007) defines tourist satisfaction as the degree to which tourist expectations and needs are met by the tourist experience gained before, during, and after the tourist experience of choosing a destination. behavioral intentions and perceived values before choosing a tourist destination, during the tourist experience, and after the tour.



Fu (2015) believes that tourist satisfaction is a psychological comparison process and result, which is the result of comparing the expectations and perceptions of tourists to the elements of the tourist destination. Li (2018) argued that tourist satisfaction is the emotion of excitement or loss resulting from the comparison between the tourist's expectations of the destination before traveling and the real feelings felt upon arrival. According to Wang (2016) tourist satisfaction refers to the psychological state of tourists after a visit compared with their previous expectations. However, some scholars also define it in terms of tourists' perceived experiences, and He (2012) believes that tourist satisfaction is a subjective feeling of tourists after traveling. Zhou (2016) believes that tourism satisfaction refers to the tourist's perception of the environment he or she is in, the quality of the services provided, and self-worth, as well as the tourist's personal characteristics and tourism atmosphere. Li (2003) believes that tourist satisfaction is a psychological activity that produces pleasure after the elements of a tourist place meet the needs of tourists.

The concept of tourist satisfaction has been interpreted by scholars at home and abroad from different perspectives, but most of them are based on the theory of differences in expectations. In summary, Tourist satisfaction in this study refers to a comprehensive evaluation of tourist satisfaction with the degree to which the tourist landscape, environment, infrastructure, hospitality services, and recreational activities of a tourist destination satisfy their needs for tourism activities.

## **2.6 The Context of Mi Le City**

### **2.6.1 Overall Summary**

Mi Le City is a county-level city under the jurisdiction of Honghe Hani and Yi Autonomous Prefecture of Yunnan Province, located in the southeastern part of Yunnan Province and the northern part of Honghe Prefecture. It is the "northern gate" of Honghe Prefecture, 316 km south of the national open port of Hekou; the city is

well-connected; the Kunhe Highway runs through the hinterland for 93 km; the Yunnan-Vietnam Railroad spans 78 km along the western border; and the G80 Guangkun Expressway passes through. As of October 2022, Mi Le City has 3 streets, 9 towns, and 2 townships, including: Miyang Street, Taiping Street, Fucheng Street, Xinshao Town, Hongxi Town, Zhuyuan Town, Pangpu Town, Xunjiansi Town, Xiyi Town, Xier Town, Xisan Town, Dongshan Town, Wushan Township, and Jiangbian Township. (National Bureau of Statistics, 2022) According to the Mi Le City 2022 National Economic and Social Development Statistical Bulletin, Mi Le City achieved a gross domestic product (GDP) of 52.474 billion yuan, up 3.1% year-on-year. The total registered population of Mi Le City was 553,500, with a natural growth rate of 0.29 percent. The per capita disposable income of all residents in the city was 32,108 yuan, an increase of 4.5% year-on-year. With the general upward socio-economic trend in China, the economic growth of Mi Le City continues to rise while the natural growth rate of the population decreases. At present, the development of tourism in the secondary industry of Mi Le City has accelerated, and the city received 11.73 million domestic tourists in 2022, an increase of 17.1% year-on-year, and the tourism revenue reached 12.728 billion yuan (Bureau of Statistics, 2023).

## 2.6.2 Natural Environment

### (1) Terrain topography

Mi Le City is mountainous in the east and west, low in the middle, high in the north, and low in the south. It is surrounded by mountains, forming a long and narrow flat dam and hilly area. Mountains and rivers tend to go from north to south. In the west, the rocky hills are scattered with forested trees and shrubs; in the east, the surface layer of the mountain ranges is mostly weathered soil, widely covered with grasses, shrubs, and trees; there are valleys between the mountain ranges; and most of the cultivated land is scattered in the valleys and flat dams. The highest point is located in the Jin Ding Mountain east of Xinshao Town, with an altitude of

about 2315 meters, and the lowest point is at the exit of the Nanpan River, with an altitude of about 862 meters. Of the total land area, the area of mountains and hills accounts for 87%, the area of mountain valleys and river valleys accounts for 3%, and the area of flat dams accounts for 10%.

## (2) Climate

Mi Le City belongs to the subtropical monsoon climate zone and has unique natural conditions. The highest elevation is 2315 meters in Jin Ding Mountain, Dongshan Township, and the lowest is 870 meters in the river valley of Jiangbian Township. The average annual rainfall is 990.4 mm, the average annual temperature is 17.20°C, the maximum temperature is 36.10°C, and the minimum temperature is -4.60°C. There is sufficient light, a long effective temperature period, and short frost and snow days. This is not only suitable for cultivating crops such as grain, roasted tobacco, grapes, sugar cane, and vegetables but also provides natural conditions for the development of the tourism industry, which has a tourist season all year round.

## (3) Resources

Mi Le City belongs to the subtropical monsoon climate with many hills and mountains, which is rich in plant resources. At the same time, Mi Le City is also rich in mineral resources, with coal reserves of 1.9 billion tons in the territory. In addition, in terms of water resources, Mi Le City has a hydroelectric energy reserve of 545,000 kilowatts, with an exploitable energy of 421,500 kilowatts. Meihua Hot Spring has a water temperature of 29–54 °C and a flow rate of 0.05 cubic meters per second, which is a low mineralization carbonic acid hot spring.

### 2.6.3 Historical and Cultural Environment

Culture is the soul of the tourism industry, and tourism without culture will lack charm and vitality. Mi Le City is rich in tourism and cultural resources. The first is the Buddhist culture, which is famous throughout the country. Mi Le City is the only city in the country and even the world with the same name as the Buddha: the city

name Mi Le, the temple name Mi Le, and the Buddha name Mi Le. According to the Qing dynasty "Mi Le State" "Jinping Mountain, 20 Mi Les north of the city, there is the Yuhuang Pavilion, under the Mi Le Temple". For hundreds of years, Jinping Mountain Mi Le Temple incense, the mountain into which the temple incense flows, has attracted pilgrims, believers, and sightseeing travelers in an endless stream. It is a well-known Buddhist destination in southeast Yunnan. Secondly, the culture of historical famous people is gathered. The world's first long couplet, the author of the long couplet of Da Guan Lou, Mr. Sun Ranweng, after his death, chose to be buried in Mi Le; the end of the Ming dynasty, Shang Shu Yang Shengwu; world-class mathematician Xiong Qinglai; the late Qing dynasty businessman Wang Zhi; the famous anti-Japanese general Zhang Chong; and other historical and culturally famous people born in this piece of blessed land. The third is the advantage of ethnic culture. Mi Le City is the hometown of ethnic songs and dances, and various ethnic groups have created colorful and excellent cultures. The unique ethnic culture has given birth to the excellent folk dance "A Xi Dancing Under the Moon", the ancient mysterious A Xi fire sacrifice, the A Xi first base, the ancient and simple A Zhe big jump, the A Zhe drum, the Yi ethnic torch festival (June 24 of the lunar calendar each year), and other ethnic characteristics of culture. Among them, "A Xi Dancing Under the Moon" has been listed as the third batch of national intangible cultural heritage, and "A Xi First Base" has been successfully declared as the third batch of national intangible cultural heritage. The unique cultural advantages of Buddhism, history, ethnicity, and famous people provide cultural experience and enjoyment for tourists and provide soft strength for the supply-side structural reform of the tourism industry in Mi Le City (Cheng, 2017) .

## 2.6.4 Tourism Environment

### (1) Tourism transportation situation

Transportation is the basic condition for tourism development and is also the focus of development. As shown in Figure 3, National Highway 326 runs through Mi Le City from North to South, and Provincial Highways S203, S304, and S305 are connected from East to West, forming a "cross-shaped" traffic network intertwined with national and provincial highways. 316 kilometers away from the national open port of Hekou in the South, there is also the G80 Guangkun Highway connected from North to South. The Western Yunnan-Vietnam railroad spans 78 kilometers along the Western border, and the Northwest to Southeast to the South Kunming high-speed railway is fast transit and has a Mi Le station. The continuous improvement of the transportation road network has injected great potential into the development of tourism in Mi Le City.

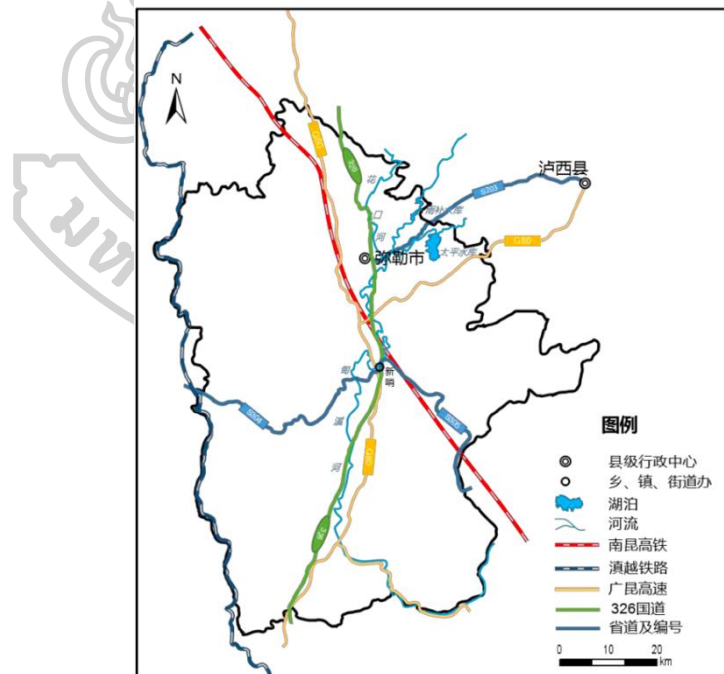


Figure 1 Distribution of transportation lines in Mi Le City

(Data Source: Baidu Website, 2023)

## (2) Overview of tourism service facilities

In 2017, the Mi Le High-speed Railway Station began to officially operate, and the external transportation road network of Mi Le City has been continuously improved, the infrastructure has been greatly improved, and the overall urban environment has been enhanced under the continuous efforts of the local government. In order to increase the promotion of Mi Le City tourism, in 2019 Mi Le City built four new tourist service centers: Honghe Water Township, high-speed railway station, Taiping Lake, and Jinping Mountain. As most of the main tourists in Mi Le City come to Mi Le every year in the form of self-drive tours, the city has added more than 1,800 new parking spaces under the coordinated arrangement. To solve the problem of tourists' toilets, 32 new tourist toilets were built in the city and in major scenic spots. At the same time, to improve the city's overall bus network, more than 120 new bus stops were added. More than 110 new external traffic signs for tourism in urban areas and scenic spots have been added to improve the travel experience of self-help tourists.

By the end of 2023, there were 35 travel agencies and network service points in Mi Le City, with a total of 55 tour guides registered, of which 39 were working in travel agencies, 10 were affiliated with the Honghe Prefecture Tour Guide Association, and 6 were not contracted. The total number of guides who passed the star rating is 15, among which there are five one-star, two-star, and three-star guides each.

## 2.7 Previous Studies

### 2.7.1 Previous Studies in China

Chen (2010) in the article "Study on the "Five-Point-One" Method for Strategic Optimization of Suburban Distributed Tourist Attractions," through the analysis of the optimization of tourism routes in the suburbs of cities, proposed that when designing tourism routes, we should take into account the tourism market and tourism

resources, carry out a comprehensive evaluation according to the economic, social, cultural, and tourism environments in the suburbs of the cities, and then analyze the tourism resources and the results of the evaluation to confirm the tourism routes that are most suitable for the region.

Liu (2010) in the "travel agency tourism line design," put forward that the tourism line is a tourism business enterprise or tourism management agency to meet the needs of the tourism market, taking into account the tourism attraction, tourism facilities and equipment, tourism services, features and prices, and many other elements of the tourism scenic spots, entertainment enterprises, transportation sector, accommodation enterprises, catering enterprises, and tourism merchandise sales enterprises to provide products for the selection, combination, and packaging, and in the form of a whole sales of tourism products.

Zhou (2011) in the article "Shanxi Tourism Route Optimization Research," takes Shanxi tourism routes as the research object and analyzes the problems in tourism routes through questionnaires, field research, interviews, etc. Finally, based on systematic data and theories related to tourists' satisfaction, he puts forward optimization plans for tourism routes in Shaanxi.

Chen (2015) in the article "Research on the Perceived Quality of Tourists in Hot Spring Tourism Scenic Spots: Taking Xianning Hot Spring as an Example," the research object is mainly hot spring tourism, based on which a model related to tourist satisfaction and image perception is created, and at the same time, Xianning Hot Spring is selected as an empirical research object. Through factor analysis, the perceived quality is divided into eight dimensions: spa quality, environment, service facilities, service level, degree of professionalism, hygiene, recreational facilities, proprietary facilities, etc. The conclusion points out that there is a correlation between the quality of the spa tourism environment, the spa tourism service facilities, the level of service, the degree of professionalism, the hygiene, and the

recreational facilities and the satisfaction of the tourists, in which the influence of the environmental quality is the most obvious, and the other dimensions The environmental quality has the most obvious effect, while the other dimensions have no significant effect.

Ye (2015) in the article "Optimization and design of tourism route products in Huanggang city under the perspective of experience economy," takes Huanggang city tourism route as the research object, analyzes the specific situation of the development of tourism route products in Huanggang city, points out the problems existing therein, and at the same time, combines with the background of the development of the experience economy and designs the program of Huanggang tourism route from the three perspectives of subjectivization, experiential as well as innovativeness.

Wang (2018) in the article "Huzhou Eco-Leisure Tourism SWOT Analysis and Countermeasures Research," chose the study area as Huzhou City, which combined with the SWOT analysis method to comprehensively analyze the strengths, weaknesses, opportunities, and threats in the development of eco-leisure tourism in the region, and then pointed out that the development of eco-leisure tourism in the region requires favorable factors and makes up for the shortcomings to achieve the development.

Xie (2021) in the article "Shanxi antiwar cultural resources of digital tourism promotion and development" in the basis of following the scientific principles, the Shanxi antiwar cultural tourism resources for scientific and reasonable digital promotion, development, and protection can bring good economic and social benefits for Shanxi. The study's results demonstrate that integrating digital information technology with the promotion, development, and protection of Shanxi's antiwar cultural resources not only contributes significantly to the industrialized development of Shanxi's antiwar culture and its effective protection, but also creates



new avenues for research on methods and approaches to safeguard national culture.

Tao (2022) in the article “Research on the synergistic development of county scenic spots under the perspective of whole-area tourism—Taking Jingxian County in Anhui as an Example”, on the basis of combing the research results related to whole-area tourism and scenic spots synergy and synergistic development, comprehensively examining the spatial competition of the synergistic ability of scenic spots in Jingxian County through the case study method, questionnaire survey method, and observation method, clarifying the real problems of scenic spots synergistic development under the perspective of whole-area tourism.

Zhou (2022) discusses in his article “New Period in the Context of Tourism Attractions Ticket Price Management Exploration” that ticket prices in scenic areas are unreasonable, management is lacking, the order is chaotic, and other issues require in-depth study. He suggests improving the relevant tourism ticket management methods, establishing a long-term management mechanism, deepening the reform of tourism agencies, government, and enterprises, establishing a more flexible price management mechanism, strengthening the price management and supervision, and playing the price of the effective regulatory role is a good way to promote the solution of the current problems

He (2023) in the article “Research on the Impact of Urban Elderly Tourism Constraints on the Willingness to Travel” studied the impact of urban elderly tourism constraints on the willingness to travel through the method of literature analysis and questionnaire survey. The results of the study found that in the context of China's elderly tourism, they developed and validated the urban elderly tourism constraints measurement scale, and through exploratory factor analysis, they found that the tourism constraints consisted of physical and mental constraints, payment constraints, supportive constraints, constraints related to the ability to travel, and constraints on traveling experience.

Song (2023) in the “Yishui County Yandongtou Town rural tourism satisfaction and re-visit rate research” in the article through the questionnaire survey and case study analysis of tourist satisfaction and re-visit rate SWOT analysis research, the results of the study found that the sustainable development of rural tourism in Yandongtou Town, put forward the enhancement of the scenic area of the quality of food and beverage, improve tourist shopping satisfaction; improve scenic area lodging and recreation conditions, enhance tourist loyalty; improve traffic and scenic landscape, improve the perceived value of tourists; improve tourism management mechanism, enhance the market relevance; strengthen the training and introduction of talent, enhance the quality of tourism services and so on several aspects of the recommendations. The study recommends enhancing the traffic and landscape of the attraction to boost tourists' perceived value, refining the tourism management mechanism to boost the attraction's market relevance, and bolstering the development and introduction of talent to elevate the quality of tourism services.

Huang (2024) in the “Linzhi City tea tourism revisit rate of factors affecting empirical analysis” in the article through the questionnaire survey on the impact of tourists revisit rate of factors to be analyzed, the results of the study show that tourists for the service, transportation, tourism projects, publicity, and promotion of the higher the satisfaction, then the probability of its revisit will also be greater.

### 2.7.2 Previous Studies abroad

Foreign tourism route research started earlier than in China, and the research system is more mature.

Campbell (1967) constructed a tourism model of excursion and recreation based on the analysis of tourism destinations and proposed three tourism route models.

Lueetal proposed five spatial models of tourism behavior based on field surveys: the first is the single-destination tourism model; the second is the round-trip

tourism model; the third is the camp-based tourism model; the fourth is the regional tourism model; and the fifth is the model of the tourism chain. These five spatial models of tourism analysis laid the foundation for the study of tourists' behavior (Feng, 2020).

Stewart-Vogt used questionnaires to investigate tourists' routes and established a variety of tourism vacation models, which provided the basis for studying the route analysis of multi-destination tourism vacation models (Feng, 2020).

Connell (2008) proposed that analyzing the factors affecting tourism routes, tourists' income, socio-cultural differences, and others can affect their choices.

Steve (2012) pointed out that in promoting ecological leisure tourism in mountainous areas, improving public transportation facilities can play a significant role in promoting and is beneficial to the protection of the regional ecological environment and the realization of sustainable development.

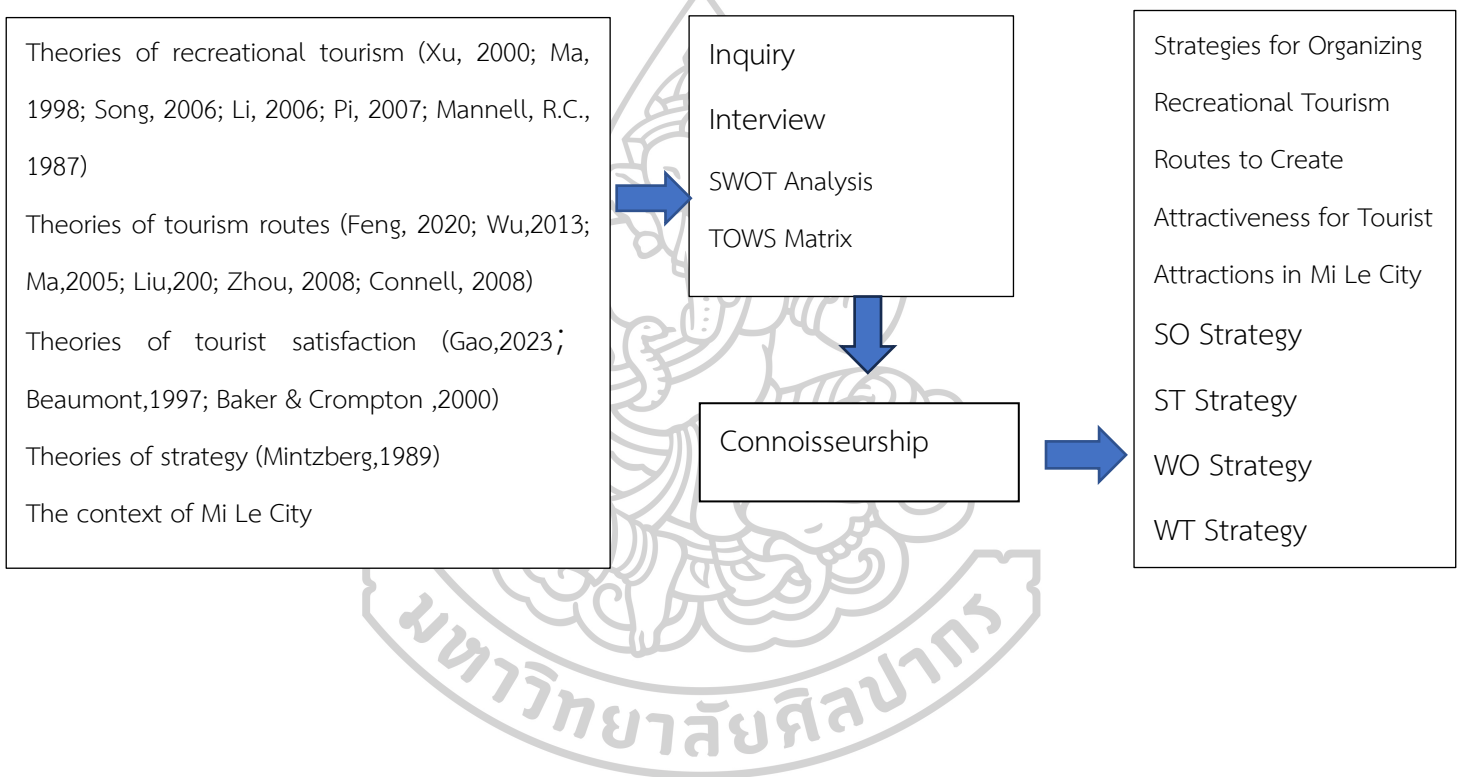
Durrant (2012) is of the opinion that for tourists to have an exhilarating experience, the parks need to be fully utilized as an ecological and recreational tourism vehicle to create a rich and interesting trajectory of interactions that contains business environments that stand out for their novelty and cultural and ecological aspects that are distinctive in their own right.

Shaw (2014) studied eco-leisure tourists in terms of the needs of tourism products, and the results showed that the environmental landscape should be beautiful, festivals should have their own cultural characteristics, and ethnic cuisine should be unique and exotic, which are the three main needs of this type of tourist.

In summary, studies on the optimization of tourism routes have been proposed by many Chinese scholars from different disciplines and fields, such as from the perspectives of tourism markets, tourism route development, and infrastructure. Research methods have also been mainly conducted through both quantitative and qualitative approaches. As for foreign scholars, the research on tourism routes is

developed earlier and the research model is constructed more perfectly, such as the model constructed according to the tourism destination, the tourism space model, and the travel model.

## 2.8 Research theoretical framework



## Chapter 3

### Research Methodology

This study aims to study the current situation of recreational tourism in Mi Le City, to develop strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City, and to validate the feasibility of the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City. Based on the previous literature review and the pre-survey on the current situation of recreational tourism in Mi Le City, combined with the research purpose and research theories of this study, this paper adopted the Research and Development (R&D) research methodology to conduct the study.

#### 3.1 Research methods

This study used the research methodology of R&D, in which qualitative data were mainly collected through the documentary analysis method and interview method, and quantitative data were mainly collected through the questionnaire method.

##### (1) Documentary analysis method

It is mainly used to study tourism development-related policies and the current situation and problems of recreational tourism development in Mi Le City.

##### (2) Inquiry method

It is mainly used to study the basic information and satisfaction of tourists traveling to Mi Le City and to find out the actual needs of tourists.

##### (3) Interview method

Interview was conducted mainly with the relevant staff of the Mi Le City Tourism Bureau, the managers, and staff of the ten major attractions in Mi Le City, and the residents around the attractions in order to further understand the direction of the development of recreational tourism and the current situation of the

development of recreational tourism in Mi Le City.

### 3.2 Research area

Mi Le City is in Southeastern Yunnan and Northern Hong he Prefecture. As of October 2022, Mi Le City has an area of 4,004 square kilometers, with 3 streets, 9 towns, and 2 townships under its jurisdiction. (Mi Le City People's Government, 2022) Mi Le City is in the South of Kunming, with convenient transportation: about 1 hour on the highway from Kunming to Mi Le and about 30 minutes on the high-speed railway.

The name "Mi Le" is the same as Buddha, so there must be a Buddha statue. Mi Le is home to the world's largest statue of Maitreyan Buddha, located in the Jinping Mountain Scenic Area. There are ten major tourist attractions in Mi Le, including Huquan Ecological Park, Dongfeng Yun Scenic Area, Keyi Ethnic Culture and Ecological Tourism Village, Jinping Mountain Scenic Area, Taiping Lake Forest Town Scenic Area, Bailong Cave Scenic Area, Huquan Mid-Levels Hot Spring, Yunnan Wine Village, Zhang Chong's former residence, and Hong he Water Township.

This study focused on the ten major tourist attractions in Mi Le City and aims to study the current situation of recreational tourism routes in Mi Le City and to explore the problems and shortcomings of the existing recreational tourism routes so that design and develop new recreational tourism routes to increase tourist's number and satisfaction in Mi Le City.

### 3.3 Population and sample of the study

**3.3.1 Population:** The target population of this study includes all domestic and foreign tourists traveling to Mi Le City, which is about 11.73 million people, as well as residents of Mi Le City, which is about 553,500 people (Bureau of Statistics, 2023) .

### 3.3.2 Sample:

(1) For domestic and foreign tourists traveling to Mi Le City, according to Krejcie and Morgan Table (1970), the author used the convenience sampling method to select 400 people as questionnaire samples for this study.

(2) For residents of Mi Le City, the author used the purposive sampling method to select 15 key informants as interview samples for this study, including 3 residents of the area, 2 staff of the Mi Le City Tourism Bureau, 4 staff of the ten major tourist attractions, 3 managers of Mi Le tourism companies, and 3 guides.

### 3.4 Research process

This study adopted the Research and Development (R&D) research methodology, the whole process adopted a mixed method combining quantitative research and qualitative research, and the research process is divided into the following 4 steps:

**Step 1: To study the current situation of recreational tourism in Mi Le City. (Research (R1))**

**(1) Study primary data and secondary data.**

The researcher mainly used the method of documentary analysis to study domestic and international literature as a guideline for the development of qualitative and quantitative research tools.

**(2) Data collection** through quantitative and qualitative tools is necessary in order to identify community conditions, tourism resources, the current situation of tourism routes, tourist satisfaction, and tourist needs.

In this period, the researcher first conducted a questionnaire survey on tourists at the ten major tourist attractions in Mi Le City, using convenience sampling to select 40 tourists from each attraction and a total of 400 tourists as the sample group, aiming to find out the tourists' satisfaction and their' needs. Then the author

conducted interviews with local residents, staff of the Mi Le City Tourism Bureau, staff of the ten attractions, and managers of the Mi Le City Tourism Company, using purposive sampling to select 15 people as the sample group for this period, in order to collect data about the community conditions, tourism resources, and the current situation of tourism route

**Step 2: To develop strategies for organizing recreational tourism routes that can create attractiveness for tourist attractions in Mi Le City. (Development (D1))**

The author used **SWOT analysis** to analyse the data collected from questionnaires and interviews to find out the strengths, weaknesses, opportunities and threats in the current situation of tourist attractions in Mi Le City.

Then, based on the strengths, weaknesses, opportunities, and threats in the current situation of tourist attractions in Mi Le City, the author used **TOWS Matrix** to **develop strategies** for organizing tourist routes to create attractiveness of tourist attractions.

**Step 3: To validate the feasibility of strategies for organizing recreational tourism routes that can create attractiveness for tourist attractions in Mi Le City (Research (R2))**

To validate the feasibility of the strategies for organizing recreational tourism routes that can create attractiveness for tourist attractions in Mi Le City, the researcher used **connoisseurship**. Criterion sampling is used to select the experts who will participate in the connoisseurship, including 1 leader of the Mi Le City Tourism Bureau, 1 manager of the Mi Le City Tourism Company, 2 managers of tourist attractions, 1 leader of the community, and 4 experts of recreational tourism, for a total of nine people. The conference was organized to study and find consensus conclusions for evaluating and validating strategies for organizing recreational tourism routes that can create attractiveness for tourist attractions in Mi Le City.



**Step 4: To Improve strategies for organizing recreational tourism routes that can create attractiveness for tourist attractions in Mi Le City. (Development (D2))**

After the connoisseurship, the researcher analyzed the results of the connoisseurship through the method of content analysis and finally made further adjustments and improvements to the strategies for organizing recreational tourism routes that can create attractiveness for tourist attractions in Mi Le City according to the results of the connoisseurship. The whole research flow chart is shown below:

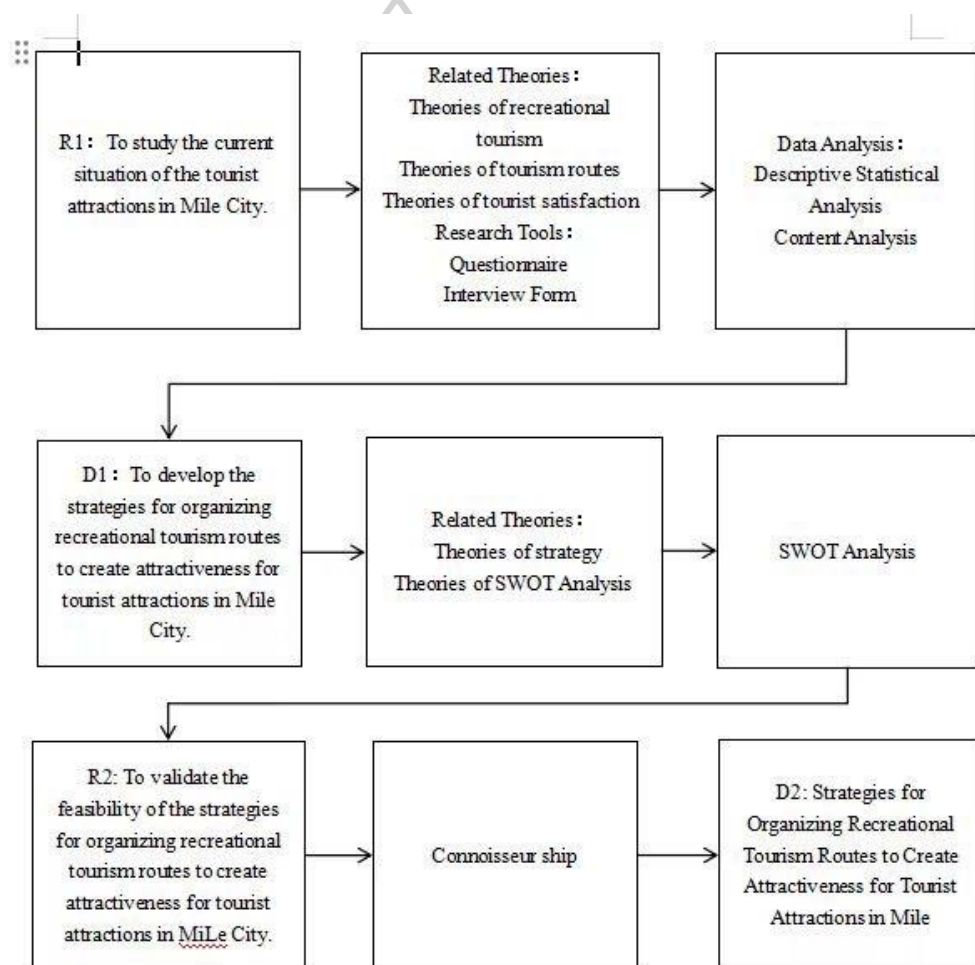


Figure 2 Research flow chart

### 3.5 Research Tools

**(1) Questionnaire:** Used to study the basic information of the tourists who come to visit the ten major attractions in Mi Le City and the current situation of recreational tourism satisfaction.

The constructing process of questionnaire were as follows:

Step 1: Reviewing and analyzing documents, concepts, theories, and researches related to recreational tourism and tourist satisfaction.

Step 2: Constructing the questionnaire about the current situation of recreational tourism in Mi Le City. Then sending the questionnaire to the thesis advisors to review and revise the contents according to the suggestions.

Step 3: The Index of Item-Objective Congruence (IOC) of the questionnaire was examined by three experts. The Index of Item- Objective Congruence (IOC) was 0.66 to 1.00.

Step 4: Revise the questionnaire based on the experts' suggestions.

Step 5: The questionnaire was distributed to 30 tourists in Mi Le City for a try-out. The reliability of this questionnaire was obtained by Cronbach's Alpha Coefficient, and the value of Cronbach's Alpha was 0.93.

Step 6: The questionnaire was applied to 400 tourists in Mi Le City.

**(2) Interview form:** Used to interview residents, staff of the Mi Le City Tourism Bureau, staff of the ten attractions, and managers of the Mi Le City Tourism Company in order to study the current situation and development direction of recreational tourism in Mi Le City.

The constructing process of interview form were as follows:

Step 1: Reviewing and analyzing documents, concepts, theories, and research related to recreational tourism and tourist satisfaction.

Step 2: Constructing the interview form about the current situation of recreational tourism in Mi Le City. Then send the interview form to the thesis

advisors to review and revise the contents according to the suggestions.

Step 3: The Index of Item-Objective Congruence (IOC) of the interview form was examined by three experts. The Index of Item-Objective Congruence (IOC) was 0.66 to 1.00.

Step 4: Revise the interview form based on the experts' suggestions.

Step 5: The interview form was applied to 15 attraction managers, attraction staff, community residents, and relevant staff of the Mi Le Tourism Office.

### **3.6 Data collection**

This study mainly collected data through documentary analysis, questionnaires, and interviews. The main sources of data are the National Bureau of Statistics, the Mi Le City Bureau of Statistics, relevant documents from the Office of the People's Government of Mi Le City, as well as domestic and foreign tourists traveling to Mi Le City, managers and relevant staff of the ten major tourist attractions in Mi Le City, residents around the attractions, relevant staff of the Tourism Bureau of Mi Le City, and the Mi Le City Tourism Company's managers.

(1) Quantitative data were mainly collected through questionnaire surveys of domestic and foreign tourists traveling to Mi Le City.

(2) Qualitative data were collected four times, including one interview with the managers and related staff of the ten major tourist attractions in Mi Le City, one interview with residents around the attractions in Mi Le City, one interview with the related staff of the Mi Le City Tourism Bureau, and one interview with the managers of the Mi Le City Tourism Company. The interview records of the four interviews are the most important qualitative data in this study.

### **3.7 Data analysis**

(1) For the data collected using the interview form, the data will be analyzed

mainly by **content analysis**.

(2) For the data collected using questionnaires, the data will be analyzed mainly by **statistical methods**.

(3) After a preliminary analysis of the data collected from the questionnaires and interviews, the author will use **SWOT analysis** to analyze the results of these data to identify the strengths, weaknesses, opportunities, and threats in the current situation of the tourist attractions in Mi Le City to lay a good foundation for developing strategies.



## Chapter 4

### Data Analysis and Results

This research aims to study the current situation of recreational tourism in Mi Le City, propose relevant strategies for organizing the development of tourist routes in Mi Le City, and validate and improve a series of strategies with a view to maximizing the attractiveness of tourist attractions in Mi Le City. This chapter conducted a quantitative analysis of the questionnaire data using descriptive statistics, followed by a qualitative analysis of the interview data using content analysis. The author conducted a SWOT analysis, integrating quantitative and qualitative data, to identify the strengths, weaknesses, opportunities, and threats of the current recreational tourism situation in Mi Le City. Using the TOWS matrix, the author proposed relevant strategies, such as the ST strategy, SO strategy, WT strategy, and WO strategy. Then invited nine experts to a connoisseurship to validate the feasibility of these strategies and improved the strategies according to the results of connoisseurship. Finally, the researcher conducted interviews with 15 stakeholders to validate the final strategies again. This chapter is divided into three parts:

1. Results of the current situation of recreational tourism in Mi Le City
2. Development of strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City
3. Evaluation the feasibility of strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City

#### **4.1 Results of the current situation of recreational tourism in Mi Le City**

For the study of the current situation of recreational tourism in Mi Le City, the author first conducted a questionnaire survey on 400 tourists traveling to Mi Le City

in order to collect relevant quantitative data and then conducted interviews with the managers and relevant staff of the ten major tourist attractions in Mile City (4 people), local residents around the attractions (3 people), relevant staff of the Tourism Bureau of Mi Le City (2 people), the managers of the tourism companies in Mi Le City (3 people), and the local tour guides (3 people) to collect relevant qualitative data.

#### 4.1.1 The results of the questionnaire on the current situation of recreational tourism in Mi Le City

To investigate the state of recreational tourism in Mi Le City, the author conducted field visits to the top ten tourist attractions, distributing 413 valid questionnaires, with a validity rate of 96.8%. The author will analyze the results in three parts: basic tourist information, recreational tourism situation in Mi Le City, and tourist satisfaction.

##### 4.1.1.1 Basic Tourist Information

In the section on basic tourist information, the author focused on examining various aspects such as the tourists' gender, travel departure place, age, occupation, education level, and monthly income. The details are as follows (Table 3).

Table 3 Basic tourist information

(n=400)

Content	Choice	f	Percentage
Gender	Male	209	52.3%
	Female	191	47.8%
Tourist Origin	Mi Le City	108	27%
	Inside Yunnan Province (except Mi Le City)	129	32.3%
	Outside Yunnan Province	132	33%

Content	Choice	f	Percentage
	Abroad	31	7.8%
Age	Below 20 years old	22	5.5%
	20–30 years old	37	9.3%
	31–40 years old	59	14.8%
	41–50 years old	74	18.5%
	51 years old or older	208	52%
Occupation	Student	48	12%
	Civil servant	4	1%
	Company employee	16	4%
	Freelancers	152	38%
	Personnel of institutions	23	5.8%
	Individual practitioners	36	9%
	Retire	64	16%
	Others	57	14.2%
Education level	High school and below	120	30%
	Junior college/senior college	160	40%
	Bachelor's degree	120	30%
	Master's degree and above	0	0%
Monthly income	Less than 2,000 yuan	48	12%
	2001-4,000 yuan	152	38%
	4,001-6,000 yuan	112	28%
	6,001-10,000 yuan	56	14%
	More than 10000 yuan	32	8%

As Table 3 reveals that among the tourists visiting the ten major tourist attractions in Mi Le City:

(1) although the proportion of males is higher than the proportion of females, the overall figures are similar.

(2) The majority of tourists originate from outside Yunnan Province, accounting for 33% of the total number, followed by tourists from Yunnan Province, excluding Mi Le City, accounting for 32.3% of the total number. However, the number of tourists from abroad is relatively small, accounting for only 7.8% of the total number.

(3) The highest proportion of tourists belongs to the age group aged 51 and above, accounting for 52% of the total number, while those under 20 years old make up the lowest proportion, accounting for only 5% of the total number of tourists.

(4) tourists are engaged in a variety of occupations, of which the highest proportion is freelance, accounting for 38% of the total number of tourists, followed by retirees, accounting for 16% of the total number of tourists, and the lowest is civil servants, accounting for only 1% of the total number of tourists.

(5) The educational level of tourists varies, with those with Junior college/senior college education accounting for the highest proportion, or 40% of the total number of tourists.

(6) The income of tourists has the highest number of people earning between RMB 2001-4,000 per month, accounting for 38% of the total number of tourists, and the lowest number of people earning more than RMB 10,000 per month, accounting for only 8% of the total number of tourists.

#### **4.1.1.2 Recreational tourism situation in Mi Le City**

For the section of recreational tourism situation in Mi Le City, the author mainly investigated several aspects of tourists' purpose of traveling, the form of traveling, the length of stay in traveling, the channels of knowledge about



recreational tourism in Mi Le City, the factors affecting tourists' choice of attractions, the desired attractions, and the activities they expect to take part in during the recreational tourism process. The details are as follows (Table 4).

Table 4 Recreational tourism situation in Mi Le City

(n=400)

Content	Choice	f	Percentage
Tourist Purpose	Sightseeing and leisure vacation	307	76.8%
	Cultural exchange and study	47	11.8%
	Business or official duty	35	8.8%
	Scientific investigation	0	0%
	Other	11	2.8%
Tourist Form	Travel with family and friends	304	76%
	Travel alone	42	10.5%
	Organized travel	48	12%
	Tours	6	1.5%
The number of days you are going to stay in Mi Le City	1 day	20	5%
	2 days	139	34.8%
	3 days	73	18.3%
	4days	125	31%
	More than 4 days	44	11%
You mainly know about Mi Le City leisure tourism from	Introduction by friends and relatives	227	56.8%
	social media	129	32.3%
	Travel agencies	9	2.3%
	Street advertisements	0	0%
	Information and publicity	11	2.8%
	Others	24	6%

Content	Choice	f	Percentage
The most important factor you consider when choosing an tourist attraction	Natural environment	190	47.5%
	Cultural atmosphere	60	15%
	Shopping environment	10	2.5%
	Recreational facilities	20	5%
	Recreational activities	90	22.5%
	Transportation	15	3.8%
	Gastronomy	15	3.8%
When traveling for recreation, you most expect this attraction to have	Fresh environment and good air	208	52%
	Lively and modern atmosphere	16	4%
	Traditional countryside with high human kindness	72	18%
	Concentration of natural beauty	96	24%
	Concentration of humanistic landscapes	8	2%
Activities you would like to take part in during your recreational tourism	Sightseeing tours	232	19%
	Local cultural activities	372	30.4%
	Sports activities	33	2.7%
	Night entertainment activities	197	16.1%
	Tasting food	388	31.8%

Table 4 reveals that among the tourists who traveled to the top ten tourist attractions in Mi Le City:

(1) most tourists came to Mi Le City for the purpose of sightseeing and recreational tourism, accounting for 76.8% of the total number of tourists.

(2) the most popular form of tourists' outings was accompanied by tourism with their family members and friends, accounting for 76% of the total number of tourists.

(3) 34.8% of tourists who came to Mi Le City would choose to stay for about 2 days, and 31% of tourists will choose to stay in Mi Le City for about 4 days.

(4) The majority of tourists, comprising 56.8% of the total, primarily learn about Mi Le City's recreational tourism through recommendations from friends and relatives, with social media following closely behind at 32.3%.

(5) 47.5% of tourists prioritize the natural environment when choosing an attraction, with leisure and recreational activities following closely behind, accounting for 22.5% of the total number of tourists.

(6) During recreational tourism, the majority of tourists, accounting for 52% of the total, expect the attractions to be in a fresh environment with good air.

(7) During recreational tourism, 31.8% of the tourists want to experience gourmet food, 30.4% want to participate in local cultural activities, and 19% want to enjoy a sightseeing visit.

#### **4.1.1.3 Tourist satisfaction**

For the part of tourist satisfaction related to recreational tourism to Mi Le City, the author mainly investigated the tourists' opinions on the quality of air environment, social security, environmental sanitation, infrastructure configuration, traffic, restaurant menu, consumption price, the degree of hospitality of the residents, the quality of service of the local employees, the situation of folk activities, the variety of recreational activities, and the situation of the tour narration system in Mi Le City, labeling and signage, the tour guide's ability, the price of tourist attractions, the comfort of the rooms, the quality of goods, the characteristics and types of tourist souvenirs, the local cultural atmosphere, the convenience of shopping, the variety of landscapes, the capacity of the tourist attractions, the

characteristics of religious landscapes, the order of tourism, the possibility of revisiting the area, and the degree of overall satisfaction. The details are as follows (Table 5).

Table 5 Tourist satisfaction

Content	n	Mean	S.D.
Quality of the air and environment	400	4.76	0.728
Social security situation	400	4.84	0.369
Environmental sanitation situation	400	4.02	0.403
Infrastructure configuration	400	4.11	0.415
Accessibility of transportation	400	4.13	0.334
Restaurant menu	400	3.24	0.663
Consumption price	400	3.26	0.752
Hospitality of the residents	400	4.75	0.547
Service quality of the local staff	400	2.15	0.358
Traditional folklore activities	400	3.84	0.626
Variety of recreational activities	400	2.02	0.874
Explanation system of the tourist attractions	400	1.93	0.255
Establishment of signs and labels	400	3.38	0.702
Operational ability of the tour guides	400	3.00	0.000
Ticket price of the tourist attractions	400	1.13	0.334
Comfort of the hotel rooms	400	3.02	0.304
Quality of the goods	400	3.25	0.511
Characteristics of the tourist souvenirs	400	3.19	0.580
Variety of tourist souvenirs	400	1.46	0.898
Atmosphere of the local culture	400	3.12	0.415
Convenience of shopping	400	3.37	0.731
Variety of landscapes	400	1.65	0.096

Content	n	Mean	S.D.
Capacity of the tourist attractions	400	3.82	0.389
Characteristics of religious landscapes	400	3.87	0.334
Order of tourism	400	4.09	0.290
Possibility of revisiting Mi Le City	400	2.16	1.000
Overall satisfaction with the trip	400	3.93	0.255

Table 5 reveals that the overall satisfaction of tourists who visit Mi Le City for recreational tourism is at the level of relative satisfaction. The author divides advantages, disadvantages, opportunities, and threats using an average value of 2.50 as the division criterion, classifying those with an average satisfaction value higher than 2.50 as advantages and opportunities, and those with an average satisfaction value lower than 2.50 as disadvantages and threats. In terms of the mean and standard deviation of satisfaction in various aspects, quality of the air and environment (Mean=4.76, S.D.= 0.728), Social security situation (Mean=4.84, S.D.= 0.369), Environmental sanitation situation (Mean=4.84, S.D.= 0.369), Infrastructure configuration (Mean=4.11, S.D.= 0.415), Accessibility of transportation (Mean= 4.13, S.D.= 0.334), Restaurant menu (Mean=3.24, S.D.= 0.663), Consumption price (Mean=3.26, S.D.= 0.752), Hospitality of the residents (Mean=4.75, S D.= 0.547), Traditional folklore activities (Mean=3.84, S.D.= 0.626), Establishment of signs and labels (Mean=3.38, S.D.= 0.702), Operational ability of the tour guides (Mean=3.00, S.D.= 0.000), Comfort of the hotel rooms (Mean=3.02, S.D.= 0.304), Quality of the goods (Mean=3.25, S.D.= 0.511), Characteristics of the tourist souvenirs (Mean=3.19, S.D.= 0.580), Atmosphere of the local culture (Mean=3.12, S.D.= 0.415), Convenience of shopping (Mean=3.37, S.D.= 0.731), Capacity of the tourist attractions (Mean=3.82, S.D.= 0.389), Characteristics of religious landscapes (Mean=3.87, S.D.= 0.334), Order of

tourism (Mean=4.09, S.D.= 0.290), and Overall satisfaction with the trip (Mean=3.93, S.D.= 0.255) all have a mean higher than 2.50, so they can all be categorized as part of the current situation of recreational tourism in Mi Le City's strengths of the part.

As for Service quality of the local staff (Mean=2.15, S.D.= 0.358), Variety of recreational activities (Mean=2.02, S.D.= 0.874), Explanation system of the tourist attractions (Mean= 1.93, S.D. = 0.255), Ticket price of the tourist attractions (Mean= 1.13, S.D. = 0.334), Variety of tourist souvenirs (Mean= 1.46, S.D.= 0.898), Variety of landscapes (Mean=1.65, S.D.= 0.096), and Possibility of revisiting Mi Le City (Mean=2.16, S.D.= 1.000) are all below 2.50 on average, and therefore all can be classified as the weakness part of the current situation of recreational tourism in Mi Le City.

After determining the strengths and weaknesses in the current situation of recreational tourism in Mi Le City based on tourist satisfaction, the author will further subdivide these strengths and weaknesses based on the average ranking, as shown in Table 6.

Table 6 Analysis of Strengths and Weaknesses of Tourist Satisfaction

Strength	Mean	Ranking
Social security situation	4.84	1
Quality of the air and environment	4.76	2
Hospitality of the residents	4.75	3
Accessibility of transportation	4.13	4
Infrastructure configuration	4.11	5
Order of tourism	4.09	6
Environmental sanitation situation	4.02	7
Overall satisfaction with the trip	3.93	8
Characteristics of religious landscapes	3.87	9

Strength	Mean	Ranking
Traditional folklore activities	3.84	10
Capacity of the tourist attractions	3.82	11
Establishment of signs and labels	3.38	12
Convenience of shopping	3.37	13
Consumption price	3.26	14
Quality of the goods	3.25	15
Restaurant menu	3.24	16
Characteristics of the tourist souvenirs	3.19	17
Atmosphere of the local culture	3.12	18
Comfort of the hotel rooms	3.02	19
Operational ability of the tour guides	3.00	20
Weakness	Mean	Ranking
Ticket price of the tourist attractions	1.13	1
Variety of tourist souvenirs	1.46	3
Variety of landscapes	1.65	3
Explanation system of the tourist attractions	1.93	4
Variety of recreational activities	2.02	5
Service quality of the local staff	2.15	6
Possibility of revisiting Mi Le City	2.16	7

#### 4.1.1.4 Summary

Overall, the questionnaire survey indicates a positive development trend for recreational tourism in Mi Le City, primarily manifested in the following areas:

##### (1) The subjective factors of tourists

The ratio of male to female tourists who travel to Mi Le City for recreational

purposes is nearly equal. The majority of these tourists, aged 51 years and above, are from outside Yunnan Province. The majority of these tourists are either freelancers or retirees, and the majority have completed secondary or tertiary education. The majority of these tourists have a monthly income of RMB 2001-4000.

### **(2) Purpose of Tourism**

The majority of tourists come to Mile for sightseeing and recreational activities.

### **(3) Form of tourism**

The most popular form of tourism is traveling with family and friends.

### **(4) Duration**

Most tourists come to Mi Le City for recreational tourism and choose to stay for about 2–4 days.

### **(5) Tourist attractions**

Most of the tourists who come to Mile City for recreational tourism consider the natural environment and recreational activities as the main factors in choosing tourist attractions. The majority of tourists expect attractions with a fresh environment and good air. Most tourists' knowledge of recreational tourism in Mile comes from friends, relatives, or social media.

### **(6) Tourism Activities**

During recreational tourism in Mile, the most popular activities among tourists are tasting food and experiencing local cultural activities.

### **(7) Strengths of recreational tourism**

Several aspects of Mi Le City's recreational tourism primarily showcase its strengths: 1) The city boasts a rich natural landscape, high air quality, environmental hygiene, and excellent social security; 2) The infrastructure configuration is relatively complete, facilitating convenient traffic and shopping, and the quality of goods is high; 3) Local residents are very hospitable, giving tourists a friendly and cordial feeling; 4) Signs and labels are clearly displayed, the capacity of tourist attractions is



reasonable, and the order of recreational tourism is excellent; 5) There is a wide variety of food and beverage dishes available, guest rooms are comfortable, tourist souvenirs are quite distinctive, and consumer prices are reasonable; 6) The religious landscape is very distinctive; 7) Folk activities are remarkable, and the local cultural atmosphere is strong; 8) Tour guides are more competent; 9) Tourists' overall satisfaction level is high.

#### **(8) Weaknesses of recreational tourism**

Mi Le City's recreational tourism suffers from several weaknesses: 1) The majority of tourists believe that the ticket prices for tourist attractions are relatively high; 2) The vast majority of tourists feel that there are too few varieties and choices when buying tourist souvenirs; 3) Attractions in Mi Le City are mainly natural landscapes, and there is a lack of diversity in the types of landscapes; 4) Tourist attractions in Mi Le City lack a systematic explanation, and there is a lack of professional and high-quality explanation personnel; 5) The entertainment activities within Mi Le City and in each attraction are fewer, and not rich enough; 6) The service quality of local practitioners in Mi Le City needs to be further improved; 7) The overall rate of tourists revisiting the city is low.

#### **4.1.2 Analysis of the results of the interviews on recreational tourism in Mi Le City**

The author conducted interviews with 15 individuals, including the staff of the Mi Le City Tourism Bureau (2 people), local residents (3 people), managers and staff of scenic spots (4 people), managers of travel companies (3 people), and tour guides (3 people), to obtain a comprehensive understanding of the recreational tourism situation in Mi Le City. The detailed list of interviews, along with the timing details, can be found in Table 7:

Table 7 List of interviewees and interview time

List of Interviewees	Unit	Interview Date
Interviewee1	Deputy Director of the Mi Le City Tourism Bureau	19/08/2567
Interviewee2	Staff of the Mi Le City Tourism Bureau	19/08/2567
Interviewee3	Resident of Mi Le City	19/08/2567
Interviewee4	Resident of Mi Le City	19/08/2567
Interviewee5	Resident of Mi Le City	19/08/2567
Interviewee6	Manager of Taiping Lake Forest Town Scenic Area	20/08/2567
Interviewee7	Manager of Jinping Mountain Scenic Area	20/08/2567
Interviewee8	Staff of Keyi Ethnic Culture and Ecological Tourism Village	20/08/2567
Interviewee9	Staff of Huquan Mid-Levels Hot Spring	20/08/2567
Interviewee10	Manager of Mi Le tourism company	21/08/2567
Interviewee11	Manager of Mi Le tourism company	21/08/2567
Interviewee12	Manager of Mi Le tourism company	21/08/2567
Interviewee13	Guide	21/08/2567
Interviewee14	Guide	21/08/2567
Interviewee15	Guide	21/08/2567

The author analyzed the results using six different aspects. These aspects include the current overall situation of recreational tourism in Mi Le City, the tourist attractions and environment in Mi Le City, the recreational tourism activities in Mi Le City, the tourism products, the infrastructure, and the hospitality services provided to tourists.

#### 4.1.2.1 The current overall situation of recreational tourism in Mi Le City

##### (1) Strengths

1) Mi Le City boasts an excellent ecological environment, beautiful natural scenery, abundant tourism resources, a favorable climate, and convenient transportation, making it an ideal destination for elderly people to travel, particularly retirees. (Interviewee1, 19/08/2567; Interviewee8, 20/08/2567; Interviewee11, 21/08/2567; Interviewee14, 21/08/2567)

2) Ethnic cultural activities are unique (such as the Yi minority torch festival), the characteristics of the landscape architecture are high, and traveling city business cards attract a large number of caravan enthusiasts. (Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee10, 21/08/2567; Interviewee13, 21/08/2567)

3) In addition, Mi Le City boasts a wealth of hot springs and photo spots that cater to the needs of young to middle-aged individuals. As the 'Child Friendly City' construction process progresses, it is also increasingly meeting children's needs. Overall, the trend of recreational tourism in Mile is stable and will continue to develop. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee4, 19/08/2567; Interviewee5, 19/08/2567; Interviewee9, 20/08/2567. Interviewee15, 21/08/2567).

##### (2) Weaknesses

1) The development cycle of the later tourism resources is short, and the historical and cultural heritage is not strong enough. The government's urban planning for Mi Le City's old town exhibits bias, fails to adequately protect the old cultural streets, and fails to preserve the local characteristics of the old town during the development phase. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee5, 19/08/2567; Interviewee13, 21/08/2567)

2) Mi Le City's development was initially based on agriculture (tobacco development), tourism support facilities were not sufficiently developed, and the professional quality of the service staff needed to be improved (e.g., the Mandarin language was not standardized). (Interviewee3, 19/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee11, 21/08/2567; Interviewee13, 21/08/2567)

3) Insufficient overall publicity for recreational tourism, insufficient publicity for tourist attractions, insufficient promotion of ethnic minority cultures, limited exposure, insufficient marketing, and difficulty in capturing social hotspots. (Interviewee2, 19/08/2567; Interviewee4, 19/08/2567; Interviewee11, 21/08/2567; Interviewee12, 21/08/2567; Interviewee15, 21/08/2567)

### **(3) Opportunities**

1) The current situation in Chinese society is marked by a significant ageing population, resulting in a large number of retired elderly people with a consuming base. These individuals currently make up the largest proportion of tourists in Mi Le City, presenting a significant opportunity for the development of tourism in the city. (Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee10, 21/08/2567; Interviewee13, 21/08/2567)

2) With the development of the local area and the promotion of policies, the flow of people in Mi Le City is still increasing, and with the influx of foreign tourists, there will be new ideas and new forces to enrich the tourist characteristics and promote the operators' service concepts and service quality. (Interviewee1, 19/08/2567; Interviewee8, 20/08/2567; Interviewee11, 21/08/2567; Interviewee14, 21/08/2567)

3) There is currently an increased demand for short-haul tourism from tourists nationwide; emerging forms of tourism are on the rise (rural tourism); and government support for recreational tourism continues to increase. The organization of national and international conferences can increase scenic exposure, and holding

an annual sporting event (the International Women's Half Marathon) can also boost sports tourism. (Interviewee3, 19/08/2567; Interviewee5, 19/08/2567; Interviewee10, 21/08/2567; Interviewee11, 21/08/2567; Interviewee13, 21/08/2567)

#### **(4) Threats**

1) The majority of retired elderly individuals, who have a spending base, tend to be frugal and cautious with their spending, making it challenging to achieve a high financial return from this group, even with a high footfall. (Interviewee2,19/08/2567; Interviewee4,19/08/2567; Interviewee11, 21/08/2567; Interviewee12, 21/08/2567; Interviewee15, 21/08/2567)

2) Many recreational tourism projects in Mi Le City are not strong enough to drive policy makers; Mi Le City wants to 'create seven cities together', to create a healthy city, green city, civilized city, smart city, happy city, sports city, and child-friendly city in one, which will make the focus of the theme not clear, and in the end, may be which theme has not been done. (Interviewee1, 19/08/2567; Interviewee8, 20/08/2567; Interviewee11, 21/08/2567; Interviewee14, 21/08/2567)

#### **4.1.2.2 Tourist attractions and environment in Mi Le City**

##### **(1) Strengths**

1) The abundance of tourism resources and the diversity of tourist attractions, such as religious, cultural, artistic, and ethnic attractions, can attract tourists of all ages. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee3, 19/08/2567; Interviewee5, 19/08/2567; Interviewee9, 20/08/2567. Interviewee13, 21/08/2567)

2) Emerging attractions are developing at a rapid pace, even surpassing traditional attractions, and the spa business offers health benefits and a positive visitor experience. (Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee9,20/08/2567; Interviewee10, 21/08/2567; Interviewee15, 21/08/2567)

## **(2) Weaknesses**

1) Artificially created attractions, with their insignificant local characteristics, thin historical and cultural heritage, and relatively serious homogenization, dominate the current popular attractions in Mi Le City, leading to a low number of repeat visitors. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee11, 21/08/2567; Interviewee14, 21/08/2567)

2) The linkage across the scenic area is not strong enough and is primarily focused at the policy level. (Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee9, 20/08/2567)

3) There are some attractions that are limited by geography, and the arrangement of tourist activities may be unreasonable (e.g., the 1999 steps of the Maitreya Buddha without a cable car; the Secret Wonderland in Ke Yi Town, which can only be hiked and is a long way away), which makes the tourists' experience feel bad and their satisfaction is not high. (Interviewee3, 19/08/2567; Interviewee5, 19/08/2567; Interviewee13, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

## **(3) Opportunities**

1) Good geographical location, abundant hot spring resources, and health tourism are all good opportunities for further development. (Interviewee10, 21/08/2567; Interviewee11, 21/08/2567; Interviewee12, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

2) A growing social media audience and a wider online presence are currently present. The Tourism Bureau, in cooperation with the city's Publicity Department, can further increase publicity efforts, increase attractions video publicity, add story telling in video publicity as much as possible, and at the same time, can cooperate with high traffic netroots travel bloggers for publicity in order to expand the target group. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee4, 19/08/2567;

Interviewee5, 19/08/2567; Interviewee9, 20/08/2567. Interviewee13, 21/08/2567)

3) In-depth exploration of the local history and culture of Mi Le City and the stories behind the attractions will not only preserve the local historical and cultural characteristics for future generations, but also increase the intrinsic interest of the tourist attractions in Mi Le City. (Interviewee3, 19/08/2567; Interviewee4, 19/08/2567; Interviewee5, 19/08/2567; Interviewee10, 20/08/2567; Interviewee11, 21/08/2567)

#### **(4) Threats**

1) The process of uncovering the stories behind artificial attractions necessitates significant investment, despite limited government budgets and minimal support. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee7, 20/08/2567; Interviewee9, 20/08/2567; Interviewee10, 21/08/2567. Interviewee11, 21/08/2567)

2) There is a deficiency in the development of tourism-related talents, a shortage of high-level tourism experts, and a dearth of leaders in cultural expansion. (Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee12, 21/08/2567; Interviewee13, 21/08/2567)

3) The problems that currently exist in many attractions have been difficult to solve because they are limited by objective conditions such as policy and geography. (Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee10, 21/08/2567; Interviewee11, 21/08/2567)

#### **4.1.2.3 Recreational tourism activities in Mi Le City**

##### **(1) Strengths**

1) Mi Le City is known for its strong ethnic cultural atmosphere and remarkable ethnic cultural activities, such as the A Xi Jumping to the Moon performance, which is unique, difficult to replicate, and widely known. The in July and August every year, the 'A Xi dancing under the moon ethnic festival' also attracts a large number of tourists to participate in the experience of local folklore

activities. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee8, 20/08/2567; Interviewee11, 21/08/2567; Interviewee14, 21/08/2567)

2) The range of team activities surpasses that of casual visitors and is ideal for team building. (Interviewee8, 20/08/2567; Interviewee13, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

## **(2) Weaknesses**

1) The variety and entertainment of recreational activities is limited, and the tourism industry suffers from shortcomings that prevent tourists from generating secondary and tertiary consumption after visiting the attractions. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee7, 20/08/2567; Interviewee9, 20/08/2567; Interviewee10, 21/08/2567; Interviewee11, 21/08/2567)

2) The attractions lack both nighttime entertainment and innovative activities. (Interviewee6, 20/08/2567; Interviewee8, 20/08/2567; Interviewee13, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

## **(3) Opportunities**

A short promotional video for folklore and cultural activities was shown in Times Square in the United States, promoting Mi Le City to internationalization, and the entry of more tourists will bring emerging ideas and facilitate the development of new recreational and entertainment activities. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee3, 19/08/2567; Interviewee5, 19/08/2567; Interviewee9, 20/08/2567; Interviewee13, 21/08/2567).

## **(4) Threats**

1) New leisure and recreational activities necessitate organised and innovative arrangements, as well as significant human, material, and financial resources. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee7, 20/08/2567; Interviewee9, 20/08/2567; Interviewee10, 21/08/2567; Interviewee11, 21/08/2567).



2) Difficulties in attracting investment and lack of funds. (Interviewee7, 20/08/2567; Interviewee9, 20/08/2567; Interviewee10, 21/08/2567; Interviewee11, 21/08/2567)

#### **4.1.2.4 Tourism products**

##### **(1) Strengths**

1) The cost of travel products is reasonable, and they guarantee quality. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee5, 19/08/2567; Interviewee13, 21/08/2567)

2) Specialty tourism products are mainly foodstuffs, mainly the “Three Reds”, i.e., brown sugar, red wine, and red river cigarettes, as well as Mi Le Grapes and Mi Le Braised Chicken, etc. In addition to the special agricultural products, there are also local handmade embroidery products and silver jewelry. (Interviewee 3, 19/08/2567; Interviewee 4, 19/08/2567; Interviewee 5, 19/08/2567; Interviewee 10, 20/08/2567; Interviewee 11, 21/08/2567)

##### **(2) Weaknesses**

There is a deficiency in the variety and quality of souvenirs, seasonality in agricultural tourism products, and a shortage of handicrafts. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee7, 20/08/2567; Interviewee9, 20/08/2567; Interviewee10, 21/08/2567. Interviewee10, 21/08/2567; Interviewee11, 21/08/2567)

##### **(3) Opportunities**

1) To develop more types of local specialty souvenirs and cooperate with local handicraft artists to sell local specialty handicrafts to increase employment opportunities. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567. Interviewee9, 20/08/2567; Interviewee10, 21/08/2567; Interviewee11, 21/08/2567)

2) China Telecom builds a smart brand for tourism in the region, and the development of an e-commerce platform helps increase sales of local agricultural products. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee9, 20/08/2567)

#### **(4) Threats**

1) The national economic downturn has made it difficult to attract investment in cultural tourism. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee7, 20/08/2567; Interviewee9, 20/08/2567; Interviewee10, 21/08/2567. Interviewee11, 21/08/2567)

2) The linkage between the government, the people, and the businessmen is not strong. (Interviewee6, 20/08/2567; Interviewee8, 20/08/2567; Interviewee13, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

3) Insufficient market research work has been undertaken and a suitable direction for developing an emerging tourism product has yet to be sought. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee9, 20/08/2567)

4) Lack of R&D team and R&D funds. Lack of high-quality production lines for specialty souvenirs and lack of funds to develop souvenir innovations. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee8, 20/08/2567; Interviewee11, 21/08/2567; Interviewee14, 21/08/2567)

#### **4.1.2.5 Infrastructure**

##### **(1) Strengths**

1) The roads are in good condition, with high-speed trains, buses, taxis, and Grab available at reasonable prices. (Interviewee1, 19/08/2567; Interviewee8, 20/08/2567; Interviewee11, 21/08/2567; Interviewee14, 21/08/2567)

2) The area offers convenient transportation, lacks morning or evening rush hour traffic jams, has good communication facilities, WiFi coverage throughout the

area, and has adequate water and electricity supply. (Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee10, 21/08/2567; Interviewee13, 21/08/2567)

## **(2) Weaknesses**

1) The city lacks a year-round attraction bus line, activating only during the peak tourist seasons (May-October and January-February), resulting in weak connections between attractions. (Interviewee3,19/08/2567; Interviewee4,19/08/2567; Interviewee11, 21/08/2567; Interviewee12, 21/08/2567; Interviewee15, 21/08/2567)

2)Fewer trips on dedicated bus routes, longer waiting times and higher time costs. (Interviewee3,19/08/2567; Interviewee5, 19/08/2567; Interviewee13, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

3)During the peak tourist season, the number of supporting facilities around the attraction is insufficient; public hygiene conditions are not up to standard; the parking order is chaotic; and signage is not clear enough. For example, insufficient parking spaces in car parks, a lack of public toilets, and an excessive flow of people can all affect Wi-Fi signals. (Interviewee6, 20/08/2567; Interviewee8, 20/08/2567; Interviewee13, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

## **(3) Opportunities**

1) The government provides policy support for the construction of a smart city, as well as assistance from government personnel during the peak tourist season. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee9, 20/08/2567)

2) Attractions can apply to mobile companies to increase the construction of base stations to improve Wi-Fi quality. (Interviewee1,19/08/2567; Interviewee2,19/08/2567; Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567. Interviewee8, 20/08/2567; Interviewee9, 20/08/2567)

#### **(4) Threats**

1) Year-round citywide attraction bus routes are costly and underfunded. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee9, 20/08/2567)

2) Land resources are limited, and it is difficult to approve land for car park expansion due to the restrictions of the national land policy. (Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee9, 20/08/2567)

3) Tourists often question the vehicle management system at attractions. Interviewee1, 19/08/2567; Interviewee2, 19/08/2567; Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567. Interviewee9, 20/08/2567 Interviewee13, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

#### **4.1.2.6 Hospitality services provided to tourists**

##### **(1) Strengths**

1) The overall hospitality of the citizens of Mi Le City is very high. (Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee9, 20/08/2567 Interviewee12, 21/08/2567. Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

2) Some attractions use ethnic minority reception ceremonies to receive tourists, with a sense of hospitality rituals. (Interviewee8, 20/08/2567; Interviewee10, 20/08/2567 Interviewee11, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

##### **(2) Weaknesses**

The overall quality of service personnel varies, the overall quality of service practitioners needs to be improved, the number of attraction interpretation service personnel is insufficient, and the consistency of interpretation needs to be improved. (Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567;

Interviewee9, 20/08/2567 Interviewee12, 21/08/2567. Interviewee12, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

### **(3) Opportunities**

Develop standardized systems and work with local property companies to conduct staff training for local personnel. Conduct monthly staff training for service personnel to continually improve staff quality. (Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee9, 20/08/2567 Interviewee12, 21/08/2567. Interviewee12, 21/08/2567; Interviewee14, 21/08/2567; Interviewee15, 21/08/2567)

### **(4) Threats**

1) There is a shortage of professionals, and the overall manpower cost of bringing in professionals will increase. (Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee9, 20/08/2567 Interviewee12, 21/08/2567)

2) Often encountering rude and unreasonable tourists. (Interviewee6, 20/08/2567; Interviewee7, 20/08/2567; Interviewee8, 20/08/2567; Interviewee9, 20/08/2567 Interviewee15, 21/08/2567)

#### **4.1.3 Summary of the situation of recreational tourism in Mi Le City**

##### **(1) Strengths of recreational tourism**

Mi Le City currently boasts several aspects of recreational tourism:

1) Mi Le City boasts an excellent ecological environment, beautiful natural scenery, rich tourism resources, a suitable climate, and convenient transportation, making it a popular destination for tourists from outside Yunnan Province, particularly retirees.

2) The infrastructure configuration, convenient transportation, improved road conditions, and the absence of morning and evening peaks significantly reduce the

likelihood of traffic jams.

3) Communication facilities are perfect, Wi-Fi covers the whole area, and water and electricity supply is sufficient.

4) The city offers unique ethnic and cultural activities, such as the Yi torch festival, and its distinctive landscape architecture attracts a large number of tourists.

5) Emerging scenic spots are developing very fast, even more than the traditional scenic spots, and the hot spring industry is beneficial to health, and the tourists' experience is good, and the overall satisfaction is high.

6) Citizens of Mi Le City are very hospitable, and some of the scenic spots have adopted minority reception ceremonies to welcome tourists. Scenic spots use minority reception ceremonies to welcome tourists, ensuring the ceremony is full of meaning.

7) The tourism product offers significant features such as affordability and quality assurance.

8) Mi Le City, the national cultural atmosphere is thicker, the national cultural activities featured significantly, which 'A Xi jumping to the moon' show has gone out of the country, the performance is unique, difficult to reproduce, widely known.

9) scenic spots have diverse characteristics, including religious tourism attractions, cultural and artistic attractions, Jiangnan characteristics of small towns, and ethnic characteristics of scenic spots, etc., with the potential to attract tourists of all ages.

## **(2) Weaknesses of recreational tourism**

Mi Le City's recreational tourism currently suffers from several key weaknesses:

1) The current popular attractions in Mi Le City are mainly man-made attractions, the local characteristics are not significant, the historical and cultural heritage is thin, homogenization is relatively serious, resulting in a low rate of tourists

revisited.

2) The beginning of the development of Mi Le City is based on agriculture (tobacco development), the tourism facilities are not perfect enough, and the professionalism of the service personnel needs to be improved.

3) The whole region is not enough to link up, there are some attractions by the geographical environment, the arrangement of tourism activities there are unreasonable situations.

4) Tourism and leisure activities are too few in variety, lack of recreational activities, scenic spots lack night recreational activities, a lack of innovative activities.

5) Souvenirs are too few in variety, the quality of which needs to be improved, agricultural products type of tourism products are seasonal, and the number of handmade products is also very limited.

6) The special bus line trips provide access to various attractions. The number of special bus lines to various attractions is small, the waiting time is long, and the time cost is high.

7) The number of supporting facilities around the attractions is insufficient, the public hygiene conditions are not up to the standard, the parking order is chaotic, and the signage is not clear enough.

8) The overall quality of the service practitioners needs to be improved, and the number of interpreters is slender, and the consistency of the interpretations needs to be improved.

### **(3) Opportunities of recreational tourism**

The opportunities currently encountered by recreational tourism in Mi Le City are mainly manifested in several aspects:

1) At present, China's population is aging seriously, which means that there is a huge number of retired senior citizens with consumption base, and these groups currently account for the largest proportion of tourists in Mi Le City, which is

undoubtedly a good opportunity for the development of tourism in Mi Le City.

2) With the development of the local area and the promotion of policies, a large number of foreign tourists flocking to Mi Le City, there will be new ideas and new forces to enrich the characteristics of tourism and promote the service concepts and service quality of operators.

3) The current nationwide increase in tourist demand for short-distance travel, the rise of new forms of tourism (rural tourism), the government's support for recreational tourism continues to increase.

4) national conferences and international conferences held in Mi Le City can increase the attraction exposure, the annual sporting events (international women's The annual sports event (International Women's Half Marathon) can also promote the development of sports tourism.

5) The geographical location is superior, with abundant hot spring resources, and recreational tourism is a good opportunity for subsequent development.

6) Currently, there is a growing audience for social media, with wider online promotion.

7) The government's policy support for the construction of a smart city, and the support of government personnel in the peak season of tourism.

#### **(4) Threats of recreational tourism**

Currently, Mi Le City's recreational tourism is faced with several threats:

1) The majority of retired senior citizens, who have a consumption base, have a habit of saving and are not inclined to consume excessively.

2) The decision makers behind many recreational tourism projects in Mi Le City lack a strong driving force, and their focus on the city's creation is unclear.

3) There is a deficiency in the development of tourism-related talents, a shortage of high-level tourism experts, and a lack of leaders in cultural expansion.



4) Artificially unearthing the stories behind tourist attractions requires a lot of investment, but the government has a limited budget and therefore less support.

5) New leisure and entertainment activities need to be organized and innovative arrangements, in which a large amount of manpower, material, and financial resources need to be invested, but the national economic environment is not good, and it is difficult to attract investment and funds are short.

6) The linkage between the government, the people, and the businessmen is not strong.

7) The lack of R&D teams and R&D funds, and the lack of high-quality characteristic souvenirs.

8) Land resources are limited by the restrictions of the national land policy, the approval of land for the expansion of car parks is difficult.

#### **4.2 Development of strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City**

Upon examining the state of recreational tourism in Mi Le City, it becomes evident that the city possesses abundant tourism resources and holds significant potential for its growth. However, these resources remain underutilized, necessitating further enhancements to the allure of Mi Le City's tourist attractions. At this stage, the researcher will summarize and generalize the survey data and conduct a SWOT analysis. The researcher will propose an organizational strategy for tourist routes that can enhance the appeal of tourist attractions in Mi Le City, based on the SWOT analysis and TOWS matrix.

#### 4.2.1 SWOT analysis of the current situation of recreational tourism in Mi Le City

The researcher will compile the data from the questionnaire survey, interviews, and pertinent government department policy documents. Based on these findings, they will list the 10 strengths, 9 weaknesses, 6 opportunities, and 8 threats of recreational tourism in Mi Le City (Table 8).

Table 8 SWOT analysis of the current situation of recreational tourism in Mi Le City

Strengths	Weaknesses
<p>S1. Rich natural landscape, high air quality, excellent environmental sanitation, and social security</p> <p>S2. Provides complete infrastructure configuration, convenient transport, and shopping options</p> <p>S3. Complete communication facilities, Wi-Fi coverage, and an adequate supply of water and electricity</p> <p>S4. Residents are warm and hospitable</p> <p>S5. Clear signage and labels, a reasonable capacity of attractions, and a good tourism order</p> <p>S6. Tourism products with remarkable characteristics, affordable prices, and guaranteed quality</p> <p>S7. A rich variety of catering dishes, as well as a high level of comfort in hotel</p>	<p>W1. The ticket prices for attractions are on the high side</p> <p>W2. The variety of tourist souvenirs is too small, and agricultural products are seasonal</p> <p>W3. Tourist attractions are explained without a systematic approach, and there is a shortage of professional and high-quality explanation personnel</p> <p>W4. There are limited recreational activities available in Mi Le City and at each attraction</p> <p>W5. The service quality of local employees needs to be improved</p> <p>W6. Insufficient linkage of the entire attraction area, fewer trips to various scenic spots, long waiting time, and high time cost</p>

Strengths	Weaknesses
<p>rooms</p> <p>S8. Notable features of folk activities and a vibrant local cultural environment</p> <p>S9. High heat of distinctive landscape architecture, with the potential to draw tourists of all ages</p> <p>S10. Overall, tourists' satisfaction is at a high level</p>	<p>W7. Popular attractions primarily consist of artificial elements, possessing a limited historical and cultural heritage and exhibiting a significant level of homogenization</p> <p>W8. Insufficient number of public toilets, insufficient parking spaces, and chaotic parking order in attractions during peak travel season</p> <p>W9. A low rate of repeat visits by tourists.</p>

Opportunities	Threats
<p>O1. China's population is aging seriously, and there is a huge number of retired elderly people with a consumption base.</p> <p>O2. With local development and policy promotion, a large influx of foreign tourists to Mi Le City will lead to new ideas and new forces to enrich tourism characteristics and promote operators' service concepts and quality of services.</p> <p>O3. Increased demand for short-haul tourism, the emergence of new forms of</p>	<p>T1. Most retired senior citizens with a consumption base have the habit of saving and are not too bold to spend.</p> <p>T2. Many decision-makers in Mi Le City are not strong enough to drive the city, and the key theme of the city is not clear.</p> <p>T3. There is insufficient cultivation of tourism-related talents, a dearth of high-level tourism experts, and a shortage of leaders in cultural expansion.</p>

Opportunities	Threats
<p>tourism, and the ongoing government support for recreational tourism</p> <p>O4. Expanding the audience on social media and extending online promotion</p> <p>O5. National conferences, large international conferences, and international women's half marathons in Mi Le City can increase attraction exposure and promote sports tourism development.</p> <p>O6. The government provides policy support for the construction of a smart city, and government personnel provide assistance during the peak tourism season.</p>	<p>T4. The government budget is limited and there are less supportive efforts</p> <p>T5. National economic downturn, difficulty attracting investment, and lack of funds</p> <p>T6: Inadequate linkage between the government, the people, and businesses</p> <p>T7. There is a shortage of high-quality production lines for specialty souvenirs</p> <p>T8. Limited land resources and challenges in approving land for car park expansion due to national land policy restrictions</p>

#### 4.2.2 TOWS Matrix of the current situation of recreational tourism in Mi Le City

Based on the SWOT analysis of the situation of recreational tourism in Mi Le City, the researcher will use the TOWS matrix to propose strategies for the organization of tourist routes that can improve the attractiveness of tourist attractions. (Table 9)

Table 9 TOWS Matrix of the current situation of recreational tourism in Mi Le City

	<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
	<p>S1. Rich natural landscape, high air quality, excellent environmental sanitation, and social security</p> <p>S2. Provides complete infrastructure configuration, convenient transport, and shopping options</p> <p>S3. Complete communication facilities, WiFi coverage, and an adequate supply of water and electricity</p> <p>S4. Local residents are warm and hospitable</p> <p>S5. Clear signage and labels, a reasonable capacity of attractions, and a good tourism order</p>	<p>W1. The ticket prices for attractions are on the high side</p> <p>W2. The variety of tourist souvenirs is too small, and agricultural products are seasonal</p> <p>W3. Tourist attractions are explained without a systematic approach, and there is a shortage of professional and high-quality explanation personnel</p> <p>W4. There are limited recreational activities available in Mi Le City and at each attraction</p> <p>W5. The service quality of local employees needs to be improved</p>

	<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
	<p>S6. Tourism products with remarkable characteristics, affordable prices, and guaranteed quality</p> <p>S7. A rich variety of catering dishes, as well as a high level of comfort in hotel rooms</p> <p>S8. Notable features of folk activities and a vibrant local cultural environment</p> <p>S9. High heat of distinctive landscape architecture, with the potential to draw tourists of all ages</p> <p>S10. Overall, tourists' satisfaction is at a high level</p>	<p>W6. Insufficient linkage of the entire attraction area, fewer trips to various scenic spots, long waiting time, and high time cost</p> <p>W7. Popular attractions primarily consist of artificial elements, possessing a limited historical and cultural heritage and exhibiting a significant level of homogenization</p> <p>W8. Insufficient number of public toilets, insufficient parking spaces, and chaotic parking order in attractions during peak travel season</p> <p>W9. A low rate of repeat visits by tourists</p>

Opportunities (O)	SO Strategies	WO Strategies
<p>O1. China's population is aging seriously, and there are many retired elderly people with a consumption base.</p> <p>O2. With local development and policy promotion, a large influx of foreign tourists to Mi Le City will lead to new ideas and new forces to enrich tourism characteristics and promote operators' service concepts and quality of services.</p> <p>O3. Increased demand for short-haul tourism, the emergence of new forms of tourism, and the ongoing government support for recreational tourism</p>	<p>1.S1+S2+S3+S4+O1: Strengthen the in-depth development of tourism resources; organize new recreational tourism routes; maintain excellent air quality, environmental sanitation, and social security; and attract more elderly people with a consumption base to visit Mi Le City.</p> <p>2.S1+S5+S8+S10+O2: Research on the large influx of foreign tourists in Mile, draw new ideas and power from these tourists to further explore the local culture and characteristics, enrich the tourism characteristics, and improve the satisfaction of tourists.</p>	<p>1.W1+W6+O1+O6: Manage the linkage of the entire area of attractions, set up special tourist lines, and develop the more you play, the cheaper it is tickets for the entire area of scenic spots or half-area scenic spots to attract senior citizens who have the consumption base to purchase package tickets.</p> <p>2.W2+W4++W7+O2: By conducting research on the large influx of foreign tourists in Mi Le City, understanding their needs and ideas, further enriching the tourism and recreational activity projects, and developing several distinctive features, creating tourism souvenirs that are both exquisite and simple to carry.</p>

Opportunities (O)	SO Strategies	WO Strategies
<p>O4. Expanding the audience on social media and extending online promotion</p> <p>O5. National conferences, large international conferences, and international women's half marathons in Mi Le City can increase attraction exposure and promote sports tourism development.</p> <p>O6. The government provides policy support for the construction of a smart city, and government personnel provide assistance during the peak tourism season.</p>	<p>3.S1+S2+S3+S9+O3: To better satisfy tourists' demand for short-distance and emerging forms of tourism, fully develop existing tourism resources to take advantage of the strong social security and excellent infrastructure.</p> <p>4.S7+S8+S9+O4: Increase tourism publicity. The Ministry of Tourism and the city's Ministry of Publicity should use a combination of online and offline publicity, including increased attraction videos. Incorporate story-telling content into these videos and collaborate with high-netroots travel bloggers to expand their target group.</p>	<p>3. W3+W5+O5: Prioritize the training of talented individuals in the tourism industry and continuously enhance the management and service standards. Utilizing opportunities such as national conferences, international large-scale conferences, and the international women's half marathon in Mi Le City, we systematically arrange for relevant personnel to visit and participate in on-site learning activities.</p> <p>4.W1+W6+W7+O3: The government can macro-control of scenic area ticket prices, strengthening the attraction of whole region linkage, increasing the financial support, and in-depth exploration of local culture.</p>



	<b>SO Strategies</b>	<b>WO Strategies</b>
	<p>5.S1+S2+S3+S5+S7+O5: Mi Le City's current tourism resources, infrastructure, and other advantages provide strong support for national conferences, international large-scale conferences, and the international women's half-marathon held in Mi Le City. Holding these projects can also increase the exposure of the scenic area and improve the attraction.</p> <p>6.S2+S3+S5+S10+O6: Strengthen the linkage of merchants, attractions, restaurants, hotels, transport, and other aspects of the entire Mi Le City to improve tourists satisfaction.</p>	<p>5.W7+W9+O4+O6: Improve the quality of service, increase the attraction's credibility, increase the breadth and depth of publicity, and increase tourists' return rates.</p> <p>6.W8+O6: By leveraging the government's policy support for building a smart city and the assistance of government personnel during the tourism peak season, we can organize recreational tourism routes more scientifically and intelligently to distribute passenger and traffic flow. Simultaneously, we can enhance traffic management, thereby resolving the existing issues.</p>

Threats (T)	ST Strategies	WT Strategies
<p>T1. The majority of retired senior citizens with a consumption base have the habit of saving and are not too bold to spend.</p> <p>T2. Many decision-makers in Mi Le City are not strong enough to drive the city, and the key theme of the city is not clear.</p> <p>T3. There is insufficient cultivation of tourism-related talents, a dearth of high-level tourism experts, and a shortage of leaders in cultural expansion.</p> <p>T4. The government budget is limited and there are less supportive efforts</p>	<p>1.S1+S2+S3+T8: Enhance the linkage of special tourist buses between attractions, strengthen traffic management, and properly solve the problems of insufficient parking spaces and chaotic parking order during the tourist peak season.</p> <p>2.S1+S8+T1: Include age-appropriate recreational activities in major attractions to encourage elderly tourists who are already consuming but are hesitant to engage in secondary and tertiary consumption after visiting scenic spots.</p>	<p>1. W1+T1+T5: Regulate attractions' ticket prices and introduce preferential policies. To encourage consumption and alleviate the pressure of high prices, we can introduce preferential fare policies for the elderly and other specific groups and introduce preferential activities during the off-season or holidays.</p> <p>2.W2+T6+T7: Enrich the variety of tourism products and strengthen the development of local specialty souvenirs. Cooperate with local craftsmen and cultural inheritors to develop more non-seasonal tourist souvenirs with local characteristics.</p>

Threats (T)	ST Strategies	WT Strategies
<p>T5. National economic downturn, difficulty attracting investment, and lack of funds</p> <p>T6: Inadequate linkage between the government, the people, and businesses</p> <p>T7. There is a shortage of high-quality production lines for specialty souvenirs</p> <p>T8. Limited land resources and challenges in approving land for car park expansion due to national land policy restrictions</p>	<p>3.S1+S4+S7+S8+S9+T2:</p> <p>Highlight the key points; the more distinctive the characteristics, the greater the attraction, and the stronger the competitiveness. Mi Le City should develop systematically by highlighting the characteristic culture of A Xi Jumping to the Moon relying on the natural scenery and religious landscapes, using the hospitable locals as the carrier, and taking sightseeing, leisure, and food tasting as the main forms</p>	<p>3.W3+W5+T3: Strengthen the service training of local tourism employees, enhance their professionalism, strengthen their cultural inheritance ability, and make up for the lack of high-level tourism experts. Ensure that interpreters provide a quality tourism experience. Improve the quality of tourist services.</p>

	<b>ST Strategies</b> 4.S1+S9+T4+T5: Multi-investment with the help of external forces to take the measures of government grants and extensive financing, increase tourism publicity, and improve the visibility of the attraction, in accordance with the principle of whoever invests, whoever benefit to attract foreign businessmen, private individuals to participate in the construction of tourist attractions.	<b>WT Strategies</b> 4.W4+W7+T2: Improve the planning of the attraction's entertainment programs and activities. The attraction should collaborate with the government and civil organizations to plan more diverse and rich entertainment activities, such as regular traditional culture festivals and music festivals. This will not only enhance the visitor experience but also strengthen the management of the scenic area in decision-making and resource deployment, thereby stimulating the overall vitality.

	<b>ST Strategies</b>	<b>WT Strategies</b>
	<p>5.S1+S5+S6+S9+T3: To enhance the attraction of the tourist attractions in Mi Le City, the government introduces high-level tourism experts who delve into the stories behind the scenic spots and add cultural significance to the existing local natural landscapes.</p> <p>6.S4+S5+S6+S7+T6: Fully utilize the current advantages and establish a mechanism led by the government, specifically in the tourism sector, with the cooperation of various departments and the participation of the society, including individuals and businessmen.</p>	<p>5.W6+T4: Optimize the transport system and promote government support. Push the local government to increase investment in transport infrastructure and optimize dedicated bus routes in attractions through cooperation with private enterprises to reduce waiting time for tourists. Simultaneously, enhance the regional connectivity of attractions and advocate for initiatives like single-ticket travel.</p>

	<b>ST Strategies</b> 7.S1+S6+S10+T7: Introduce modern science and technology, enrich the types of tourist souvenirs, and raise the grade of commodities on the basis of affordable prices to stimulate tourists' desire to buy.	<b>WT Strategies</b> 6.W8+T8: Improve infrastructure and rationalize resource planning. Without taking up additional land, solve the problems of insufficient parking and sanitary facilities during peak visitor periods by adding mobile toilets and encouraging residents or enterprises near the attractions to provide private parking spaces. 7. W9+T6: Strengthen cross-sectoral collaboration and branding, jointly promote local cultural characteristics and tourism brands, and attract tourists through online and offline activities to increase their revisit rate.

#### 4.2.3 Strategies for organizing tourist routes to improve the attractiveness of tourist attractions in Mi Le City

Using SWOT analysis and the TOWS Matrix technique, the researcher proposes strategies for organizing tourist routes to enhance the attractiveness of the tourist attractions in Mi Le City. These strategies include 6 SO strategies, 7 ST strategies, 6 WO strategies, and 7 WT strategies. The details are as follows:

##### (1) SO Strategies

SO1: Strengthen the in-depth development of tourism resources; organize new recreational tourism routes; maintain excellent air quality, environmental sanitation, and social security; and attract more elderly people with a consumption base to visit Mi Le City.

SO2: Research on the large influx of foreign tourists in Mile, draw new ideas and power from these tourists to further explore the local culture and characteristics, enrich the tourism characteristics, and improve the satisfaction of tourists.

SO3: To better satisfy tourists' demand for short-distance and emerging forms of tourism, fully develop existing tourism resources to take advantage of the strong social security and excellent infrastructure.

SO4: Increase tourism publicity. The Ministry of Tourism and the city's Ministry of Publicity should use a combination of online and offline publicity, including increased attraction videos. Whenever possible, they should incorporate story-telling content into these videos. Simultaneously, they should collaborate with high-netroots travel bloggers to expand their target group.

SO5: Mi Le City's current tourism resources, infrastructure, and other advantages provide strong support for national conferences, international large-scale conferences, and the international women's half-marathon held in Mi Le City.

Holding these projects can also increase the exposure of the scenic area and improve the attraction.

SO6: With the government's policy support for building a smart city, the linkage of merchants, attractions, restaurants, hotels, transport, and other aspects of the entire Mi Le City will become stronger and stronger, as well as being able to better serve tourists and improve their satisfaction.

## **(2) ST Strategies**

ST1: Enhance the linkage of special tourist buses between attractions, strengthen traffic management, and properly solve the problems of insufficient parking spaces and chaotic parking order during the tourist peak season.

ST2: Include age-appropriate recreational activities in major attractions to encourage elderly tourists who are already consuming but are hesitant to engage in secondary and tertiary consumption after visiting scenic spots.

ST3: Highlight the key points; the more distinctive the characteristics, the greater the attraction, and the stronger the competitiveness. Mi Le City should develop systematically by highlighting the characteristic culture of A Xi Jumping to the Moon. Relying on the natural scenery and religious landscapes, using the hospitable locals as the carrier, and taking sightseeing, leisure, and food tasting as the main forms

ST4: Multi-investment with the help of external forces to take the measures of government grants and extensive financing, increase tourism publicity, and improve the visibility of the attraction, in accordance with the principle of 'whoever invests, whoever benefit' to attract foreign businessmen, private individuals to participate in the construction of tourist attractions.

ST5: To enhance the attraction of the tourist attractions in Mi Le City, the government introduces high-level tourism experts who delve into the stories behind the scenic spots and add cultural significance to the existing local natural



landscapes.

ST6: Fully utilize the current advantages and establish a mechanism led by the government, specifically in the tourism sector, with the cooperation of various departments and the participation of the society, including individuals and businessmen.

ST7: Introduce modern science and technology, enrich the types of tourist souvenirs, and raise the grade of commodities on the basis of affordable prices to stimulate tourists' desire to buy.

### **(3) WO Strategies**

WO1: Manage the linkage of the entire area of attractions, set up special tourist lines, and develop 'the more you play, the cheaper it is' tickets for the entire area of scenic spots or half-area scenic spots in order to attract senior citizens who have the consumption base to purchase package tickets.

WO2: By conducting research on the large influx of foreign tourists in Mi Le City, understanding their needs and ideas, further enriching the tourism and recreational activity projects, and developing a number of distinctive features, we are able to create tourism souvenirs that are both exquisite and simple to carry.

WO3: Prioritize the training of talented individuals in the tourism industry and continuously enhance the management and service standards. Utilizing opportunities such as national conferences, international large-scale conferences, and the international women's half marathon in Mi Le City, we systematically arrange for relevant personnel to visit and participate in on-site learning activities.

WO4: As the demand for emerging forms of tourism has increased, so has the government's support for recreational tourism. The government can manage this through macro-control of scenic area ticket prices, strengthening the attraction of the whole region linkage, increasing the financial support, and in-depth exploration of local culture.

WO5: Improve the quality of service, increase the attraction's credibility, increase the breadth and depth of publicity, and increase tourists' return rates.

WO6: By leveraging the government's policy support for building a smart city and the assistance of government personnel during the tourism peak season, we can organize recreational tourism routes more scientifically and intelligently to distribute passenger and traffic flow. Simultaneously, we can enhance traffic management, thereby resolving the existing issues.

#### **(4) WT Strategies**

WT1: Regulate attractions' ticket prices and introduce preferential policies. To encourage consumption and alleviate the pressure of high prices, we can introduce preferential fare policies for the elderly and other specific groups and introduce preferential activities during the off-season or holidays.

WT2: Enrich the variety of tourism products and strengthen the development of local specialty souvenirs. It should cooperate with local craftsmen and cultural inheritors to develop more non-seasonal tourist souvenirs with local characteristics, especially those with deep cultural heritage and reflecting local history, so as to form a differentiated competitive advantage.

WT3: Strengthen the service training of local tourism employees, enhance their professionalism, strengthen their cultural inheritance ability, and make up for the lack of high-level tourism experts. Ensure that interpreters provide a quality tourism experience. Improve the quality of tourist services.

WT4: Improve the planning of the attraction's entertainment programs and activities. The attraction should collaborate with the government and civil organizations to plan more diverse and rich entertainment activities, such as regular traditional culture festivals and music festivals. This will not only enhance the visitor experience but also strengthen the management of the scenic area in decision-making and resource deployment, thereby stimulating the overall vitality.

WT5: Optimize the transport system and promote government support. Push the local government to increase investment in transport infrastructure and optimize dedicated bus routes in attractions through cooperation with private enterprises to reduce waiting time for tourists. Simultaneously, enhance the regional connectivity of attractions and advocate for initiatives like single-ticket travel.

WT6: Improve infrastructure and rationalize resource planning. Without taking up additional land, solve the problems of insufficient parking and sanitary facilities during peak visitor periods by adding mobile toilets and encouraging residents or enterprises near the attractions to provide private parking spaces.

WT7: Strengthen cross-sectoral collaboration and branding. Strengthen cooperation among local governments, scenic spot managers, businesses, and communities to build closer partnerships, jointly promote local cultural characteristics and tourism brands, and attract tourists through online and offline activities to increase their revisit rate.

#### **4.2.4 Design of recreational tourism routes in Mi Le City**

The development of recreational tourism routes in Mi Le City must be distinctive, thematic and embedded with rich recreational activities in order to attract tourists and satisfy their needs. Based on the strategy of developing recreational tourism in Mi Le City by using the techniques of SWOT Analysis and TOWS Matrix, this study will create three tourism routes with different themes, which provide a diversified choice space in order to satisfy the different needs of tourists for tourism, and at the same time, fully reflect the cultural connotation and landscape charm of Mi Le City.

##### **4.2.4.1 Route 1: An Ecological and Recreational Trip**

This theme's route caters to tourists seeking mental relaxation and stress relief. Through Mi Le City's rich natural landscape and recreational resources, combined

with the health wisdom of forest bathing and hot spring healing, tourists can feel the double healing of body and mind in all aspects.

### **Day 1: Huquan Ecological Park & Dongfengyun Scenic Area**

(1) 09:00–11:30am: Arrive at Mi Le City and proceed to Huquan Ecological Park.

Activity Arrangement: 1) 09:00 - 10:00: Morning yoga by the lake, guided by a professional instructor, relaxing body and mind. 2) 10:00 - 11:30: Walk freely in the ecological garden, enjoy the lake and mountains, visit the botanical garden, and learn about the variety of local plants and ecological environment.

Dining Arrangement (12:00): Enjoy a healthy lunch at the organic restaurant in the Eco-Garden, savoring nourishing dishes prepared with fresh local ingredients.

(2) Afternoon 13:30 - 17:00: Visit to Dongfengyun Scenic Area

Activity Arrangement: 1) 13:30 - 15:00: Enjoy the unique art architecture, visit the art exhibition, and feel the perfect integration of architecture and nature. 2) 15:00 - 17:00: Participate in the Art Healing Workshop, choose painting, pottery or hand knitting, and release your stress in art creation. 3) 17:00 - 17:30: Relax at the scenic cafe with a cup of herbal tea and enjoy the surrounding artistic landscape.

(3) Evening 18:00: Check in to Huquan Serenity Hot Spring Hotel

Dining Arrangement (18:30): Enjoy a nutritious vegetarian dinner at the hotel, featuring healthy ingredients.

Recreational activity (20:00): enjoy the hot spring physiotherapy and experience the special herbal soaking pool, which promotes blood circulation and helps to improve the quality of sleep.

### **Day 2: Keyi Ethnic Culture and Ecological Tourism Village & Jinping Mountain Scenic Area**

(1) 09:00am- 12:00pm: Go to Keyi Ethnic Culture and Ecological Tourism Village.

Activity Arrangement: 1) 09:00 - 10:30: Participate in the Yi Ethnic Traditional Health Dance "A Xi Dancing Under the Moon" to experience the healing effect of ethnic music. 2) 10:30 - 12:00: Visit the Herbal Botanical Garden and learn about the traditional medicine of the Yi people and the effects and applications of various herbs.

Dining Arrangement (12:00): In the village, enjoy a Yi medicinal lunch with dishes focused on nourishment and wellness.

(2) Afternoon 13:30 - 17:00: Go to Jinping Mountain Scenic Area

Activity Arrangement: 1) 13:30 - 14:30: Hiking up the mountain, forest bathing along the way, breathing the fresh air rich in negative oxygen ions. 2) 14:30 - 17:00: worship Maitreya Buddha, participate in meditation experience, guided meditation by Zen master, purify the mind. 3) 17:00 - 17:30: You can do photography at the top of the mountain to record the beautiful moments.

(3) Evening 18:30: Return to Hot Spring Hotel

Dining Arrangement (19:00): Enjoy a light and nourishing dinner with local specialty herbal tea.

Recreational activity (20:00): Attend the hotel's wellness seminar to learn about healthy lifestyles or experience the hot springs again to relax your body and mind.

### **Day 3: Taiping Lake Forest Town Scenic Area & Bailong Cave Scenic Area**

(1) 09:00 am - 12:00 pm: Go to Taiping Lake Forest Town Scenic Area.

Activity Arrangement: 1) 09:00 - 10:30: Forest hiking, professional guide explaining forest ecology, getting to know all kinds of plants and wild animals.

2) 10:30 - 12:00: Participate in the forest concert or natural sound therapy, through the sound of nature to relieve stress and regulate emotions.

Dining Arrangement (12:00): Enjoy a healthy lunch at the organic restaurant in the forest town with fresh ingredients and light cooking style.

(2) Afternoon 14:30 - 17:00: Visit Bailong Cave Scenic Area

Activity Arrangement: 1) 14:30 - 16:30: Explore the wonders of the cave, enjoy the natural shapes of stalactites and stalagmites, and learn about the formation process of the cave. 2) 16:30 - 17:30: Free time, you can shop for special souvenirs around the attraction.

(3) Evening 18:30: Check in to a high-end hotel in the city.

Dining Arrangement (19:00): Enjoy a vegetarian or light dinner with seasonal vegetables and nourishing soups.

Recreational activity (20:00): enjoy a massage at the hotel's SPA centre to relieve fatigue.

#### **Day 4: Yunnan Wine Village & Dianxi River Wetland Park & Honghe Water Township**

(1) Morning 09:00 - 12:00: Visit Yunnan Wine Village

Activity Arrangement: 1) 09:00 - 10:30: Vineyard Walk, learn about the organic grape growing method and red wine making process. 2) 10:30 - 11:30: Participate in the red wine beauty experience and enjoy red wine mask treatment.

Dining Arrangement (12:00): Taste the health lunch with red wine into the dishes at the winery, such as red wine stewed chicken and other special dishes.

(2) Afternoon 14:00 - 16:00: Go to Dianxi River Wetland Park

Activity Arrangement: 14:00 - 15:00: Wetland Walk, watching various waterfowls and wetland plants, breathing fresh air. 15:00 - 16:00: Tai Chi or Yoga experience in the wetland, guided by professional instructor.

(3) Afternoon 16:30 - 18:00: Visit to Honghe Water Township

Activity Arrangement: 1) 16:30 - 17:30: Take a crow boat to visit the water township, enjoy the scenery on both sides of the river and experience the tranquility and beauty of the water township. 2) 17:30 - 18:00: Participate in the traditional handicraft production in the water township, such as scented bags, straw weaving,

etc., and make your own souvenirs.

(4) Evening 18:30: End the tour, transfer to the railway station or airport, and return home.

#### **4.2.4.2 Route 2: Cultural Experience and Gastronomy Trip**

The collision of food and culture always inspires infinite charm. This themed route will take tourists deep into Mi Le City to appreciate its profound ethnic cultural heritage and unique gastronomic flavors. From the traditional dances of the Yi people to the heritage of pottery handicrafts to the local wineries with great characteristics, tourists will experience the history and innovation of Mile in this cultural feast.

##### **Day 1: Huquan Ecological Park & Dongfengyun Scenic Area**

(1) 09:00 - 11:30 am: Arrive at Mi Le City, visit Huquan Ecological Park.

Activity Arrangement: 1) 09:00 - 10:00: Walk freely in the garden, enjoy the lake and mountains, and feel the beauty of nature. 2) 10:00 - 11:30: watch the tea show, learn about Chinese tea culture, and taste all kinds of famous tea.

Dining Arrangement (12:00): Enjoy lunch at the special restaurant in the Ecological Park and taste local food such as Mi Le grilled fish.

(2) Afternoon 13:30 - 17:00: Go to Dongfengyun Scenic Area

Activity Arrangement: 1) 13:30 - 15:00: Visit the unique artistic architectural complex and appreciate the perfect combination of architectural art and nature.

2) 15:00 - 17:00: Participate in pottery-making experience, make pottery under the guidance of professional teachers, and the works can be taken away as a souvenir.

Dining Arrangement (17.30): Enjoy dinner at the art restaurant in the attraction, the dishes combine local ingredients with creative cooking, bringing a unique taste experience.

(3) Evening 19:00: Check in to city boutique hotel.

## **Day 2: Keyi Ethnic Culture and Ecological Tourism Village & Jinping Mountain Scenic Area**

(1) 09:00am - 12:00pm: Go to Keyi Ethnic Culture and Ecological Tourism Village

Activity Arrangement: 1) 09:00 - 10:30: Wear Yi traditional costumes, take family photos or personal souvenir photos, and enjoy the beauty of ethnic costumes.

2) 10:30 - 12:00: Participate in Yi embroidery handicraft production, learn simple embroidery skills under the guidance of the handicraft workshop teacher.

Dining Arrangement (12:00): Enjoy a Yi style lunch with special dishes such as Yi barbecue pork and fish in sour soup.

(2) Afternoon 13:30 - 17:00: Go to Jinping Mountain Scenic Area

Activity Arrangement: 1) 13:30 - 16:00: Visit Maitreya Temple and Maitreya Buddha, learn about the history and legends of Maitreya culture. 2) 16:00 - 17:30: Participate in the experience of scripture copying in the temple, meditate on the profundity of Buddhist culture.

Dining Arrangement (18:00): Enjoy a healthy dinner at the vegetarian restaurant at Jinping Mountain.

(3) Evening 19:30: Check in to the Huquan Mid-Level Hot Spring Hotel

Recreational activity (20:00): You can choose to relax in the hot spring area and experience the comfortable feeling brought by the hot spring.

## **Day 3: Taiping Lake Forest Town Scenic Area & Bailong Cave Scenic Area**

(1) 09:00 am - 12:00 pm: Go to Taiping Lake Forest Town Scenic Area

Activity Arrangement: 1) 09:00 - 10:30: Forest Riding, along the dedicated bike path, enjoy the forest scenery and breathe fresh air. 2) 10:30 - 12:00: Participate in agricultural product picking activities; pick fresh fruits or vegetables according to the season; experience the fun of the field.



Dining Arrangement (12:00): Enjoy lunch at the farmhouse restaurant in the town and taste the authentic farmhouse dishes.

(2) Afternoon 14:00 - 17:00: Visit Bailong Cave Scenic Area

Activity Arrangement: 1) 14:00 - 15:00: Explore the wonders of the cave, appreciate nature's ingenious workmanship, and listen to the tour guide explain the formation of the cave and the legend story. 2) 15:00 - 16:00: If there is an arrangement, attend the concert inside the cave and experience the unique acoustic effect. 3) 16:00 - 17:00: Enjoy special snacks outside the cave, such as roasted yams and roasted corn. 4) 17:00 - 17:30: Free time to buy special souvenirs.

(3) Evening 18:30: return to the city, check in hotel

#### **Day 4: Yunnan Wine Village, Dianxi River Wetland Park, & Honghe Water Township**

(1) Morning 09:00 - 12:00: Visit Yunnan Wine Village

Activity Arrangement: 1) 09:00 - 10:30: Visit the vineyard, learn about grape cultivation and the red winemaking process, and visit the wine museum. 2) 10:30 - 12:00: Participate in the professional red wine tasting, learn about wine tasting and taste a variety of high-quality red wines.

Dining Arrangement (12:00): Enjoy lunch at the winery's western restaurant, where the dishes perfectly complement the wines.

(2) Afternoon 14:30 - 16:30: Go to Dianxi River Wetland Park

Activity Arrangement: 1) 14:30 - 15:30: Take the electric boat to visit the wetland, view the ecology of the wetland, and enjoy the unique natural scenery. 2) 15:30 - 16:30: Experience fishing activities in the park and feel the leisurely afternoon.

(3) Afternoon 16:30 - 18:00: Visit Honghe Water Township

Activity Arrangement: 1) 16:30 - 17:30: Stroll through the ancient streets of the water town, appreciate the traditional architecture and water town style, and

buy local handicrafts. 2) 17:30 - 18:00: To satisfy your taste buds, try the special snacks of the water township, such as rice noodles, barbecue, and so on.

(4) Evening 18:30: End the tour, transfer to the railway station or airport, and return home.

#### **4.2.4.3 Route 3: Parent-Child Interaction and Nature Adventure Trip**

Parent-child travel is more than just a time for families to get together; it is also a valuable opportunity for children to explore the world and learn more about it. Families can enjoy and learn from this 'Parent-Child Interaction and Nature Adventure Tour'. Amidst the natural beauty of Mi Le City, children will get closer to nature and develop independent thinking and teamwork skills through interactive games and adventure activities. At the same time, parents will be able to enjoy a relaxing time and enhance the bond between parent and child. Whether it's an adventure in the forest or an amazing discovery in a cave, this trip will leave unforgettable memories for the whole family.

##### **Day 1: Huquan Ecological Park & Dongfengyun Scenic Area**

(1) 09:00 - 11:30am: Arrive in Mi Le City; go to Huquan Ecological Park.

Activity Arrangement: 1) 09:00 - 10:30: Participate in the treasure hunt game in the park; cultivate children's observation and teamwork abilities. 2) 10:30-11:30: Feed the fish and row the boat at the lake, enhance the parent-child interaction, and enjoy the fun time.

Dining Arrangement (12:00): Enjoy lunch at the family restaurant in the Ecological Park, which provides children's set meals and parent-child meals.

(2) Afternoon 13:30 - 17:00: Go to Dongfengyun Scenic Area

Activity Arrangement: 1) 13:30 - 15:30: Participate in the parent-child art craft workshop; make pottery or paintings together to cultivate children's creativity.

2) 15:30 - 17:00: Visit the curious buildings, have parent-child photography to record the beautiful moments.

Dining Arrangement (17:00): Taste the special ice cream or dessert in the attraction, children's favorite.

(3) Evening 18:00: Check-in to a family-friendly hotel

Dining Arrangement (18:30): Enjoy dinner at the hotel restaurant, offering a diverse range of children's dishes.

Recreational activity (20:00): Children's rides or pool at the hotel to keep the kids entertained.

## **Day 2: Keyi Ethnic Culture and Ecological Tourism Village & Jinping Mountain Scenic Area**

(1) Morning 09:00 - 12:00: Departure to Keyi Ethnic Culture and Ecological Tourism Village

Arrangement: 09:00 - 10:30: 1) Take part in the ethnic costume fitting, the whole family will put on the Yi traditional costumes and take a warm group photo. 2) 10:30 - 12:00: Participate in the Yi dance learning, easy to learn dance steps, children enjoy.

Dining Arrangement (12:00): Enjoy an ethnic lunch with dishes suitable for children's taste.

(2) Afternoon 14:30 - 17:00: Go to Jinping Mountain Scenic Area

Activity Arrangement: 1) 14:30 - 16:00: Participate in parent-child interactive games in the attraction, such as treasure hunt or puzzle solving, to enhance family cohesion. 2) 16:00 - 17:00: Have a family picnic or fly kites in the scenic lawn to enjoy the fun of nature.

(3) Evening 18:00: Return to hotel

Dining Arrangement (18:30): Family dinner with a variety of dishes.

Recreational activity (20:00): join the family movie night or bonfire party organized by the hotel to add fun to the trip.

### **Day 3: Taiping Lake Forest Town Scenic Area & Bailong Cave Scenic Area**

(1) 09:00 am - 12:00 pm: Go to Taiping Lake Forest Town Scenic Area

Activity Arrangement: 1) 09:00 - 11:00: Participate in the Forest Adventure Paradise, where children can experience tree adventures, zip lines, and other activities with safety and security. 2) 11:00 - 12:00: Family Bike Ride, rent a parent-child bike, and explore the forest trails together.

Dining Arrangement (12:00): Enjoy a picnic lunch or dine in the town restaurant serving children's favorite dishes.

(2) Afternoon 14:30 - 17:00: Visit to Bailong Cave Scenic Area

Activity Arrangement: 1) 14:30 - 16:30: Cave Adventure; follow the guide to learn geological knowledge; participate in the prize quiz to stimulate children's curiosity. 2) 16:30 - 17:00: Buy souvenirs, such as ore specimens and small fossils.

(3) Evening 18:00: Check-in to city hotel

Dining Arrangement (18:30): Family dinner with extensive children's menu.

### **Day 4: Yunnan Wine Village & Dianxi River Wetland Park, & Honghe Water Township**

(1) 09:00am - 12:00pm: Go to Yunnan Wine Village

Activity Arrangement: 1) 09:00 - 10:30: Children participate in grape picking experiences (according to the season) and learn about the planting and growing process of grapes. 2) 10:30 - 12:00: Visit the winery's winemaking facilities; parents can taste wine, and children can participate in grape juice making.

Dining arrangement (12:00): Lunch at the winery's family restaurant with children's set menu.

(2) Afternoon 14:00 - 16:00: Departure to Dianxi River Wetland Park

Activity Arrangement: 1) 14:00 - 15:00: Take a boat tour to enjoy the beauty of the wetland and watch all kinds of water birds. 2) 15:00 - 15:30: Participate in wetland ecological science activities, understand the importance of wetlands, and

experience feeding waterfowl. 3) 15:30 - 16:00: Play family games on the park lawn, such as kicking the ball and Frisbee.

(3) Afternoon 16:30 - 18:00: Visit to Honghe Water Township

Activity Arrangement: 1) 16:30 - 17:30: Take a boat to visit the water township, experience the traditional water life and enjoy the beauty of the water township. 2) 17:30 - 18:00: Participate in traditional games in the water township, such as throwing pots, lassoing, etc., and children can win small gifts.

(4) Evening 18:30: Finish the tour, transfer to the railway station or airport, and return home.

### **4.3 Evaluation of Strategies to Improve the Attractiveness of Tourist Attractions in Mi Le City**

#### **4.3.1 Connoisseurship**

To evaluate the feasibility of the strategy proposed by the researcher to organize recreational tourism routes to improve the attractiveness of tourist attractions in Mi Le City, the researcher will use the technique of connoisseurship at this stage. The researcher invited four recreational tourism experts, a deputy director of the Mi Le City Culture and Tourism Bureau, a manager of the Dongfengyun Scenic Area, a manager of Keyi Ethnic Culture and Ecological Tourism Village, the executive director of Mi Le A Xi Tiaoyue Tourism Co. Ltd., and a local tour guide from Mi Le City, a total of nine experts, to participate in this connoisseurship, with the aim of further adjusting and refining the proposed strategy. The connoisseurship results are as follows:

Table 10 The Results of Connoisseurship

Strategies	Expert recommendations	Improvement
<p>SO1: Strengthen the in-depth development of tourism resources; organize new recreational tourism routes; maintain excellent air quality, environmental sanitation, and social security; and attract more elderly people with a consumption base to visit Mi Le City.</p>	<p>All 9 experts agreed that this strategy has high feasibility, in line with the development trend of the elderly tourism market, and that it does have the potential to attract more groups of elderly people with high spending power if Mi Le City is able to make sustained investments in the in-depth development of tourism resources, infrastructure development, environmental maintenance, and social security, and if it organizes innovative recreational tourism itineraries.</p>	
<p>SO2: Research on the large influx of foreign tourists in Mile, draw new ideas and power from these tourists to further</p>	<p>Five of the experts recommended that SO2 and SO3 should be merged into one strategy in the SO strategy, as the recreational</p>	<p>SO2+SO3: Conduct research on external tourists, explore local culture and characteristics, combine</p>

Strategies	Expert recommendations	Improvement
<p>explore the local culture and characteristics, enrich the tourism characteristics, and improve the satisfaction of tourists.</p>	<p>and wellness tourism routes would be just as suitable to attract other external tourists.</p>	<p>excellent social security and infrastructure, develop emerging tourism routes for rural, recreational, and leisure tourism, enrich tourism content, meet short-</p>
<p>SO3: To better satisfy tourists' demand for short-distance and emerging forms of tourism, fully develop existing tourism resources to take advantage of the strong social security and excellent infrastructure.</p>	<p>distance and emerging tourism demand, and enhance tourist satisfaction.</p>	<p>distance and emerging tourism demand, and enhance tourist satisfaction.</p>
<p>SO4: Increase tourism publicity. The Ministry of Tourism and the city's Ministry of Publicity should use a combination of online and offline publicity,</p>	<p>All 9 experts agreed that this strategy has high feasibility. The combination of online and offline, storytelling video content, and cooperation with internet celebrity bloggers</p>	

Strategies	Expert recommendations	Improvement
<p>including increased attraction videos. Whenever possible, they should incorporate story-telling content into these videos. Simultaneously, they should collaborate with high-netroots travel bloggers to expand their target group.</p>	<p>are in line with the modern trend of tourism promotion and can rapidly expand the popularity and influence of Mi Le City. However, it is important to ensure that the promotional content is attractive and creative and that it is well evaluated and selected when cooperating with net celebrities in order to ensure that the promotional effect is maximized. At the same time, resource integration and continuous publicity investment are also key to the successful implementation of this strategy.</p>	
<p>SO5: Mi Le City's current tourism resources, infrastructure, and other advantages provide</p>	<p>Seven of the experts recommended combining SO5 and SO6 to highlight the role of government</p>	<p>SO5+SO6: With the advantages of tourism resources and infrastructure, Mi Le City</p>



Strategies	Expert recommendations	Improvement
<p>strong support for national conferences, international large-scale conferences, and the international women's half-marathon held in Mi Le City. Holding these projects can also increase the exposure of the scenic area and improve the attraction.</p>	<p>policies in promoting tourism, given that successful government policies foster both international conferences and marathons, as well as smart cities.</p>	<p>can support the organization of national and international large-scale conferences, marathons, and other events to enhance the attraction.</p> <p>Simultaneously, as smart city construction progresses, it strengthens the connections between various industries,</p>
<p>SO6: With the government's policy support for building a smart city, the linkage of merchants, attractions, restaurants, hotels, transport, and other aspects of the entire Mi Le City will become stronger, as well as being able to better serve tourists and improve their satisfaction.</p>		<p>thereby enhancing services for tourists and enhancing their overall satisfaction.</p>

Strategies	Expert recommendations	Improvement
<p>ST1: Enhance the linkage of special tourist buses between attractions, strengthen traffic management, and properly solve the problems of insufficient parking spaces and chaotic parking order during the tourist peak season.</p>	<p>Eight of the experts recommended that ST1 and WO6 should be merged together and subsumed under the WO strategy because both of them talked about strategies to solve the traffic problems of tourist attractions, and the traffic problems of the attractions are more biased towards the weakness aspect of the local area of Mi Le City rather than the threat part.</p>	
<p>ST2: Include age-appropriate recreational activities in major attractions to encourage elderly tourists who are already consuming but are hesitant to engage in secondary and tertiary consumption after visiting scenic spots.</p>	<p>Nine experts agreed that this strategy has high feasibility and meets the needs of the elderly tourism market. By adding specialized recreational activities and facilities, it can effectively enhance the travel experience of elderly tourists and stimulate their</p>	

Strategies	Expert recommendations	Improvement
	<p>secondary and tertiary consumption. However, there is a need to ensure that these activities and facilities are well-designed, safe, and reliable, as well as to break down the consumption concerns of elderly tourists through accurate publicity and preferential incentives. With the right measures in place, the initial investment costs will bring long-term returns, especially in attracting more older tourists through word-of-mouth communication.</p>	
<p>ST3: Highlight the key points; the more distinctive the characteristics, the greater the attraction,</p>	<p>All nine experts recommended that ST3 and ST4 should be merged into one text, as they both referred to the section on</p>	<p>ST3+ST4: Through government funding and diversified financing, enhance the popularity of the attraction, attract</p>

Strategies	Expert recommendations	Improvement
<p>and the stronger the competitiveness. Mi Le City should develop systematically by highlighting the characteristic culture of "A Xi Jumping to the Moon."relying on the natural scenery and religious landscapes, using the hospitable locals as the carrier, and taking sightseeing, leisure, and food tasting as the main forms.</p>	<p>cooperation between the government and the private sector to increase budget support.</p>	<p>external investors to participate in the construction, and form a mechanism led by the government, led by the tourism industry, with the collaboration of departments and the participation of society.</p>
<p>ST4: Multi-investment with the help of external forces to take the measures of government grants and extensive financing, increase tourism publicity, and improve the visibility of the attraction, in</p>		

Strategies	Expert recommendations	Improvement
<p>accordance with the principle of ‘whoever invests, whoever benefit’ to attract foreign businessmen, private individuals to participate in the construction of tourist attractions.</p>		
<p>ST5: To enhance the attraction of the tourist attractions in Mi Le City, the government introduces high-level tourism experts who delve into the stories behind the scenic spots and add cultural significance to the existing local natural landscapes.</p>	<p>Seven experts recommended merging ST5, WO1, WO4, and WT1 into a single section of the WO strategy. This is because these sections focus on strategies to attract tourists and control ticket prices, while the section on high ticket prices should be considered a weakness.</p>	
<p>ST6: Fully utilize the current advantages and establish a mechanism</p>	<p>Nine experts agreed that this strategy has high feasibility and can</p>	

Strategies	Expert recommendations	Improvement
<p>led by the government, specifically in the tourism sector, with the cooperation of various departments and the participation of the society, including individuals and businessmen.</p>	<p>effectively integrate the resources of the government, the tourism sector, other functional departments, and the community so as to achieve the comprehensive and coordinated development of the tourism industry. A more comprehensive and systematic tourism development mechanism can be formed through government-led guidance, professional leadership of the tourism sector, sectoral collaboration, and active participation of the community. This strategy can bring long-term benefits to the tourism industry in Mi Le City and promote sustainable socio-economic development, despite potential challenges with</p>	

Strategies	Expert recommendations	Improvement
	cross-sectoral collaboration and social participation during implementation.	
ST7: Introduce modern science and technology, enrich the types of tourist souvenirs, and raise the grade of commodities on the basis of affordable prices to stimulate tourists' desire to buy.	Eight of the experts suggested that ST7, WO2 and WT2 should be merged into one strategy because they are all about tourism products, and the lack of variety and limited production of speciality products is a weakness, and the lack of demand from tourists to buy and the inability to stimulate tourists to consume is a threat, so it would be more reasonable to merge them into the WT strategy.	
WO1: Manage the linkage of the entire area of attractions, set up special tourist lines, and develop 'the more you play, the cheaper it is' tickets for	Same as ST5 recommendation	WO1+WO4+ST5+WT1 : Attract senior tourists by strengthening the region-wide linkage of attractions, setting up more special tourist

Strategies	Expert recommendations	Improvement
<p>the entire area of scenic spots or half-area scenic spots in order to attract senior citizens who have the consumption base to purchase package tickets.</p>		<p>lines, and launching preferential packages. At the same time, with the government's support for recreational tourism, use macro-control to manage ticket prices, increase financial support, and deeply excavate local culture to meet tourists' demand for emerging forms of tourism.</p>
<p>WO2: By conducting research on the large influx of foreign tourists in Mi Le City, understanding their needs and ideas, further enriching the tourism and recreational activity projects, and developing a number of distinctive features, we are able to create tourism souvenirs</p>	<p>Same as ST7 recommendation</p>	



Strategies	Expert recommendations	Improvement
that are both exquisite and simple to carry.		
<p>WO3: Prioritize the training of talented individuals in the tourism industry and continuously enhance the management and service standards. Utilizing opportunities such as national conferences, international large-scale conferences, and the international women's half marathon in Mi Le City, we systematically arrange for relevant personnel to visit and participate in on-site learning activities.</p>	<p>All nine experts agreed that this strategy has high feasibility. It is important to improve the level of tourism management and service in Mi Le City by taking opportunity of national conferences, international conferences, and events to encourage tourism practitioners to visit and study outside the city. With the help of advanced experience and expertise from outside, Mi Le City is able to improve its own competitiveness in the tourism industry, especially to promote the improvement of management, service, and brand building. However,</p>	

Strategies	Expert recommendations	Improvement
	<p>this strategy necessitates adequate resource investment and ensures that the results of expatriate learning can be translated into practical applications. Combined with a long-term talent development program, Mi Le City will be able to achieve sustainable development of the tourism industry in the future.</p>	
<p>WO4: As the demand for emerging forms of tourism has increased, so has the government's support for recreational tourism. The government can manage this through macro-control of scenic area ticket prices, strengthening the attraction of the whole region linkage, increasing</p>	<p>Same as ST5 recommendation</p>	

Strategies	Expert recommendations	Improvement
the financial support, and in-depth exploration of local culture.		
WO5: Improve the quality of service, increase the attraction's credibility, increase the breadth and depth of publicity, and increase tourists' return rates.	Six of the experts suggested that WO5 and WT3 should be merged into a single strategy, because both of them mentioned strategies to address the problems of insufficient quality of services provided by local employees, insufficient overall personnel training system, and lack of high-level experts, and therefore it would be more reasonable to group them into the WT strategy.	
WO6: By leveraging the government's policy support for building a smart city and the assistance of government personnel during the	Same as ST1 recommendation	ST1+WO6: Through smart city policy support and government personnel assistance, strengthen bus linkage and traffic management

Strategies	Expert recommendations	Improvement
<p>tourism peak season, we can organize recreational tourism routes more scientifically and intelligently to distribute passenger and traffic flow. Simultaneously, we can enhance traffic management, thereby resolving the existing issues.</p>		<p>between attractions, scientifically plan recreational tourism routes, disperse passenger and vehicle flows, and properly solve parking and order problems during peak tourism periods.</p>
<p>WT1: Regulate attractions' ticket prices and introduce preferential policies. To encourage consumption and alleviate the pressure of high prices, we can introduce preferential fare policies for the elderly and other specific groups and introduce preferential activities during the off-season or holidays.</p>	<p>Same as ST5 recommendation</p>	<p>ST7+WO2+WT2: Develop high-quality tourist souvenirs rich in local characteristics by conducting research on foreign tourists to understand their needs and combining them with local craftsmen and cultural inheritors. Use modern technology to upgrade products, focus on exquisite packaging</p>

Strategies	Expert recommendations	Improvement
<p>WT2: Enrich the variety of tourism products and strengthen the development of local specialty souvenirs. It should cooperate with local craftsmen and cultural inheritors to develop more non-seasonal tourist souvenirs with local characteristics, especially those with deep cultural heritage and reflecting local history, so as to form a differentiated competitive advantage.</p>	<p>Same as ST7 recommendation</p>	<p>and portability, and form a differentiated competitive advantage to stimulate tourists' desire to buy.</p>
<p>WT3: Strengthen the service training of local tourism employees, enhance their professionalism, strengthen their cultural</p>	<p>Same as WO5 recommendation</p>	<p>WO5+WT3: Improve the professionalism and service quality of tourism practitioners through systematic training to make up for</p>

Strategies	Expert recommendations	Improvement
<p>inheritance ability, and make up for the lack of high-level tourism experts. Ensure that interpreters provide a quality tourism experience. Improve the quality of tourist services.</p>		<p>the lack of experts, while also strengthening publicity to enhance the attraction's credibility and tourists' return rate.</p>
<p>WT4: Improve the planning of the attraction's entertainment programs and activities. The attraction should collaborate with the government and civil organizations to plan more diverse and rich entertainment activities, such as regular traditional culture festivals and music festivals. This will not only enhance the visitor</p>	<p>Nine experts agreed that this strategy has high feasibility. By collaborating with the government and civic organizations to plan rich entertainment activities such as traditional cultural festivals and music festivals, the attraction can effectively enhance visitors' experiences, attract more tourists, increase their length of stay, and drive spending. Enhanced management decision-making and resource</p>	

Strategies	Expert recommendations	Improvement
<p>experience but also strengthen the management of the scenic area in decision-making and resource deployment, thereby stimulating the overall vitality.</p>	<p>deployment will further energize the attraction and promote economic and social benefits. Although the implementation process may face challenges in terms of funding, resource deployment, and event execution, with proper planning, this strategy can bring long-term branding effects and sustainable growth to the attraction.</p>	
<p>WT5: Optimize the transport system and promote government support. Push the local government to increase investment in transport infrastructure and optimize dedicated bus routes in attractions through cooperation with private enterprises to reduce waiting time for</p>	<p>All nine experts recommended that WT5 and WT7 should be merged into one strategy, as both strategies mentioned the issues of area-wide attraction linkage and coordination of various sectors to better improve the tourism system.</p>	<p>WT5+WT7: Optimise dedicated transport routes at attractions by pushing the government to increase investment in transport infrastructure and reduce visitors' waiting time. At the same time, strengthen cross-sectoral collaboration and integrate the</p>

Strategies	Expert recommendations	Improvement
<p>tourists. Simultaneously, enhance the regional connectivity of attractions and advocate for initiatives like single-ticket travel.</p>		<p>resources of local governments, attraction managers, merchants, and the community to promote local culture and tourism brands, increase tourists' repeat visits, and promote convenient measures such as one-ticket passes.</p>
<p>WT6: Improve infrastructure and rationalize resource planning. Without taking up additional land, solve the problems of insufficient parking and sanitary facilities during peak visitor periods by adding mobile toilets and encouraging residents or enterprises near the attractions to provide private parking</p>	<p>All nine experts agreed that this strategy has high feasibility and can effectively address the problem of insufficient parking and sanitation facilities during peak visitor seasons, especially by increasing mobile toilets and utilizing private parking spaces of residents or businesses in the vicinity without taking up additional land to alleviate these</p>	



Strategies	Expert recommendations	Improvement
spaces.	<p>pressures. It is relatively inexpensive to implement, flexible, and in line with the current concepts of sustainable development and resource optimization.</p> <p>However, successful implementation of this strategy needs to overcome challenges such as residents' willingness to participate, mobile toilet management, and long-term maintenance. This strategy, through reasonable benefit distribution and management mechanisms, can generate significant long-term benefits in terms of visitor experience and attraction management efficiency.</p>	

Strategies	Expert recommendations	Improvement
WT7: Strengthen cross-sectoral collaboration and branding. Strengthen cooperation among local governments, scenic spot managers, businesses, and communities to build closer partnerships, jointly promote local cultural characteristics and tourism brands, and attract tourists through online and offline activities to increase their revisit rate.	Same as WT5 recommendation	

In general, all 9 experts agreed that the strategies as a whole have high feasibility, which is in line with the current situation of the development of recreational tourism in Mi Le City and can also meet the future development needs of Mi Le City's recreational tourism, especially the SO strategy has the highest feasibility, but some of the strategies need to be slightly adjusted and improved. The final strategies after adjustment and modification according to the expert suggestions in Connoisseurship are 4 SO strategies, 3 ST strategies, 3 WO strategies and 5 WT strategies, as follows:

**SO Strategies:**

SO1: Strengthen the in-depth development of tourism resources; organize

emerging recreational tourism routes; maintain good air quality, environmental sanitation, and social security; and attract more elderly groups with a consumption base to visit Mi Le City.

SO2: Conduct research on inbound tourists, explore local culture and characteristics, combine excellent social security and infrastructure, develop emerging tourism routes for rural, recreational, and leisure tourism, enrich tourism content, meet short-distance and emerging tourism demand, and enhance tourist satisfaction.

SO3: Boost tourism publicity by collaborating with the Ministry of Tourism and the city's publicity department. This can be achieved through a combination of online and offline media, including increased attraction videos. Whenever possible, incorporate story-telling content into these videos. Simultaneously, foster a strong network of travel bloggers to expand the target group.

SO4: With the advantages of tourism resources and infrastructure, Mi Le City can support the organization of national and international large-scale conferences, marathons, and other events to enhance the attraction. Simultaneously, as smart city construction progresses, it strengthens the connections between various industries, thereby enhancing services for tourists and enhancing their overall satisfaction.

**ST strategies:**

ST1: Add recreational activities suitable for the elderly in major scenic spots to stimulate the elderly tourists who have a consumption base but are afraid to spend money to spend twice or three times after entering the scenic spots.

ST2: Mi Le City should highlight the characteristic culture of Yi 'A Xi Jumping to the Moon', relying on the natural scenery and religious landscape, taking the local hospitable humanistic atmosphere as the carrier, combining with the forms of sightseeing, recreation, and cuisine, and carrying out systematic development, so as to enhance the attractiveness and competitiveness.

ST3: Through government funding and diversified financing, enhance the popularity of the attraction, attract external investors to participate in the construction, and form a mechanism led by the government, led by the tourism industry, with the collaboration of departments and the participation of society.

**WO Strategy:**

WO1: Attract senior tourists by strengthening the region-wide linkage of attractions, setting up more special tourist lines, and launching preferential packages. At the same time, with the government's support for recreational tourism, use macro-control to manage ticket prices, increase financial support, and deeply excavate local culture to meet tourists' demand for emerging forms of tourism.

WO2: Focus on cultivating talents in the tourism industry, and constantly improve management and service levels. Utilizing the opportunities provided by national conferences, international large-scale conferences, and the international women's half marathon in Mi Le City, arrange for relevant personnel to visit and study on-site in a planned manner.

WO3: Through smart city policy support and government personnel assistance, strengthen bus linkage and traffic management between attractions, scientifically plan recreational tourism routes, disperse passenger and vehicle flows, and properly solve parking and order problems during peak tourism periods.

**WT Strategy:**

WT1: Develop high-quality tourist souvenirs rich in local characteristics by conducting research on foreign tourists to understand their needs and combining them with local craftsmen and cultural inheritors. Use modern technology to upgrade products, focus on exquisite packaging and portability, and form a differentiated competitive advantage to stimulate tourists' desire to buy.

WT2: Improve the professionalism and service quality of tourism practitioners through systematic training to make up for the lack of experts, while also

strengthening publicity to enhance the attraction's credibility and tourists' return rate.

WT3: The attraction should cooperate with the government and private organizations to plan rich recreational activities, such as traditional cultural festivals and music festivals, to enhance visitors' experience and strengthen management decision-making and resource deployment to stimulate overall vitality.

WT4: Optimize dedicated transport routes at attractions by pushing the government to increase investment in transport infrastructure and reduce visitors' waiting time. At the same time, strengthen cross-sectoral collaboration and integrate the resources of local governments, attraction managers, merchants, and the community to promote local culture and tourism brands, increase tourists' repeat visits, and promote convenient measures such as one-ticket passes.

WT5: Improve infrastructure and rationalize resources. Without taking up additional land, address the shortage of parking and sanitation facilities during peak visitor periods by increasing the number of mobile toilets and encouraging residents or businesses in the vicinity of attractions to provide private parking spaces.

#### 4.3.2 Strategy feasibility interviews

After adjusting and refining the strategy based on the expert recommendations in the connoisseurship, the researcher conducted interviews with 15 relevant people, including 1 leader of the Tourism Bureau, 3 managers of attractions, 3 owners of tourism companies, and 8 tourists, with the aim of further verifying the feasibility of the final version of the strategy. The results of the interviews are as follows:

##### (1) Overall feasibility of strategies

In general, all interviewees agreed that the SO, ST, WO, and WT strategies proposed in this study have strong feasibility and specificity and can effectively enhance the competitiveness and attractiveness of the tourism industry in Mi Le City. However, in practice, we must also focus on coordinating between the government and the market, ensuring that policy support aligns with market demand, protecting

and utilizing cultural resources, avoiding over-commercialization that could compromise the authenticity of culture, combining long-term planning with short-term results, and ensuring sustainable development.

#### (2) Feasibility of SO strategies

All interviewees agreed that these SO strategies have high feasibility overall, primarily because they closely combine Mi Le City's existing strengths (a good natural environment, social security, and infrastructure) with current market trends (elderly tourism, recreational and health tourism, and online promotion). By combining in-depth development of tourism resources, precise marketing campaigns, and the organization of large-scale events, Mi Le City has the opportunity to significantly increase the competitiveness and popularity of its tourism industry. However, the implementation of each strategy necessitates a certain level of coordination and financial support, particularly in the development of emerging tourism routes and the introduction of large-scale events, which demand greater resource integration and planning capabilities. The success of these strategies also relies on the accuracy of market research and efficient collaboration between multiple sectors.

#### (3) Feasibility of ST strategies

93% of the interviewees believe that these ST strategies have certain feasibility. ST1 has the potential to yield quick results and require relatively low investment, making it a direct way to increase the consumption of senior tourists in scenic spots; ST2 enhances the attraction through cultural features, potentially increasing the competitiveness of Mi Le City's tourism in the long run; and ST3, despite the significant challenge of raising funds and multi-party cooperation in the early stages, if successfully implemented, will greatly promote the development of the tourism industry. In summary, these strategies are highly feasible, but the key to success lies in the investment of funds, the integration of resources, and the effectiveness of collaboration among all parties.

#### (4) Feasibility of the WO strategy

86% of the interviewees agreed that the WO strategies have high feasibility. Especially WO1 and WO3, which combine various measures such as transport, price regulation, cultural promotion, etc., are practicable and can be promoted through government policies and market means. WO2, although the results may not be obvious in the short term, is crucial for the long-term development of tourism. Therefore, Mi Le City can prioritize the implementation of WO1 and WO3, while gradually promoting the WO2 strategy.

#### (5) Feasibility of WT strategies

73% of the interviewee believed that WT1 (souvenir development), WT3 (cultural event planning), and WT5 (infrastructure optimization) strategies are more feasible in general and can easily be effective in the short term with relatively low investment costs. Meanwhile, WT4 and WT2, although effective in the long run, are less feasible because of the complexity of coordination, capital investment, and time costs involved in their implementation. In summary, among the current WT strategies, the promotion of infrastructure improvement and the development of cultural activities are the most feasible and offer significant benefits.

#### (6) The three strategies with the highest feasibility

Among the SO, ST, WO, and WT strategies, all the interviewees agreed that the three strategies, SO1, ST1, and WO1, have the highest feasibility. The reason for choosing the SO1 strategy first is that with the arrival of an aging society, there is a growing demand for recreational tourism among the elderly group, and this group usually has strong spending power. Mi Le City's own natural environment and human conditions are suitable for elderly tourism, and the combination of emerging tourism routes, good infrastructure, and a safe environment helps enhance the city's attractiveness. This, together with the continued maintenance of excellent air quality and environmental sanitation, will further enhance the word-of-mouth spreading

effect among elderly tourists, leading to more consumption and repeat visits. We chose the ST2 strategy because the tourism market is becoming increasingly competitive and differentiating different destinations requires unique cultural elements. By highlighting the unique ethnic culture of the Yi ethnic group, such as the 'A Xi Dancing to the Moon', and combining it with natural and religious landscapes, Mi Le City can create a unique tourism experience that attracts tourists who are interested in culture and history. Systematic development can develop a strong cultural brand, increase the length of stay and depth of participation of tourists, and enhance the overall tourism appeal. The final rationale for selecting the WO1 strategy is that the connection between tourist attractions and accessibility significantly influences the tourism experience, particularly for older tourist groups, who find accessibility and price concessions to be important factors of attraction. Adding more travel lines can improve the convenience of travel, and offering preferential packages can draw in more tourists, particularly those who are interested in long-distance long-distance travel. In addition, price regulation, capital investment, and cultural excavation through government support can lay a solid foundation for the long-term development of the tourism industry and effectively enhance tourist satisfaction. These three strategies combine operability, long-term benefits, and precise positioning of the current market demand and are therefore the most feasible.



## Chapter 5

### Conclusion Discussion and Recommendation

This study aims to study the current situation of recreational tourism in Mi Le City, to develop strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City, and to validate the feasibility of the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City. The author adopted the research method of R&D, based on domestic and international related studies, and collected quantitative data from 400 tourists of the ten major tourist attractions in Mi Le City through questionnaires and then collected qualitative data from 15 people, such as the leaders and relevant staff of the Mi Le City Tourism Bureau, attraction managers, owners of tourism companies, community residents, and tour guides, etc., through interviews. The qualitative data were analyzed using descriptive statistics, and then the qualitative data were analyzed using content analysis. Then the SWOT analysis was carried out by integrating the quantitative data and qualitative data to study the strengths, weaknesses, opportunities, and threats in the situation of recreational tourism in Mi Le City; then the TOWS matrix was used to propose the relevant strategies for organizing tourism routes in Mi Le City, which included 6 SO strategies, 7 ST strategies, 6 WO strategies, and 7 WT strategies; and through 9 experts' connoisseurship to evaluate and improve a series of strategies with a view to maximizing the attractiveness of the tourist attractions in Mi Le City. This chapter comprises the following three main sections:

1. Research Conclusions
2. Research Discussion
3. Research Recommendations

## 5.1 Research Conclusions

### 5.1.1 Conclusion of the current situation of recreational tourism in Mi Le City

In general, Mi Le City is a city with rich tourism resources and very much potential for the development of recreational tourism, but now these resources are not fully utilized, and the attractiveness of Mi Le City's tourist attractions has to be further improved. The following aspects primarily showcase this issue:

#### (1) The situation of recreational tourism tourists

Among the tourists who come to Mi Le City for recreational tourism, the proportion of males and females is basically the same; the majority of the tourists are 51 years old and above, mainly from outside of Yunnan Province; most of them are freelance or retired; most of them are educated to secondary or tertiary education; and the number of tourists with a monthly income of 2001–4000 RMB is the largest. Most tourists come to Mi Le City for sightseeing and recreational tourism, and the most popular form of tourism is traveling with family and friends. Most tourists who come to Mi Le City for recreational tourism will choose to stay for about 2-4 days. The main factors considered by tourists who come to Mile for recreational tourism are the natural environment and recreational activities, and the desired attractions are those with fresh environment and good air. Most tourists' knowledge of recreational tourism in Mile comes from friends, relatives, or social media. During their recreational tourism in Mile, most tourists would like to participate in activities such as gastronomy and experiencing local cultural activities.

#### (2) Strengths of recreational tourism

The strengths of recreational tourism that currently exist in Mi Le City are mainly expressed in 10 aspects: S1. Rich natural landscape, high air quality, excellent environmental sanitation, and social security; S2. Provides complete infrastructure configuration, convenient transport, and shopping options; S3. Complete

communication facilities, Wi-Fi coverage, and an adequate supply of water and electricity; S4. Local residents are warm and hospitable; S5. Clear signage and labels, a reasonable capacity of attractions, and a good tourism order; S6. Tourism products with remarkable characteristics, affordable prices, and guaranteed quality; S7. A rich variety of catering dishes, as well as a high level of comfort in hotel rooms; S8. Notable features of folk activities and a vibrant local cultural environment; S9. High heat of distinctive landscape architecture, with the potential to draw tourists of all ages; S10. Overall, tourists' satisfaction is at a high level.

### **(3) Weaknesses of recreational tourism**

The weaknesses of recreational tourism that currently exist in Mi Le City are mainly expressed in 9 aspects: W1. The ticket prices for attractions are on the high side; W2. The variety of tourist souvenirs is too small, and agricultural products are seasonal; W3. Tourist attractions are explained without a systematic approach, and there is a shortage of professional and high-quality explanation personnel; W4. There are limited recreational activities available in Mi Le City and at each attraction; W5. The service quality of local employees needs to be improved; W6. Insufficient linkage of the entire attraction area, fewer trips to various scenic spots, long waiting time, and high time cost; W7. Popular attractions primarily consist of artificial elements, possessing a limited historical and cultural heritage and exhibiting a significant level of homogenization; W8. Insufficient number of public toilets, insufficient parking spaces, and chaotic parking order in attractions during peak travel season; W9. A low rate of repeat visits by tourists.

### **(4) Opportunities of recreational tourism**

The opportunities of recreational tourism that currently exist in Mi Le City are mainly expressed in 6 aspects: O1. China's population is aging seriously, and there is a huge number of retired elderly people with a consumption base; O2. With local development and policy promotion, a large influx of foreign tourists to Mi Le City will

lead to new ideas and new forces to enrich tourism characteristics and promote operators' service concepts and quality of services; O3. Increased demand for short-haul tourism, the emergence of new forms of tourism, and the ongoing government support for recreational tourism; O4. Expanding the audience on social media and extending online promotion; O5. National conferences, large international conferences, and international women's half marathons in Mi Le City can increase attraction exposure and promote sports tourism development; O6. The government provides policy support for the construction of a smart city, and government personnel provide assistance during the peak tourism season.

#### **(5) Threats of recreational tourism**

The threats of recreational tourism that currently exist in Mi Le City are mainly expressed in 8 aspects: T1. The majority of retired senior citizens with a consumption base have the habit of saving and are not too bold to spend; T2. Many decision-makers in Mi Le City are not strong enough to drive the city, and the key theme of the city is not clear; T3. There is insufficient cultivation of tourism-related talents, a dearth of high-level tourism experts, and a shortage of leaders in cultural expansion; T4. The government budget is limited and there are less supportive efforts; T5. National economic downturn, difficulty attracting investment, and lack of funds; T6: Inadequate linkage between the government, the people, and businesses; T7. There is a shortage of high-quality production lines for specialty souvenirs; T8. Limited land resources and challenges in approving land for car park expansion due to national land policy restrictions.

#### **5.1.2 Conclusion of Strategies for Organising Recreational Tourism Routes to Improve the Attractiveness of Tourist Attractions in Mi Le City**

Through SWOT analysis and TOWS Matrix technique, the researcher proposed the organization strategies for organizing tourist routes to improve the attractiveness

of tourist attractions in Mi Le City, of which there are 6 SO strategies, 7 ST strategies, 6 WO strategies and 7 WT strategies. The details are as follows:

(1) SO Strategies

SO1: Strengthen the development of tourism resources, organize new recreational routes, maintain air quality, sanitation, and security to attract more elderly visitors with spending potential.

SO2: Research the influx of foreign tourists, draw new ideas from them to further explore local culture, enrich tourism features, and enhance visitor satisfaction.

SO3: Fully develop existing tourism resources, leveraging strong social security and infrastructure to meet the demand for short-distance and emerging tourism.

SO4: Increase tourism publicity through online/offline channels and storytelling videos, collaborating with travel bloggers to expand target audiences.

SO5: Mi Le City's tourism resources and infrastructure support national and international events, such as conferences and marathons, increasing scenic area exposure and appeal.

SO6: With smart city policies, stronger linkage between businesses, attractions, and services will better serve tourists and enhance their satisfaction.

(2) ST Strategies

ST1: Enhance tourist bus links between attractions, improve traffic management, and address parking issues during peak seasons.

ST2: Introduce age-appropriate recreational activities in major attractions to encourage elderly tourists to engage in further consumption beyond the scenic visits.

ST3: Highlight the distinctive culture of "A Xi Jumping to the Moon," leveraging natural scenery, religious landscapes, and local hospitality, with sightseeing, leisure, and food tasting as the core activities.

ST4: Use government grants and external financing to boost tourism publicity and attract private investors to participate in attraction construction based on the

principle of "whoever invests, benefits."

ST5: Attract high-level tourism experts to add cultural depth to local natural landscapes and enhance the appeal of Mi Le City's tourist attractions.

ST6: Establish a government-led mechanism for tourism development, involving collaboration across departments and participation from individuals and businesses.

ST7: Leverage modern technology to diversify tourist souvenirs, improve product quality, and maintain affordability to stimulate tourist purchases.

### (3) WO Strategies

WO1: Manage scenic area linkages, establish special tourist routes, and offer discounted package tickets to attract senior citizens with a strong consumption base.

WO2: Conduct research on foreign tourists, enrich tourism and recreational projects, and develop unique, easy-to-carry souvenirs to meet tourist demands.

WO3: Enhance tourism talent training and service standards. Leverage national and international events in Mi Le City for on-site learning opportunities.

WO4: Use government macro-control of ticket prices, strengthen regional linkages, increase financial support, and explore local culture to meet emerging tourism demands.

WO5: Improve service quality, enhance attraction credibility, expand publicity efforts, and boost tourist return rates.

WO6: Leverage government smart city policies to better organize tourism routes, improve traffic management, and resolve existing issues during peak seasons.

### (4) WT Strategies

WT1: Regulate ticket prices and introduce preferential policies for specific groups like the elderly, along with discounts during off-season or holidays to encourage consumption and ease price pressure.

WT2: Enrich tourism products by developing local specialty souvenirs in

collaboration with local craftsmen, emphasizing cultural heritage and local history to create a competitive advantage.

WT3: Enhance service training for local tourism staff to improve professionalism and cultural knowledge, ensuring high-quality experiences and compensating for the lack of high-level tourism experts.

WT4: Collaborate with government and civil organizations to plan diverse entertainment activities like cultural festivals and music events, enhancing visitor experiences and stimulating management vitality.

WT5: Optimize transport infrastructure through government and private collaboration, improving bus routes and reducing waiting times. Enhance regional connectivity and promote single-ticket travel initiatives.

WT6: Improve infrastructure by adding mobile toilets and encouraging private parking during peak periods without taking up extra land, addressing parking and facility shortages.

WT7: Strengthen cross-sector collaboration among governments, businesses, and communities to promote local culture and tourism brands, increasing visitor engagement and revisit rates through online and offline initiatives.

### **5.1.3 Conclusion of the evaluation of strategies for organising recreational tourism routes to improve the attractiveness of tourist attractions in Mi Le City**

In general, all 9 experts agreed that the strategies as a whole have high feasibility, which is in line with the current situation of the development of recreational tourism in Mi Le City and can also meet the future development needs of Mi Le City's recreational tourism, especially the SO strategy has the highest feasibility, but some of the strategies need to be slightly adjusted and improved. The final strategies after adjustment and modification according to the expert suggestions in Connoisseurship are 4 SO strategies, 3 ST strategies, 3 WO strategies and 5 WT strategies, as follows:

### **SO Strategies:**

SO1: Strengthen the in-depth development of tourism resources; organize emerging recreational tourism routes; maintain good air quality, environmental sanitation, and social security; and attract more elderly groups with a consumption base to visit Mi Le City.

SO2: Conduct research on inbound tourists, explore local culture and characteristics, combine excellent social security and infrastructure, develop emerging tourism routes for rural, recreational, and leisure tourism, enrich tourism content, meet short-distance and emerging tourism demand, and enhance tourist satisfaction.

SO3: Boost tourism publicity by collaborating with the Ministry of Tourism and the city's publicity department. This can be achieved through a combination of online and offline media, including increased attraction videos. Whenever possible, incorporate story-telling content into these videos. Simultaneously, foster a strong network of travel bloggers to expand the target group.

SO4: With the advantages of tourism resources and infrastructure, Mi Le City can support the organization of national and international large-scale conferences, marathons, and other events to enhance the attraction. Simultaneously, as smart city construction progresses, it strengthens the connections between various industries, thereby enhancing services for tourists and enhancing their overall satisfaction.

### **ST strategies:**

ST1: Add recreational activities suitable for the elderly in major scenic spots to stimulate the elderly tourists who have a consumption base but are afraid to spend money to spend twice or three times after entering the scenic spots.

ST2: Mi Le City should highlight the characteristic culture of Yi 'A Xi Jumping to the Moon', relying on the natural scenery and religious landscape, taking the local hospitable humanistic atmosphere as the carrier, combining with the forms of



sightseeing, recreation, and cuisine, and carrying out systematic development, so as to enhance the attractiveness and competitiveness.

ST3: Through government funding and diversified financing, enhance the popularity of the attraction, attract external investors to participate in the construction, and form a mechanism led by the government, led by the tourism industry, with the collaboration of departments and the participation of society.

**WO Strategy:**

WO1: Attract senior tourists by strengthening the region-wide linkage of attractions, setting up more special tourist lines, and launching preferential packages. At the same time, with the government's support for recreational tourism, use macro-control to manage ticket prices, increase financial support, and deeply excavate local culture to meet tourists' demand for emerging forms of tourism.

WO2: Focus on cultivating talents in the tourism industry, and constantly improve management and service levels. Utilizing the opportunities provided by national conferences, international large-scale conferences, and the international women's half marathon in Mi Le City, arrange for relevant personnel to visit and study on-site in a planned manner.

WO3: Through smart city policy support and government personnel assistance, strengthen bus linkage and traffic management between attractions, scientifically plan recreational tourism routes, disperse passenger and vehicle flows, and properly solve parking and order problems during peak tourism periods.

**WT Strategy:**

WT1: Develop high-quality tourist souvenirs rich in local characteristics by conducting research on foreign tourists to understand their needs and combining them with local craftsmen and cultural inheritors. Use modern technology to upgrade products, focus on exquisite packaging and portability, and form a differentiated competitive advantage to stimulate tourists' desire to buy.

WT2: Improve the professionalism and service quality of tourism practitioners through systematic training to make up for the lack of experts, while also strengthening publicity to enhance the attraction's credibility and tourists' return rate.

WT3: The attraction should cooperate with the government and private organizations to plan rich recreational activities, such as traditional cultural festivals and music festivals, to enhance visitors' experience and strengthen management decision-making and resource deployment to stimulate overall vitality.

WT4: Optimize dedicated transport routes at attractions by pushing the government to increase investment in transport infrastructure and reduce visitors' waiting time. At the same time, strengthen cross-sectoral collaboration and integrate the resources of local governments, attraction managers, merchants, and the community to promote local culture and tourism brands, increase tourists' repeat visits, and promote convenient measures such as one-ticket passes.

WT5: Improve infrastructure and rationalize resources. Without taking up additional land, address the shortage of parking and sanitation facilities during peak visitor periods by increasing the number of mobile toilets and encouraging residents or businesses in the vicinity of attractions to provide private parking spaces.

After adjusting and refining the strategy based on the expert recommendations in the connoisseurship, the researcher conducted interviews with 15 relevant people to further verify the feasibility of the final version of the strategy. The results of the interviews found that all interviewees agreed that the SO, ST, WO, and WT strategies proposed in this study have strong feasibility and specificity and can effectively enhance the competitiveness and attractiveness of the tourism industry in Mi Le City. However, in practice, we must also focus on coordinating between the government and the market, ensuring that policy support aligns with market demand, protecting and utilizing cultural resources, avoiding over-commercialization that could compromise the authenticity of culture, combining long-term planning with short-

term results, and ensuring sustainable development.

## 5.2 Research Discussion

### 5.2.1 Discussion of the current situation of recreational tourism in Mi Le City

In response to the results of the current situation of recreational tourism in Mi Le City, the researcher will compare with previous studies, analyze the points of consistency and conflict in the development of the tourism industry in Mi Le City, and discuss the reasons for the conflicts and the implications for the future development of the tourism industry.

This study found that the majority of tourists in Mi Le City for recreational tourism are freelance or retired people over 51 years of age from outside of Yunnan Province, and the main form of tourism favored by tourists is accompanied by family and friends, which is in high consistency with the findings of He Lanqing's research(He, 2023). He found that China is currently in the early stage of the development of elderly tourism. The development of elderly tourism is an important means of enriching the tourism market. The main motives of the elderly for traveling are the acquisition of knowledge, self-realization and achievement motives, relaxation and recreation, adventure and the pursuit of novelty, the desire to socialize with family and friends, and good health, which are all content and basic situation of tourists in Mi Le City's recreational tourism. The current situation is consistent.

This study found that the satisfaction level of recreational tourism in Mi Le City is high (S10), while the rate of tourists' revisiting is relatively low (W9). However, the study by Huang (2024) found that the higher the tourists' satisfaction with services, transport, and attractions, then the higher the probability of them making a revisit. Although Mi Le City boasts good natural scenery and infrastructure, its cultural

heritage is weak, necessitating improvements in service quality, particularly in the in-depth exploration of the attractions' cultural content. Tourists suffer from homogenization fatigue of artificially created attractions, making them reluctant to revisit.

### **5.2.2 Discussion of strategies for organizing recreational tourism routes to improve the attractiveness of tourist attractions in Mi Le City**

This study focuses on developing tourism resources and improving the attractiveness of tourist attractions in Mi Le City, and proposes four types of strategies, SO, ST, WO and WT, based on SWOT analysis and TWOS matrix. By comparing previous studies, this study achieves a high degree of consistency in most areas, especially in terms of ecological environment, tourists' demand and infrastructure optimization, but there are also some conflicts with previous findings in certain areas, mainly stemming from Mi Le City's specific resource advantages and policy context.

In terms of SO1, SO2, and WT3 strategies, this study is highly consistent with the findings of Chen (2015), both of which emphasized the correlation between a good ecological environment, infrastructure, service level, hygiene, and recreational activities and tourist satisfaction. The study suggests that the demand for a healthy and comfortable environment is very high among the older visitor group and that Mi Le City's high-quality air quality and natural landscapes are key strengths in attracting this group.

The SO2 and WO1 strategies are in contrast to the study of Ai (2007) . Ai (2007) argues that the over-reliance on feedback from foreign tourists and the development of tourism while bringing superficial prosperity and revival to local traditional culture, has weakened its original and genuine connotations and reduced it to a purely tourist consumer product. In contrast, this study argues that feedback from external tourists can effectively enrich the expression of local culture and explore its cultural

potential. The main reason for the conflict is the relative richness of Mi Le City's cultural resources, which allows it to maintain its cultural identity while accommodating foreign perspectives. In addition, the WO1 strategy proposes the government's macro-regulation of attraction ticket prices, which is also in line with the findings of Zhou (2022), which show that the importance of government regulation in the support of emerging forms of tourism is very significant and that the government should also strengthen the price management and supervision, and play the role of an effective regulator of prices.

In terms of SO3 strategies, there is consistency between this study and the findings of Xie (2021). Xie highlighted that the scientific utilization of digital technological tools significantly contributes to the promotion and development of historical and cultural resources, thereby overcoming temporal and spatial limitations. He also highlighted that digital publicity, particularly through the Internet celebrity effect, is a crucial method for enhancing the visibility of today's tourism industry. This study concurs with its findings, concluding that a combination of online and offline publicity, particularly the display of storytelling content, significantly enhances the attraction of scenic spots.

The SO4, ST3, WO1, WO3, WT3 and WT4 strategies are consistent with study of Tao (2022). Tao presents development proposals from a regional tourism development perspective in four dimensions: spatial organization synergy, infrastructure synergy, support system synergy, and policy guarantee synergy. By highlighting the interconnection of attractions across the entire region and fostering cross-sectoral cooperation among local governments, scenic spots, merchants, and communities, we can improve tourist mobility between various scenic spots by fostering the synergistic development of these entire region's scenic spots, a strategy that aligns with the strategies presented in this study.

This study proposes diversified development paths combining the characteristics of Mi Le City in terms of strategy design, especially innovative ideas in eco-tourism, cultural excavation, territory-wide linkage, and smart city construction. These strategies not only consider the existing tourism resources, but also make full use of the government's policy support and digital publicity tools to enhance the tourists' experience and attractions' competitiveness. However, the conflict with some of the previous studies also reflects the risks in the implementation of this study, especially in terms of over-reliance on feedback from foreign tourists for cultural storytelling packaging, which may weaken its original and genuine connotation. Future research can further explore the feasibility and cost-effectiveness issues of these strategies in implementation to provide more operational recommendations for tourism development in Mi Le City.

### **5.2.3 Discussion of the evaluation of the feasibility of the overall strategies**

This research proposed 4 SO strategies, 3 ST strategies, 3 WO strategies, and 5 WT strategies, which were found to have high feasibility after connoisseurship and stakeholder interviews. Comparison with previous studies revealed that the feasibility of the overall strategies in this research achieved a high degree of consistency with many studies.

The direction of the overall strategy of this study is basically the same as the findings of Ding (2024), Xu (2024), and Zhang (2024). Ding Yuyao (2024) proposed a series of strategies to promote the sustainable development of ancient village tourism in five aspects, including clarifying the positioning of the attraction and avoiding over-commercialization, adjusting the scenic area charges to optimize the visitor experience, improving the complaint channels and simplifying the complaint methods, encouraging tourists to improve their loyalty by complaining through reasonable channels, and increasing the intelligent facilities and improving the quality

of the services, etc. The general direction of the strategies of the study basically is consistent with the general direction of the research strategies of this study, especially in the adjustment of attraction charges, optimizing tourist experience, improving tourist loyalty, increasing intelligent facilities, improving service quality, etc., which are also some of the parts that urgently need to be improved in the process of the development of recreational tourism in Mi Le City, and only if the satisfaction of tourists is improved, the rate of tourists' revisiting can be increased as well. Xu Jing (2024) proposed a series of strategies to promote the development of rural recreational tourism in Thirty Heights, Hefei City, in terms of strengthening tourism planning, developing and creating reasonably priced and distinctive tourism commodities, reasonably setting and regulating the price of recreational projects, and strengthening the supervision and management of rural recreational tourism services in order to further improve the level and quality of tourism services, etc., and the main contents in the strategies and the overall strategic contents of this study also have strong consistency, so it can be seen that the series of strategies proposed in this study for the development of recreational tourism in Mi Le City are indeed highly feasible. Zhang Yanling (2024) proposed a series of strategies to promote the sustainable development of tourism in Zhuchuan Village attraction and improve tourist satisfaction from the aspects of promoting the construction of talent teams in the attraction, improving the quality and skills of service personnel, accelerating the construction of intelligent attractions, improving the level of information technology, creating distinctive tourist attractions, further regulating the order of the tourism market, avoiding the homogenization of tourism products, and creating a distinctive tourism brand. This study's overall strategy exhibits a high degree of consistency with the development strategies it proposes, thereby further verifying the feasibility of these strategies.

### 5.3 Research Recommendations

Due to the researcher's limited scientific research ability and practice level, although there are still some shortcomings in this study, the results have some reference value for the development of recreational tourism in other cities in China and also provide ideas for the development of recreational tourism in Mi Le City.

#### 5.3.1 Recommendations for applying the results of the study

The results of this study provide practical strategic recommendations for the development of tourism in Mi Le City, which can help optimize the use of tourism resources, enhance tourist satisfaction, and promote the sustainable development of the local economy. This paper will present a series of recommendations for the Mi Le City Tourism Bureau, tourism companies, and attraction managers to use in practical applications.

(1) When applying the results of the study, the Mi Le City Tourism Bureau, tourism companies, and tourist attractions need to take into account a variety of factors, such as the environment, infrastructure, cultural communication, and tourists' needs, to ensure the sustainable development of the tourism industry and to enhance its overall competitiveness and attractiveness.

(2) In the process of developing tourism resources in depth, care must be taken to maintain the sustainability of the environment and the natural appearance of the attractions. In particular, Mi Le City is known for its beautiful natural scenery and good air quality, so any form of development must not be at the expense of the environment.

(3) To ensure effective implementation of these strategic recommendations, the MGTO should set up a monitoring and evaluation mechanism to regularly check the effectiveness of each strategy's implementation and adjust and optimizations based on feedback and data.



### 5.3.2 Recommendations for further research

The researcher has the following four recommendations for future research:

(1) If future research on this topic continues to focus on Mi Le City's tourism development, it may consider broadening the scope of the survey attraction and increasing the sample size. It could also conduct research from alternative perspectives, including the sports tourism strategy, the tourism development policy proposal, and the recreational tourism development model.

(2) If conditions allow, the researcher hopes that future studies will conduct further empirical studies after proposing relevant strategies, policies, or models. This will allow us to truly observe the effects of implementation and further improve and adjust these strategies, policies, or models based on the actual situation encountered during implementation.

(3) Future research can also adopt an interdisciplinary research approach, combining disciplines such as cultural anthropology, environmental science, and economics to explore the sustainable development of tourism in Mi Le City in depth. For instance, a cultural perspective can study how to better integrate local culture into tourism product design, while environmental science can analyze the long-term ecological impact of tourism development.

(4) In the future, it will be possible to study the impact of global tourism trends on Mi Le City, including the post-pandemic tourism recovery, the rise of eco-tourism and green tourism, and how changes in the international tourism market have influenced the adjustment of Mi Le City's tourism strategy. This will provide Mi Le City with more groundwork to formulate tourism policies for the international market.

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## Appendix

### Appendix A Questionnaire on Recreational Tourism in Mi Le City

Dear Madam/Sir:

Hello! I am a PhD student of Recreation Tourism and Sport Management, Faculty of Education, Silpakorn University, Thailand, and I am conducting a survey on the current situation of recreational tourism in Mile City. The questionnaire is designed to find out tourists' travel experience and satisfaction during traveling to Mile; there is no right or wrong answer, and all the information and data collected will be used for academic research only. I sincerely thank you for your participation, as well as for your support and help in this study!

#### Part I: Basic Information

1. Your gender:

- A. Male
- B. Female

2. You come from:

- A. Mi Le City
- B. Inside Yunnan Province (except Mi Le City)
- C. Outside Yunnan Province
- D. Abroad

3. Your age:

- A. Below 20 years old
- B. 20–30 years old
- C. 31–40 years old
- D. 41–50 years old



E.51 years old or older

4.Your occupation:

A. student

B. civil servant

C. company employee

D. Freelancers

E. Personnel of institutions

F. Individual practitioners

G. retire

H. Others

5.Your education level:

A. High school and below

B. Junior college/senior college

C. Bachelor's degree

D. Master's degree and above

6.Your monthly income:

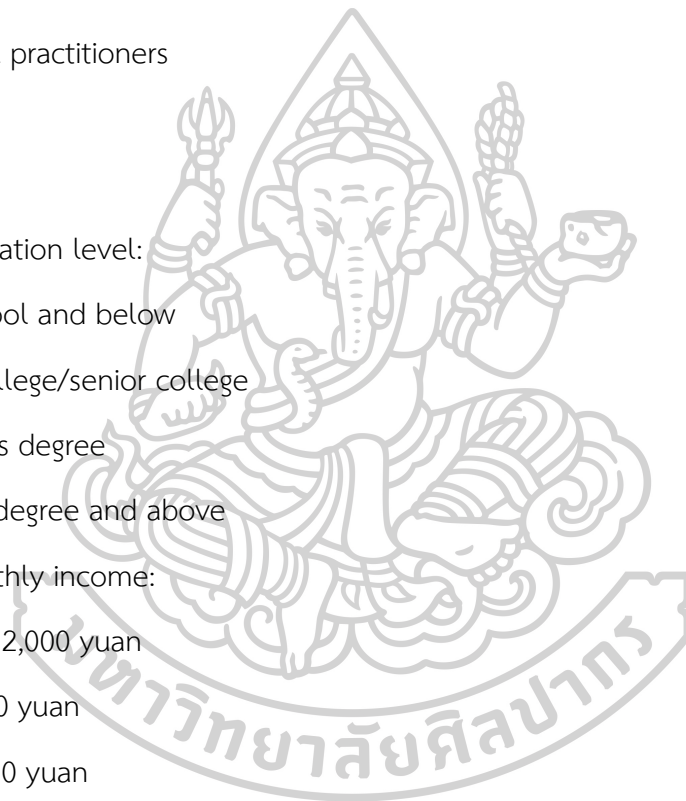
A.Less than 2,000 yuan

B.2001-4,000 yuan

C.4,001-6,000 yuan

D.6,001-10,000 yuan

E. More than 10000 yuan



## Part II: Tourism situation

7. The purpose of your visit to Mi Le City is:

A. sightseeing and leisure vacation

B. Cultural exchange and study

C. Business or official duty

D. Scientific investigation

E. Other

8. The form of your trip is:

A. Travel with family and friends

B. Travel alone

C. Organized travel

D. Tours

9. The number of days you are going to stay in Mi Le City this time:

A. 1 day

B. 2 days

C. 3 days

D. 4 days

E. More than 4 days

10. You mainly know about Mi Le City leisure tourism from:

A. Introduction by friends and relatives

B. social media

C. Travel agencies

D. Street advertisements

E. Information and publicity

F. Others

11. The most important factor you consider when choosing an tourist attraction is:

A. Natural environment

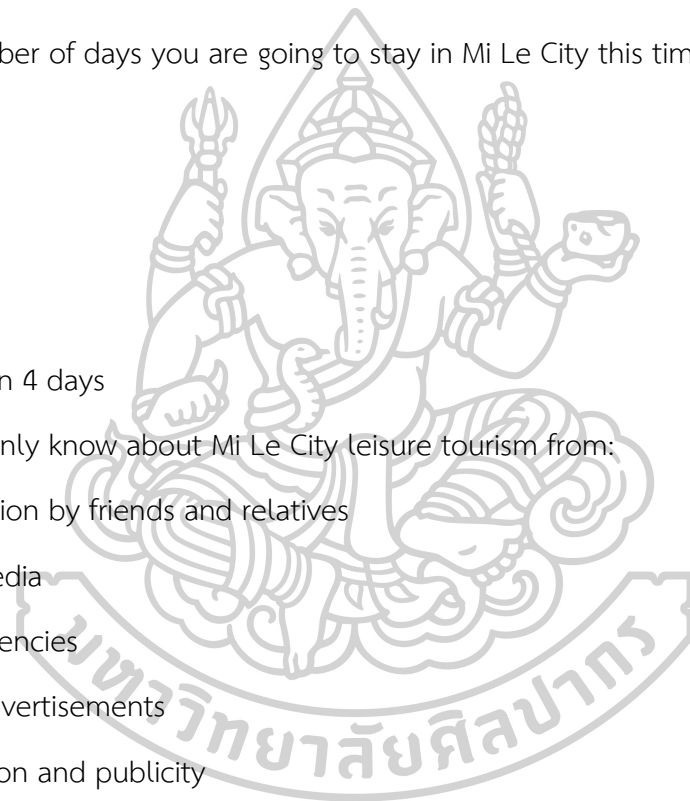
B. Cultural atmosphere

C. Shopping environment

D. Recreational facilities

E. Recreational activities

F. Transportation



G. Gastronomy

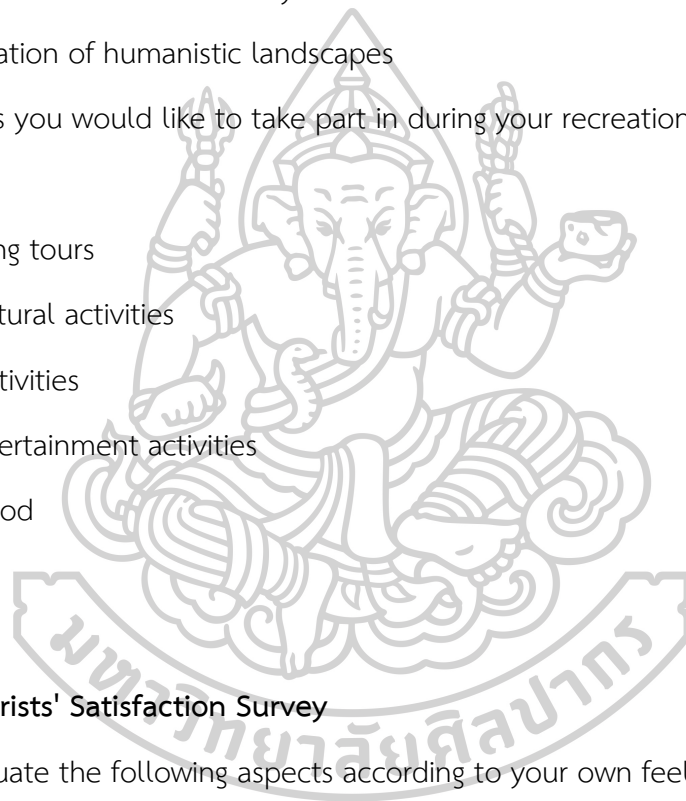
H. Others:

12. When traveling for recreation, you most expect this attraction to have:

- A. Fresh environment and good air
- B. Lively and modern atmosphere
- C. Traditional countryside with high human kindness
- D. Concentration of natural beauty
- E. Concentration of humanistic landscapes

13. Activities you would like to take part in during your recreational tourism: (Multiple choice)

- A. Sightseeing tours
- B. Local cultural activities
- C. Sports activities
- D. Night entertainment activities
- E. Tasting food
- F. Others:



### Part III: Tourists' Satisfaction Survey

Please evaluate the following aspects according to your own feelings and tick the corresponding score.

5 means "Excellent"

4 means " Good"

3 means " Fair"

2 means " Poor"

1 means " Very poor"

No.	Satisfaction of recreational tourism in Mi Le City	Satisfaction rating				
		5	4	3	2	1
14	Your opinion on the quality of the air and environment here					
15	Your opinion on the social security situation here					
16	Your opinion on the environmental sanitation situation here					
17	Your opinion on the infrastructure configuration here					
18	Your opinion on the accessibility of transportation here					
19	Your opinion on the restaurant menu here					
20	Your opinion on the consumption price here					
21	Your opinion on the hospitality of the residents here					
22	Your opinion on the service quality of the local staff					
23	Your opinion on the traditional folklore activities here					
24	Your opinion on the variety of recreational activities here					
25	Your opinion on the explanation system of the tourist attractions here					
26	Your opinion on the establishment of signs					

No.	Satisfaction of recreational tourism in Mi Le City	Satisfaction rating				
		5	4	3	2	1
	and labels here					
27	Your opinion on the operational ability of the tour guides here					
28	Your opinion on the ticket price of the tourist attractions here					
29	Your opinion on the comfort of the hotel rooms here					
30	Your opinion on the quality of the goods here					
31	Your opinion on the characteristics of the tourist souvenirs here					
32	Your opinion on the variety of tourist souvenirs here					
33	Your opinion on the atmosphere of the local culture					
34	Your opinion on the convenience of shopping here					
35	Your opinion on the variety of landscapes here					
36	Your opinion on the capacity of the tourist attractions					
37	Your opinion on the characteristics of religious landscapes here					
38	Your opinion on the order of tourism here					
39	The possibility of revisiting Mi Le City					

No.	Satisfaction of recreational tourism in Mi Le City	Satisfaction rating				
		5	4	3	2	1
40	Your overall satisfaction with the trip					



## Appendix B Interview Form on Recreational Tourism in Mi Le City

This interview form is mainly used to interview the staff of the Mi Le City Tourism Bureau, residents, tourist attraction managers and staff, travel company managers, and tour guides. All the data collected is only used for academic research, and we sincerely thank you for your participation, as well as your support and help for this study!

### Part I: Basic Information

1. You are:

Head/Staff of the Mi Le City Tourism Bureau

Local resident

Tourist attraction manager/staff

Tourism company manager

Tour guide

### Part II: Current Situation of Recreational Tourism Information

2. What do you think about the overall situation of recreational tourism in Mi Le City at present? What are the strengths, weaknesses, opportunities, or threats?

3. In terms of tourist attractions and the environment, what do you think about the current strengths, weaknesses, opportunities, or threats?

4. In terms of recreational tourism activities, what do you think about the current strengths, weaknesses, opportunities, or threats?

5. In terms of tourism products, what do you think about the current strengths, weaknesses, opportunities, or threats?

6. In terms of the infrastructure, what do you think about the current strengths, weaknesses, opportunities, or threats?

7. In terms of the hospitality services for tourists, what do you think about the current strengths, weaknesses, opportunities, or threats?

(Only for managers/staff of tourist attractions, managers of tour companies and tour guides)





## Appendix C Process of Connoisseurship

### 1. Pre-meeting preparation

- (1) The host creates a link to the Tencent meeting and sends it to the experts;
- (2) Wait for the experts to enter the meeting and then check the equipment (camera, microphone).

### 2.Meeting Process

- (1) The host opens the meeting and introduces the participating experts;
- (2) The host presents the meeting's goal and the pertinent strategies for discussion.
- (3) Expert Discussion
  - 1) Please discuss the feasibility of these strategies overall for organising recreational tourism routes and improving the attractiveness of tourist attractions in Mi Le City.
  - 2) Please separately discuss the feasibility of SO strategies for organising recreational tourism routes and improving the attractiveness of tourist attractions in Mi Le City and make valuable suggestions for these strategies.
  - 3) Please separately discuss the feasibility of ST strategies for organising recreational tourism routes to increase the attractiveness of tourist attractions in Mi Le City and provide valuable suggestions for these strategies.
  - 4) Please separately discuss the feasibility of WO strategies for organising recreational tourism routes to increase the attractiveness of tourist attractions in Mi Le City and provide valuable suggestions for these strategies.
  - 5) Please separately discuss the feasibility of WT strategies for organising recreational tourism routes to increase the attractiveness of tourist attractions in Mi Le City and provide valuable suggestions for these strategies.
  - 6) Other suggestions

(4) Meeting Summary

- 1) The moderator briefly summarised the content of the meeting;
- 2) Express gratitude to the participating experts;
- 3) Announce the end of the meeting.

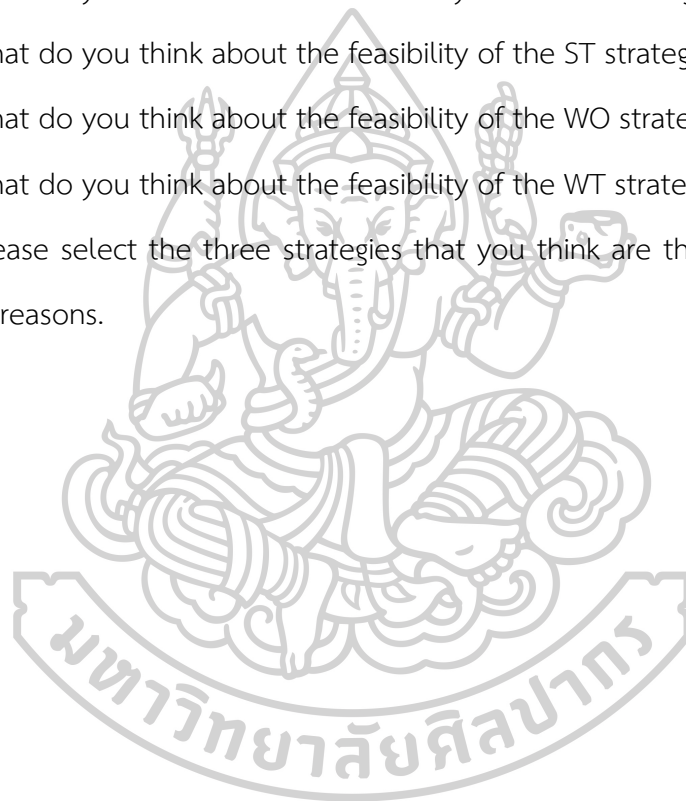
**3. Group photo**



### Appendix D Interview Form on Strategy Feasibility

This interview form is mainly used to interview the staff of the Mi Le City Tourism Bureau, tourist attraction managers, travel company managers, and tourists. All the data collected is only used for academic research, and we sincerely thank you for your participation, as well as your support and help for this study!

1. What do you think about the overall feasibility of these strategies?
2. What do you think about the feasibility of the SO strategy?
3. What do you think about the feasibility of the ST strategy?
4. What do you think about the feasibility of the WO strategy?
5. What do you think about the feasibility of the WT strategy?
6. Please select the three strategies that you think are the most feasible and explain the reasons.



### Appendix E Expert Evaluation Form for Questionnaire Validity

Dear Experts:

Kind regards! I am a PhD student of Recreation Tourism and Sport Management, Faculty of Education, Silpakorn University, Thailand. My thesis, "Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City," is about to enter the data collection stage, and I am now designing a questionnaire on recreational tourism in Mi Le City, which is aimed at investigating the tourists' travel experience and satisfaction during their travels in Mi Le. In order to assess the validity of the questionnaire, I would like to consult with you and ask for your advice. Please give me your valuable opinions! I hereby express my heartfelt thanks to you!

The following criteria were used by the experts to assess whether the tool could be used as an instrument for data collection for this study:

- +1 indicates Sure that the information is appropriate
- 0 indicates Unsure of the appropriateness of the information
- 1 indicates Sure that the information is not appropriate

Please tick "v" the appropriate box.

Silpakorn University Student (Thailand): Yuanyuan Chen

July 2024

contents	Rating			suggestion
	+1	0	-1	
<b>Basic Information</b>				
1. Your gender: A. Male B. Female				
2. You come from: A. Mi Le City B. Inside Yunnan Province (except Mi Le City) C. Outside Yunnan Province D. Abroad				
3. Your age: A. Below 20 years old B. 20–30 years old C. 31–40 years old D. 41–50 years old E. 51 years old or older				
4. Your occupation: A. student B. civil servant C. company employee D. Freelancers E. Personnel of institutions F. Individual practitioners				

contents	Rating			suggestion
	+1	0	-1	
G. retiree H. Others				
5.Your education level: A. High school and below B. Junior college/senior college C. Bachelor's degree D. Master's degree and above				
6.Your monthly income: A.Less than 2,000 yuan B.2001-4,000 yuan C.4,001-6,000 yuan D.6,001-10,000 yuan E. More than 10000 yuan				
<b>Tourism situation</b>				
7. The purpose of your visit to Mi Le City is: A. sightseeing and leisure vacation B. Cultural exchange and study C. Business or official duty D. Scientific investigation E. Other				

contents	Rating			suggestion
	+1	0	-1	
<p>8. The form of your trip is:</p> <p>A. Travel with family and friends</p> <p>B. Travel alone</p> <p>C. Organized travel</p> <p>D. Tours</p>				
<p>9. The number of days you are going to stay in Mi Le City this time:</p> <p>A.1 day</p> <p>B.2 days</p> <p>C.3 days</p> <p>D.4 days</p> <p>E. More than 4 days</p>				
<p>10. You mainly know about Mi Le City leisure tourism from:</p> <p>A. Introduction by friends and relatives</p> <p>B. Social media</p> <p>C. Travel agencies</p> <p>D. Street advertisements</p> <p>E. Information and publicity</p> <p>F. Others</p>				
<p>11. The most important factor you consider when choosing a tourist attraction is:</p> <p>A. Natural environment</p> <p>B. Cultural atmosphere</p>				

contents	Rating			suggestion
	+1	0	-1	
C. Shopping environment D. Recreational facilities E. Recreational activities F. Transportation G. Gastronomy H. Others:				
12. When traveling for recreation, you most expect this attraction to have: A. Fresh environment and good air B. Lively and modern atmosphere C. Traditional countryside with high human kindness D. Concentration of natural beauty E. Concentration of humanistic landscapes				
13. Activities you would like to take part in during your recreational tourism: (Multiple choice) A. Sightseeing tours B. Local cultural activities C. Sports activities D. Night entertainment activities E. Tasting food F. Others:				

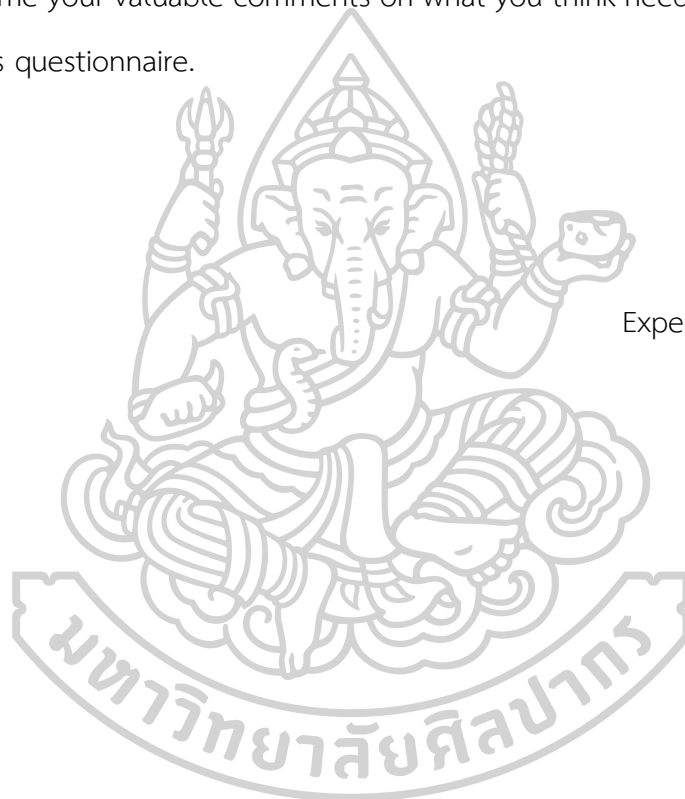


contents	Rating			suggestion
	+1	0	-1	
<b>Tourists' Satisfaction Survey</b>				
14. Your opinion on the quality of the air environment here				
15. Your opinion on the social security situation here				
16. Your opinion on the environmental sanitation situation here				
17. Your opinion on the infrastructure configuration here				
18. Your opinion on the accessibility of transportation here				
19. Your opinion on the restaurant menu here				
20. Your opinion on the consumption price here				
21. Your opinion on the hospitality of the residents here				
22. Your opinion on the service quality of the local staff				
23. Your opinion on the traditional folklore activities here				
24. Your opinion on the variety of recreational activities here				
25. Your opinion on the explanation system of the tourist attractions here				

contents	Rating			suggestion
	+1	0	-1	
26. Your opinion on the establishment of signs and labels here				
27. Your opinion on the operational ability of the tour guides here				
28. Your opinion on the ticket price of the tourist attractions here				
29. Your opinion on the comfort of the hotel rooms here				
30. Your opinion on the quality of the goods here				
31. Your opinion on the characteristics of the tourist souvenirs here				
32. Your opinion on the variety of tourist souvenirs here				
33. Your opinion on the atmosphere of the local culture				
34. Your opinion on the convenience of shopping here				
35. Your opinion on the variety of landscapes here				
36. Your opinion on the capacity of the tourist attractions				
37. Your opinion on the characteristics of religious landscapes here				

contents	Rating			suggestion
	+1	0	-1	
38. Your opinion on the order of tourism here				
39. The possibility of revisiting this place				
40. Your overall satisfaction with the trip				

Please give me your valuable comments on what you think needs to be done to improve this questionnaire.



Expert Signature

July 2024

## Appendix F Expert Evaluation Form for Interview Form Validity

Dear Experts:

Kind regards! I am a PhD student of Recreation Tourism and Sport Management, Faculty of Education, Silpakorn University, Thailand. My thesis, "Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City," is about to enter the data collection stage, and I am now designing a interview form on recreational tourism in Mi Le City, which is aimed at investigating the current situation of recreational tourism in Mi Le City. In order to assess the validity of the questionnaire, I would like to consult with you and ask for your advice. Please give me your valuable opinions! I hereby express my heartfelt thanks to you!

The following criteria were used by the experts to assess whether the tool could be used as an instrument for data collection for this study:

- +1 indicates Sure that the information is appropriate
- 0 indicates Unsure of the appropriateness of the information
- 1 indicates Sure that the information is not appropriate

Please tick "v" the appropriate box.

Silpakorn University Student (Thailand): Yuanyuan Chen

July 2024

contents	Rating			suggestion
	+1	0	-1	
<b>Basic Information</b>				
1. You are: A. Head/Staff of the Mi Le City Tourism Bureau B. Local resident C. Tourist attraction manager/staff D. Tourism company manager E. Tour guide				
<b>Current Situation of Recreational Tourism Information</b>				
2. What do you think about the overall situation of recreational tourism in Mi Le City at present? What are the strengths, weaknesses, opportunities, or threats?				
3. In terms of tourist attractions and the environment, what do you think about the current strengths, weaknesses, opportunities, or threats?				
4. In terms of recreational tourism activities, what do you think about the current strengths, weaknesses, opportunities, or threats?				

contents	Rating			suggestion
	+1	0	-1	
5. In terms of tourism products, what do you think about the current strengths, weaknesses, opportunities, or threats?				
6. In terms of the infrastructure, what do you think about the current strengths, weaknesses, opportunities, or threats?				
7. In terms of the hospitality services for tourists, what do you think about the current strengths, weaknesses, opportunities, or threats? (Only for managers/staff of tourist attractions, managers of tour companies and tour guides)				

Please give me your valuable comments on what you think needs to be done to improve this Interview form.

Expert Signature

July 2024

## Appendix G Results of IOC of Questionnaire

contents	Expert			IOC
	A	B	C	
<b>Basic Information</b>	+1	+1	+1	1
1. Your gender: A. Male B. Female				
2. You come from: A. Mi Le City B. Inside Yunnan Province (except Mi Le City) C. Outside Yunnan Province D. Abroad	+1	+1	+1	1
3. Your age: A. Below 20 years old B. 20–30 years old C. 31–40 years old D. 41–50 years old E. 51 years old or older	+1	+1	+1	1
4. Your occupation: A. student B. civil servant C. company employee D. Freelancers E. Personnel of institutions F. Individual practitioners	+1	+1	+1	1

contents	Expert			IOC
	A	B	C	
G. retiree H. Others				
5.Your education level: A. High school and below B. Junior college/senior college C. Bachelor's degree D. Master's degree and above	+1	+1	+1	1
6.Your monthly income: A.Less than 2,000 yuan B.2001-4,000 yuan C.4,001-6,000 yuan D.6,001-10,000 yuan E. More than 10000 yuan	+1	+1	+1	1
<b>Tourism situation</b>	+1	+1	+1	1
7. The purpose of your visit to Mi Le City is: A. sightseeing and leisure vacation B. Cultural exchange and study C. Business or official duty D. Scientific investigation E. Other				
8. The form of your trip is:	+1	+1	+1	1



contents	Expert			IOC
	A	B	C	
A. Travel with family and friends B. Travel alone C. Organized travel D. Tours				
9. The number of days you are going to stay in Mi Le City this time:  A.1 day B.2 days C.3 days D.4 days E. More than 4 days	+1	+1	+1	1
10. You mainly know about Mi Le City leisure tourism from:  A. Introduction by friends and relatives B. Social media C. Travel agencies D. Street advertisements E. Information and publicity F. Others	+1	0	+1	0.66
11. The most important factor you consider when choosing an tourist attraction is:  A. Natural environment B. Cultural atmosphere C. Shopping environment D. Recreational facilities	+1	+1	+1	1

contents	Expert			IOC
	A	B	C	
E. Recreational activities F. Transportation G. Gastronomy H. Others:				
12. When traveling for recreation, you most expect this attraction to have:  A. Fresh environment and good air B. Lively and modern atmosphere C. Traditional countryside with high human kindness D. Concentration of natural beauty E. Concentration of humanistic landscapes	+1	+1	+1	1
13. Activities you would like to take part in during your recreational tourism: (Multiple choice)  A. Sightseeing tours B. Local cultural activities C. Sports activities D. Night entertainment activities E. Tasting food F. Others:	+1	+1	+1	1
<b>Tourists' Satisfaction Survey</b>	+1	0	+1	0.66
14. Your opinion on the quality of the air environment here				
15. Your opinion on the social security situation here	+1	+1	+1	1
16. Your opinion on the environmental sanitation situation here	+1	+1	+1	1

contents	Expert			IOC
	A	B	C	
17.Your opinion on the infrastructure configuration here	+1	+1	+1	1
18.Your opinion on the accessibility of transportation here	+1	+1	+1	1
19.Your opinion on the restaurant menu here	+1	+1	+1	1
20.Your opinion on the consumption price here	+1	+1	+1	1
21.Your opinion on the hospitality of the residents here	+1	+1	+1	1
22.Your opinion on the service quality of the local staff	+1	+1	+1	1
23.Your opinion on the traditional folklore activities here	+1	+1	+1	1
24.Your opinion on the variety of recreational activities here	+1	0	+1	0.66
25.Your opinion on the explanation system of the tourist attractions here	+1	+1	+1	1
26.Your opinion on the establishment of signs and labels here	+1	+1	+1	1
27.Your opinion on the operational ability of the tour guides here	+1	+1	+1	1
28.Your opinion on the ticket price of the tourist attractions here	+1	+1	+1	1
29.Your opinion on the comfort of the hotel rooms here	+1	+1	+1	1
30.Your opinion on the quality of the goods here	+1	+1	+1	1
31.Your opinion on the characteristics of the tourist souvenirs here	+1	0	+1	0.66
32.Your opinion on the variety of tourist souvenirs here	+1	+1	+1	1
33.Your opinion on the atmosphere of the local culture	+1	+1	+1	1
34.Your opinion on the convenience of shopping here	+1	+1	+1	1
35.Your opinion on the variety of landscapes here	+1	+1	+1	1

contents	Expert			IOC
	A	B	C	
36. Your opinion on the capacity of the tourist attractions	+1	0	+1	0.66
37. Your opinion on the characteristics of religious landscapes here	+1	0	+1	0.66
38. Your opinion on the order of tourism here	+1	+1	+1	1
39. The possibility of revisiting this place	+1	+1	+1	1
40. Your overall satisfaction with the trip	+1	+1	+1	1

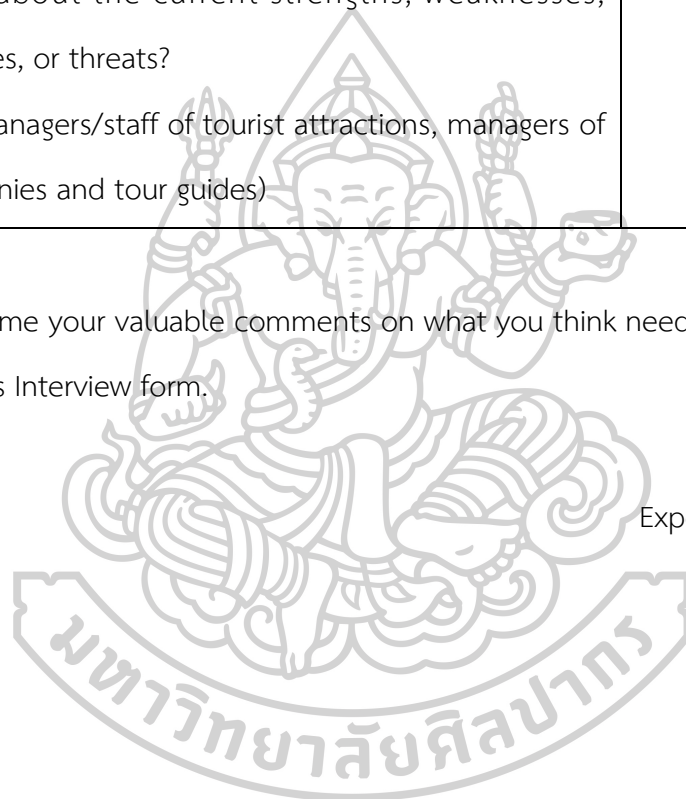


## Appendix H Results of IOC of Interview Form

contents	Expert			IOC
	A	B	C	
<b>Basic Information</b>	+1	+1	+1	1
1. You are: A. Head/Staff of the Mi Le City Tourism Bureau B. Local resident C. Tourist attraction manager/staff D. Tourism company manager E. Tour guide				
<b>Current Situation of Recreational Tourism Information</b>	+1	+1	+1	1
2. What do you think about the overall situation of recreational tourism in Mi Le City at present? What are the strengths, weaknesses, opportunities, or threats?				
3. In terms of tourist attractions and the environment, what do you think about the current strengths, weaknesses, opportunities, or threats?	+1	0	+1	0.66
4. In terms of recreational tourism activities, what do you think about the current strengths, weaknesses, opportunities, or threats?	+1	+1	+1	1
5. In terms of tourism products, what do you think about the current strengths, weaknesses, opportunities, or threats?	+1	+1	+1	1

contents	Expert			IOC
	A	B	C	
6. In terms of the infrastructure, what do you think about the current strengths, weaknesses, opportunities, or threats?	+1	+1	+1	1
7. In terms of the hospitality services for tourists, what do you think about the current strengths, weaknesses, opportunities, or threats? (Only for managers/staff of tourist attractions, managers of tour companies and tour guides)	+1	+1	+1	1

Please give me your valuable comments on what you think needs to be done to improve this Interview form.

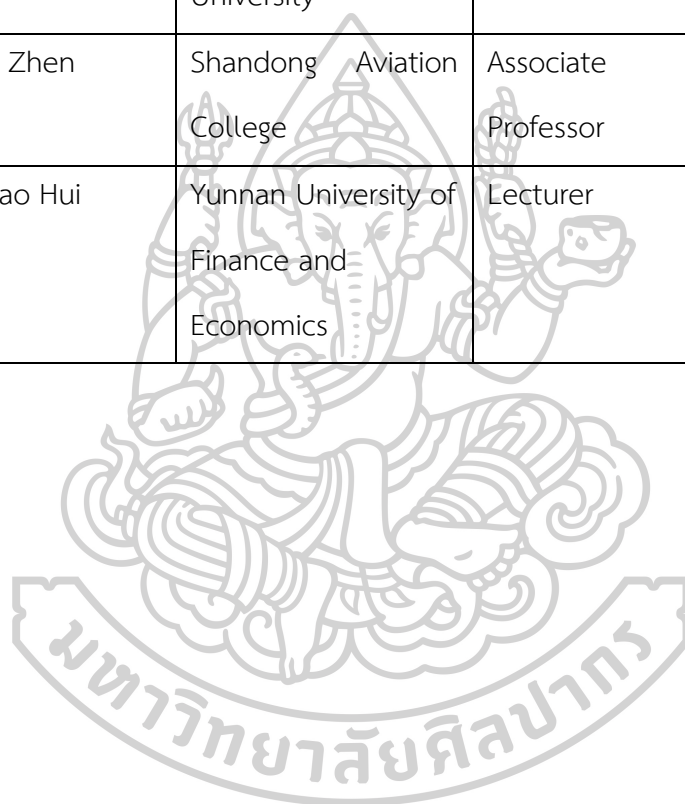


Expert Signature

July 2024

## Appendix I List of IOC

No.	Name	Work unit	Professional title	Educational qualifications
1	Mr. Wen Bin	Huaibei Normal University	Professor	Ph.D.
2	Mr. Li Zhen	Shandong Aviation College	Associate Professor	Ph.D.
3	Ms. Gao Hui	Yunnan University of Finance and Economics	Lecturer	Ph.D.



## Appendix J List of Connoisseurship

No.	Name	Work unit	Professional title	Educational qualifications
1	Mr. Yue Yousong	Director of the Scientific Research and Graduate Studies Department of Tianjin Institute of Physical Education	Professor (Sport Tourism Management Field)	Doctor
2	Mr. Luo Rui	Sichuan Institute of Tourism	Associate Professor (Sport Tourism Management Field)	Doctor
3	Ms. Liu Yongjuan	Fujian Technical Normal University Director of Tourism Management and Service Education Program	Associate Professor (Tourism Management and Service Education Field)	Master



No.	Name	Work unit	Professional title	Educational qualifications
4	Ms. Hu Ping	Jiujiang Vocational University	Associate Professor (Recreation and Tourism Management Field)	Master
5	Mr. Han Wenzhao	Mile City Culture and Tourism Bureau	Deputy Director	Bachelor
6	Mr. Sun Yuchen	Dongfeng Yun Scenic Area	Manager	Bachelor
7	Ms. Chen Min	Keyi Ethnic Culture and Ecological Tourism Village	Manager	Bachelor
8	Ms. Che jie	Mi le A Xi Tiaoyue Tourism Co., Ltd.	Executive Director	Bachelor
9	Ms. Ma Ya	Le Trip Travel Agency Ltd.	Guide	Bachelor

## Appendix K Invitation Letter of IOC



No. ๒๒๖

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

July 10, 2024

Title: Invitation to be an inspector of research tool quality

Dear Ms. Gao Hui, Ph.D.

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. In this regard, Faculty of Education, Silpakorn University would like to invite you to inspect the quality of research tools for the student.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Siriwat Y."

Assoc. Prof. Dr. Siriwat Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095



No. ๒๑๖๐

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

July 10, 2024

Title: Invitation to be an inspector of research tool quality

Dear Associate Professor Li Zhen, Ph.D.

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. In this regard, Faculty of Education, Silpakorn University would like to invite you to inspect the quality of research tools for the student.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Siriwan V."

Assoc. Prof. Dr. Siriwon Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/23A9

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

July 10, 2024

Title: Invitation to be an inspector of research tool quality

Dear Professor Wen Bin, Ph.D.

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. In this regard, Faculty of Education, Silpakorn University would like to invite you to inspect the quality of research tools for the student.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Siriwan. Y."

Assoc. Prof. Dr. Siriwat Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095

## Appendix L Invitation Letter of Connoisseurship



No. 8612/4867

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

October 9, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Chen Min,

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads 'Siriwan Y'.

Assoc. Prof. Dr. Siriwan Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/1868

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

October 9, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Che jie,

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Siriwan.Y".

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/4869

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

October 9, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Ma Ya,

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads 'Siriwan, Y.'

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/4970

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

October 9, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Han Wenzhao,

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Siriwan Y."

Assoc. Prof. Dr. Siriwat Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095





No. 8612/4871

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

October 9, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Sun Yuchen,

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads 'Siriwan, Y'.

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/4872

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

October 9, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Hu Ping,

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Siriwan V."

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/487A

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

October 9, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Luo Rui, Ph.D.

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Siriwan Y."

Assoc. Prof. Dr. Siriwon Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/4973

Faculty of Education, Silpakorn University  
Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

October 9, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Liu Yongjuan,

Miss Yuanyuan Chen is a graduate student ID 650630080 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads 'Siriwan Y.'.

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai  
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University  
Nakhon Pathom, Office Tel. 034-255-095



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Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

October 9, 2024

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Dear Professor Yue Yousong, Ph.D.

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### Appendix M Details of TOWS Matrix Analysis

#### SO Strategie:

S1+O1: Organise emerging recreational tourism routes, maintain good air quality, environmental sanitation and social security to attract more groups of retired senior citizens with consumption base to visit Mi Le City.

S1+O2: Conduct research on the large influx of foreign tourists to Mile High, and draw new ideas and new strengths from foreign tourists to further plan the existing natural landscapes in order to attract more foreign tourists.

S1+O3: Make full use of the rich natural landscape and good social security to develop emerging tourism routes such as rural tourism, recreational tourism, and leisure tourism to better meet tourists' needs for emerging forms of tourism.

S1+O4: The Ministry of Tourism, in co-operation with the city's Publicity Department, can further increase publicity, increase the video publicity of attractions, and add story telling as much as possible to the video publicity, and at the same time, can co-operate with the high flow of netroots travel bloggers for publicity, in order to expand the target group.

S1+O5: Make full use of the existing natural landscape resources to open up new routes for sports tourism.

S1+O6: Further improve the management of local natural landscape, environmental sanitation and social security through the government's policy support of building a smart city, so as to create a more attractive, cleaner and safer image of the tourist destination.

S2+O1: Well-configured infrastructure and convenient transport greatly improve the accessibility to the retired elderly population with a consumption base.

S2+O2: Research on the large influx of foreign tourists to Mi Le City, and draw new ideas and new strengths from foreign tourists to further improve the infrastructure in order to increase the revisit rate of tourists.

S2+O3: Tourists' demand for short-distance tourism increases, emerging forms of tourism rise, government support for recreational tourism increases, good infrastructure configuration and convenient transport are the solid backing for the development of recreational tourism in Mi Le City.

S2+O4: Increase online publicity so that tourists interested in Mi Le City have a clearer understanding of Mi Le City's infrastructure to help them make travel decisions.

S2+O5: National conferences, international large-scale conferences, and international women's half marathon in Mi Le City can increase the attraction's exposure, as well as promote the further improvement of infrastructure configuration around the scenic spot.

S2+O6: Through the government's policy support of building a smart city, the local infrastructure configuration can be further improved, and the convenience of transport and shopping can be further enhanced.

S3+O1: Perfect communication facilities and WIFI covering the whole area, as well as sufficient water and electricity supply, can attract many elderly tourists into Mi Le City, and can also well meet the communication needs of tourists.

S3+O2: conduct research on the large influx of foreign tourists into Mile and draw new ideas and new power from foreign tourists to further improve communication facilities and the quality of WIFI in the whole area.

S3+O3: Tourists' demand for short-distance tourism is increasing, new forms of tourism are emerging, and the government's support for recreational tourism continues to increase. Improved communication facilities and WIFI coverage

throughout the region, as well as an adequate supply of water and electricity, can help tourists make decisions about travelling.

S3+O4: Increase the strength and breadth of online publicity, so that more tourists can have a better understanding of the basic conditions of Mi Le City to help them make travel decisions.

S3+O5: Perfect communication facilities and WIFI with territory-wide coverage, as well as sufficient water and electricity supply, provide greater possibilities for national-level conferences, international large-scale conferences, and international women's half marathon to be held in Mi Le City.

S3+O6: With the promotion of the government's policy of building a smart city government quality, it can further improve the communication facilities in Mi Le City and enhance the quality of WIFI in the whole area.

S4+O1: The hospitality of residents can make the elderly group feel at home, which can improve the satisfaction of tourists and increase the rate of repeat visits.

S4+O2: With local development and policy promotion, there is a large influx of foreign tourists to Mi Le City, which promotes the improvement of service concepts and service quality of operators, and coupled with the hospitality of local residents, the overall quality of service will rise dramatically.

S4+O3: The warmth and hospitality of local residents can provide emotional value to tourists who have a demand for short-distance travel and emerging forms of tourism, giving them a sense of intimacy.

S4+O4: Increase the strength and breadth of online publicity to allow more tourists to experience the hospitality of local residents in Mi Le City in order to help them make travel decisions.

S4+O5: National conferences, large international conferences, and international women's half marathon in Mi Le City can increase the exposure of the attraction, and



the character traits of local residents' warmth and hospitality can also add points to the attraction.

S4+O6: The enthusiastic character traits of local residents can promote the construction process of Mi Le City's smart city.

S5+O1: Clear signage setting, reasonable capacity of attractions, good tourism order, and can accommodate a large number of retired senior citizens with consumption base.

S5+O2: With the development of the local area and the promotion of policies, there is a large influx of foreign tourists to Mi Le City, new ideas and new forces will push the signage in Mi Le City and attractions to be set up more reasonably, and a good tourism order can bring tourists a better tourism experience.

S5+O3: With increased government support for recreational tourism, there will be more power to help maintain the current good tourism order and also help improve the signage system.

S5+O4: Increased investment in social media campaigns will enable tourists to better understand the various attractions and the tourist order in Mi Le City, helping them to make better travel decisions.

S5+O5: Signage is clearly set up, the capacity of attractions is reasonable, and the tourism order is good, which creates conditions for national-level conferences, international large-scale conferences, and the international women's half marathon to be held in Mi Le City.

S5+O6: The policy support of the government to build a smart city and the support of government personnel during the peak season of tourism can keep the recreational tourism in Mi Le City in good order throughout the year and bring tourists an impressive experience.

S6+O1: Tourism products with remarkable features, affordable prices and guaranteed quality are attractive to the elderly who have a certain consumption base for inexpensive and distinctive products.

S6+O2: With the development of the local area and the promotion of policies, a large influx of foreign tourists to Mi Le City, there will be new ideas and new forces to enrich the characteristics of tourism products, but also in order to promote the continuous innovation and development of local tourism products.

S6+O3: As tourists' demand for short-distance travel increases, the demand for distinctive and inexpensive tourism products will surely increase as well.

S6+O4: Increase the strength and breadth of online publicity, so that more people will understand the special tourism products of Mi Le City.

S6+O5: National conferences, large international conferences, and the international women's half marathon in Mi Le City can also boost sales of Mi Le City's speciality tourism products.

S6+O6: With the government's policy support of building a smart city, the sales system of tourism products can also be further improved.

S7+O1: With a variety of catering dishes and comfortable rooms, it can provide tourists travelling to Mi Le City with a good travel experience and introduce more friends and relatives to Mi Le City by word of mouth.

S7+O2: With the development of the local area and the promotion of the policy, a large influx of foreign tourists to Mi Le City, there will be new ideas and new forces to enrich the variety of catering dishes.

S7+O3: As tourists' demand for short-haul tourism increases and the government strongly supports recreational tourism, the local catering industry can be driven to develop.

S7+O4: Increasing the strength and breadth of online publicity to let more people know about the rich variety of catering dishes in Mile High can attract tourists who mainly taste food.

S7+O5: National conferences, large international conferences, and the International Women's Half Marathon in Mi Le City will not only increase the exposure of the attractions in Mile, but also the exposure of Mile's cuisine.

S7+O6: With the government's policy support of building a smart city, the linkage between the catering industry and the hotel industry can also be closer.

S8+O1: The significant characteristics of folk activities and the strong local cultural atmosphere can attract a large number of elderly tourists who want to engage in cultural tourism and recreational tourism.

S8+O2: With local development and policy promotion, there is a large influx of foreign tourists to Mi Le City, which is conducive to the promotion of local characteristic folk activities and local culture.

S8+O3: With the increased demand for short-distance travel by tourists and the government's strong support for recreational tourism, the distinctive folk activities and strong cultural atmosphere can attract a large number of tourists with such needs.

S8+O4: Increase the strength and breadth of online publicity, so that more people understand the local folk activities and local culture in Mi Le City.

S8+O5: National conferences, large international conferences, and international women's half marathon in Mi Le City can help promote local folk activities and local culture and create momentum for Mi Le City's recreational tourism publicity.

S8+O6: With the government's policy support to build a smart city, it will also become more convenient to participate in local folk activities and experience local culture.

S9+O1: Try to keep the heat of the characteristic landscape architecture to attract more elderly tourists and male and female tourists of other age groups.

S9+O2: With the local development and policies, foreign tourists are pouring into Mi Le City in large numbers, and through market research on tourists, we can get innovative ideas to improve the local characteristic attractions.

S9+O3: As tourists' demand for short-distance tourism increases and the government strongly supports recreational tourism, high-heat featured landscape architecture can attract a large number of tourists with such demand.

S9+O4: Expand the scope of social media publicity and increase the strength and breadth of online publicity to add heat to the speciality landscape architecture.

S9+O5: Undertake all kinds of national conferences and international large-scale conferences as much as possible in the major scenic spots in Mile High to increase the exposure of major scenic spots, and also to create momentum for the publicity of the characteristic landscape architecture.

S9+O6: Enhance the linkage between major attractions through the government's policy support of building a smart city.

S10+O1: The overall satisfaction of tourists is at a high level, and a good tourism experience can make tourists travelling back to their starting place spread by word of mouth and attract more tourists into Mi Le City.

S10+O2: With local development and policy promotion, a large influx of foreign tourists into Mi Le City will lead to new ideas and new forces to improve and develop local tourism and further increase tourist satisfaction.

S10+O3: As tourists' demand for short-haul tourism increases and the government strongly supports recreational tourism, it is imperative to improve existing recreational tourism routes and add new ones.

S10+O4: Expand the scope of social media publicity, increase the strength and breadth of online publicity, follow up and pay attention to tourists feedback, and improve the shortcomings in order to increase tourists' satisfaction.

S10+O5: To seize the opportunity to undertake all kinds of national conferences and international large-scale conferences in the major scenic spots in Mile High, it is necessary to maximize the infrastructure of the attraction and improve the comprehensive quality of the scenic service personnel, which can also indirectly improve visitor satisfaction.

S10+O6: With the government's policy support for building a smart city, the linkage of merchants, attractions, restaurants, hotels, transport and other aspects of the entire Mi Le City will become stronger and stronger, which can also better serve tourists and improve tourist satisfaction.

**ST Strategies:**

S1+T1: Add recreational activities suitable for the elderly groups in various scenic spots to stimulate the elderly tourists who have a consumption base but do not dare to consume to make secondary and tertiary consumption after entering the scenic spots.

S1+T2: Combine the advantages of rich local natural landscape and highlight the key points, the more distinctive the characteristics, the greater the attraction.

S1+T3: The government introduces high-level tourism experts to excavate the stories behind the scenic spots and give storytelling or cultural significance to the existing local natural landscapes, so as to improve the attraction of the tourist attractions in Mi Le City.

S1+T4: Multi-investment with the help of external forces, take measures of government appropriation and extensive financing to attract foreign merchants and large individual private households to participate in the construction of tourist attractions.

S1+T5: Increase tourism promotion, improve the attraction visibility, according to the 'who invests, benefit' principle to attract funds to develop.

S1+T6: Give full play to the existing natural landscape advantages, the formation of government-led, tourism-led, sectoral co-operation, social participation mechanism.

S1+T7: Introduce modern science and technology in each attraction to enrich the types of tourist souvenirs and improve the grade of commodities in order to stimulate tourists' desire to buy.

S1+T8: Give full play to the existing advantages of natural landscapes and improve the problem of insufficient parking spaces during the tourist peak season by organizing multiple tourist routes and enhancing the linkage of special tourist buses between attractions in order to disperse tourists and vehicle flows.

S2+T1: Take advantage of the well-equipped infrastructure and convenient transport to attract elderly consumers who are relatively frugal but wish to enjoy a convenient retirement life. Provide shopping areas with convenient transport links and introduce preferential activities and convenient services for the elderly to encourage them to spend more safely.

S2+T2: Promote a clear theme for the city through improved infrastructure and convenient transport to attract more foreign investors and tourists. Set up displays at transport nodes to publicize and promote the city's theme, improve the city's recognizability and promote the city's characteristics.

S2+T3: Make use of convenient transport and infrastructure to enhance the training of tourism-related talents, provide better learning and training opportunities, and attract foreign high-level experts. Tourism talents can be trained and attracted through co-operation in running schools and organizing seminars.

S2+T4: With a limited fiscal budget, make full use of the advantages of infrastructure and transport, optimize the allocation of resources, and focus on supporting the development of businesses related to transport convenience. Seek limited financial

support to promote economic growth through the development of industrial chains related to transport convenience.

S2+T5: Enhance the city's competitiveness in attracting investment and alleviate the pressure of the national economic downturn through improved infrastructure and transport convenience. Demonstrate to investors that improved infrastructure, and accessibility will attract capital and projects to the city.

S2+T6: Relying on convenient infrastructure and transport, strengthening the linkage between the government, people and businesses. Create a more convenient communication platform and cooperation mechanism to enhance the efficiency of collaboration among all parties.

S2+T7: Develop a high-quality line of speciality souvenirs by taking advantage of transport and infrastructure. It is possible to rely on transport convenience to create a sales chain for speciality souvenirs and attract tourists to buy them.

S2+T8: Optimize land use options by taking advantage of infrastructure and transportation. With limited land resources, plan a more rational land-use scheme that combines transport accessibility and reduces the pressure for car park expansion.

S3+T1: Promote convenient communication facilities and Wi-Fi coverage throughout the region to encourage the elderly to participate more actively in tourism activities. Aiming at the conservative consumption concepts of middle-aged and elderly people, the promotion of convenient communication facilities and Wi-Fi coverage can attract elderly tourists and encourage them to spend more conveniently through online payment and preferential information, alleviating their concerns about spending.

S3+T2: Relying on good communication facilities and using the Internet to vigorously promote city themes and clear positioning. In response to the problem of unclear city themes, take advantage of communications to strengthen the linkage between

the government and policymakers, and clarify and promote city themes through the Internet and smart device communication to enhance external attractiveness.

S3+T3: Strengthen the cultivation and co-operation of tourism talents with the outside world through improved communication facilities. To address the problem of insufficient training of talents, make use of perfect communication facilities to enhance the professional level of local tourism employees by inviting external tourism experts to conduct online training through remote training and network exchange.

S3+T4: Optimize resource management to compensate for insufficient financial support through smart city construction. In response to the problem of limited financial budget, take advantage of communication facilities to build a smart city, optimize resource management and water and electricity supply, improve the efficiency of city management and reduce the dependence on financial support.

S3+T5: Attract more external capital and tourists with the help of good communication facilities. In response to the challenges of the economic downturn and difficulties in attracting investment, we can make use of good communications and Wi-Fi coverage to promote online investment, attracting external investors to learn about the project through virtual meetings and online platforms, and broadening the channels for funding sources.

S3+T6: Strengthening interactive cooperation between the government, the public and businessmen through communication networks. In response to the problem of weak linkage, relying on the advantages of communication facilities, create a linkage platform between the government, the public and merchants to promote communication and cooperation among the three parties and form a situation of common development.

S3+T7: Promote online sales of high-quality souvenirs through e-commerce platforms and communication advantages. In response to the lack of high-quality souvenir



production lines, an e-commerce platform can be developed with the help of communication facilities to promote and sell Mi Le City's speciality souvenirs online, breaking through the limitations of production and sales.

S3+T8: Improve the efficiency of land resources utilization by using intelligent technology. In response to the problems of limited land resources and policy constraints, we can make use of improved communication and network facilities and adopt intelligent planning and management technologies to improve the efficiency of existing land use and reduce the reliance on expanding new car parks.

S4+T1: Taking advantage of the warmth and hospitality of local residents, design pro-people and affordable tourism products and services for retired senior citizens with frugal habits, so as to attract them to spend with confidence. For example, providing attentive local tour guide services and organizing interactive community activities will make them feel at home and increase their willingness to consume.

S4+T2: Capitalize on the culture of hospitality of local residents and encourage them to actively participate in the planning and promotion of the city's themes to enhance the bandwagon of local decision-makers. The clarity and attractiveness of the city theme can be enhanced by grassroots participation in activities, absorbing residents' opinions and suggestions, and clarifying the city's characteristics.

S4+T3: Leveraging on the hospitality of residents, actively promote the cultivation of culture- and tourism-related talents and encourage local residents to act as cultural promoters. Through community education and training programmes, local residents will be able to act as leaders in cultural expansion and make up for the lack of tourism experts.

S4+T4: Under the limited government budget, mobilize local residents to participate in volunteer activities and community support projects in the tourism industry, so as to reduce the dependence on government finance and form an autonomous support system with popular participation.

S4+T5: In the face of the national economic downturn, take advantage of the hospitality of local residents to strengthen the attractiveness of tourism, create a comfortable tourism atmosphere, attract foreign tourists through word-of-mouth communication, and reduce dependence on investment and large sums of money.

S4+T6: Strengthen the linkage between the government, people and businesses, encourage local residents to promote the integration of tourism activities and business development through civic interactions, form a closely collaborative tourism ecosystem, and enhance the overall service quality and visitor experience.

S4+T7: Leveraging on the hospitality of local residents, promote handicraft and small-scale souvenir production projects, encourage community residents to participate in the production and sale of high-quality special souvenirs, and form a localised chain of tourism commodities.

S4+T8: Leverage the hospitality of residents to enhance the optimal use of existing resources, combining community efforts to provide convenient non-traditional parking solutions, such as shared parking for residents' homes, to reduce reliance on land approvals.

S5+T1: Take advantage of the clarity of signage and reasonable capacity arrangements at the attraction to offer preferential activities or specific packages for the elderly, encouraging older visitors to spend with confidence, while improving the order of tourism and quality of service to enhance their consumer confidence.

S5+T2: By optimising scenic spot planning and strengthening scenic spot signage and publicity, the city's tourism theme will be clarified to enhance the city's attraction and make up for the lack of clarity in the city's theme.

S5+T3: Strengthen cooperation with universities and training institutions, attract more tourism talents through clear scenic spot planning and tourism logos, carry out targeted tourism talent training, and enhance the level of tourism services.

S5+T4: Under the limited financial budget, reduce unnecessary expenditures by improving the service quality and management efficiency of the attraction. And use the attraction signage system to enhance the satisfaction of tourists and obtain better returns with lower investment.

S5+T5: With the help of reasonable capacity control and good travelling order in the scenic spot, promote the overall image of the scenic spot, increase the chances of attracting investment and alleviate the impact of the economic downturn.

S5+T6: Enhance the linkage between the government, businessmen and the public through a clear signage system to jointly enhance the management level of the scenic spot and improve the tourism order, thus attracting more tourists and investors.

S5+T6: Enhance the linkage between the government, merchants and the public through a clear signage system to jointly enhance the management level of the scenic spot and improve the tourism order, thus attracting more tourists and investors.

S5+T7: Take advantage of the clarity of the signage and the tourist order of the attraction to establish sales channels for speciality souvenirs, gradually improve the production line of high-quality speciality souvenirs, and enhance the shopping experience of tourists.

S5+T8: Reduce the need for car park expansion through reasonable capacity control of the attraction and good tourist order. At the same time, optimise the allocation of existing car park resources and improve land use efficiency.

S6+T1: Introduce preferential tourism packages for the elderly to ensure that the products are value-for-money and enhance their consumer confidence by providing cost-effective and considerate services.

S6+T2: Emphasise the advantages of special products and suggest that enterprises enhance the relevance of city culture and tourism products by proactively

communicating with the government and pushing for policy adjustments, as a way to create a clear city theme and increase tourism appeal.

S6+T3: Co-operate with colleges and universities and training institutes to attract external tourism experts, conduct talent cultivation and training, and improve the level of tourism services and cultural communication ability within the enterprise.

S6+T4: Relying on the advantage of affordable prices, develop more low-cost but high-value-added tourism products, reduce dependence on government subsidies, and at the same time attract more tourists through innovative marketing strategies to enhance profitability.

S6+T5: Launch budget tourism products to attract tourists seeking value-for-money in an economic environment, and further expand market share through word-of-mouth communication to enhance risk resistance.

S6+T6: Enhance co-operation and people's participation by developing quality tourism products in co-operation with merchants and organising linkage activities between the government and merchants, such as cultural festivals and themed events.

S6+T7: Encourage the development of high-quality local speciality souvenirs, combining tourism and cultural characteristics, promoting secondary consumption of tourism products and enhancing added value.

S6+T8: Advocate environmentally friendly tourism, promote sustainable tourism methods such as walking tours and cycling, and reduce the need for car park expansion, thereby circumventing land policy restrictions.

S7+T1: Encourage retired seniors to spend by improving the cost-effectiveness of dishes, launching preferential packages for seniors and a membership points scheme, while providing extra value through a comfortable guestroom environment to allay their consumption concerns.

S7+T2: With the help of catering and comfortable guest rooms as the highlight of the city brand, push government decision makers to strengthen the shaping of the city's theme and use catering and hotel services to attract more tourists and increase the city's popularity.

S7+T3: Relying on the rich variety of catering and high-quality room services as a training base for cultivating tourism-related talents, attracting external experts for cooperation and guidance, and cultivating a number of excellent tourism service talents for Mi Le City.

S7+T4: Cooperate with the government to attract private capital to invest in tourism projects and make up for the lack of financial budget through the rich catering experience and comfortable room service as the core competitiveness.

S7+T5: Emphasise the cost-effectiveness of catering and accommodation services in Mi Le City amidst the national economic downturn and conduct more promotional activities to attract tourists, thus boosting the local economy.

S7+T6: Launch a co-operation programme to jointly promote catering and accommodation services by linking up with the local government, businesses and communities, combining resources to create a stronger market appeal.

S7+T7: Combine the rich catering features with food or peripheral souvenirs that combine with local culture to create a new line of special souvenirs, thereby enhancing visitors' consumption experience.

S7+T8: Maximise the utilisation of existing land by utilising existing catering and guest room resources, optimise the layout of hotel and catering facilities and enhance operational efficiency without increasing land use.

S8+T1: Through rich folk activities and a strong local cultural atmosphere, launch cultural experience programmes for the elderly group to enhance the sense of cultural identity of elderly tourists and encourage them to participate in

consumption. At the same time, reduce their consumption concerns by launching preferential packages and membership systems.

S8+T2: Make use of the unique local folk activities and cultural atmosphere to assist decision-makers in clarifying the city theme, highlighting the differentiation of cultural tourism, shaping a unique city brand, and enhancing the driving capacity.

S8+T3: Cultivate local cultural and tourism talents with the help of local cultural resources, carry out co-operation with universities and cultural institutions, set up tourism and cultural specialisations and training courses, enhance the level of tourism-related talents, and attract high-level experts as consultants or lecturers.

S8+T4: In the context of the limited government budget, attract external investment and social financial support by strengthening folk cultural activities, and apply for more special funding support for cultural tourism based on unique cultural advantages.

S8+T5: In the context of the national economic environment downturn, give full play to the local folklore and cultural advantages, design small and sophisticated cultural tourism projects, reduce operating costs, attract tourists interested in in-depth cultural experiences, and reduce financial pressure.

S8+T6: Through the attraction of folk activities and local culture, stimulate the linkage of the government, people and businessmen, enhance the enthusiasm of joint participation in cultural activities and tourism development, and form a tourism ecosystem in which all parties collaborate.

S8+T7: Utilising the unique elements of local folklore and culture, encourage local enterprises and businesses to develop culturally representative and high-quality souvenirs, fill the market gaps for special souvenirs, and promote the development of production lines for cultural products.

S8+T8: In response to the problem of limited land resources and in conjunction with the local cultural atmosphere, pay more attention to environmental protection and

cultural experience in tourism development, avoiding difficulties in land approvals by optimising existing tourism facilities rather than expanding them, while emphasising the harmonious coexistence of culture and nature.

S9+T1: Attract tourists of all ages, including frugal retired senior citizens, by enhancing the attractiveness of characteristic landscape architecture, and promote their participation in no-threshold consumption experiences, such as sightseeing tours and cultural activities, to stimulate their desire to consume in a low-consumption, high-value way.

S9+T2: Utilise the attractiveness of distinctive landscape architecture to clarify the city's thematic positioning, incorporate unique city cultural symbols, and promote consensus and attention to the city's themes among policy makers to enhance the bandwagon of Mi Le City's decision makers.

S9+T3: Attract more high-level tourism experts and talents through the promotion of characteristic landscape architecture, create characteristic tourism attractions as a base for cultural dissemination and talent training, and promote the expansion of local culture.

S9+T4: In the case of limited government budget, utilise the attractiveness of characteristic landscape architecture to guide more private capital investment through multi-party co-operation and participation of social capital, and reduce the dependence on government financial support.

S9+T5: Use characteristic landscape architecture to enhance the attractiveness of the city and attract external investors and social capital with the help of its tourism and cultural value, so as to alleviate the difficulties in attracting investment brought about by the national economic downturn.

S9+T6: Increase the interaction between the government, the public and the businessmen by using the characteristic landscape architecture as a linkage point, carry out cultural activities and festivals with the landscape project as the core, bring

the relationship between the three parties closer, and jointly promote the development of the city's tourism industry.

S9+T7: Leveraging the cultural and tourism effects of the characteristic landscape architecture, develop a production line of high-quality souvenirs related to it, attract tourists through the brand effect, enhance the added value of the characteristic products, and promote the development of the souvenir industry chain.

S9+T8: Aiming at the problem of limited land resources, attract more tourists through characteristic landscape architecture, promote green tourism methods, reduce the need for large-scale car park expansion, and at the same time optimise the existing resources to improve utilisation efficiency.

S10+T1: Taking advantage of high visitor satisfaction, introduce tourism packages suitable for retired senior citizens, such as cost-effective packages or special services, to attract their consumption. It can make senior tourists more trusting and willing to consume through word-of-mouth effect.

S10+T2: Leveraging tourists' high level of satisfaction with existing tourism services and attractions, it pushes the government and policymakers to create a clear theme for the city, attract more investors, and enhance the attractiveness of the city's special tourism.

S10+T3: Use visitor satisfaction data and feedback as leverage to attract external high-level tourism talent or cooperate with tourism education institutions to cultivate local talent and enhance industry professionalism, which in turn maintains and enhances satisfaction.

S10+T4: Through the high level of visitor satisfaction, create success stories to attract external investment or co-operate with private capital to make up for the shortfall in the financial budget and enhance support.

S10+T5: Take advantage of the high level of tourist satisfaction to show the potential of Mi Le City to the outside world, attract enterprises or individuals interested in



investing, create a favourable investment environment, and overcome the problem of shortage of capital.

S10+T6: Take advantage of the positive feedback of high satisfaction to promote the communication and cooperation among the government, businessmen and the public, establish a mutual trust mechanism, and work together to improve the city's tourism development environment, leading to the mutual benefit of many parties.

S10+T7: Leveraging tourists' high level of satisfaction with the tourism experience, local merchants will be motivated to develop high-quality production of special souvenirs, create high value-added products by combining the advantages of satisfaction, and increase the incentives for tourists to consume twice.

S10+T8: Demonstrate the potential for tourism development to the government and relevant authorities through high visitor satisfaction, seek policy support for flexible handling of land approvals, or explore innovative parking solutions (e.g. three-dimensional car parks, shared parking spaces, etc.).

**WO Strategies:**

W1+O1: The problem of high ticket prices at scenic spots can be addressed by designing preferential fares or packages for the elderly to attract retired elderly groups with a consumption base. This will not only increase the flow of visitors, but also reduce the burden of prices on elderly tourists and enhance their travelling experience.

W1+O2: With the influx of foreign tourists, the opportunity can be taken to enrich the tourism characteristics of the attraction by providing more value-added experience programmes, such as cultural performances and handicrafts demonstrations, in order to enhance tourists' acceptance of the price. At the same time, the dissatisfaction caused by high entrance fees can be reduced by upgrading service quality.

W1+O3: In response to the trend of increasing demand for short-distance travel, short-term experience projects with relatively flexible prices can be introduced, or

joint tickets with neighbouring attractions can be launched, in order to allow tourists to enjoy a variety of travel experiences while accepting high entrance fees.

W1+O4: Take advantage of the wide audience of social media to increase the brand value and popularity of the attraction through online publicity, and strengthen the sense of value recognition behind the high ticket prices. At the same time, launch online preferential activities to attract more attention to price-sensitive groups of tourists.

W1+O5: With the help of national conferences, international large-scale conferences and international women's half marathon held in Mi Le City, increase the exposure of the scenic spot, promote brand building, attract high consumption tourists, and at the same time, appropriately increase the added value of the ticket.

W1+O6: Take advantage of the government's policy of building a smart city to enhance the intelligent service experience of the attraction, such as intelligent guide, cashless payment, etc., to improve the satisfaction of tourists, let them feel the value of the service behind the high admission fee, and increase the flow of tourists in the peak season.

W2+O1: In response to the problem of too few varieties of tourist souvenirs, we can launch souvenirs related to the local speciality agricultural products in Mi Le City, and combine the opportunity of the large aging population and the spending power of retired senior citizens to design souvenirs of agricultural products and health care products suitable for senior tourists, so as to attract the purchasing power of this specific group of people.

W2+O2: Taking advantage of the large influx of foreign tourists to Mi Le City, new ideas and forces are introduced to develop diversified tourist souvenirs. The variety and cultural characteristics of souvenirs can be enhanced through co-operation with foreign designers and creators to increase tourists' willingness to buy.

W2+O3:With the increase in demand for short-distance travel, tourism souvenirs combined with local agricultural products can be developed to create seasonal agricultural product-themed travel routes or short-distance experiential activities, increasing the variety of souvenirs while enhancing tourists' sense of experience.

W2+O4:Use the wide audience of social media to promote Mi Le City's unique agricultural souvenirs and other tourism souvenirs online. Attract more attention from tourists through live streaming and short videos, and combine with online sales channels to increase sales.

W2+O5:Increase the exposure of attractions and tourism souvenirs with the help of national and international large-scale conferences, marathons and other events held in Mi Le City. Souvenirs related to the events and sports-themed gift boxes of agricultural products can be launched in conjunction with the sports events to enhance brand awareness.

W2+O6:In the peak tourist season, take advantage of the government's policy support for smart city construction to enhance the way tourist souvenirs are displayed and sold in the attraction, for example, through smart guides and electronic payment platforms, to increase the sales channels and convenience of the souvenirs, and at the same time enrich the variety of agricultural products so that tourists can have more choices.

W3+O1: In the face of the problem of unsystematic tour interpretation and lack of high-quality interpreters at tourist attractions, training and recruitment can be carried out by targeting China's large group of retired senior citizens, who are aging and have a strong consumer base. These seniors not only have a better understanding of the local culture, but also have the time after retirement to participate in training and become qualified interpreters.

W3+O2: With the influx of foreign tourists to Mi Le City, external forces (e.g. experienced interpreters or educational institutions) can be attracted to enhance the

professionalism of local interpretation services. The introduction of new ideas and resources will help the attraction to make up for the deficiencies in the interpretation system and promote the overall service level.

W3+O3: In response to the increased demand for short-haul tourism and the rise of new forms of tourism, short-haul customised tourism interpretation services can be developed in conjunction with these trends to enhance the flexibility and professionalism of the interpretation system in order to adapt to the changing market demand.

W3+O4: Through extensive publicity in social media, more professional narrators and tour guides can be attracted to join the tourism industry in Mi Le City, thus enhancing the overall quality of the narration services. At the same time, the online platform can also be used for training and certification of narrators, making the narration system more standardised.

W3+O5: During the organisation of national conferences, large international conferences and international events, high level commentary teams can be introduced to enhance the exposure and service quality of the attraction. Through the opportunity of these large-scale activities, it can promote the long-term development of professional commentators and attract more talents.

W3+O6: With the government's policy support for building smart cities, the shortage of commentators can be compensated by intelligent equipment (e.g., multi-language commentators or intelligent commentary systems). Meanwhile, government support during the peak tourist season can promote the optimisation and improvement of the interpretation system.

W4+O1: In response to the opportunity of China's aging population and the large number of retired seniors, Mi Le City can develop more recreational programmes and facilities suitable for the elderly. For example, more senior-friendly cultural activities,

health and wellness programmes, and relaxing outdoor recreational activities could be provided to attract senior tourists to spend money.

W4+O2: With the increase of foreign tourists, external innovative thinking can be introduced to increase diversified entertainment programmes. By exchanging experiences with other mature tourism cities, Mi Le City can develop new tourism specialities, such as experiential activities that incorporate local culture, to enhance the attractiveness of existing attractions.

W4+O3: The increasing demand for short-haul tourism and the government's strong support for recreational tourism can prompt Mi Le City to develop short-haul themed activities. Short-term themed activities such as weekend cultural festivals, concerts, and handicraft experiences can be introduced to increase the entertainment and attraction of attractions.

W4+O4: Taking advantage of social media publicity, Mi Le City can promote attraction entertainment activities through online publicity. Co-operate with netizens or travel experts to promote new entertainment projects through online live broadcasting or short videos to attract more young tourists.

W4+O5 With the opportunity of national conferences and international events (e.g. women's half marathon), Mi Le City can develop sports and health-related entertainment programmes. Enhance the attraction's popularity through these large-scale events and launch entertainment activities related to the events, such as post-marathon recreation programmes or cultural experiences.

W4+O6: The government's support for the construction of smart cities and policy support during the peak tourism season can prompt Mi Le City to develop smart entertainment facilities during the peak season. Through smart tourism projects, such as smart guides and AR/VR experiences, tourists can have more interactive entertainment experiences in attractions and improve tourist satisfaction.

W5+O1: Enhance the service quality of local practitioners to cope with the demands of China's ageing society. This can be done by training local personnel to provide more attentive services, especially for the special needs of the elderly, to attract the large elderly consumer group.

W5+O2: With the influx of foreign tourists, introduce advanced service concepts and practices and train local practitioners to improve their service awareness and quality. Continuously improve and optimise tourism services by learning from the feedback of foreign tourists.

W5+O3: In response to the growing demand for short-haul tourism and emerging forms of tourism, provide appropriate service training to equip local practitioners with the ability to cope with these new trends, so as to better meet the needs of tourists and improve service quality.

W5+O4: Utilise social media platforms to increase the promotion of training for local practitioners, so that tourists can see the improvement in service quality, and gain better word-of-mouth and online feedback to further promote service improvement among local practitioners.

W5+O5: Leveraging on the opportunities of national conferences and international events, provide local practitioners with the opportunity to participate in the services of these events, so as to improve their service standards and professional competence, especially the quality of services for high-end and international customers.

W5+O6: Relying on the government's policy support for smart city construction, promote the use of new technologies and smart management tools by local practitioners in order to improve the efficiency and quality of their services, especially during peak seasons, and provide more convenient services to tourists.

W6+O1: Improve the frequency and service of special bus routes in attractions, and target the elderly visitor groups by adding special routes suitable for their travelling to meet their tourism needs.

W6+O2: In response to the problems of low frequency and long waiting time of the special bus lines, work with the new incoming tour operators to optimise the transport arrangements and improve the quality and efficiency of the service.

W6+O3: Improve the bus system to cope with the increased demand for short-distance travel by tourists, and adjust the timetable of special routes to enhance the convenience of travelling for tourists.

W6+O4: Use social media to promote the advantages of the existing dedicated bus routes to increase tourists' awareness of the convenience of travelling and attract more people to choose public transport.

W6+O5: During national and international conferences, temporarily increase the frequency of the special bus line in response to the heavy flow of people to meet the travelling needs of a large number of tourists and enhance the attraction's popularity.

W6+O6: With government support, build a smart bus system to update frequency and route information in real time in order to reduce tourists' waiting time and improve overall travelling efficiency.

W7+O1: In response to the problem of thin historical and cultural heritage, develop cultural experience programmes for retired senior citizens, incorporating their spending power to enhance tourism appeal.

W7+O2: Take advantage of the new ideas and power of foreign tourists to enrich the content of artificial attractions, incorporate more cultural activities, enhance the overall tourism characteristics, and reduce the phenomenon of homogenisation.

W7+O3: Incorporate tourists' demand for short-distance travel, enhance the diversity and interest of artificial attractions, design more attractive short-distance travel routes, and improve tourist satisfaction.

W7+O4: Promote the artificial attractions in Mi Le City through social media to increase interactivity, enhance the uniqueness and attractiveness of the attractions, and reduce the impact of homogenisation.

W7+O5: Enhance the exposure of artificial attractions by taking advantage of national conferences and international events, combining sports activities and cultural programmes to increase tourists' participation.

W7+O6: With the support of smart city construction, enhance the intelligent services of artificial attractions to ensure that they provide a quality visitor experience during the peak season and alleviate the problems caused by homogenisation.

W8+O1: Increase the number of public toilets and parking spaces for the elderly group to meet their needs and enhance the convenience and comfort of the attraction.

W8+O2: Take advantage of the innovative ideas of foreign tourists to optimise the management of public toilets and parking in the attraction, and improve the service concept and service quality.

W8+O3: Increase the number of temporary parking spaces and sanitary facilities during short trips to cope with the increased demand of tourists and improve the lack of facilities during the peak travelling period.

W8+O4: Promote improved public toilets and parking management on social media to attract more tourists and provide online information and guidance.

W8+O5: Capitalise on national conferences and international events to improve the quantity and quality of public facilities in the attraction to ensure that they can cater for large numbers of visitors.



W8+O6: With the support of smart city construction, use smart technology to optimise parking management and the distribution of public toilets to improve service efficiency during peak periods.

W9+O1: To address the problem of low revisit rate of tourists, and taking into account the opportunity of China's aging population, develop customised tourism products for retired senior citizens, such as comfortable short trips and cultural experiences, to attract them to choose Mi Le City again.

W9+O2: Taking advantage of the influx of foreign tourists, and in conjunction with the need to improve service quality, organise regular training and seminars to improve operators' service concepts and quality of service, which will in turn increase tourists' willingness to revisit the city.

W9+O3: In response to the opportunity of increased demand for short-haul tourism, develop diversified short-haul itineraries and activities, in conjunction with government support for recreational tourism, to attract more tourists to experience the unique charms of Mi Le City, and to increase the rate of repeat visits.

W9+O4: Capitalise on the opportunity of increased social media audiences to build a strong online promotional platform, regularly post visitor experiences and feedback, encourage sharing, and increase Mi Le City's popularity and repeat visitation rate.

W9+O5: Leveraging the opportunity of large national and international conferences, launch conference tourism packages to attract attendees and their families to visit Mi Le City's attractions, increasing scenic exposure and promoting repeat visits.

W9+O6: In conjunction with the government's support for smart city development, develop smart tourism services, such as online guided tours and convenient booking systems, to enhance the overall experience of tourists and encourage them to revisit Mi Le City.

**WT Strategies:**

W1+T1: In response to the problem of high-ticket prices at attractions, consider launching special tickets or preferential activities for retired seniors to accommodate their consumption habits.

W1+T2: Promote the construction and promotion of a clear city theme to attract tourists' attention, thus enhancing the sense of value of the tickets in the face of high-ticket prices.

W1+T3: Due to the high-ticket price of the attraction, it is suggested to co-operate with colleges and universities and tourism organisations to cultivate high-level tourism experts, so as to improve tourists' sense of recognition of the price.

W1+T4: In the face of the problem of limited government budget, formulate preferential ticketing policy in order to lower the entry threshold of tourists so as to attract more people flow.

W1+T5: Combined with the situation of the national economic downturn, launch ticket discount activities to stimulate consumption and enhance tourists' participation.

W1+T6: Enhance co-operation with merchants in the case of high scenic area tickets, and jointly attract tourists through linkage marketing strategies to enhance overall visitor flow.

W1+T7: In order to solve the problem of the lack of high-quality production lines for speciality souvenirs, a portion of the admission fee income can be used to support the development of local speciality products to enhance the overall attraction of the scenic spot.

W1+T8: In view of the limited land resources, consider introducing a special fund for ticket revenue to be used for expanding car parks in order to enhance the supporting facilities of the attraction.

W2+T1: In response to the small variety of tourist souvenirs and the frugal habits of elderly consumers, high-quality souvenirs with cost-effective prices can be developed, and discounts and promotions can be offered to attract elderly tourists to spend money.

W2+T2: In response to the seasonality of agricultural product type tourism products and the lack of a clear city theme, seasonal themed activities can be created by combining local characteristics, enhancing the support of policy makers and clarifying brand positioning.

W2+T3: Through co-operation with higher education institutions and vocational training institutes, we can enhance the cultivation of tourism-related talents, attract the participation of high-level tourism experts, and at the same time cultivate leaders of cultural expansion to enhance the professionalism of the team.

W2+T4: In order to address the problem of limited government budget, we can seek cooperation with private investors and introduce social funds through public-private partnership (PPP) mode to increase support.

W2+T5: In the face of the national economic downturn and shortage of funds, the environment and policies for investment promotion can be improved by enhancing the competitiveness of local speciality tourism products and attracting external investment.

W2+T6: To strengthen the interaction between the government, the public and businesses, establish a collaborative mechanism and jointly organise market activities to enhance consumer participation and identification, thereby promoting consumption growth.

W2+T7: To improve the lack of production lines for speciality souvenirs, co-operation with local craftsmen can be established for the design and production of speciality souvenirs to enhance the quality and cultural value of the products.

W2+T8: To address the problem of limited land resources and difficulties in expansion, it is possible to seek to optimise the efficiency of existing land use, for example, by developing a multi-purpose car park to reduce the need for new land, and at the same time applying for support from the government's land use policy.

W3+T1: To address the problem of insufficient interpreters, we can provide preferential activities to attract retired senior citizens who have a consumption base to participate in the tour, so as to enhance their confidence in consumption.

W3+T2: Combined with the situation of insufficient drive by policy makers, promote the establishment of a professional interpretation team with a clear theme in order to attract tourists and enhance the image of the city.

W3+T3: Cooperate with universities and colleges to set up training courses for tourism interpreters, and improve the cultivation of talents, so as to solve the problem of insufficient professional quality of interpreters.

W3+T4: With limited budgets, explore crowdfunding or community sponsorship to raise funds to support the professional training of interpreters.

W3+T5: In the context of the national economic downturn, develop a low-cost online interpretation training programme to improve the quality of interpretation, attract more tourists and increase spending.

W3+T6: Promote co-operation between the government, the public and businesses to jointly plan interpretation activities to increase the attractiveness and participation of interpretation.

W3+T7: Join hands with local craftsmen to develop tourism-themed speciality souvenirs and promote them in the narration to increase tourists' interest in the products and their willingness to buy.

W3+T8: Consider adding temporary interpretation points within existing attractions to reduce the need for new car parks and ensure the sustainability of interpretation services.

W4+T1: In response to the low number of recreational activity programmes within Mi Le City, low-cost, high-engagement activities could be developed to attract retired seniors to participate and increase consumer confidence.

W4+T2: Against the backdrop of a lack of recreational activities, research and market analyses can be conducted to clarify the city's theme and plan special activities related to the theme to enhance the attractiveness of the city's attractions.

W4+T3: Make use of existing resources and cooperate with universities or vocational training institutions to cultivate tourism-related talents, especially those who plan and organise recreational activities, in order to improve the overall tourism service level.

W4+T4: Through co-operation between the government and private enterprises, seek policy support and set up special funds for enriching the city's entertainment activities and attraction programmes to attract tourists.

W4+T5: Against the backdrop of the national economic downturn, optimise the allocation of existing resources and develop low-investment entertainment projects with local characteristics to attract more tourists and consumers.

W4+T6: Enhance communication and co-operation between the government, businessmen and the public, and jointly plan and organise recreational activities to enhance the attractiveness to consumers.

W4+T7: Develop high-quality and special souvenirs related to the entertainment activities of the attractions to enhance the consumption experience and satisfaction of tourists.

W4+T8: Where land resources are limited, consider developing multi-functional activity venues using existing space to enhance the utilisation of existing facilities.

W5+T1: Improve the service quality of local practitioners, conduct consumption guidance activities targeting the elderly, and provide preferential and customised services to enhance their consumption confidence.

W5+T2: Organise service quality enhancement training to improve the professionalism of practitioners and attract the attention of policy makers through a clear urban theme to improve service quality.

W5+T3: Co-operate with tertiary institutions and training organisations to set up tourism-related vocational training courses to cultivate more high-level tourism talents and improve overall service quality.

W5+T4: Actively seek financial support from the government and leverage social capital to participate in local service quality enhancement projects, so as to promote the integration of service quality and local economic development.

W5+T5: Explore diversified financing channels, such as corporate sponsorships and co-operative models, to enhance local service quality inputs in the event of a shortage of funds.

W5+T6: Strengthen the communication and co-operation among the government, the public and the businessmen to form a linkage mechanism to jointly promote the enhancement of service quality and form a favourable consumer environment.

W5+T7: Encourage local enterprises to develop and produce speciality souvenirs to enhance service quality while increasing the market competitiveness of speciality products and attracting tourists to spend money.

W5+T8: Improve the service quality of car parks by optimising the allocation of existing resources, and explore innovative solutions combined with land policies to enhance the overall experience of local tourism services.

W6+T1: Aiming at the characteristics of the consumption habits of retired senior citizens, introduce targeted preferential packages to reduce their time costs and financial concerns and increase their willingness to consume.

W6+T2: Strengthen the publicity and promotion of special bus routes, raise the importance of the government and decision-makers on transport linkages, and clarify the combination of urban themes and transport to form a complete tourism chain.

W6+T3: Cooperate with tourism colleges and universities to hold training programmes for attraction linkages, cultivate professionals, and improve the level of transport and tourism services so as to reduce tourists' time costs.

W6+T4: Increase the frequency of special bus lines and improve service quality by seeking special funding from local governments or seeking social capital co-operation.

W6+T5: Optimise the routes and timetables of special bus routes in conjunction with market research, reduce operating costs and strive to provide good service even when the economic climate is poor.

W6+T6: Establish a linkage mechanism among the government, businessmen and the public, encourage enterprises to jointly invest in improving transport conditions and enhance the overall attraction of the attraction.

W6+T7: Set up special souvenir sales points at bus stops and scenic spots to attract tourists to spend money, increase the combination of scenic spots and local speciality products, and enhance the tourist experience.

W6+T8: Cooperate with the government to explore reasonable land use options, optimise the existing parking resources, and alleviate the difficulties in expansion due to land policy restrictions.

W7+T1: Introduce preferential activities and membership system to attract the retired elderly group to spend money and enhance their consumption confidence.

W7+T2: Work with local cultural experts to develop a clear urban theme to enhance the cultural depth of the attractions and avoid homogenisation.

W7+T3: Set up a tourism talent training programme and cooperate with higher education institutions to cultivate high-level talents in the field of tourism and enhance the cultural connotation of the attractions.

W7+T4: Seek government and private investment to develop attractions with local characteristics and attract financial support through cultural activities.

W7+T5: Diversify the content of attractions, incorporate local characteristics, enhance attractiveness, and appeal to different consumer groups, thereby mitigating the impact of the general economic environment.

W7+T6: Promote co-operation between the government, the public and businessmen to develop projects with local characteristics, enhance the linkage between all parties and improve the attractiveness of the attractions.

W7+T7: Encourage local businesses to develop high-quality souvenirs with special characteristics that can be integrated with tourist attractions to enhance the visitor experience.

W7+T8: Seek government support to develop a reasonable plan for car park expansion, combine with attraction development, upgrade infrastructure and improve visitor experience.

W8+T1: Aiming at the problem of insufficient public toilets and parking spaces during the peak tourist season, develop tourism service products suitable for the elderly to enhance their consumption confidence, and set up relevant incentives around public toilets and car parks to encourage consumption.

W8+T2: Work with policymakers to clarify the theme of the tourism city and upgrade the planning and construction of attractions (such as public toilets and car parks) to better meet the needs of tourists and increase the city's attractiveness.

W8+T3: Strengthen the training of tourism-related talents, especially professional courses for the management of public facilities and visitor services in attractions, to cultivate high-level tourism management talents and improve the service quality of attractions.

W8+T4: Seek financial support from the government for the construction of public facilities, put forward project proposals, and seek special funds to improve public toilet and car park facilities during peak tourist periods.



W8+T5: Take advantage of the challenges of the national economic climate to attract investors to co-develop new public facility projects to upgrade the attraction's infrastructure and create a quality visitor experience, thereby enhancing the overall tourism appeal.

W8+T6: Promote communication between the government, people and businesses to jointly upgrade tourism service facilities, such as co-managing car parks and public toilets, to create synergy and enhance visitor satisfaction.

W8+T7: Guide the production line of special souvenirs to design around the public toilets and car parks of tourist attractions to create multi-functional souvenirs and increase the attraction and revenue of the attractions.

W8+T8: Communicate with the local government to seek more flexibility in land policy so that public toilets and car parks can be reasonably expanded within existing land resources to ease the pressure on facilities during peak periods.

W9+T1: In response to the low revisit rate of tourists, the retired elderly group with limited budgets can be attracted to increase their willingness to consume by offering preferential packages or low-priced activities.

W9+T2: Strengthen communication with local decision makers, clarify city themes and promote city branding to attract repeat visits and enhance visitor experience.

W9+T3: Increase investment in the training of tourism professionals, attract high-level tourism experts, improve service quality, and enhance tourists' willingness to revisit.

W9+T4: Seek financial support from outside the government to develop joint projects with businesses to enhance the attractiveness to tourists and repeat visits.

W9+T5: Develop flexible marketing strategies and offer attractive promotions to encourage repeat visits in the face of the national economic downturn.

W9+T6: Strengthen collaboration between the government, the public and businesses to create joint marketing campaigns to increase the attractiveness and revisit rate for tourists.

W9+T7: Develop a production line of souvenirs with local specialities and introduce souvenirs with local cultural characteristics to enhance the consumption experience of tourists, thus increasing the revisit rate.

W9+T8: Seek support from the government and relevant departments for land policy flexibility to expand car parks and infrastructure to enhance the overall visitor experience.



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