



GUIDELINE FOR SUSTAINABLE TOURISM DEVELOPING IN GUIZHOU GREEN EXPO
PARK



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PARK



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This study explores the potential for sustainable tourism development in Guizhou Green Expo Park. As a part of China's ecological civilization pilot zones, the park showcases its afforestation achievements and promotes green development. Despite its strengths in natural and cultural resources, the park faces challenges in resource utilization, services, and infrastructure. The study employed a mixed-methods approach, conducting a qualitative SWOT analysis and a quantitative visitor satisfaction assessment based on the 5As theory. The SWOT analysis identified poor management and inadequate infrastructure as weaknesses, while policy support for sustainable tourism presents development opportunities. Regarding the 5As results the average satisfaction scores for attractions, accommodation, and activities were 4.08, 4.16, and 4.14, respectively, reflecting positive evaluations in these areas. However, the scores for accessibility and amenities averaged 3.7 and 3.45, indicating room for improvement in park transportation, facilities, and service quality. These study concludes that while the park holds significant potential for sustainable tourism, improvements are needed in management, infrastructure, and marketing. The findings offer actionable recommendations to promote sustainability and balance economic growth with environmental protection.

Keyword : Sustainable Tourism, Guizhou Green Expo Park, SWOT Analysis, 5As Theory

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The global tourism industry has experienced exponential growth in the past sixty years. According to data from the World Tourism Organization, the world is projected to welcome 350 million new international tourists by 2030, with a total number of tourists reaching 1.8 billion (Reportlinker, 2023). Tourism is not only one of the fastest-growing industries globally but also plays a crucial role in foreign exchange and employment, especially with profound impacts on developing countries' social, economic, and environmental well-being (UN, 2017). In China's national strategy for high-quality Development, tourism is considered a pillar industry that drives economic growth and meets people's aspirations for a better life (Zhang, 2022). However, as the tourism industry rapidly expands, environmental and social issues have become increasingly significant, making sustainable tourism development a global focus (Higgins-Desbiolles, 2018; Moyle, 2022; Ruhanen et al., 2015).

In 1987, the World Commission on Environment and Development formally introduced the concept of sustainable Development in the "Our Common Future" report. This report defined sustainable Development as "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This concept was further emphasized in 1992 during the United Nations "Conference on Environment and Development" in Rio de Janeiro, resulting in documents such as the "Rio Declaration on Environment and Development" and "Agenda 21," with sustainable Development at their core (Ruhanen et al., 2015; Zou, 2008). The principle of sustainability requires establishing a proper balance in the environmental, economic, and socio-cultural aspects of tourism development to ensure long-term sustainability (UN, 2017). The concept of sustainable tourism development, an application of sustainable Development thinking in the tourism industry, is defined by the World Tourism Organization as "Tourism that takes full account of its current and future

economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities (UN, 2017)."

As part of China's Ecological Civilization Experimental Zone, Guizhou Province was designated one of the first trial zones in 2016. The aim is to address the dual challenges of ecological and economic development through innovative experiments in green barrier construction systems, promotion of green development systems, ecological poverty alleviation systems, ecological civilization legal construction, and ecological tourism development system (Xiang, 2021). Guizhou Province has proposed the concept of green economic Development, known as "Green Plus" ('Green +'), clearly defining the connotation of "Green economy" with the goals of promoting sustainable growth and improving people's well-being while emphasizing the conservation of natural resources and protection of the ecological environment (Wu et al., 2021). As of 2020, the value of forest ecosystems in Guizhou Province ecosystem services has reached 878.3 billion yuan per year, making it the province with the country's most "World Natural Heritage Sites" (Wu et al., 2021). Despite significant achievements in the green economy, Guizhou Province still faces challenges, including elevating development levels, improving economic quality, upgrading industrial levels, and increasing effective demand (Li, 2024).

In the past six decades, the tourism industry in Guizhou Province has played a crucial role in the overall economic system. In the first half of 2023, tourism revenue accounted for 33.28% of the gross domestic product. With 570 national A-level tourist attractions, including 8 rated as 5A, 134 as 4A, and 374 as 3A, Guizhou Province boasts diverse and abundant tourism resources, coupled with beautiful ecological environments that integrate the essence of various ethnic cultures (Li et al., 2021b). These factors collectively drive the prosperity of the tourism industry in Guizhou (Li, 2024). However, the tourism development in Guizhou Province still faces multiple challenges concerning the "Green Plus" concept and sustainable tourism. Studies have pointed out conflicts between tourism industry practices, such as environmental degradation, low investment efficiency, the subordinate position of local communities in

tourism resource development, and the social goals of sustainable tourism (Shu, 2021; Zhang, 2023; Zou, 2008).

Guizhou Green Expo Park, as part of the Fourth China Green Expo, is situated on the outskirts of Du Yun City in Guizhou Province. Jointly organized and constructed by the National Afforestation Committee, the National Forestry and Grassland Administration, and the People's Government of Guizhou Province, its mission is to fully implement the scientific development concept, thoroughly execute the strategy of sustainable Development, and promote the coordinated Development of the economy, society, environmental protection, and ecological construction (Qi & Liu, 2020).

The main objectives of Guizhou Green Expo Park include showcasing and promoting the achievements of China's afforestation efforts. It aims to instill a strong awareness of green civilization, emphasizing planting, protecting, loving, and thriving in a green environment. The Park is committed to enhancing China's land afforestation levels through technological and economic cooperation in the afforestation industry, fostering and developing the country's afforestation industry (Guizhou Provincial People's Government Information Office, 2020).

The construction of Guizhou Green Expo Park commenced in 2018 and was officially opened in 2020 after completion. With a total planned area of 1,959 hectares, the core area covers 396 hectares. The Park features exhibition areas showcasing 56 distinctive areas of afforestation achievements, history, and customs from 31 provinces, autonomous regions, and municipalities. With over 400 species of rare flowers and trees, the Park is a crucial platform for technological and economic exchanges and cooperation in China's afforestation field (Yan, 2018).

The Development of Guizhou Green Expo Park holds strategic significance in elevating China's land afforestation standards and promoting the country's afforestation industry. This Development significantly contributes to environmental sustainability and ecological well-being (Xiang, 2021). However, it faces many issues, including low resource utilization efficiency, imperfect ticketing systems, inadequate promotion, insufficient services, inadequate plant care, low hygiene quality in restaurants, and

incomplete infrastructure (Shu, 2021; Zhang, 2023). To gain a deeper understanding of these issues, this study will employ a mixed research method, including qualitative research, to analyze the development potential of Guizhou Green Expo Park's tourism resources. Additionally, quantitative research will analyze visitors' evaluations of the attractiveness and quality of Guizhou Green Expo Park's tourism resources. Through comprehensive analysis of quantitative and qualitative data, combined with sustainable development theory, the study aims to assess the current sustainability status of Guizhou Green Expo Park and provide relevant recommendations. Analyzing the development potential of Guizhou Green Expo Park's tourism resources, evaluating its sustainable tourism resource attractiveness and quality, and integrating sustainable development theory, the study will offer clear development directions and optimization suggestions to ensure its healthy development. This research aims to contribute to the overall enhancement of the tourism industry in Guizhou within this context.

1.2 Objectives of the Study

The objectives of the study are as follows:

- 2.1 Investigate and analyze the sustainable tourism potential of Guizhou Green Expo Park.
- 2.2 Evaluate the attractiveness and quality of Guizhou Green Expo Park's sustainable tourism resources.
- 2.3 Propose guidelines for the sustainable tourism development of Guizhou Green Expo Park.

1.3 Research Questions

The study focuses on the following questions:

- 3.1 What is the sustainable tourism potential of Guizhou Green Expo Park?
- 3.2 What are the specific results of evaluating Guizhou Green Expo Park's sustainable tourism resource attractiveness and quality?
- 3.3 Based on the research results, what recommendations can be made for the sustainable tourism development of Guizhou Green Expo Park and similar areas?

1.4 Scope of the Study

The scope of this study is as follows:

4.1 Guizhou Green Expo Park Address: Guizhou Green Expo Park is located in the suburbs of Du Yun City, Guizhou Province, which has a permanent population of 0.5 million.

4.2 Participants: The study involves two main qualitative and quantitative research groups.

4.2.1 Qualitative Research Group: Residents living near the Park and staff involved in the Park's daily operations.

4.2.2 Quantitative Research Group: Tourists who have visited Guizhou Green Expo Park.

4.3 Research Duration: The research is planned to be conducted from February 2024 to April 2024.

1.5 Significance of the Study

Studying the tourism potential of Guizhou Green Expo Park aims to provide scientific evidence and substantial references for the Park's sustainable tourism development. Evaluating the Park's attractiveness and quality can help park managers better understand its actual situation in attracting visitors, protecting the environment, and ensuring a positive visitor experience. The research can also provide clear development directions and optimization suggestions for the Park, ensuring the healthy development of its tourism industry and contributing to the overall improvement of the tourism industry in Guizhou.

1.6 Definitions of Terms

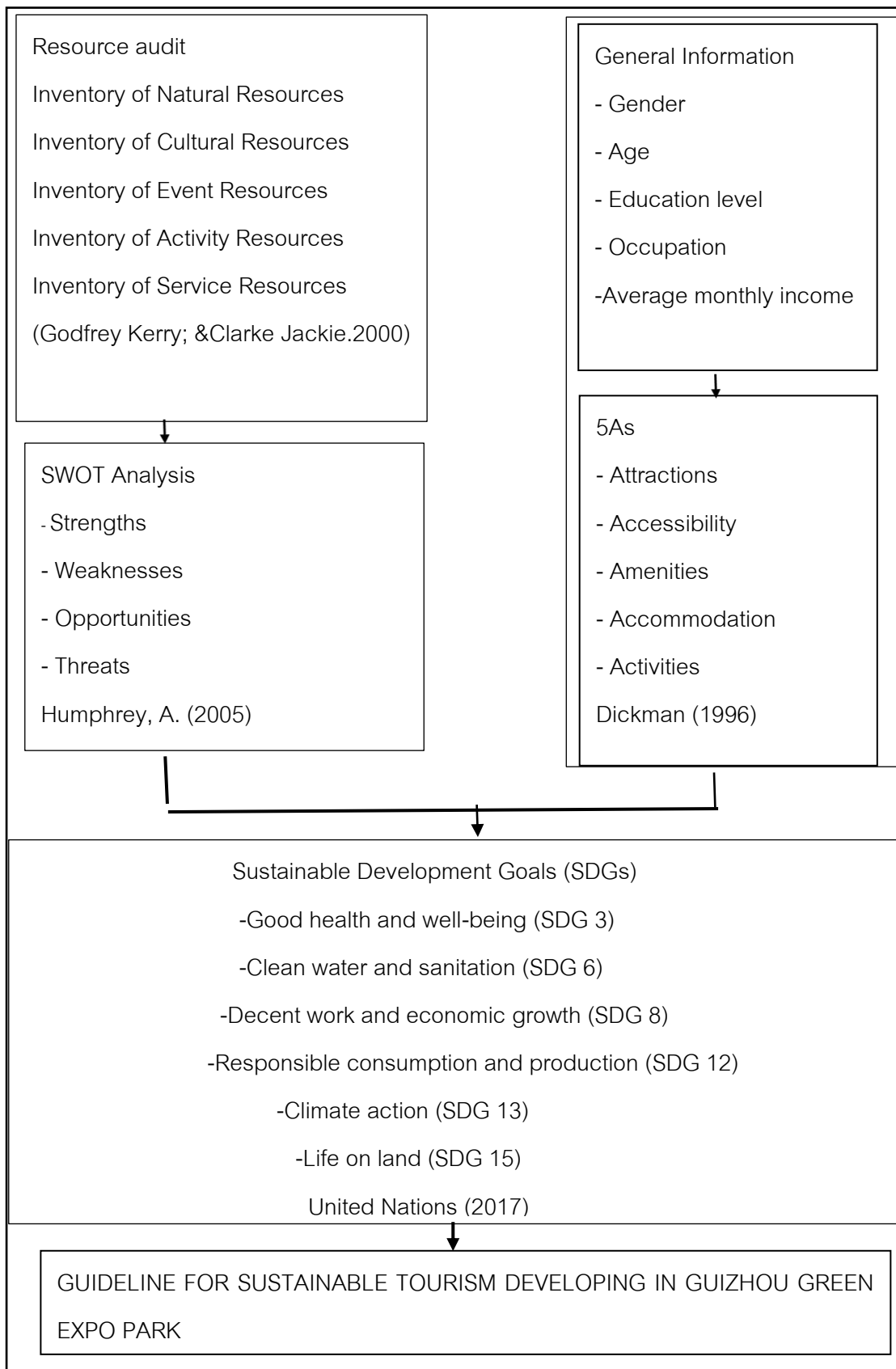
The definitions of terms used in this study are as follows:

Sustainable Development is "A development pattern that meets the needs of the present without compromising the ability of future generations to meet their needs" (UN, 1987). The sustainable development goals studied in this paper for Guizhou aim to achieve economic, ecological, and social sustainability while improving the quality of life

for local community residents. Simultaneously, the goals emphasize protecting natural resources, preserving the ecological environment, and enhancing the value of natural and cultural assets. These objectives collectively strive to foster harmonious coexistence between humans and nature.

Sustainable Tourism is defined as "Fully considering current and future economic, social, and environmental impacts, meeting the needs of tourists, the industry, the environment, and the host community" (UN, 2017). The Development of Guizhou Green Expo Park needs to focus on and enhance the social welfare of the local community, minimize negative environmental impacts, and ensure harmony with the local environment and culture to maintain the Park's long-term sustainability (UN1990, 2019). In the development process of Guizhou Green Expo Park, a balance is needed to weigh the benefits and drawbacks to residents' quality of life, the environment, and natural resources.

1.7 Research framework



CHAPTER 2

LITERATURE REVIEW

This study aims to assess and analyze the resource development potential of Guizhou Green Expo Park, analyze the attractiveness and quality of its sustainable tourism resources, and provide recommendations for the sustainable tourism development of Guizhou Green Expo Park. This chapter reviews relevant literature on sustainable development, the SWOT analysis model, the 5As model, and research related to sustainable tourism development as follows:

1. Sustainable Development Theory
2. Tourism resources in Guizhou Green Expo Park
3. SWOT Analysis Model
4. 5As Model
5. Research Related to Sustainable Tourism Development

2.1 Sustainable Development Theory

2.1.1 Evolution and Concepts of Sustainable Development

The International Institute for Sustainable Development defines sustainable development as meeting the present generation's needs without compromising future generations' ability to meet their own needs(UN, 2024).

The core idea of sustainable development theory is to meet current human needs without compromising the ability of future generations to meet their own needs (UN, 2017). This concept was initially proposed by the International Union for Conservation of Nature (IUCN) in 1980 and was later widely recognized by the United Nations(Zou, 2008). the United Nations World Commission on Environment and Development (WCED) defined sustainable development in the "Our Common Future" report(UN, 1987), emphasizing the harmonious development of humans and the environment. In 1992, the Rio Declaration further strengthened the protection of the

rights of future generations and emphasized the joint development of the Earth's system(UN, 1992).

Over time, sustainable development theory has gradually evolved and been refined. In 2005, the United Nations Millennium Summit and the 2015 Sustainable Development Summit adopted the Millennium Development Goals and the 2030 Agenda for Sustainable Development, respectively, defining specific goals and directions for sustainable development. These goals pose economic, social, and environmental challenges, prompting countries to adjust their development concepts and strategic plans to achieve comprehensive, innovative, fair, and open sustainable development (Xiaoling, 2018).

Sustainable tourism development is an important aspect of sustainable development, emphasizing that tourism development should meet both current and future needs. With the rapid growth of the tourism industry, its impact on ecosystems, cultural assets, and other factors has become increasingly apparent. Therefore, the UNDP and UNWTO are working to ensure that the tourism industry can achieve sustainable development goals beyond 2030. Leveraging the positive contributions of the tourism industry to sustainable development and mitigating its adverse impacts requires strong cooperation and decision-making actions from all tourism stakeholders(Lin, 2023). Sustainable Development Goals (SDGs) provide new directions for the tourism industry. When sustainable development becomes the tourism sector's central focus and shared responsibility, its role in achieving all 17 SDGs is significantly strengthened (Chen et al., 2021).

Under the guidance of sustainable development, this study defines sustainable development as "A development pattern that meets the needs of the present without compromising the ability of future generations to meet their needs" (UN, 2017). This concept emphasizes the balance of economic, social, and environmental factors in the long-term construction of projects like Guizhou Green Expo Park, achieving long-term comprehensive development and economic growth.

2.1.2 Sustainable Tourism Development

Tourism plays an increasingly important role in the global economy, with profound and widespread impacts on society, the environment, and the economy. Representing 10% of the worldwide GDP, employment opportunities, and 7% of global exports (UN, 2017), the tourism industry is crucial for achieving the goals of the 2030 agenda. However, expanding the tourism market without proper safeguards and investments may pressure ecosystems, biodiversity, various human livelihoods, and community cultural assets (Ruhanen et al., 2015; Tian et al., 2015).

During the International Year of Sustainable Tourism for Development, the United Nations Development Programme (UNDP) and the World Tourism Organization (UNWTO) collaborated to ensure that the tourism industry can achieve sustainable development beyond 2030 (UNWTO, 2018). As one of the fastest-growing economic sectors globally, the tourism industry is gaining increased attention, recognizing its significant contributions to job creation, wealth accumulation, economic development, environmental protection, and poverty alleviation (Mao, 2008; Peng, 2017). However, the growing number of international and domestic tourists also brings challenges such as greenhouse gas emissions, economic leakages, resource management issues, and impacts on local communities and cultural assets (Folarin & Adeniyi, 2020; Peng et al., 2022).

Research indicates that tourists' awareness of sustainable tourism positively correlates with their satisfaction with the destination, indicating a growing emphasis on sustainable tourism and a willingness to pay additional costs (Fleischer & Tchetchik, 2015). Some scholars argue that sustainable tourism can enhance the quality of the destination by improving the visitor experience, protecting the environment, and promoting local development (Murayama, 2000).

In summary, there is a close connection between sustainable tourism development and destination quality. Sustainable tourism development requires destinations to balance meeting tourist demands with protecting the environment and promoting local development (Danielle, 2023). Destination quality is a crucial foundation

for sustainable tourism development. High-quality destinations can attract more tourists, promote local economic development, and protect the local environment. Ensuring the mutual promotion of sustainable tourism development and destination quality is key to achieving sustainable tourism goals. Incorporating these principles into the long-term development of destinations like Guizhou Green Expo Park can contribute to its success as a sustainable tourism case study and provide insights for other regions.

2.1.3 Tourism and Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are 17 global development goals adopted by the United Nations in September 2015. They aim to achieve sustainable development by 2030 and "leave no one behind"(UN, 2017). The SDGs cover many issues, including poverty eradication, hunger elimination, quality education, gender equality, peace, and justice. The introduction of the SDGs signifies further international recognition and commitment to sustainable development(UN, 2023).

The SDGs promote sustainable development in society, the economy, and the environment. Tourism is an integral part of the global economy and is closely related to the SDGs. The World Tourism Organization emphasizes that tourism is a vital tool for achieving these SDGs(UN, 2017) and has direct or indirect potential to contribute to realizing all 17 SDGs(Peng et al., 2022). The importance of the tourism industry in achieving goals such as poverty eradication, gender equality, and climate change adaptation is evident(Guo et al., 2019; Scheyvens, 2018). Conversely, the successful implementation of the SDGs is also a cornerstone for building a fairer, more equitable, and sustainable tourism industry (Boluk et al., 2019; Higgins-Desbiolles, 2018), playing a crucial role in achieving sustainable development goals.

2.1.3.1 Sustainable Development Goal 1: No Poverty (SDG 1)

The direct relationship between tourism and SDG 1 lies in its ability to create employment opportunities and contribute to economic development. The indirect relationship is manifested in reducing poverty by creating employment opportunities. Tourism creates income by providing jobs at the local and community levels, enhancing the capabilities of disadvantaged groups, especially youth and women, through low-skilled requirements and local recruitment (UNWTO, 2018). Furthermore, tourism

contributes to poverty reduction by promoting cultural understanding and tolerance, helping to eliminate one of the root causes of poverty—inequality(Peng et al., 2022). However, the relationship between tourism and poverty has received widespread attention, with research results showing disparities.

On the one hand, tourism is considered to promote poverty reduction through the "Trickle-down effect" of economic growth(Folarin & Adeniyi, 2020). this effect may only benefit some social groups, further widening the wealth gap (Scheyvens & Hughes, 2021). On the other hand, some studies indicate that the rapid development of tourism may accompany economic leakage and profit exploitation, exacerbating poverty issues(Dossou, 2023). Therefore, tourism and poverty highly depend on specific contextual factors(Kim et al., 2016). When considering this issue, a comprehensive approach is needed, thinking that poverty is not just an economic issue but involves the lack of material, human, social, and environmental capital, as well as basic resources and infrastructure(Narayan, 2000).

2.1.3.2 Sustainable Development Goal 2: Zero Hunger (SDG 2)

SDG 2 aims to tackle hunger, ensure food security, enhance nutrition, and foster sustainable agriculture. Tourism has the potential to boost sustainable farming practices by facilitating the distribution of local produce to hotels and encouraging the sale of indigenous products to tourists. Agro-tourism serves as a means to generate supplementary income while enriching the overall tourism experience(UNWTO, 2023).

2.1.3.3 Sustainable Development Goal 3: Good Health and Well-being (SDG 3)

SDG 3 aims to ensure health and well-being for people of all ages. Tax revenue generated by the tourism industry can be reinvested in healthcare and services, improving maternal health, reducing child mortality, and preventing diseases. Similarly, fees collected by protected areas from visitors can be used to support health services. Various health prevention projects, anti-tourism initiatives, health and disaster awareness, and donations have emerged in this context. Additionally, the natural experiences the tourism industry provides positively affect human health's physical, cognitive, and well-being aspects(Peng et al., 2021). However, this may also pose potential risks, necessitating the assurance that contributions are invested in high-

quality healthcare(Narayan, 2000). In the face of resource competition, future exploration should delve into different types of tourism activities, psychological mechanisms, vulnerable groups, and multidisciplinary research methods(Dhungana & Dangi, 2021; FarkiĆ, 2020; Kim et al., 2016)

2.1.3.4 Sustainable Development Goal 4: Quality Education (SDG 4)

SDG 4 aims to ensure inclusive and equitable education for all, providing lifelong learning opportunities. The tourism industry offers direct and indirect employment opportunities for youth, women, and those with special needs, who should gain substantive benefits through education. The tourism industry promotes technology and innovation and makes education more efficient(UNWTO, 2023).

In this context, tourism enterprises play a crucial role in educating customers and conveying their contributions to sustainable development goals to local communities. This is reflected in training programs, support for local children's schools, and collaboration with educational institutions. These initiatives promote inclusivity and benefit companies and society(UNWTO, 2023).

2.1.3.5 Sustainable Development Goal 5: Gender Equality (SDG 5)

SDG 5 aims to achieve gender equality, which is not only a fundamental human right but also a cornerstone for building a peaceful, prosperous, and sustainable world (UNWTO, 2023). The tourism sector holds promise in empowering women, particularly through direct job opportunities and income generation in small to medium-sized businesses associated with tourism and hospitality. It is a platform for women's enhanced engagement and leadership across different societal echelons(UNWTO, 2023). According to data from the World Tourism Organization, approximately 54% of tourism employees are women(UNWTO, 2023). As a significant area for employment and female entrepreneurship, the tourism industry provides opportunities for women to be empowered, enabling them to actively participate in society and contribute to achieving gender equality. Measures to promote gender equality include diversified management, campaigns against gender-based tourism, human rights advocacy, and upholding non-discriminatory values in employee recruitment and training(Peng et al., 2022). In the past, some studies emphasized the crucial role of women in developing

the tourism industry, particularly in promoting social and family well-being (Abou-Shouk, 2021; Alarcón & Cole, 2021; Elshaer & Moustafa, 2021). Research has also confirmed the positive impact of the tourism industry on gender equality (Elshaer & Moustafa, 2021; Zhang & Zhang, 2020).

2.1.3.6 Sustainable Development Goal 6: Clean Water and Sanitation (SDG 6)

Providing clean water and environmental sanitation for all and ensuring their sustainable management are core elements of Sustainable Development Goal 6 (SDG 6). Tourism is crucial in providing water resources and environmental sanitation, contributing significantly to universal access to safe water and sanitation, hygiene, and environmental health (UNWTO, 2023). Water use in the tourism industry involves the basic living needs of tourists, recreational activities, garden and landscape irrigation, and water use related to food and energy production (Gössling, 2012). By implementing effective water resource management measures, such as improving water efficiency, optimizing wastewater treatment, and pollution control, the tourism industry is expected to contribute to achieving SDG 6 (Peng et al., 2022; UNWTO, 2023). In addition, measures such as new equipment and technologies, prevention programs for security and health, standards and certifications, and community involvement will positively impact the sustainable management of water resources and environmental sanitation (UNWTO, 2023).

While the importance of the tourism industry in water resource management is increasing, academic attention to this issue still needs to be paid. Current research primarily focuses on assessing water resource consumption, ecological and environmental impacts, and water resource management (Antonova & Ruiz-Rosa, 2021; Moyle, 2022). In this context, in-depth research into the impact of the tourism industry on sustainable water resource management and feasible measures is needed to ensure that the tourism industry plays a positive role in achieving SDG 6.

2.1.3.7 Sustainable Development Goal 7: Affordable and Clean Energy (SDG 7)

SDG 7 ensures universal access to affordable, reliable, and sustainable modern energy. Given its significant energy consumption, the tourism industry holds the

potential to accelerate the transition towards increased utilization of renewable energy sources on a global scale. By advocating for investments in clean energy sources, tourism can play a pivotal role in reducing greenhouse gas emissions, mitigating climate change, and facilitating universal access to energy. Integrating innovative equipment and technologies, implementing robust security and health measures, adherence to stringent standards and certifications, and active community engagement offer promising avenues for advancing energy sustainability and cleanliness within the tourism sector (UNWTO, 2023).

2.1.3.8 Sustainable Development Goal 8: Decent Work and Economic Growth (SDG 8)

SDG 8 promotes sustained, inclusive, and sustainable economic growth, creating complete and productive employment and ensuring decent work for all. Sustained and inclusive economic growth can drive social progress, providing decent employment opportunities for everyone and improving living standards. In the tourism industry, especially for young people and women, providing decent job opportunities and implementing better diversity policies through the tourism value chain can enhance the positive impact of the tourism industry on socio-economic factors (Peng et al., 2022). The tourism industry is currently one of the top four industries globally in terms of export income, providing one-tenth of global employment opportunities (UNWTO, 2023).

In the tourism industry, providing decent job opportunities, particularly for young people and women, and better diversity policies through the tourism value chain can enhance the positive impact of the tourism industry on socio-economic factors. Tourism has become a key driving force for global economic growth (WORLD TRAVEL & TOURISM COUNCIL, 2020). Academic research on this goal mainly involves the relationship between tourism and employment, decent work, and economic growth (Baum, 2018, 2018). The International Labour Organization defines decent work as "Work done in conditions of freedom, dignity, autonomy, and respect in a safe, fair, effective, and meaningful manner" (ILO, 2017). However, there needs to be a corresponding decent work scale in the tourism industry. Tourism practitioners, especially women and those in informal employment, face challenges such as low

wages, low occupational status, sexual harassment, gender discrimination, seasonal work, high turnover rates, and high physical and mental qualification requirements (Winchenbach, 2019). With the development of artificial intelligence, the tourism industry has the potential to create new employment opportunities and promote decent work (Rydzik, 2022; Tuomi, 2020; UNWTO, 2023). In this context, continuous optimization and improvement of labor conditions in the tourism industry are needed to ensure the realization of the vision of SDG 8.

2.1.3.9 Sustainable Development Goal 9: Industry, Innovation, and Infrastructure (SDG 9)

Inclusive and sustainable industrialization innovation and infrastructure can unleash economic vitality, enhance economic competitiveness, create employment, and generate income. Tourism development relies heavily on both public and private infrastructure. This sector has the potential to influence public policy regarding infrastructure improvement and modernization, aiming for sustainability, innovation, and resource efficiency. Transitioning towards low-carbon growth can attract tourists and foreign investment. Such efforts involve eco-friendly design, integrating new energy and water technologies, utilizing renewable energies, adopting recycling equipment and materials, and ongoing staff training (UNWTO, 2023).

2.1.3.10 Sustainable Development Goal 10: Reduced Inequality (SDG 10)

In countries where the healthcare system is relatively weak and humanitarian crises exist, internal and international inequality issues are further exacerbated, particularly with vulnerable groups facing more significant challenges. Tourism can be a powerful tool in reducing inequality, provided it attracts and involves residents and all key stakeholders in its development. By promoting urban renewal and rural development, tourism provides opportunities for prosperity in people's places of birth, reducing inequality. Tourism has become an effective means of achieving economic integration and diversification, a powerful tool to reduce inequality (UNWTO, 2018). Research on tourism economics has gradually expanded from focusing on economic growth and poverty reduction to the field of income inequality (Hall, 2019). Tourism development has slowed inequality (Fang, 2021; Li, 2016).

1.3.11 Sustainable Development Goal 11: Sustainable Cities and Communities (SDG 11)

Building inclusive, safe, resilient, and sustainable cities and human settlements has become increasingly important with the global trend of urbanization. Tourism can enhance urban infrastructure and accessibility, stimulate regeneration, and safeguard cultural and natural heritage, all essential assets for the tourism industry. Investing in green infrastructure, such as improving transportation efficiency and reducing air pollution, will lead to smarter and greener cities, benefiting residents and tourists. These efforts involve certifications, partnerships, awareness campaigns, in-kind donations for cultural and heritage sites, host community involvement, clean energy, resource efficiency, and biodiversity conservation initiatives (UNWTO, 2023).

2.1.3.12 Sustainable Development Goal 12: Responsible Consumption and Production (SDG 12)

Global consumption and production drive global economic development but rely on utilizing natural environments and resources. The current usage patterns continue to have destructive impacts on the Earth. Tourism is crucial in promoting the global transition towards sustainable consumption and production (UNWTO, 2023). The tourism industry minimizes environmental impact through technological advancements and management changes while maximizing economic benefits (Peng, 2017). From a consumer perspective, emphasis on responsible environmental behavior and its driving factors, through the management and regulation of environmental behavior, enhances the sustainability of the tourism industry (Seeler, 2021; Zhang, 2021). The tourism industry must embrace sustainable consumption and production practices, expediting the transition towards sustainability. Utilizing tools to monitor the impacts of tourism on sustainable development, including energy, water, waste, biodiversity, and employment, will lead to improved economic, social, and environmental results. This encompasses adopting energy and water efficiency technologies, utilizing renewable energy sources, waste management and recycling initiatives, pollution mitigation measures, support for local businesses and suppliers, community engagement, responsible investment practices, and active participation of tourists (UNWTO, 2023).

2.1.3.13 Sustainable Development Goal 13: Climate Action (SDG 13)

Climate change has transcended national borders, becoming a global challenge that profoundly affects every country on every continent, causing severe impacts on economies and people's lifestyles. With climate patterns continuously changing, rising sea levels, and increasing extreme weather events, climate change has been recognized as one of the most urgent global environmental issues. Although the tourism industry has long been praised as a green industry, the expansion of its scale has drawn increasing attention to its carbon emissions issues (Guo et al., 2021; Tang, 2021). The Intergovernmental Panel on Climate Change (IPCC) emphasizes that tourism activities have become a key factor driving climate change (Shukla et al., 2019). According to World Economic Forum data, the tourism industry's contribution to global greenhouse gas emissions has reached 5% (Chiesa & Gautam, 2009; Scott et al., 2010). More importantly, the tourism industry faces serious challenges posed by climate change. In this context, early research has extensively discussed carbon emission assessments in the tourism industry, the impact of climate change, and mitigation strategies (Scott & Hall, 2019; Sun, 2016).

2.1.3.14 Sustainable Development Goal 14: Life Below Water (SDG 14)

Protecting and sustainably utilizing the oceans and marine resources to promote sustainable development is crucial, as the oceans drive multiple global systems, making the Earth suitable for human habitation. Coastal and maritime tourism depends on the health of marine ecosystems. Tourism expansion should be integrated into Coastal Zone Management plans to aid in conserving and preserving delicate marine ecosystems. This integration can foster the development of a blue economy and support the sustainable utilization of marine resources. Efforts in this direction include measures for protecting wildlife and ecosystems, pollution reduction, waste management, implementing offsetting actions, promoting green purchasing, providing information to customers and staff, and engaging with local communities (UNWTO, 2023).

2.1.3.15 Sustainable Development Goal 15: Life on Land (SDG 15)

Natural resources and the maintenance of ecological balance are crucial for human survival. Forest management, desertification prevention, land conservation, and biodiversity maintenance are key measures to ensure our future sustainable development. Rich biodiversity and natural heritage are often significant reasons for tourists to visit destinations. Tourism is strategically positioned to promote appreciation for local biodiversity, establish clear connections between biodiversity conservation and community health and well-being, and provide positive actions that tourism stakeholders can take to protect and restore life on land. If managed sustainably in vulnerable areas, tourism can play a crucial role in the protection and preservation of biodiversity and in creating income as an alternative livelihood for local communities (UNWTO, 2023). The 2030 Tourism Agenda proposes that wildlife tourism has become a unique non-consumptive activity, sharply contrasting with traditional consumptive activities such as hunting and fishing (UNWTO, 2015). With increasing international attention to biodiversity and animal welfare, governments, scholars, and non-governmental organizations also emphasize wildlife tourism (Higginbottom, 2004). There is a close connection between the tourism industry and SDG 15, particularly in protecting wildlife, promoting biodiversity, and supporting sustainable land management.

2.1.3.16 Sustainable Development Goal 16: Peace, Justice, and Strong Institutions (SDG 16)

Peace, justice, and strong institutions are core elements in building a harmonious society, especially in current ongoing global conflicts and a challenging security situation. Given the multitude of interactions between individuals from varied cultural backgrounds, tourism has the potential to promote multiculturalism and interfaith tolerance, thus laying the groundwork for more harmonious societies. Furthermore, when tourism initiatives actively involve and benefit local communities, they can also contribute to peacebuilding efforts in post-conflict societies. Negative peace eliminates war and violence, while positive peace emphasizes positive social and spiritual concepts such as harmony, justice, and fairness (Haessly, 2010). In this context, tourism is a key force in enhancing international understanding and promoting peace and social justice (UNWTO, 2023). From a theoretical perspective, functionalist theories such as

contact theory support that tourism can reduce conflict, enhance cross-cultural understanding, and build community cohesion (Senbeto, 2022). However, conflict theories remain skeptical, emphasizing that tourism may only be a beneficiary rather than a primary driver of peace (Scott, 2012; Šuligoj & Kennell, 2022). To deepen the understanding of the relationship between tourism and SDG 16, research is needed on three dimensions: an interdisciplinary exploration of peace and especially an in-depth study of positive peace (Scott, 2012). Considering situational dependency, studying how tourism and peace interact in different types and contexts of tourism (Pratt, 2016; Senbeto, 2022; Šuligoj & Kennell, 2022). There is a close association between the tourism industry and SDG 16. Tourism strongly supports socio-economic development and promotes social stability and public safety by promoting technology and innovation.

2.1.3.17 Sustainable Development Goal 17: Partnerships for the Goals (SDG 17)

Achieving sustainable development goals requires strengthening global partnerships and cooperation. Due to its interdisciplinary nature, the tourism industry can enhance public-private-community partnerships, bringing together multiple stakeholders at the international, national, regional, and local levels to collectively work towards achieving sustainable development goals and other common objectives. Public policy and innovative financing are at the core of realizing the 2030 Agenda. Tourism development contributes to achieving all goals, not only for those directly involved in tourism, as the sector's development can have broader impacts through various partnerships (UN, 2015).

In conclusion, the Sustainable Development Goals (SDGs) are 17 global goals adopted by the United Nations General Assembly in September 2015 to promote sustainable social, economic, and environmental development. As an interdisciplinary industry, tourism is closely related to the SDGs and can be a key tool in achieving these goals. Many studies indicate that tourism can not only directly promote the achievement of some or all of the 17 SDGs but also has direct or indirect impacts on various levels (Moyle, 2022; Šuligoj & Kennell, 2022). However, the relationship between the tourism industry and the SDGs is multifaceted and complex. Tourism's positive

contributions include promoting economic growth, creating job opportunities, facilitating cultural exchange, and positively impacting society, economy, and the environment by supporting community development, protecting natural resources, and promoting cultural conservation (Higginbottom, 2004). Nevertheless, at the same time, the tourism industry may also have negative impacts on the social, cultural, and ecological environment of destinations, such as overdevelopment, cultural erosion, and ecological degradation (Baum, 2018).

In the long-term development process of Guizhou Green Expo Park, achieving certain goals among the 17 sustainable development goals is crucial. When formulating development strategies, specific measures need to be taken in specific contexts to ensure that the development of the tourism industry not only promotes economic growth and social development but minimizes negative impacts on the natural environment. In this process, particular attention should be given to goals related to community participation, cultural preservation, and ecological sustainability to ensure that the development of Guizhou Green Expo Park truly integrates the concept of sustainable development, achieving coordinated and win-win outcomes for the economy, society, and environment (Obradović et al., 2021). Therefore, the key factors to promote the sustainable development goals of Guizhou Green Expo Park include formulating sustainable development strategies, encouraging innovation, strengthening cooperation, and sharing experiences.

2.1.4 Sustainable Development in Guizhou

Guizhou Province has achieved remarkable success in sustainable development, guided by constructing an ecological civilization and vigorously promoting the establishment of a modern environmental governance system (GuiZhouDaily, 2022). With the comprehensive completion of the "Double Ten Project," Guizhou successfully propelled the anti-pollution battle to a successful conclusion, receiving positive feedback from the central ecological environment protection inspection (Li, 2023). Regarding air quality, the rate of excellent days in the nine central cities of Guizhou is as high as 99.2%, and the water quality in centralized

drinking water sources maintains a perfect 100% compliance rate. These achievements not only enhance the quality of the ecological environment but also lay a solid foundation for Guizhou's sustainable development(Li et al., 2021b).

Featuring unique natural landscapes like towering mountains and highland canyons, Guizhou regards these distinct ecological resources and cultural diversities as invaluable treasures. In the new development stage, Guizhou fully recognizes its ecological and cultural resource advantages and transforms them into drivers for development(Min, 2022). Through ecological protection and construction, Guizhou is committed to developing the ecological industry, leveraging favorable ecological conditions and rich biodiversity to cultivate high-quality specialty agricultural products and promote the development of the biological resources industry. Simultaneously, by incorporating cultural elements such as ancient towns, villages, and ethnic customs, Guizhou aims to create a unique ecological tourism and health industry(Min, 2022).

Guizhou's development strategy focuses on the economic aspect and emphasizes the complementarity of ecology and culture(Li et al., 2021a, 2021b). By transforming green mountains and clear waters into valuable resources, Guizhou is dedicated to realizing the development goals of an ecological civilization pilot area(Wu xiaojian & Dexin., 2023). The province's sustainable development measures cover various areas, including employment, education, healthcare, social services, urban planning, fitness, environmental improvement, technological support, grassroots fire prevention, and traffic safety, forming a comprehensive and diversified development pattern(Guizhou People's Government, 2023). These initiatives will contribute positively to driving industrial growth, improving people's well-being, and enhancing the beauty of the ecological environment throughout the province, creating a more sustainable and colorful future for Guizhou (He, 2023).

Guizhou's sustainable development is in line with various Sustainable Development Goals (SDGs), including SDG3 (Good Health and Well-being), SDG6 (Clean Water and Sanitation), SDG8 (Decent Work and Economic Growth), SDG9 (Industry, Innovation, and Infrastructure), SDG11 (Sustainable Cities and Communities),

SDG12 (Responsible Consumption and Production), SDG13 (Climate Action), SDG14 (Life Below Water), and SDG15 (Life on Land). The achievements in ecological civilization construction in Guizhou are closely related to sustainable development goals. This indicates that Guizhou has achieved significant economic growth and prioritizes the protection and sustainable utilization of the ecological environment, actively contributing to the goals set for the 2030 sustainable development agenda.

2.2 Tourism Resources in Guizhou Green Expo Park

Guizhou province adheres to the development concept of "Ecological priority, green development, protecting in development, and developing in protection, ensuring that green mountains and rivers continue to bring forth golden mountains and silver rivers"(Environmental Protection Department, 2021). This concept aligns closely with the principles of sustainable development, emphasizing the coordinated advancement of ecological protection and economic development to ensure the sustainable use of resources and the long-term prosperity of human society. Guided by this philosophy, Guizhou province actively promotes the industrialization of tourism, aiming to achieve the sustainable development of the tourism industry. This includes promoting innovative experiments to drive the development of ecotourism systems, emphasizing the organic integration of ecological protection and the tourism industry to achieve mutual prosperity between ecological civilization and the tourism industry(Li, 2023). The 2023 report from the Guizhou provincial government highlights that the province's development has promoted the coordinated development of ecological protection, sustainable development, and the tourism industry. However, efforts are still needed to address some challenges to ensure that Guizhou province achieves more comprehensive and in-depth achievements on sustainable development(Li, 2023).

Guizhou Green Expo Park is the 4th China Green Expo venue, situated on the outskirts of Du Yun City in Guizhou Province, China(Yan, 2018). It is organized and constructed by the National Afforestation Committee of China, the National Forestry and Grassland Administration of China, and the People's Government of Guizhou Province. The Park aims to comprehensively implement the concept of scientific development,

actively pursue sustainable development strategies, and promote the harmonious integration of economic and social development with environmental protection and ecological construction.

The primary objectives include showcasing the remarkable achievements in afforestation and greening efforts in China and fostering awareness of green civilization by advocating the principles of planting, protecting, loving, and promoting greenery. Additionally, the Park serves as a crucial platform for the exchange and collaboration in the technical and economic aspects of the afforestation industry. The overarching goal is to elevate the level of afforestation across China, thereby contributing to developing the nation's afforestation industry (Guizhou Radio and Television Station, 2020).

Commencing construction in 2018, the Park was officially completed and opened in 2020. Spanning a total planned area of 1959 hectares, with a core area of 396 hectares, it features 56 distinctive exhibition gardens encompassing diverse aspects such as human history, local customs, and the latest achievements in national afforestation. These exhibition gardens represent 31 provinces (regions, cities) and showcase over 400 rare varieties of flowers and trees. The Park plays a pivotal role as a significant platform for the technical and economic exchange and cooperation within the field of afforestation, holding substantial importance in enhancing China's afforestation standards and promoting the development of the country's afforestation industry and initiatives (Qi & Liu, 2020).

Guizhou Green Expo Park, the 4th China Green Expo venue, showcases diverse tourism resources and profound cultural heritage. A tourism resource audit (Godfrey & Clarke, 2000), summarizes the following aspects (see the appendix): Inventory of Natural Resources, Inventory of Cultural Resources, Inventory of Event Resources, and Inventory of Activity Resources.

Godfrey and Clarke (2000) pointed out that a tourism resource audit is a systematic, structured, two-stage process aimed at comprehensively assessing and understanding the tourism supply situation of a community or destination (Godfrey & Clarke, 2000). The following are the main steps and objectives of this audit:

Stage 1: Resource Inventory. A detailed inventory of all tourism-related resources is conducted in the first stage. This includes various elements that may attract tourists, such as attractions, services, hospitality, transportation, and infrastructure. The goal is to comprehensively understand the community's tourism potential, ensuring coverage of all possible tourism opportunities and constraints.

Stage 2: Resource Assessment. The second stage involves assessing these resources, including evaluating their quality, uniqueness, and attractiveness. This includes analyzing attractions and activities, assessing services and hospitality, and reviewing transportation and infrastructure. The objective is to determine the resources' strengths and weaknesses and identify aspects that may need improvement.

Overall objectives: Create a comprehensive resource database to provide a baseline for future development activities. Identify the community's strengths and weaknesses in terms of tourism. Recognize potential opportunities to enhance the community's attractiveness to potential tourists. Lay the foundation for developing a tourism strategy, prioritizing immediate and long-term development focuses, product improvements, and future promotional activities.

In summary, tourism resource audits help communities understand their uniqueness, encourage an objective assessment of local products, and establish the groundwork for achieving a more successful and sustainable tourism destination.

Guizhou Green Expo Park is a comprehensive tourism destination that integrates nature, culture, entertainment, and educational research. It possesses rich and diverse tourism resources and a profound cultural heritage. In future development, there is a need to strengthen resource integration, optimize management, and enhance the Park's tourism quality and service levels to achieve sustainable development and long-term prosperity. The Guizhou Provincial Department of Culture and Tourism points out that Guizhou Green Expo Park is a comprehensive tourism destination that integrates nature, culture, entertainment, and educational research. In the future, there is a need to strengthen resource integration, optimize management, and enhance the

Park's tourism quality and service levels to achieve sustainable development and long-term prosperity.

2.3 SWOT Analysis Model

SWOT analysis, initially proposed by Albert Humphrey of the Stanford Research Institute (SIR, 2005), is a widely used structured planning method for assessing the strengths, weaknesses, opportunities, and threats related to a project or business enterprise. Humphrey extensively analyzed the widespread application of the SWOT analysis model (Humphrey, 2005), which can be applied to products, locations, industries, or individuals. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is widely employed in strategic tourism resource development. Budhi et al. played a crucial role in exploring potential opportunities and challenges in the recovery of the tourism industry using SWOT analysis, as illustrated by the case of Bali (Budhi et al., 2022). SWOT analysis systematically identifies various factors to formulate strategies, plans, and countermeasures based on the results. Its fundamental principle is maximizing strengths and opportunities while minimizing weaknesses and threats and balancing internal and external conditions (Dahliah, 2020).

Gürel (2017) applied a SWOT Analysis to determine the strengths, weaknesses, opportunities, and threats for developing ecotourism at Tangsi Beach (Gürel, 2017). Murtini et al. (2018) formulated an ecological development strategy through the SWOT Matrix of Wonorejo Mangrove Ecotourism Development (Murtini et al., 2018). In the case of Baoting County, Hainan, China, Wall utilized SWOT analysis to assess the present status and prospects for tourism (Wall, 2002). Despite rich natural and cultural resources, tourism faced challenges, emphasizing the importance of a comprehensive evaluation. To enhance the success of international tourism in Thailand, McDowall and Wang (2009) recommended a historical analysis and a thorough SWOT analysis (McDowall & Wang, 2009). DUMAN et al. conducted a content analysis of official tourism websites in Turkish cities to analyze tourism resources (Duman & Kozak, 2010). Zhang applied SWOT analysis for the development of rural tourism in Suzhou, providing a decision reference for sustainable rural tourism (Zhang, 2012). Vu et al.

focused on examining factors and trends in sustainable tourism development in Ba Ria-Vung Tau Province, Vietnam, utilizing descriptive statistical analysis, exploratory factor analysis, and regression analysis (Vu et al., 2020). ÖzgeriŞ et al. evaluated the use of geopark resources for sustainable tourism development, employing the TOWS matrix within the SWOT analysis (ÖzgeriŞ, 2021). Leiblein and Reuer substantiated the theoretical foundations of the resource approach to the strategic management of tourism enterprises in the Ternopil region (Leiblein & Reuer, 2019), emphasizing adherence to the conceptual principles of sustainable development.

Guizhou Green Expo Park is a comprehensive tourist destination, and its resource development potential needs in-depth analysis to provide a comprehensive understanding and reference for sustainable development. Through SWOT analysis, the strengths of Guizhou Green Expo Park include unique natural landscapes, a rich cultural heritage, and various attractions and activities to attract visitors, enabling the formulation of strategies to attract visitors and enhance their experience. Awareness of weaknesses assists in formulating improvement plans, such as enhancing infrastructure and service levels. Analyzing opportunities can adjust operational strategies, introduce new tourism products, or collaborate with local communities to enhance attractiveness. Understanding threats helps proactively formulate crisis management plans to ensure the stable operation of the Park. Overall, SWOT analysis provides Guizhou Green Expo Park with a comprehensive situational awareness, aiding in formulating sustainable development strategies to achieve a balance in operations and development. By leveraging strengths, addressing weaknesses, seizing opportunities, and mitigating threats, the Park can better achieve sustainable operations and development, promoting the sustainable development of its resource potential.

2.4 5As Theory

The attractiveness and quality of tourist attractions are crucial factors influencing the development of tourist destinations (Muresan et al., 2019). Scholars propose that the elements involved in tourism activities consist of five factors: Attractions, Accessibility, Amenities, Accommodation, and Activities; these elements

form the relationship between supply and demand(Buhalis, 2000). Dickman (1997) introduced five key factors for assessing tourist destinations, known as the 5As: Attractions, Accessibility, Amenities, Accommodation, and Activities(Dickman, 1997). The 5As Theory proposed by Tourism Western Australia (2008) standardizes the evaluation elements, encompassing(Meng et al., 2008):

1.Attractions. The core of assessing a scenic area's quality lies in its attractions. These include various natural, cultural, and historical attractions that attract visitors.

2.Accessibility. Basic transportation infrastructure, such as roads, railways, and aviation, is a crucial condition for developing and constructing tourist destinations and a key indicator for assessing the level of tourism development.

3.Amenities. Unique scenic features and environments, excellent tourism service capabilities, convenient transportation and communication, superior functions for food, accommodation, and shopping, as well as comprehensive safety measures, all fall under amenities(Sheng & Wang, 2021).

4.Accommodation. Providing well-equipped and comfortable lodgings, including hotels, guesthouses, resorts, etc.

5.Activities. One way to attract tourists is to engage in activities such as visiting historical sites and museums, understanding local history and culture, participating in traditional performances and cultural events, experiencing local lifestyles, engaging in outdoor activities like hiking, cycling, kayaking, purchasing local handicrafts and souvenirs at natural attractions, and sampling local cuisine in local restaurants.

As overall satisfaction levels increase, they positively impact visitor loyalty(Buhalis, 2000). Evaluating the attributes of tourist resources allows for necessary adjustments through effective management strategies, driving improvements in the quality of tourism products and services(Kaewchana et al., 2021). This implies that the potential of tourist destinations lies in providing visitors with a positive experience to meet their needs and expectations.

The selection of the 5As Theory as the analytical method in this study is based on its comprehensiveness and practicality. Applying the 5As Theory to analyze Guizhou Green Expo Park contributes to a comprehensive understanding and assessment of the Park's attractiveness and quality. Utilizing this Theory in the study allows for an in-depth evaluation of the Park's performance from visitors' perspective. By assessing the experiences and perceptions of visitors across the five dimensions of the 5As, this Theory enables a thorough evaluation of the tourist attraction and quality of Guizhou Green Expo Park. This assessment facilitates the formulation of targeted development strategies, enhancing the Park's attractiveness, optimizing the visitor experience, achieving sustainable development goals, and providing robust support for future sustainable development.

In the sustainable development of Guizhou Green Expo Park, achieving certain objectives among the 17 Sustainable Development Goals (SDGs) is of particular significance. Specifically, during the formulation of development strategies, there is a need to achieve a balanced development across resource, environmental, and social dimensions. By comprehensively considering these factors, the development of Guizhou Green Expo Park is anticipated to drive economic growth and minimize adverse impacts on the natural environment. Employing a comprehensive research approach and referencing the Tourism Resource Audit of Guizhou Green Expo Park, along with utilizing tools such as SWOT analysis and the 5As Theory, insights are gathered from various perspectives, including community residents, park staff, and visitors, to gain a profound understanding of internal dynamics and external environmental factors. This is a robust theoretical foundation for proposing sustainable development recommendations to enhance the Park's attractiveness and quality, more effectively meeting visitors' needs and ensuring the long-term development of Guizhou Green Expo Park.

2.5 Research Related to Sustainable Tourism Development

Sustainable tourism development is a prominent theme in the contemporary global tourism industry. Through the literature review, more studies focus on achieving sustainability in the tourism sector and balancing economic, social, and environmental

development. Over the past few decades, the rapid growth of the tourism industry has led to a series of impacts on destinations' social, cultural, natural environment, and resources. Consequently, sustainable tourism development has consistently garnered significant attention. The relevant theories and research methodologies concerning sustainable tourism development are extensive, and the following is a compilation of domestic and international studies on this subject.

2.5.1 Kaewchana et al. (2021) conducted a study to assess the tourism potential and readiness of selected destinations in Namom District, Songkhla Province. The chosen destinations included Kan Lao Hill, Lungphan Garden, and Father's Farm. The study evaluated these destinations based on their attractions, accessibility, amenities, and available tourism activities. Data were collected from 31 tourists who visited these destinations on a one-day trip, using a questionnaire based on Likert's 5-point rating scale. Statistical analysis methods such as mean, percentage, standard deviation, F-value, and T-test were employed to analyze the data. The findings indicated significant differences in the assessment parameters across the five aspects, with varying evaluation values (Kaewchana et al., 2021).

2.5.2 Danielle (2023) conducted an in-depth analysis of sustainability and social considerations within the context of tourism activities. Focusing on the Algarve region, the study highlighted how tourism transforms the landscape and local economy. Although economically beneficial, overcrowding was identified as a key factor detrimental to sustainability. The study emphasized the concerns of local residents regarding the impacts of tourism, which facilitated the identification of key strategies to enhance the sustainability of the destinations. The three analyzed territories presented unique challenges, necessitating diverse action strategies primarily focusing on local public initiatives. The study ultimately assessed the destinations' sustainability levels, facilitating targeted action plans for short-, medium-, and long-term improvement (Danielle, 2023).

2.5.3 Ruhanen et al. (2015) documented a substantial increase in scholarly output within sustainable tourism research. Analyzing publications across four prominent

journals, they identified 492 papers dedicated to the topic, with a notable surge in the latter half of the analysis period. The research landscape predominantly featured case studies, empirical investigations, and critical evaluations. The study observed a maturation of theoretical and methodological frameworks over time, yet the core themes and subject matter within sustainable tourism research remained largely consistent, barring a few exceptions. Notably, the field shifted towards empirical research, emphasizing testing and applying existing theories rather than conceptual discussions and definitions (Ruhanen et al., 2015).

2.5.4 Guo et al. (2019) employed a systematic review and co-citation network analysis to categorize sustainable tourism policy research themes. They identified six primary categories: stakeholders in sustainable tourism policy, policy implementation, intersections with climate policy, indicators and planning, integration of sustainable concepts, and the role of policy in sustainable tourism. The authors argue that developing and implementing sustainable tourism policies effectively address global environmental and sustainable development challenges. However, they also note that existing policies often prioritize economic growth, which may conflict with the broader principles of sustainable development. Furthermore, while there is significant research on the impact of policies on sustainable tourism, there needs to be more inquiry into the formation process of these policies and the governance behaviors that influence sustainable tourism development (Guo et al., 2019).

2.5.5 Muresan et al. (2023) studied residents' perceptions of tourism destination quality in Romania's North-West Development Region. The research assessed destination quality through various aspects such as natural attractions, cultural and social sites, accommodation, food, transportation, information quality, community hospitality, and safety perception. Survey data from 433 validated questionnaires were analyzed using descriptive and inferential statistics. The results indicated significant differences in residents' perceptions of destination quality among counties. Gender influenced two components of destination quality, while education level showed no significant effect. The study provides valuable insights into residents'

perceptions of a quality destination and its correlation with socio-demographic characteristics and county of residence (Muresan et al., 2019).

2.5.6 Peng et al. (2022) analyzed 82 SSCI journals in the field of tourism using Web of Science™ and Citespace 5.3 R4 software for literature and keyword co-occurrence analysis. The analysis revealed clusters of literature related to the Sustainable Development Goals (SDGs), specifically focusing on goals such as no poverty (SDG 1), good health and well-being (SDG 3), gender equality (SDG 5), clean water and sanitation (SDG 6), affordable and clean energy (SDG 7), decent work and economic growth (SDG 8), reducing inequality (SDG 10), responsible consumption and production (SDG 12), climate action (SDG 11), and climate change (SDG 12). These clusters exhibited cross-cutting features, indicating a significant overlap between tourism and these SDGs. The study emphasized the need for future research to explore the direct relationship between tourism and the ten major SDGs and the complex interactions and dependencies between tourism and the other SDGs. It highlighted the multifaceted impact of tourism on the SDGs, encompassing both positive contributions and challenges that require further investigation. The study also emphasized the importance of considering local context and global factors when examining the intricate relationship between tourism and the 2030 Agenda for Sustainable Development (Peng et al., 2022).

2.5.7 The research conducted by Obradović et al. underscores the crucial role of local residents' attitudes towards tourism in sustainable tourism development. Their study employs the Sustainable Tourism Attitude Scale (SUS-TAS) as a foundational tool to gauge residents' perspectives on sustainable tourism initiatives. The investigation occurred within the Bačko Podunavlje Biosphere Reserve (BPBR) in northwestern Serbia, with a sample size of 1233 participants. The primary objective was to evaluate the community's attitudes and assess the SUS-TAS instrument's efficacy. The researchers identified seven distinct factors by applying principal component analysis with Varimax rotation. The community demonstrated consensus on six factors pertinent to sustainable tourism development. The study concludes that the SUS-TAS is

dependable for assessing residents' attitudes towards sustainable tourism, even in developing nations such as Serbia. Moreover, the findings reveal a favorable local perspective on the sustainable tourism development of the BPBR(Obradović et al., 2021).

2.5.8 The United Nations World Tourism Organization (UNWTO) (2018) emphasizes the imperative for governments, policymakers, and tourism enterprises to integrate key aspects of the Sustainable Development Goals (SDGs) into their policy and financing strategies, as well as their operational and investment activities. The UNWTO publication "Tourism and the Sustainable Development Goals – Journey to 2030" is a comprehensive roadmap illustrating how the tourism industry can actively contribute to realizing all 17 SDGs. The recommendations presented in this document are derived from a thorough analysis of Voluntary National Reviews (VNRs) submitted by 64 countries to the United Nations High-level Political Forum on Sustainable Development in 2016 and 2017. Additionally, the document incorporates insights from eight Mainstreaming, Acceleration, and Policy Support (MAPS) country action plans, as well as the corporate social responsibility (CSR) initiatives of 60 global tourism companies(UNWTO, 2018).

2.5.9 Martini et al. researched the Wonorejo mangrove area in Surabaya, Indonesia. Initially established through public awareness, it evolved into a conservation, education, rehabilitation, and ecotourism site. The study aims to assess the potential of Wonorejo mangrove ecotourism and formulate a development strategy. Using a descriptive approach and a survey method, data on potential were gathered through interviews with visitors and relevant stakeholders. Indicators such as biophysical conditions, accessibility, infrastructure, and supporting aspects were used to measure potential. The SWOT analysis revealed high potential with a total score of 30, positioning the strategy in quadrant I, indicating an aggressive/growth strategy. Priority strategies include increased government involvement, development of mangrove-non-mangrove tourism packages, improvement of mangrove identity, location planning, human resource enhancement, and promotional development. The government is urged to

develop Wonorejo mangrove ecotourism to minimize potential issues responsibly (Murtini et al., 2018).

2.5.10 Meng et al. investigated the interplay between the significance, effectiveness, and travel motivation of destination characteristics and their impact on tourist satisfaction to evaluate the role of tourist satisfaction in marketing tourism offerings. The study posited that tourists' overall satisfaction with a destination hinge on the perceived importance, actual performance, and travel motivations associated with the destination's attributes. A nature-focused resort in Southeast Virginia, USA, catering primarily to short-term family vacations, was selected as the research site. Factor analysis was employed to identify the key dimensions of destination attributes in terms of their importance and performance and explore tourist motivations. Subsequently, regression analysis was conducted to utilize the identified factors as indicators for measuring overall tourist satisfaction. The findings revealed that the quality of service and accommodation were significant predictors of overall satisfaction, while food quality and location were important factors influencing satisfaction evaluations (Meng et al., 2008).

CHAPTER3

METHODOLOGY

This chapter details the study's methodology, which utilizes a mixed research approach. In the qualitative research stage, the field observation method was used to complete the audit sheet of tourism resources in Guizhou Green Expo Park, and a SWOT analysis of Green Expo Park's resources was completed by field interview method. In the quantitative research, the questionnaire method was utilized to collect the 5As evaluation data of tourists on the tourism resources of Green Expo Park. Comprehensive and feasible sustainable development proposals are put forward through the SWOT analysis results and 5As evaluation results combined with the SDGs development goals for content analysis.

3.1 Qualitative Research

3.1.1 Population and Sample

3.1.1.1 Population

The Population of this study is the permanent residents around Guizhou Green Expo Park, and the permanent Population of Du Yun City is 0.5 million in the 2021 population survey(Guizhou Provincial Bureau of Statistics, 2021).

3.1.1.2 sampling

The scope of this study is the core area of Guizhou Green Expo Park, and the focus of the survey includes the permanent residents around Guizhou Green Expo Park and the staff in the scenic area. According to Nastasi and Schensul (2005) and Miles and Huberman (online, 1994), research shows that the number of field interviews is about 5-30 individuals saturated with information content(Miles & Huberman, 1994; Nastasi & Schensul, 2005).

Therefore, the sample for this study includes 15 randomly selected individuals for field interviews. This includes 10 long-term residents with over five years of residency, high visitation frequency to the Park, and a keen interest in local

development. Additionally, five scenic area staff members, with up to 2 years of experience, are selected based on their frequent interaction with visitors, comprehensive knowledge of the Park, and attention to its development and operations. The selection criteria adhere to purposive sampling principles, aiming to thoroughly understand the SWOT aspects concerning Guizhou Green Expo Park's resources and the residents' and park staff's awareness, attitudes, and opinions on sustainable development.

3.1.2 Research instruments

The design of the research instrument involved two main aspects: the Tourism Resource Audit Form (Godfrey & Clarke, 2000) and the SWOT analysis model (Humphrey, 2005).

Tourism Resource Audit Form: Through the field observation method, the Tourism Resource Audit Sheet was used to categorize the list of various types of resources in Guizhou Green Expo Park. This provided a comprehensive understanding of the Park's existing tourism resources, including natural landscapes, cultural elements, facilities, and other elements that attract tourists. The categorization of the audit sheet will provide a clear list of resources to understand better and assess the development potential of tourism resources.

During field interviews, attention will be focused on possible incompleteness in the audit sheet. Detailed information about the resources will be obtained through in-depth field interviews with local community residents, scenic area staff, etc., to fill in the gaps in the audit sheet. This will give the study more depth and comprehensiveness.

SWOT analysis model: According to the SWOT analysis model proposed by Humphrey (2005), the interview outline contains three aspects (Humphrey, 2005).

part1 Demographic characteristics: place of residence and length of residence; work unit and length of service; age; income; education level (Babbie & Earl, 2007).

Part 2 Four aspects of SWOT in Guizhou Green Park Scenic Area Advantages, Disadvantages, Opportunities, Threats.

Part 3 The importance of sustainable development to the development of Guizhou Green Expo Park: The importance of sustainable development to the development of Guizhou Green Expo Park.

Part 4 For sustainable development, the Park can take measures to realize, etc.

3.1.3 Validity Test

Based on relevant literature research, guide the interview outline design. According to the tutor's guidance, design the interview outline to meet the needs of the study. According to the statistical indicators of IOC, five experts were invited to conduct a validity test on the interview outline. The interview can be conducted after passing the consistency test. According to IOC statistical indicators, five experts were invited to conduct consistency testing on the questionnaire. If the IOC value of the interview questionnaire is greater than 0.5, it can be used for data collection. After evaluation, the interview questionnaire for Guizhou Green Expo Park employees consisted of 13 items with an IOC value of 0.84, and the interview questionnaire for Guizhou Green Expo Park residents consisted of 17 items with an IOC value of 0.83. Therefore, the interview questionnaire was consistent.

3.1.4 Data collection and organization

The survey was conducted between February and April 2024 in Guizhou Green Park. Audio recordings, photographs, and detailed notes were used to ensure the accuracy and comprehensiveness of the data. The verbal and non-verbal information and the environmental context of the interviewees during the interviews were comprehensively captured; after the interviews were over, the audio files, photographs, and recorded notes were processed instantly.

3.1.5 Data Analysis

The collected data from the field interviews are subjected to Content Analysis, correlating the four aspects of SWOT (Strengths, Weaknesses, Opportunities,

and Threats) for the tourism resources of Guizhou Green Expo Park and generating charts and graphs to visualize the results of the SWOT analysis.

3.2 Quantitative Research

3.2.1 Participants of the Study

3.2.1.1 Participants

The scope of this study is the 396-hectare core area located within the boundaries of Guizhou Green Expo Park in Du Yun City, Guizhou Province, which received 1.8 million tourists in 2023(Wang & Deng, 2023) according to Guizhou News Broadcast. This study's main subjects include tourists visiting the scenic area and those visiting Guizhou Green Expo Park.

3.2.1.2 Samples

Accidental sampling was employed for this study's sampling technique. The Taro Yamane theory was also employed to specify target sample sizes with a confidence interval of 95%. According to Taro Yamane's formula(Taro, 1970), the following steps were taken to calculate the target sample sizes with a confidence interval of 95% (Boluk et al., 2019).

According to the Taro Yamane's formula(Taro, 1970), the following steps were taken to calculate the sample size.

$$\text{Formula: } N = \frac{N}{1+Ne^2}$$

Having a determined total number of visitors (1.8 million visitors to Guizhou Green Park in 2023). Where " n " is the sample size. " N " is the population size, " e " is the population size, and " e " is the level of precision or sampling of error. Substituting into the equation.

$$n \approx \frac{1800000}{1 + 1800000 \times 0.05^2}$$

As a result, the sample size of this study is 400.

3.2.2 Research Instrument

Using a survey questionnaire as a research tool, Quantitative research analysis is applied to obtain tourists' evaluation of the scenic spot using questionnaires.

The questionnaire was designed using the 5As theory proposed by Tourism Western Australia (2008), covering attractions, accessibility, amenities, accommodation, and activities to research to construct the questionnaire. The questionnaire consists of three parts.

Part 1 Information about the respondents: Personal data such as gender, age, education, occupation, and monthly income were obtained from the participants.

Part 2 The questionnaire employed a 5-point Likert (Likert, 1932) scale to assess various attributes of the Park's appeal, such as its Attractions, Accessibility, Amenities, Accommodation, and Activities. The scale is from 1 (Strongly Disagree) to 5 (Strongly Agree). According to the Likert (Likert, 1932) scale, the scores are set at five levels as follows:

TABLE 1 The scores are set at 5 levels

Score range	Description	scale	means
X		5	Strongly Agree
X		4	Agree
X		3	Neutral
X		2	Disagree
X		1	Strongly Disagree

The criteria for interpreting the scores of the questionnaire opinions can be set as follows (Phisanbutr, 2012):

TABLE 2 The average of 5 levels were

Score range	Description
4.21-5.00	Very high level
3.21-4.20	High level
2.61-3.20	Moderate
1.81-2.60	Low level
1.00-1.80	Very low level

Part 3 Suggestions from the respondents. The attributes of tourism destinations accessed were from the respondents. Respondents were asked for suggestions for improvements to attractions, better accessibility, desired amenities, etc. These questions can provide more detailed comments and suggestions from the participants and help the researcher gain insight into their park evaluation.

Part 4: Open-Ended Questions. Respondents can freely provide additional suggestions about the "Guideline for Sustainable Tourism Development in Guizhou Green Expo Park."

3.2.3 Questionnaire validity test

Guide questionnaire construction based on relevant literature research. Consult with an advisor about questionnaire design to achieve content validity. According to IOC statistical indicators, five experts will be invited to conduct consistency testing on the questionnaire. If the questionnaire's IOC value is greater than 0.5, it can be used for data collection. Upon evaluation, the questionnaire's IOC value was found to be 0.81. Therefore, the questionnaire is considered usable.

Thirty tourists with a sample size other than 400 were selected to conduct preliminary survey questionnaire testing. A reliability test was used for the questionnaire. The proposed survey questionnaires used A reliability questionnaire as a pilot test. The pilot test was analyzed using Cronbach's alpha coefficient. 's alpha coefficient. If all questions had values greater than 0.7, they can be used for data collection.

To ensure the questionnaire's reliability, internal consistency reliability was adopted. After modifying the questionnaire based on the judgment of five experts, 30 tourists with a sample size other than 400 were selected to carry out preliminary testing of the survey questionnaire. Cronbach's alpha coefficient is commonly used as an indicator of scale reliability. The Cronbach's alpha coefficient is 0.916, exceeding 0.7. Therefore, the questionnaire is deemed reliable.

The questionnaire's reliability indicates the consistency of measurements. Cronbach's coefficient is commonly used as an indicator of the reliability of measurement scales. The Cronbach's α coefficients are 0.822, 0.787, 0.759, 0.770, and

0.749, all of which exceed 0.7. This indicates that the scale has high reliability and can be used for subsequent analysis.

3.2.4 Data Collection

The survey was conducted between February and April 2024 in Guizhou Green Park. A total of 400 questionnaires were distributed, and each questionnaire was numbered. In case of invalid questionnaires, additional questionnaires will continue to be distributed until 400 valid questionnaires are collected.

3.2.5 Data Analysis

The researcher examined the completeness and accuracy of 400 sets of questionnaire data. Only the complete questionnaires were selected for analysis. The data were analyzed using the SPSS (Statistical Package for the Social Sciences) software to calculate the frequency, percentage, mean, and standard deviation. These statistical values were then interpreted to summarize the detailed questionnaire information.

3.3 Content Analysis of Qualitative and Quantitative Research Results in Relation to Sustainable Development Goals

By integrating the findings from qualitative and quantitative research and aligning them with the United Nations Sustainable Development Goals (SDGs), a comprehensive analysis of the sustainable development of Guizhou Green Expo Park has been conducted. Comparative Analysis with Sustainable Development Goals:

1.Social Impact. Analyzing the impact of Guizhou Green Expo Park's development on the local community's socio-economic status and cultural heritage in comparison to the social goals of the SDGs.

2.Environmental Sustainability. Evaluating whether the Park's tourism development considers the protection and sustainable use of the natural environment, aligning with the environmental goals of the SDGs.

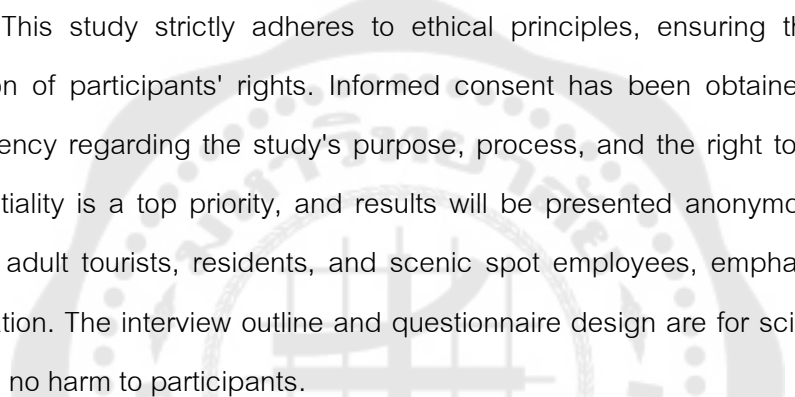
3.Economic Benefits. We are studying the economic benefits of the Park's tourism industry, including employment opportunities and economic growth, and the economic goals of the SDGs.

4.Cultural Preservation and Promotion. Assessing the measures taken by Guizhou Green Expo Park for the preservation and promotion of local culture, aligning with the cultural goals of the SDGs.

Through these comparative analyses, actionable recommendations and improvements that align with the SDGs can be derived to support the future sustainable development of Guizhou Green Expo Park.

3.4 Ethical Consideration

This study strictly adheres to ethical principles, ensuring the respect and protection of participants' rights. Informed consent has been obtained, emphasizing transparency regarding the study's purpose, process, and the right to withdraw. Data confidentiality is a top priority, and results will be presented anonymously. The study involves adult tourists, residents, and scenic spot employees, emphasizing voluntary participation. The interview outline and questionnaire design are for scientific research, ensuring no harm to participants.



CHAPTER 4

RESULT

This study adopts a mixed-methods approach, combining qualitative analysis with quantitative assessment to assess the potential for sustainable tourism development in Guizhou Green Expo Park and to analyze its attractiveness to tourists. During the qualitative analysis phase, a comprehensive tourism resource audit was conducted to obtain information, field observations, and interviews with park staff and local residents. This provided valuable insights into the Park's existing resources, strengths, weaknesses, opportunities, and threats to sustainable development. The SWOT analysis model was used further to assess the Park's potential for sustainable development. In the quantitative phase, a questionnaire based on the 5As theory was used to collect visitor ratings of the Park's attractions, accessibility, amenities, Accommodation, and activities. This enabled a quantitative assessment of visitor satisfaction and an analysis of the Park's attractiveness.

4.1 Qualitative Research Phase

In order to assess the sustainable development potential of Guizhou Green Expo Park, the field observation method was used in the qualitative analysis phase, and Tourism Resource Audit (TRA) information was collected; five park staff members and ten residents were interviewed on the four aspects of the Park, namely, strengths and weaknesses faced by the Park, as well as opportunities and threats to its sustainable development, which provided valuable insights for the SWOT analysis.

4.1.1 Tourism resource audit in Guizhou Green Expo Park

Inventory of Natural Resources. Ancient rhyme silver, green rhyme and song, not autumn pit, narrow valley medicine, underwater original building, music fountain, water stage, frame mirror landscape, water beach, North Lake, listening to the wind grass slopes, responsible for the mountain travel, fir net to explore the ghosts, flower sand red Valley Charming, joyful valley, stone forest secret, fir valley bamboo streams, "Karst landforms," more than 400 kinds of precious plants.

Inventory of Cultural Resources. Local cultural elements are contained in the 56 exhibition gardens, as well as simple and elegant architecture, such as the traditional village cultural landscape in Guizhou Garden and the cultural expression of couplets and plaques in Beijing Garden. Non-legacy Tooth Boat Pottery Experience Pavilion, Tibetan architecture and cultural elements in the Tibet Garden, etc. Ethnic minority cultural experience, Chinese traditional culture "Sichuan Opera Changing Faces," water book, ethnic batik, long table feast, etc.

Inventory of Event Resources. Green Expo, Music festivals, Fireworks festivals, a Solo bamboo rafting exhibition, Guizhou Provincial Qian Nan Prefecture's non-heritage physical exhibits, such as Shui nationality horsetail embroidery, Shui calligraphy, Yinzhou pottery firing techniques, and Feng Xiang printing, etc.

Inventory of Activity Resources. Square dance competitions, parent-child hiking, parent-child marathon, 1,000-people fluorescent run around the lake, outdoor weddings, high-altitude rafting, stary sky camping, travel experience outdoor activities, elves and pets' paradise, barbecue picnic, travel wedding photography, Fitness Qigong, paddle boarding, street dance competitions, taijiquan exhibition invitational tournaments, fitness gymnastics competitions.

Inventory of Service Resources. Yantai Hotel (pool, catering, conference facilities), The Qian Nan feast, Homestay, Visitor Service Center.

4.1.2 Guizhou Green Expo Park

Guizhou Green Expo Park is located on the outskirts of Du Yun City, Guizhou Province, with a total planning area of 1,959 hectares and a core area of 396 hectares. It is an important platform to display the achievements of China's tree planting and promote green civilization. It is a comprehensive scenic spot that integrates tourism, leisure, and cultural experience. There are 56 exhibition gardens in the Park, displaying landmarks and customs from all over the country, where tourists can enjoy the natural beauty of "Mori" breathing.

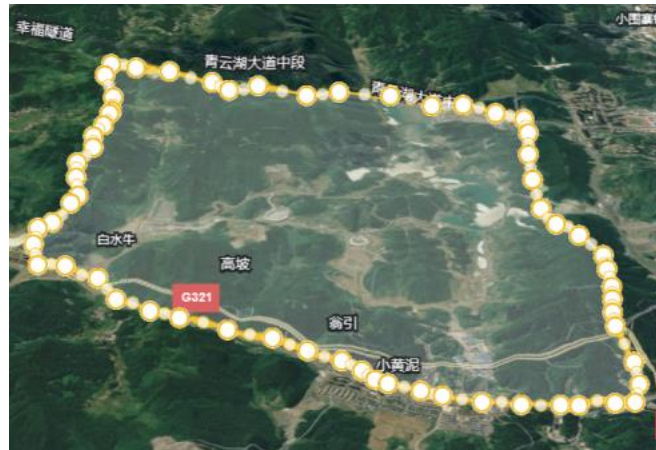


FIGURE 1 Guizhou Green Expo Park Area Map

Source: Google Earth (2024)

4.1.3 Interview results

4.1.3.1 Interview data from Guizhou Green Park staff

The staff interview summary interviewed five Guizhou Green Expo Park employees. They held different positions, including marketing manager (B.S.), hotel manager (B.S.), tour guide and sightseeing bus driver (V.E.), plant caretaker (V.E.), and hotel receptionist (V.E.). All of them had more than two years of working experience.

Based on their answers, the SWOT data obtained from the interviews:

Strengths(S). Rich in natural resources, Guizhou is blessed with a natural environment and abundant resources, which provide unique ecological and landscape resources for the Green Expo Park. Policy support: As a key construction project, the Green Expo Park has received strong support from the government, which helps the project to advance smoothly and raise funds. Green development idea: The planning of Green Expo Park reflects the concept of green development, such as the transformation of "Green water and green mountains is golden silver mountains," which helps to enhance the brand value and social influence of the park.

The Marketing Manager stated: "The natural environment here in Guizhou is breathtaking, with fresh air and picturesque landscapes. It is the ideal place for developing ecotourism."

The Hotel Manager stated, "The government has provided strong support for the Green Expo Park, not only in funding but also in coordinating various aspects of the project." The Tour Guide stated, "The construction concept of the Green Expo Park is very advanced, emphasizing ecological protection and sustainable development, which aligns perfectly with our country's philosophy of ecological civilization construction."

Weaknesses(W). Large-scale greening projects require a large amount of capital investment, which is often tricky to solve entirely with government funding. In the rapid development process, human resource management may need help with talent introduction and retention, especially at the level of expertise and management.

The Plant Caretaker stated, "Large-scale greening projects require significant upfront investment, resulting in considerable financial pressure. We need to explore additional funding channels." The Marketing Manager added, "Our Park is currently lacking in management teams and professionals with specialized skills. We need to strengthen talent development and recruitment efforts."

Opportunity(O). Ecological civilization construction as the country attaches importance to ecological civilization construction, Green Expo Park can take this opportunity to enhance its function in ecotourism and education, attracting more tourists and researchers. Cultural tourism integration, combining with local cultural characteristics, Green Expo Park can enhance its attractiveness and competitiveness by developing tourism products and services related to local culture.

The Marketing Manager stated, "The country is increasingly valuing ecological civilization construction, which presents a great development opportunity for our park." A front-line employee stated, "We can leverage Guizhou's unique ethnic and cultural characteristics to develop more culturally distinctive tourism products, attracting more visitors."

Threats(T). With the increase of similar projects at home and abroad, market competition will cause Green Expo Park to face competitive pressure from other eco-parks. Economic fluctuation and the uncertainty of the global economic situation

may affect tourists' spending ability and willingness, thus affecting the economic benefits of the Green Expo Park.

The Bus Driver stated, "Competition in the ecotourism park market is becoming increasingly fierce. We need to continuously enhance our unique features and competitiveness." The Hotel Receptionist stated, "The global economic situation is unstable, which may affect tourists' willingness to travel. We need to take appropriate measures to address this situation."

4.1.3.2 Interview data from residents in the Guizhou Green Expo Park

Summarizing the interview data of the residents around Guizhou Green Park, ten are engaged in different occupations. Two of them are retired civil servants, two are working civil servants, three are teachers, two are self-employed, and one is a technician. All of them have lived in Guizhou for more than five years. They have been to Guizhou Green Expo Park more than three times and travel out of the province at least three times a year.

Based on their answers, the SWOT data from the interviews are summarized:

Strengths(S). Most residents believe that Guizhou Green Expo Park has rich natural resources. Each province has its theme park, which demonstrates the unique local culture and enhances the experience of tourists; the ecological benefits are remarkable, and it is known as the "Natural Oxygen Bar," which is an ideal place for residents to have leisure and entertainment. Diversified tourism products, the Park offers amusement parks, non-motorized theme parks, petting zoos, RV campgrounds, hotels, guesthouses, and many other tourism products to meet the diversified preferences of visitors. Convenient transportation, highways, high-speed railways and self-driving cars make it convenient for tourists to visit the Park.

A retired Civil Servant stated: "The natural scenery of the Green Expo Park is simply beautiful, with fresh air, making it an ideal place for leisure and entertainment."

One of the respondents, a teacher, stated: "There are many tourism projects in the Park, catering to visitors of different ages, making it a fun experience for the whole family." Private Business Owner: "The transportation to the Green Expo Park is very convenient for out-of-town visitors, with options like high-speed trains, buses, carpooling, and driving."

Weaknesses(W). Inconvenient internal transportation, some residents expressed concern about the lack of public transportation in the Park, which makes it difficult for tourists without private cars to travel. Insufficient publicity: Compared to nearby attractions with high visibility, the Park needs to be publicized more, which affects visibility and attracts fewer visitors.

One of the respondents, a Civil Servant, stated: "There are no public buses within the park, making it inconvenient for visitors without private cars." Technician: "The promotion of the Green Expo Park is insufficient, and many people are unaware of it. More efforts should be made in this regard."

Opportunities(O). Government support, local governments actively support the construction of ecological civilization, providing policy and financial support for the Park's development; growing demand for eco-tourism, the increasing popularity of eco-tourism provides opportunities for the Park to utilize its natural resources; new media marketing, new media platforms provide wider publicity channels and increase the Park's visibility.

One of the respondents, a Civil Servant, stated: "The government attaches great importance to ecological civilization construction and provides strong support for our park." A Teacher stated: "More and more people are interested in ecotourism, indicating great potential for our park." A Private Business Owner: "We can utilize new media platforms to promote and attract more visitors. Even my friends outside the province do not know about this place."

Threats(T). Natural disaster risk: The Park's high dependence on the natural environment makes it vulnerable to natural disasters, which can cause significant

losses. The epidemic impact and events like the New Crown Pneumonia epidemic may disrupt the tourism business and affect service-oriented tourism products.

A Civil Servant stated: "We live in a mountainous area prone to natural disasters. I hope the Park can take measures to prevent and mitigate them." A Teacher stated: "The pandemic has had a significant impact on the tourism industry. I hope the Park can recover as soon as possible."

The SWOT analysis derived from interviews with Guizhou Green Expo Park staff and local residents reveals both congruences and divergences in their perceptions of the Park's strengths, weaknesses, opportunities, and threats. Similarities in the SWOT data between staff and residents include.

Strengths(S). Both groups acknowledge the Park's rich natural resources and unique ecological landscape as key strengths. Additionally, they recognize the importance of government policy support and the Park's green development ethos in enhancing its brand value and social influence.

Opportunities(O). There is a shared recognition of the potential to capitalize on the national emphasis on ecological civilization construction and the integration of local culture into tourism offerings to enhance the Park's attractiveness and competitiveness. Both groups also see the growing demand for ecotourism as an opportunity for the Park.

Threats(T). Both staff and residents identify market competition from other eco-parks and the Park's vulnerability to natural disasters and economic fluctuations as significant threats.

Differences in the SWOT data between staff and residents include.

Weaknesses(W). Staff members highlight the financial challenges of large-scale greening projects and human resource management issues, particularly in attracting and retaining expertise. In contrast, residents focus on the inconvenience of internal transportation within the Park and its insufficient publicity compared to other nearby attractions.

Opportunities(O). While residents echo the staff's views on government support and the growing demand for ecotourism, they also emphasize the potential of new media marketing to increase the Park's visibility, a point not directly raised by the staff.

Threats(T). Residents express concern about the impact of events like the COVID-19 pandemic on tourism businesses and service-oriented tourism products, an additional threat not mentioned by the staff.

In summary, the SWOT analysis indicates a broad consensus between staff and residents regarding the Park's fundamental strengths and opportunities. Staff provided insights into operational and financial challenges, and residents offered perspectives on access, marketing, and the impact of external events on park visitation. These findings suggest that while there is a solid foundation for the Park's development, addressing the diverse concerns both groups raise will be essential for its continued success.

4.2 Quantitative research phase

To assess the Park's attractiveness and quality, in the quantitative phase, a questionnaire based on the 5As theory was used to collect visitor ratings of the Park's attractions, accessibility, amenities, Accommodation, and activities. This enabled a quantitative assessment of visitor satisfaction and an analysis of the Park's attractiveness and quality to visitors. Four hundred valid questionnaires were collected from those who had visited the Guizhou Green Expo Park, and the data are collated below.

The survey data provided a demographic profile of visitors to Guizhou Green Expo Park, including gender distribution, age group, education level, occupational category, income range, frequency of visits, mode of arrival, group size, escorts, and sources of park information.

4.2.1 Demographic Profile of Visitors

The gender distribution was balanced, with 197 male participants, or 49.3 percent, and 203 female participants, or 50.7 percent. This distribution shows that the survey sample is well-represented in terms of gender.

The age distribution covered multiple age groups, ranging from 18 to 56 and above. Among them, 72 participants were aged 18-25, accounting for 18%. The 26-35 age group had the highest proportion with 103 participants, making up 25.8%. The 36-45 and 46-55 age groups had 85 participants, accounting for 21.3%, and 83 participants, accounting for 20.8%, respectively. The elderly group of 56 and above had 57 participants, accounting for 14.2%. This distribution shows the age diversity of the participants.

The educational distribution covers various levels, from primary school and below to postgraduate and above. Among them, 161 participants had college degrees, accounting for 40.3%, and 128 had undergraduate degrees, accounting for 32%. There were 60 participants with high school/vocational school diplomas and 25 participants with junior high school diplomas, accounting for 15% and 6.3%, respectively. Only 1 participant had primary school education or below, accounting for 0.3%, and 25 participants had postgraduate education or above, accounting for 6.3%; participants with these two levels of education were few.

The occupational distribution is wide-ranging, covering various professions, from company employees to retirees. Among them are relatively high proportions of 101 company employees, accounting for 25.3%, and 102 private business owners, accounting for 25.5%. There are 86 freelancers, accounting for 21.5%, and 28 students, accounting for 7%. Government officials include 18 civil servants, 27 public sector employees, and 5 retirees, accounting for 4.5%, 6.8%, and 1.3%, respectively, with relatively lower proportions. Additionally, there is a proportion of 33 participants in other occupations, accounting for 8.3%.

The income distribution covers multiple income levels from below 1000 yuan to over 10001 yuan. Among them, the income bracket of 3001-5000 yuan has the

highest proportion, with 137 participants, accounting for 34.3%. Next is the income bracket of 5001-10000 yuan with 112 participants, accounting for 28%. Participants earning 1001-3000 yuan include 103 individuals, accounting for 25.8%, while those earning below 1000 yuan and over 10001 yuan have 25 and 23 participants, respectively, accounting for 6.3% and 5.8%, representing smaller proportions.

The majority of respondents were first-time visitors, 239 people, accounting for 59.8% of the participants. Following them were 76 respondents who visited for the second time, making up 19% of the participants. The smallest group consisted of 23 participants who had visited three or more times, representing only 5.8%. This distribution indicates that the survey sample primarily consisted of first-time or infrequent visitors.

Among the respondents, 230 people primarily used public transportation to arrive, accounting for 57.5%. The second most common method was driving, with 109 people, constituting 27.3%. A smaller proportion, 61 individuals, utilized chartered tour services, making up 15.3%. This distribution reflects the diversity of travel methods among the participants.

Most participants traveled in groups of 3-4 people, numbering 204 individuals, accounting for 51%. Following them were 85 respondents who traveled in pairs (2 people) and 32 individuals who traveled alone, constituting 21.5% and 8%, respectively. Fifty-three participants traveled in groups of 5-6 people, and 25 individuals traveled in groups of 7 people or more, representing smaller proportions of 13.3% and 6.3%, respectively. This distribution illustrates the preference among participants for varying group sizes when traveling.

The highest proportion of participants traveled with friends, classmates, or colleagues, 210 people, representing 52.5%. The next most common group comprised 128 individuals who traveled with family or relatives, making up 32%. There were 11 participants who traveled as part of a tour group, company, organization, or school group, and another 11 individuals fell into other categories, constituting smaller

proportions of 4.5% and 2.8%, respectively. This distribution reflects the social relationship preferences of participants when traveling.

Respondents primarily obtained information about Guizhou Green Expo Park online, with 158 people accounting for 39.5%. The next most common sources were recommendations from friends and relatives, totaling 89 individuals, or 22.3%, and television advertisements, with 80 people making up 20%. Guides contributed to the information for 33 respondents, while 40 people cited other sources, representing 8.3% and 10%, respectively. This distribution indicates that the internet has become the primary means for people to gather travel information.

4.2.2 Results of the evaluation of Chinese tourists' tourism experience at Guizhou Green Expo Park.

The following presents the results of the 5As survey. In analyzing the tourist facility experience evaluations for the Guizhou Green Expo Park, a five-point Likert scale was employed, where 1 represents "Very dissatisfied" and 5 represents "Very satisfied." The distribution characteristics were assessed by analyzing these survey results, and descriptive statistical analyses were conducted for each item, including the calculation of means and standard deviations. The research findings indicate that the average scores range from 3.45 to 4.16. It is noteworthy that all assessed items scored within an acceptable range. These results suggest that the surveyed tourists provided satisfactory evaluations across the various dimensions assessed.

TABLE 3 Evaluation results of Chinese tourists' experiences of tourist attractions in Guizhou Green Expo Park

1. Opinions on the evaluation of Chinese tourists' experiences of tourist attractions in Guizhou Green Expo Park	\bar{X}	S.D.	Level of Satisfaction
1.1 Diversity of tourism resources within the Park	4.04	0.64	High level
1.2 Cultural appeal	3.97	0.65	High level
1.3 Layout and design attractiveness to visitors	4.04	0.67	High level

TABLE 3 Evaluation results of Chinese tourists' experiences of tourist attractions in Guizhou Green Expo Park(Continued)

1. Opinions on the evaluation of Chinese tourists' experiences of tourist attractions in Guizhou Green Expo Park	\bar{X}	S.D.	Level of Satisfaction
1.4 Conservation and maintenance status	4.01	0.63	High level
1.5 Attraction compared to other nearby attractions	4.34	0.54	Very high level
Average	4.08	0.63	High level

This table presents the survey results concerning evaluating the tourist attraction of the Guizhou Green Expo Garden. It lists five distinct aspects to assess the Park's attractions, each with an average score and a standard deviation. Specifically, the score for the Park's comparative attraction to other nearby attractions is 4.34, with a standard deviation of 0.54. The scores for the diversity of internal tourism resources and the appeal of the Park's layout and design are 4.04, with standard deviations of 0.64 and 0.67, respectively. The Park's conservation and maintenance condition score is 4.01, with a standard deviation of 0.63. The overall average score for all attractions is 4.08, with a standard deviation of 0.63. Regarding satisfaction levels, attractions overall reflect a "High level" of satisfaction. Specifically, satisfaction with attractions compared to other nearby attractions is rated at the "Very high level."

TABLE 4 Evaluation results of Chinese tourists' experiences of tourist accessibility in Guizhou Green Expo Park

2. Opinions on the evaluation of Chinese tourists' experiences of tourist accessibility in Guizhou Green Expo Park	\bar{X}	S.D.	Level of Satisfaction
2.1 Convenience of transportation	4.02	1.01	High level
2.2 Parking facilities and traffic management	4.33	0.48	Very high level
2.3 Convenience of guided tour services	3.24	0.76	High level
2.4 Clear and coherent signage and directions	3.55	1.38	High level
2.5 Facilities for people with disabilities and special needs	3.36	1.43	High level
Average	3.7	1.01	High level

This table presents the survey results of the “Guizhou Green Expo Park Tourism Accessibility Evaluation.” It lists five distinct aspects to assess the Park’s accessibility, including the Convenience of Transportation, Parking Facilities and Traffic Management, Convenience of Guided Tour Services, Clear and Coherent Signage and Directions, and Facilities for People with Disabilities and Special Needs. Each aspect is accompanied by an average score and a standard deviation. Among these, Parking Facilities and Traffic Management received the highest score of 4.33, with a standard deviation of 0.48. Next is the Convenience of Transportation, with a score of 4.02 and a standard deviation 1.01. The Clear and Coherent Signage and Directions score is 3.55, with a standard deviation of 1.38. The overall average score for all accessibility aspects is 3.7, with a standard deviation 1.01. In terms of accessibility satisfaction levels, overall satisfaction reflects a "High level" with satisfaction specifically rated at a "Very high level" for "Parking facilities and traffic management"

TABLE 5 Evaluation results of Chinese tourists' experiences of tourist amenities in Guizhou Green Expo Park

3. Opinions on the evaluation of Chinese tourists' experiences of tourist amenities in Guizhou Green Expo Park	\bar{X}	S.D.	Level of Satisfaction
3.1 Public toilets and sanitary facilities	3.17	0.98	Moderate
3.2 Dining facilities and food choices	3.38	1.45	High level
3.3 Quality of service at visitor centers and service desks	3.44	1.34	High level
3.4 Entertainment facilities (such as amusement parks, performance venues, etc.)	3.93	0.89	High level
3.5 Rest areas and seating facilities	3.32	1.36	High level
Average	3.45	1.2	High level

This table presents the survey results for the "Guizhou Green Expo Park Tourism Amenities Evaluation." The table lists five distinct aspects to assess the Park’s amenities, including public toilets and sanitary facilities, dining facilities and food choices, quality of service at visitor centers and service desks, and entertainment facilities (such as amusement parks, performance venues, etc.), as well as rest areas

and seating facilities. Each aspect is accompanied by an average score and a standard deviation. Among them, entertainment facilities (such as amusement parks, performance venues, etc.) received the highest score of 3.93 with a standard deviation of 0.89. This was followed by the quality of service at visitor centers and service desks, scoring 3.44 with a standard deviation of 1.34. Dining facilities and food choices scored 3.38, with a standard deviation 1.45. The average score for all amenities was 3.45, with a standard deviation of 1.2. In terms of satisfaction levels, amenities overall reflect a "High level" of satisfaction. Specifically, satisfaction with "Public toilets and sanitary facilities" is rated as "Moderate."

TABLE 6 Evaluation results of Chinese tourists' experiences of tourist accommodation in Guizhou Green Expo Park

4. Opinions on the evaluation of Chinese tourists' experiences of tourist accommodation in Guizhou Green Expo Park	\bar{x}	S.D.	Level of Satisfaction
4.1 Satisfaction with accommodation facilities	4.21	0.67	Very high level
4.2 Hygiene conditions and comfort of accommodation areas	4.16	0.64	High level
4.3 Price and value for money of accommodation services	3.94	0.72	High level
4.4 Extent to which accommodation services meet your expectations	4.31	0.48	Very high level
Average	4.16	0.63	High level

This table displays the survey findings on the "Guizhou Green Expo Park Tourism Accommodation Evaluation." It outlines four key aspects of the Park's accommodation services: Satisfaction with Accommodation Facilities, Hygiene Conditions and Comfort of Accommodation Areas, Price and Value for Money of Accommodation Services, and the Extent to Which Accommodation Services Meet Your Expectations. Each aspect is evaluated with an average score and a standard deviation. The Extent to Which Accommodation Services Meet Your Expectations achieved the

highest score, with an average of 4.31 and a standard deviation of 0.48. Following this, Satisfaction with Accommodation Facilities scored an average of 4.21, with a standard deviation of 1.67. The Hygiene Conditions and Comfort of Accommodation Areas aspect scored an average of 4.16, with a standard deviation of 0.64. The overall average score for all accommodation aspects is 4.16, with a standard deviation of 0.63, indicating a generally high level of satisfaction among respondents. In terms of satisfaction levels, Accommodation overall reflects a "High level" of satisfaction. Specifically, "Satisfaction with accommodation facilities" and "Extent to which accommodation services meet your expectations" are rated at a "Very high level."

TABLE 7 Evaluation results of Chinese tourists' experiences of tourist amenities in Guizhou Green Expo Park

5. Opinions on the evaluation of Chinese tourists' experiences of tourist activities in Guizhou Green Expo Park	\bar{X}	S.D.	Level of Satisfaction
5.1 Cultural performances and program arrangements	3.91	1.09	High level
5.2 Satisfaction with outdoor activities	4.16	0.46	High level
5.3 Satisfaction with seasonal and special festival activities	4.35	0.53	Very high level
Average	4.14	0.7	High level

This table presents the survey results for the "Guizhou Green Expo Park Tourism Activities Evaluation." It details three distinct aspects of the Park's activities: Cultural Performances and Program Arrangements, Satisfaction with Outdoor Activities, and Satisfaction with Seasonal and Special Festival Activities. Each aspect is accompanied by an average score and a standard deviation. Among these, Satisfaction with Seasonal and Special Festival Activities received the highest score of 4.35, with a standard deviation of 0.53. Next is Satisfaction with Outdoor Activities, scoring 4.16 with a standard deviation of 0.16. Cultural Performances and Program Arrangements scored 3.91, with a standard deviation 0.19. The overall average score for all activities is 4.14,

with a standard deviation of 0.7, reflecting a generally high level of satisfaction among respondents. Regarding satisfaction levels, activities overall reflect a "High level" of satisfaction. Specifically, satisfaction with "Seasonal and special festival activities" is rated at a "Very high level."

TABLE 8 Evaluation results of Chinese tourists' experiences of tourist 5As in Guizhou Green Expo Park

6. Opinions on the evaluation of Chinese tourists' experiences of tourist 5As in Guizhou Green Expo Park	\bar{X}	S.D.	Level of Satisfaction
6. 1 attraction	4.08	0.63	High level
6.2 accessibility	3.7	1.01	High level
6.3 amenities	3.45	1.2	High level
6.4 Accommodation	4.16	0.63	High level
6.5 activities	4.14	0.7	High level
Average	3.93	0.83	High level

This table displays the survey findings on the "Guizhou Green Expo Park Tourism 5As Evaluation," which assesses five aspects of the Park's offerings. Each aspect is evaluated with an average score and a standard deviation. The specifics are as follows: Accommodation scores the highest, with an average of 4.16 and a standard deviation of 0.63. Next, activities score 4.14 with a standard deviation of 0.7. Attractions score 4.08 with a standard deviation of 0.63. Accessibility scores are 3.7 with a standard deviation of 1.01, and amenities average 3.45 with a standard deviation of 1.2. The overall average score for all aspects is 3.93, with a standard deviation of 0.83. The satisfaction levels of the 5As aspects average to a "high level," indicating overall high satisfaction.

4.2.3 Suggestion and opinions on the following aspects of Guizhou Green Expo Park

1. Attractions Suggestion. Develop new products to enhance the visitor experience and promote Guizhou Green Expo Park through various channels.

2. Accessibility Suggestion. Provide more toilet facilities, improve accessibility for people with disabilities, install more rest benches, and improve public transportation within the Park. Provide clear directional guidance, tour maps, and attraction signage with multilingual signboards. Provide convenient information, tour guide services, and set up more emergency aid stations.

3. Amenities Suggestion. Offer convenient dining and food options, souvenir shops, and convenience stores. Increase the number of trash bins and set up more emergency aid stations.

4. Accommodation Suggestion. Provide a variety of room types and add more signage for hotels and homestays.

6. Activities Suggestion. Increase the variety and fun of visitor-participating activities, incorporating more local cultural and traditional elements.

7. Other Suggestion. Focus on water resource protection and forest ecosystem conservation.

4.2.4 Results of SWOT analysis and TOWS matrix analysis of the survey data of Guizhou Green Expo Park

In the study of sustainable tourism development of Guizhou Green Expo Park, a detailed SWOT analysis was conducted by comprehensively analyzing both qualitative and quantitative research data. The following are the results of the SWOT analysis based on this data:

TABLE 9 SWOT Analysis Based on Qualitative and Quantitative Research Data

Strengths(S)	Weaknesses (W)
<p>-The Park is a key construction project supported by the government and is recognized as a national-level green expo.</p> <p>-With over 400 precious species of vegetation and unique karst landforms, it is renowned as a "natural oxygen bar."</p>	<p>- The Park needs internal public transportation, which may reduce the visitor experience.</p> <p>- The number of public facilities within the Park, such as restrooms, dining facilities, rest areas, and facilities for disabled people, is limited and may not meet visitor needs.</p>

TABLE 9 SWOT Analysis Based on Qualitative and Quantitative Research Data
(Continued)

Strengths(S)	Weaknesses (W)
<p>--Various activities and attractions in the park score over 4, indicating high visitor satisfaction.</p> <p>-The concept of "lucid waters and lush mountains are invaluable assets" is fully embodied in the park, aligning closely with sustainable development goals.</p> <p>-The accommodation conditions in the Park are excellent, receiving the highest scores.</p> <p>-Its proximity to the urban area and convenient transportation have the potential to attract more visitors.</p>	<p>- The Park needs internal public transportation, which may reduce the visitor experience.</p> <p>- The number of public facilities within the Park, such as restrooms, dining facilities, rest areas, and facilities for disabled people, is limited and may not meet visitor needs.</p> <p>- The Park's guide services need to be improved, including unclear signage and signs in a single language, which may lower visitor satisfaction.</p> <p>- The Park's promotional efforts need to be improved, leading to low visibility and a reduced ability to attract visitors.</p>
Opportunities (O)	Threats (T)
<p>-The local government's emphasis on ecological civilization construction provides a favorable opportunity for the Park.</p> <p>Global tourism trends have changed to ecotourism, which presents a good development opportunity for Guizhou Park to become a sustainable tourist destination.</p>	<p>-The current economic uncertainty in the broader social environment may affect visitors' spending capacity and willingness, potentially impacting the Park's economic benefits.</p> <p>-When the Park holds various activities, visitors tend to gather, which may lead to unexpected incidents.</p>

TABLE 9 SWOT Analysis Based on Qualitative and Quantitative Research Data

(Continued)

Opportunities (O)	Threats (T)
<ul style="list-style-type: none"> - New technologies, such as TikTok, Xiaohongshu, and WeChat, are used to efficiently publicize tourist attractions in the community. -China's policy emphasizes the development of culture in conjunction with tourism. Therefore, the Park can enhance its attractiveness and competitiveness by integrating cultural-themed tourism products and services. -The community members support and promote tourism, culture, and the local schools. 	<ul style="list-style-type: none"> - The Park features mountains and water with karst landforms, which may be affected by natural disasters. -The outbreak of pandemics, such as COVID-19, may affect economic benefits and could lead to operational shutdowns

Following the SWOT analysis of sustainable tourism development at Guizhou Green Expo Park, the next step is to explore the TOWS Matrix Analysis for further insights into strategic directions and actions. The specific details are as follows in the table:

TABLE 10 TOWS Matrix Analysis for the Guizhou Green Expo Park

TOWS Matrix Analysis	S- Strengths	W- Weaknesses
O- Opportunities	<p>Strengths-Opportunities (SO) Strategies</p> <p>1.Utilize Government Support and Sustainable Development Emphasis (S1, S4, O1): Leverage government backing and the Park's alignment with sustainable development goals to enhance its ecological tourism offerings and educational functions.</p>	<p>Strengths-Threats (ST) Strategies</p> <p>1.Mitigate Economic Uncertainty with High Visitor Satisfaction (S3, S6, T1):</p>

TABLE 10 TOWS Matrix Analysis for the Guizhou Green Expo Park(Continued)

TOWS Matrix Analysis	S- Strengths	W- Weaknesses
O- Opportunities	<p>Strengths-Opportunities (SO) Strategies</p> <p>2.Promote Ecotourism and Natural Attractions Using Technology (S2, S3, O2, O3): Capitalize on the Park's unique karst landforms and high visitor satisfaction scores by utilizing new technologies like TikTok, Xiaohongshu, and WeChat to attract eco-conscious tourists and promote its "natural oxygen bar" reputation.</p> <p>Enhance Accessibility and Cultural Integration (S6, O4, O5): Exploit the Park's proximity to urban areas and improve transportation links to attract more visitors.</p> <p>Integrate cultural-themed tourism products and services aligned with China's cultural tourism policies, supported by community engagement.</p>	<p>Strengths-Threats (ST) Strategies</p> <p>Maintain visitor satisfaction levels and capitalize on convenient transportation links to mitigate the impact of economic uncertainty on visitor numbers, possibly through targeted promotions during downturns.</p> <p>2.Develop Safety Protocols for Events and Natural Disasters (S2, T2, T3): Implement robust safety protocols during park activities to manage crowd gatherings and safeguard against natural disasters that could affect the Park's unique karst landforms.</p> <p>Adapt Operations During Pandemics (S5, T4): Utilize excellent accommodation facilities to implement flexible booking policies and health safety measures during pandemics, ensuring operational continuity and visitor safety.</p>

TABLE 10 TOWS Matrix Analysis for the Guizhou Green Expo Park(Continued)

TOWS Matrix Analysis	S- Strengths	W- Weaknesses
T-Threats	<p>Weaknesses-Opportunities (WO) Strategies</p> <p>1.Improve Infrastructure for Enhanced Visitor Experience (W1, W2, O1): Address the lack of internal transportation and inadequate public facilities by leveraging government emphasis on ecological civilization to improve infrastructure within the Park, enhancing visitor experience and satisfaction.</p> <p>2.Enhance Visitor Engagement and Visibility (W3, W4, O3): Upgrade guide services, signage, and promotional efforts using new media platforms to improve visibility and attract more visitors interested in cultural and ecological tourism experiences.</p> <p>3.Community Engagement for Sustainable Tourism (W2, O5):</p>	<p>Weaknesses-Threats (WT) Strategies</p> <p>1.Develop Contingency Plans for Economic Downturns (W4, T1): Enhance promotional strategies and develop contingency plans to mitigate the impact of economic uncertainty on visitor numbers, ensuring sustainable revenue streams during economic downturns.</p> <p>2.Implement Safety Measures for Events and Natural Disasters (W1, W2, T2, T3): Improve internal transportation and public facilities while implementing stringent safety measures to manage crowd gatherings and mitigate risks from natural disasters affecting the Park's karst landforms.</p>

TABLE 10 TOWS Matrix Analysis for the Guizhou Green Expo Park(Continued)

TOWS Matrix Analysis	S- Strengths	W- Weaknesses
T- Threats	<p>Weaknesses-Opportunities (WO) Strategies</p> <p>3.Community Engagement for Sustainable Tourism (W2, O5): Partner with local communities to enhance public facilities and promote tourism, culture, and educational initiatives, aligning with community support and fostering long-term sustainability.</p> <p>4.Enhance Guide Services and Multilingual Signage (W3, O3, O4): Invest in better guide services and multilingual signage to improve visitor satisfaction, utilizing new technologies for real-time information and to cater to a diverse tourist population.</p>	<p>Weaknesses-Threats (WT) Strategies</p> <p>3.Adapt Operations During Health Crises (W2, W3, T4): Enhance guide services, and signage clarity, and adapt promotional efforts to communicate health safety measures during pandemics, ensuring visitor confidence and maintaining operational continuity.</p> <p>4.This TOWS Matrix Analysis outlines strategic actions to capitalize on the Park's strengths, address weaknesses, exploit opportunities, and mitigate threats, ensuring sustainable development and enhanced competitiveness in the tourism sector.</p>

4.2.5 Guidelines for Sustainable Tourism Development Guizhou Green Expo Park

As a crucial platform for showcasing China's afforestation achievements and promoting green civilization, Guizhou Green Expo Park boasts rich natural and

cultural resources, exhibiting significant potential for sustainable tourism development. However, in the face of market competition, natural disasters, and the pandemic, the Park must devise scientific development strategies to achieve long-term, stable, sustainable development. By enhancing resource integration, optimizing management, and improving service quality and visitor experience, Guizhou Green Expo Park aims to become a globally renowned sustainable tourism destination.

Based on the TOWS matrix analysis, the following guidelines for sustainable tourism development have been formulated for Guizhou Green Expo Park. These guidelines aim to fully leverage the Park's strengths and opportunities while overcoming its weaknesses and threats to achieve sustainable development goals.

1. Policy Support and Leveraging Ecotourism Product Advantages. Utilize government policy support and the Park's alignment with sustainable development goals to enhance ecotourism products and educational functions. Seek more policy and funding support to promote improving infrastructure and service quality in the Park. Employ new technologies like TikTok, Xiaohongshu, and WeChat to promote the Park's unique karst landscapes and high visitor satisfaction. Develop digital marketing strategies, using social media platforms to attract environmentally conscious visitors and promote the Park's reputation as a "Natural oxygen bar." Explore and showcase the Park's natural and cultural resources in depth, developing tourism products with local characteristics to enhance the Park's attractiveness and competitiveness. Further consolidate and enhance aspects with high visitor satisfaction (such as attractiveness, Accommodation, and activities) to form competitive advantages.

2. Improving Infrastructure and Enhancing Visitor Experience. Improve transportation conditions within the Park and provide convenient transport services to enhance the visitor experience. Increase investment in internal transportation and add public restrooms, rest areas, and accessible facilities to enhance visitors' convenience and comfort. Enhance the quality of guide services by setting up multilingual signage

and providing convenient real-time information services to meet the needs of different visitor groups.

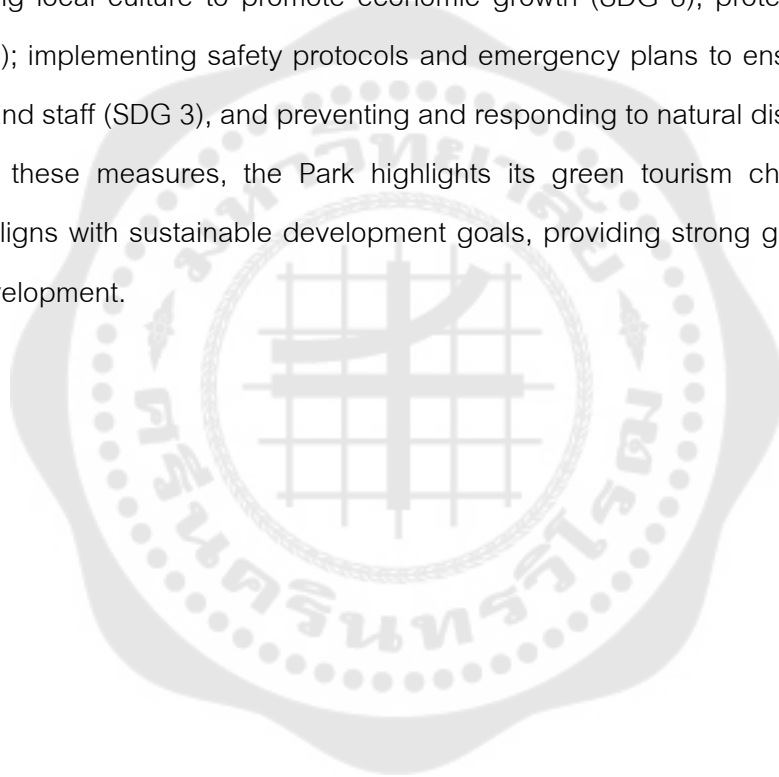
3. Smart Use of New Media Marketing and Promotion. Increase publicity efforts to enhance the Park's visibility and appeal. Use digital marketing and social media platforms to promote the Park's unique selling points and attract more visitors. To enhance the Park's visibility and appeal, utilize new media platforms (such as TikTok and Xiaohongshu) for diversified market promotion.

4. Developing Eco-friendly and Culturally Integrated Tourism Resources. Follow global ecotourism development trends by developing more eco-friendly tourism products to meet the demand for green tourism. Integrate local cultural elements into tourism products, promoting deep integration of culture and tourism to enhance the cultural connotation and appeal of the Park. Cooperate with local communities to promote public facility construction and community-oriented projects, achieving mutual development and shared benefits. Collaborate with local communities and schools to conduct cultural and ecological tourism projects, enhancing the sense of participation and gain among community residents.

5. Safety Management and Emergency Plans. Implement comprehensive safety protocols to address activities and natural disasters. Formulate detailed safety plans and emergency response plans, conducting regular safety drills to ensure the safety of visitors and staff. Collaborate with relevant departments to monitor and assess natural disaster risks, taking preventive measures to ensure the Park's sustainable operation.

These guidelines allow Guizhou Green Expo Park to fully leverage its resource advantages, enhance the visitor experience, promote sustainable development, and establish unique competitive advantages in the tourism industry. In the future, the Park should continuously monitor and evaluate the implementation effects of these measures, adjusting strategies promptly to respond to the ever-changing market demands and environmental challenges.

The guidelines include utilizing policy support and funding to promote infrastructure and service quality improvement, local community collaboration for mutual development, enhancing ecotourism educational functions (SDG 3), promoting green tourism (SDG 13), protecting and showcasing natural and cultural resources (SDG 15); improving internal transportation and facilities (SDG 6), enhancing guide service quality (SDG 3); promoting the Park's green tourism concept through digital marketing and social media platforms (SDG 12); developing eco-friendly tourism products (SDG 12), integrating local culture to promote economic growth (SDG 8), protecting biodiversity (SDG 15); implementing safety protocols and emergency plans to ensure the safety of visitors and staff (SDG 3), and preventing and responding to natural disasters (SDG 13). Through these measures, the Park highlights its green tourism characteristics and clearly aligns with sustainable development goals, providing strong guidance for long-term development.



CHAPTER 5

SUMMARY DISCUSSION AND SUGGESSTION

A comprehensive study of Guizhou Green Expo Park utilized a mixed-methods approach, integrating qualitative analysis with quantitative assessment to better understand its potential for sustainable tourism development and the quality and attractiveness of its tourism resources. The key findings of this research provided valuable insights into Park's resources, visitor satisfaction, and the opportunities and challenges it faces. The following summary, along with discussions and suggestions based on these findings, aims to guide the continued development of Guizhou Green Expo Park towards sustainable tourism.

5.1 SUMMARY

5.1.1 The resources on both sides of Guizhou Green Expo Park align with the United Nations Sustainable Development Goals (SDGs).

1. Health and well-being (SDG 3)

Guizhou Green Expo Park creates an ideal environment for visitors to promote physical and mental well-being with its rich natural landscape, diverse cultural experiences, and eco-friendly facilities. The dense vegetation and diverse ecosystems not only purify the air and improve water quality but also provide visitors with a wealth of options for outdoor activities, which strongly contribute to their health and well-being.

2. Biodiversity (SDG 15)

The Park showcases a rich natural landscape, including diverse landforms, plant species, and ecosystems, providing visitors with a unique natural experience. In particular, planting over 400 species of rare flowers and trees demonstrates biodiversity conservation. It promotes public understanding and appreciation of local biodiversity, thus establishing a strong link between biodiversity conservation and community health and well-being.

3. Culture and Economic Growth (SDG 8)

By showcasing 56 distinctive exhibition gardens from 31 provinces, municipalities, and autonomous regions, the Park fully demonstrates each region's achievements of reforestation, history, culture, and folklore, providing visitors with a rich cultural experience. At the same time, Park's development has created diversified employment opportunities for residents, such as tour guides, maintenance staff, and managers, effectively promoting decent work and economic growth. In addition, Park embodies the principle of gender equality, providing equal employment and income opportunities for women.

4. Sustainable Tourism and Environmental Protection (SDG 12 & SDG 13)

The Guizhou Green Expo Park demonstrates the concept of sustainable tourism by closely integrating ecological protection and economic development. Park effectively raises public awareness of green civilization by showcasing China's achievements in afforestation. In addition, Park serves as a platform to showcase sustainable tourism practices, providing lessons for other regions to promote global climate action and sustainable consumption and production jointly.

5. Other SDGs Resources

Clean Water and Sanitation (SDG 6): Eco-friendly facilities such as water-saving devices and sewage treatment facilities can be constructed in Park to ensure the sustainable use of water resources and maintain a sanitary environment.

In summary, Guizhou Green Expo Park, with its rich tourism resources and alignment with the UN SDGs, plays a crucial role in promoting global sustainable development. The Park's unique features and diverse offerings contribute to the realization of these goals, demonstrating its essential role in promoting a healthier, more prosperous, and sustainable future.

5.1.2 Guizhou Green Expo Park's fit with the United Nations Sustainable Development Goals (SDGs)

Guizhou Green Expo is an important platform to showcase China's achievements in afforestation and promote green civilization. The Park integrates tourism, leisure, and cultural experiences. It is also committed to sustainable

development, aligning with several of the UN Sustainable Development Goals (SDGs) to build a healthier, more prosperous, and sustainable future.

1. Good health and well-being (SDG 3). The Park provides a healthy environment and recreational facilities, such as spacious green spaces, clean air and water quality, and various outdoor activities, which help improve the health of residents and visitors. In addition, the various cultural and learning activities organized in the parks promote healthy lifestyles.

2. Decent work and economic growth (SDG 8). The Park is an engine of local economic development, creating jobs in the tourism industry and beyond. Their facilities and diverse offerings attract visitors and generate revenue that can be reinvested in community development and infrastructure improvements.

3. Clean water and sanitation (SDG 6). The Park is committed to protecting water resources and sanitation. For example, it utilizes its water resources to provide local residents with access to safe, clean drinking water and sanitation when urban water is scarce.

4. Climate action (SDG 13). As a testament to China's afforestation achievements, the Park is a model for environmental protection. The Park's vast green spaces and diverse ecosystems enhance local biodiversity and mitigate the effects of climate change.

5. Life on land (SDG 15). The Park is committed to conserving land resources and ecosystems through reforestation and forest restoration programs.

5.1.3 Summarizing the results of the 5As survey data

This academic research employed a quantitative research method, specifically a questionnaire survey, to collect visitors' evaluations of the attractiveness and quality of Guizhou Green Expo Park. The questionnaire was based on the 5As theory, encompassing five dimensions: Attractions, Accessibility, Amenities, Accommodation, and Activities. The following is a detailed description of the quantitative research findings:

1. Attractions. Visitors highly evaluated the diversity of tourism resources, cultural appeal, layout and design, conservation and maintenance status, and comparison with other attractions, with an average score of 4.08.

2. Accessibility. Visitors were relatively satisfied with the convenience of transportation and parking facilities and traffic management, but they were less satisfied with guided tour services, signage, and facilities for people with disabilities, with an average score of 3.7.

3. Amenities. Visitors were relatively satisfied with entertainment facilities and the service quality of visitor centers and service desks but less satisfied with public toilets and dining facilities, with an average score of 3.45.

4. Accommodation. Visitors were satisfied with accommodation facilities, hygiene conditions, comfort, and value for money, with an average score of 4.16.

5. Activities. Visitors were relatively satisfied with outdoor and seasonal/special festival activities but less satisfied with cultural performances and program arrangements, with an average score of 4.14.

6. Overall Satisfaction. The scores of all evaluation indicators fell between 3.45 and 4.16, indicating that visitors were generally satisfied with their experience at Guizhou Green Expo Park.

In summary, a questionnaire survey quantitatively analyzed visitor satisfaction with Guizhou Green Expo Park. Visitors gave high ratings in attractions, accommodation, and activities, indicating that Guizhou Green Expo Park performs well regarding tourism resources, accommodation, and activity organization. However, regarding accessibility and amenities, visitor satisfaction was relatively low, especially regarding Park signage, insufficient public restrooms, and not many dining options, which need further improvement. These findings provide valuable feedback for Guizhou Green Expo Park, which will help the Park optimize its services and enhance visitors' experience in future development.

5.1.4 SWOT Analysis of Sustainable Development for Guizhou Green Expo Park

In the study of sustainable tourism development of Guizhou Green Expo Park, a detailed SWOT analysis was conducted by comprehensively analyzing both qualitative and quantitative research data. The following are the results of the SWOT analysis based on this data.

Strengths (S). The Park, a government-supported national green expo, is renowned for its unique karst landforms and over 400 precious plant species. High visitor satisfaction is reflected in activity scores over 4. It embodies sustainable development principles, offers excellent accommodation, and benefits from convenient urban proximity and transportation, enhancing its visitor appeal.

Weaknesses (W). The Park lacks internal public transportation and sufficient public facilities, including restrooms, dining areas, rest spots, and amenities for disabled visitors. Guide services need to be more adequate with clear, single-language signage. Promotional efforts also need to be improved, resulting in high visibility and reduced visitor attraction.

Opportunities (O). The Park benefits from local government support for ecological civilization and the global shift towards ecotourism, positioning it as a sustainable destination. Utilizing new technologies like TikTok, Xiaohongshu, and WeChat can enhance publicity. China's policy on combining culture with tourism allows for integrating culturally themed attractions to boost competitiveness. Additionally, community support for tourism, culture, and local schools presents further development opportunities.

Threats (T). Economic uncertainty may reduce visitors' spending capacity, impacting the Park's economic benefits. Crowds at events could lead to unexpected incidents. The Park's karst landforms are susceptible to natural disasters. Pandemics, such as COVID-19, pose significant threats, potentially affecting economic benefits and leading to operational shutdowns.

5.2 DISCUSSION

This study provides a comprehensive overview of the potential for sustainable tourism development in Guizhou Green Expo Garden and the quality and attractiveness of its tourism resources. It discusses the qualitative and quantitative research findings in conjunction with the United Nations Sustainable Development Goals (SDGs).

Insights from qualitative research revealed the significant advantages of the Guizhou Green Expo Garden in terms of natural and cultural resources, laying a solid foundation for sustainable tourism development (Guizhou Radio and Television Station, 2020; Min, 2022). The park benefits from solid government policy support and a clear green development strategy, which are crucial for its development (Wu et al., 2021). However, issues such as inconvenient internal transportation and insufficient levels of promotion and advertising were also identified, affecting the overall experience of visitors (Shu, 2021; Zhang, 2023).

Quantitative data reinforced these findings, showing high visitor satisfaction with tourism resources, accommodation, and activities. Satisfaction with accessibility and amenities was relatively low, particularly regarding signage, public toilets, and dining options, highlighting the need for significant improvements to enhance visitor experiences and overall satisfaction (Buhalis, 2000).

A SWOT analysis emphasized the strengths, weaknesses, opportunities, and threats related to the tourism development of Guizhou Green Expo Garden. Strengths include Park's rich natural beauty and cultural heritage, while weaknesses lie in infrastructure and marketing strategies. Opportunities can be found in the increasing demand for tourism and government support, while threats include environmental degradation and cultural erosion (Humphrey, 2005). The study also assessed the relationship between the Park's development and the Sustainable Development Goals, finding alignment in several areas, including social impact, environmental sustainability, economic benefits, and cultural protection and promotion (Chen et al., 2021).

The concept of sustainable development emphasizes meeting current needs without compromising the ability of future generations to meet their own needs (UN,

2017). The findings of this study are consistent with sustainable development theories, indicating that the development strategy for Guizhou Green Expo Garden must consider long-term ecological and social impacts (Zou, 2008). Analysis using the 5As model (Attractions, Accessibility, Amenities, Accommodation, and Activities) revealed that while the garden has significant attractions, improvements are needed regarding accessibility, amenities, and accommodation (Shu, 2021). Enhancing these aspects will provide visitors with a comprehensive and satisfying experience, thereby promoting sustainable tourism development (Dickman, 1997). The tourism development of Guizhou Green Expo Garden can significantly contribute to the achievement of multiple Sustainable Development Goals, such as promoting health and well-being through ecotourism activities (SDG 3), ensuring clean water and sanitation through sustainable practices (SDG 6), and creating employment opportunities to promote decent work and economic growth (SDG 8) (UN, 2017). The SWOT analysis results provide an essential basis for formulating strategic development plans and are consistent with existing literature on applying SWOT analysis in sustainable tourism research (Murtini et al., 2018).

In order to fully utilize these strengths and opportunities and overcome the disadvantages and threats, this study has developed the following sustainable development guidelines for Guizhou Green Expo Park based on the TOWS matrix analysis. These guidelines aim to fully utilize Park's strengths and opportunities while overcoming its weaknesses and threats to achieve sustainability goals. Specifically, these guidelines include:

1. Policy support and capitalizing on the strengths of the ecotourism product

Utilize government policy support and the park's fit with the SDGs to enhance the ecotourism product and educational functions. Seek additional policy and financial support to promote the quality of the Park's infrastructure and services.

2. Improve infrastructure to enhance visitor experience

Improve internal transportation conditions in Park to provide convenient transportation services and enhance visitor experience. Increase investment to improve internal transportation, increase public toilets, rest areas, and barrier-free facilities to enhance visitors' convenience and comfort.

3. Make clever use of new media marketing and promotion

Increase publicity to improve the visibility and attractiveness of the Park. Utilize digital marketing and social media platforms to promote the Park's unique selling points and attract more visitors.

4. Develop eco-friendly and culturally integrated tourism resources

Follow the global ecotourism trend and develop more eco-friendly tourism products to meet the demand for green tourism. Incorporate local cultural elements into tourism products, promote the deep integration of culture and tourism, and enhance the Park's cultural connotation and attractiveness.

5. Safety Management and Contingency Plan

Implement comprehensive safety protocols to respond to events and natural disasters. Develop detailed safety plans and contingency plans and conduct regular safety drills to ensure the safety of visitors and staff.

By implementing these sustainable development guidelines, Guizhou Green Expo Park can fully utilize its resource advantages, enhance the visitor experience, promote sustainable development, and develop a unique competitive advantage in the tourism industry. In the future, Park should continuously monitor and evaluate the effectiveness of implementing these measures and adjust its strategies promptly to meet changing market demands and environmental challenges. The guiding principles include: utilizing policy support and funding to promote the improvement of infrastructure and service quality; cooperating with the local community to achieve co-development; enhancing the educational function of ecotourism (SDG 3); promoting green tourism (SDG 13); conserving and showcasing natural and cultural resources (SDG 15); improving internal transportation and facilities (SDG 6) (SDG 6); improve the quality of guided tours (SDG 3); promote the Park's green tourism concept through

digital marketing and social media platforms (SDG 12); develop eco-friendly tourism products (SDG 12), incorporate local cultures to promote economic growth (SDG 8), and conserve biodiversity (SDG 15); and implement safety protocols and contingency plans to ensure the safety of visitors and staff. (SDG 15); implementing safety protocols and contingency plans to ensure the safety of visitors and staff (SDG 3), and preventing and responding to natural disasters (SDG 13). Through these measures, the Park emphasizes its green tourism character, aligns itself with the SDGs, and provides strong guidance for long-term development.

5.3 SUGGESTIONS

5.2.1 Limitations of the study

Despite the positive findings of this study, several limitations need to be acknowledged.

Firstly, the qualitative research phase's reliance on interviews with a limited number of local residents and park staff may introduce biases into the data, potentially affecting the overall research results.

Secondly, the relatively small sample size in the quantitative research phase may restrict the generalization of the research results to a broader population.

Thirdly, the data collection was confined to a specific period, potentially limiting the generalizability of the findings to the overall visitor experience at Guizhou Green Expo Park.

Fourthly, the current study did not account for potential confounding variables that could influence visitor satisfaction, such as weather conditions, time of visit, and prior experiences. Future research should consider these factors to provide a more comprehensive understanding of visitor satisfaction. Lastly, the study should have investigated the long-term impacts of tourism on the local community and environment. Future research should examine the sustainability of tourism development in the park over time. In summary, while the current study offers valuable insights into the sustainable tourism development potential of Guizhou Green Expo Park, these limitations should be considered when interpreting the research findings. Future studies

are necessary to address these limitations and gain a more comprehensive understanding of the potential of sustainable tourism in the park.

5.2.2 Recommendations for future research

Based on the results of this study, future research on the sustainable development of Guizhou Green Expo Park should address the limitations identified in the current study to gain a more comprehensive understanding of its sustainable tourism development potential. Specifically, the following recommendations are proposed:

Firstly, future research should expand the sample size and diversify data collection methods to enhance the generalizability and robustness of the research findings. The qualitative research phase's reliance on interviews with a limited number of residents and park staff may introduce bias into the data.

Second, future research should conduct longitudinal studies to examine the changes in tourism development in the Park over time, including the long-term impacts on the local community and environment. The current data collection, limited to a specific period, may only partially represent the overall visitor experience of Guizhou Green Expo Park.

Thirdly, future research could consider confounding variables affecting visitor satisfaction, such as weather conditions, time of visit, and prior experiences. This would allow for a more comprehensive understanding of visitor satisfaction.

Fourthly, future research could investigate the perceptions and attitudes of a broader range of stakeholders, including tourists, residents, park management, and government officials, to obtain diverse perspectives on sustainable tourism development. Conduct more in-depth research on tourism's economic, social, and environmental impacts.

Finally, future research could investigate the potential synergies between tourism and other industries, such as agriculture, forestry, and ecology, to promote a more comprehensive and sustainable development approach.

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APPENDIX

Appendix 1

Tourism Resource Audit

TABLE 11 Inventory of Natural Resources

	name and location from central point or tourism information center timing	accessibility (restriction s, access points, disability)	ownership and management	contact information	current volume of activity/level of use season of operation	visitor services (toilets, parking)
Natural Resources						
Characterized by its uniqueness, rarity and ecological integrity, it not only has high scientific and ornamental value, but also carries rich social and cultural significance. The existence and protection of these resources are of great	Ancient Rhyme Silver, Green Rhyme Song, Autumn less Pit, Narrow Valley Medicinal Fragrance, Underwater Original Building, Music Fountain, Water Stage, Frame Mirror Landscape,	To the park, you can take high-speed rail, bus, self-driving, Transfer to local buses. You can take a private car or a sightseeing car in	Guizhou Green Expo Park Construction and Operation Co., Ltd	0854-7876666 Ms. Yu	Spring, summer	 Infirmary Phone: 0854-8335723 Visitor Center Information Phone: 0854-8336939 Duyunt

<p>significance for promoting the development of local tourism and promoting the harmonious coexistence of man and nature.</p>	<p>Water Beach, North Lake Fun, Leaf Grass Slope, Duty Mountain Travel, Cedar Net Exploration, Flower Red Valley Charm, Huanchang High Valley, Stone Forest Secret Land, Cedar Valley Bamboo Creek, Jilan Shuang Ping" Eighteen Views of the Green Expo, "cottages, terraces, dams, terraces, flower slopes, hills, ecological islands" and</p>	<p>the park.</p>				<p>ai Hotel Phone: 0854- 889222 2 Green Unyuan B&B Tel: 0854- 836999 9</p>
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<p>other natural landforms in the exhibition source, the unique ecological environment and "karst landform" of the plateau and mountains presented by the scenic spot as a whole. Plant species: more than 400 kinds of precious plants such as secret Gui, yew, ban nan, agarwood, huanghuali, longyis, etc. Ecosystems such as forests, meadows,</p>					
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	lakes, etc.					
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TABLE 12 Inventory of Cultural Resources

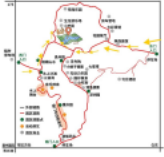
Cultural Resources	name and location from central point or tourism information center timing	accessibility (restrictions, access points, disability)	ownership and management	contact information	current volume of activity/level of use season of operation	admission rates, if any visitor types (origin, activity, demographics)
Distinctive regional characteristics and strong ethnic customs. By visiting Guizhou Green Expo Park, tourists can have an in-depth understanding of the history and culture of Guizhou and even all parts of the country, experience the customs and habits of different ethnic	The local cultural elements contained in the 56 exhibition gardens, the simple and elegant buildings, such as the traditional village	Take a private car or sightseeing car in the scenic area.	Guizhou Green Expo Park Construction and Operation Co.,	0854-7876666	Year round	Including local residents, out-of-town tourists, students, culture lovers, etc. They usually participate in

groups, feel the breadth and profundity of Chinese culture, and enhance the sense of identity and belonging to the local culture.	cultural landscape of the Guizhou Garden, and the cultural expression of the couplets and plaques in the Beijing Garden. Intangible Cultural Heritage Tooth Boat Pottery Experience Hall, Tibetan architecture and cultural elements in the Tibet Garden, etc.		Ltd			cultural activities, see exhibition s, learn crafts, etc.
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TABLE 13 Inventory of Event Resources

Event Resources	name and location from central point or tourism information center timing	Date	organization and management	number of participants and spectators (local vs. Visitor)	visitor types (origin, activity, demographics)	contact information

	(season and length of event)					
For listing festivals and other event-type activities: what makes the event unique, does it attract non-local participants, does it complement or compete with other local events, what is frequency of occurrence?	Chinese traditional culture "Sichuan Opera Changing Face," water book, ethnic batik, long table banquet, Green Expo activities, music festival, fireworks festival, bamboo drifting, fitness qigong, paddle board, street dance competition, Tai Chi performance invitational competition, aerobics competition, square dance competition, parent-child walking, parent-child marathon, urban	Sprin, summer, autumn	Guizhou Green Expo Park Construction and Operation Co., Ltd	Unlimited	There are diverse types of participants and audiences, including culture lovers, students, families, and more.	1359 5422 972(Ms. Yang)

<p> orienteering, thousands of people around the lake fluorescent run, climbing car, outdoor wedding and folk culture interpretation, ancient color tricks, fire feather thousand nights, lion dance millennium, acrobatic kicking cylinder, acrobatic turntable and other activities. </p> 					
<p> The theme of the mountain and sea is a garden party May 1 - June 10 in the South Gate Banbian Street </p>	<p>June</p>	<p>Guizh ou Green Expo Park Constr uction</p>	<p> The number of participants and spectators varies from event to </p>	<p> Including culture lovers, students, family tourists, etc. </p>	<p>0854- 8336 939</p>

<p>area (South Gate - Chongqing Garden) (1) Ticketing area: South Gate Banbian Street (South Gate-Chongqing Garden) Ticket sales period: May 1 - June 10, 2024 Online Douyin pre-sale tickets: 19.9 yuan/person (limited); Online Douyin early bird ticket: 29.9 yuan/person, national uniform price. Online WeChat early bird ticket: 35.9 yuan/person, national uniform price Offline price: 39.9</p>		<p>and Operat ion Co., Ltd</p>	<p>event, but typically attracts a large number of local residents and out-of-town visitors.</p>		
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<p>yuan / person, national uniform price.</p> 					
<p>marathon Time: 8:00-12:00, June 1, 2024 Location: Guizhou Green Expo Park Activity area: South Gate - Guizhou Garden - Lianxi Bridge - West Gate - South Gate Ring Road</p> 	<p>June</p>	<p>Guiya ng Suning Tesco Sales Co., Ltd., Guizh ou Green Expo Park Constr uction and Operat ion</p>	<p>Unlimited</p>	<p>Sports enthusiast s</p>	<p>0854- 8336 939</p>

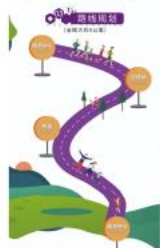
			Co., Ltd			
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TABLE 14 Inventory of Activity Resources

Activity Resources	Name and location from central point or tourism information center	accessibility (restrictions, access points, disabilities)	ownership and management	user fees, admission rates, membership requirements	visitor types (origin, activity, demographics)	timing and seasons of operation
For listing facilities, purpose-built attractions, recreational amenities and other	Sojourn and experience outdoor activities 	not have	Guizhou Green Expo Park Construction and Operation Co.	100RM B/top	Unlimited	13595422972(Ms. Yang)

services: how unique is the 'activity' to the destination, does it attract non-local users?	summer camp 	not have	Guizhou Green Expo Park Construction and Operation Co.	RMB 1680/person	6-12 years 10-20 persons	7.21-7.27
	High altitude rafting 	not have	Guizhou Green Expo Park Construction and Operation Co.	60 RMB/person	Unlimited	Open all year round Daily 9:00-17:30
	Barbecue 	not have	Guizhou Green Expo Park Construction and Operation Co.	Project-based fees	Unlimited	Open all year round Daily 9:00-17:30
	Colorful Slide 	not have	Guizhou Green Expo Park Construction and Operation Co.	30RMB/person	Unlimited	Open all year round Daily 9:00-17:30

<p>Sanya Bay Resort Island</p> 	<p>not have</p>	<p>Guizhou Green Expo Park Construction and Operation Co.</p>	<p>68RMB /person</p>	<p>Unlimited</p>	<p>Open all year round Daily 9:00-17:30</p>
<p>Road Recreation -Green Park Campground</p> 	<p>not have</p>	<p>Guizhou Green Expo Park Construction and Operation Co.17685335070</p>	<p>Canopy 100 RMB/to p. Tent/50, picnic mat 20/pc.</p>	<p>Unlimited</p>	<p>Open all year round Daily 9:00-17:30</p>
<p>Toa Boat Pottery Experience Center</p> 	<p>not have</p>	<p>Guizhou Green Expo Park Construction and Operation Co.</p>	<p>Charge according to the experience program</p>	<p>Unlimited</p>	<p>Open all year round Daily 9:00-17:30</p>
<p>Sang Yong Fun World</p>	<p>not have</p>	<p>Guizhou Green Expo Park</p>	<p>100RMB</p>	<p>Unlimited</p>	<p>Open all year round Daily 9:00-</p>

		Construction and Operation Co.			17:30
Supersonic Karting Club 	not have	Guizhou Green Expo Park Construction and Operation Co.	46 per person per day	Unlimited	Open all year round Daily 9:00-17:30
Elves and Pets Paradise 	not have	Guizhou Green Expo Park Construction and Operation Co.	48 per person per day	Unlimited	Open all day in summer Daily 9:00-17:30
Travel Wedding Photography	not have	Guizhou Green Expo Park Construction and Operation Co.	Pricing based on demand	Unlimited	Open all year round Daily 9:00-17:30
Hofengshu Fishing Platform (Fishing Tournament) 	not have	Guizhou Green Expo Park Construction and Operation Co.	120 RMB/person/unit	All anglers	Open all year round Daily 9:00-17:30

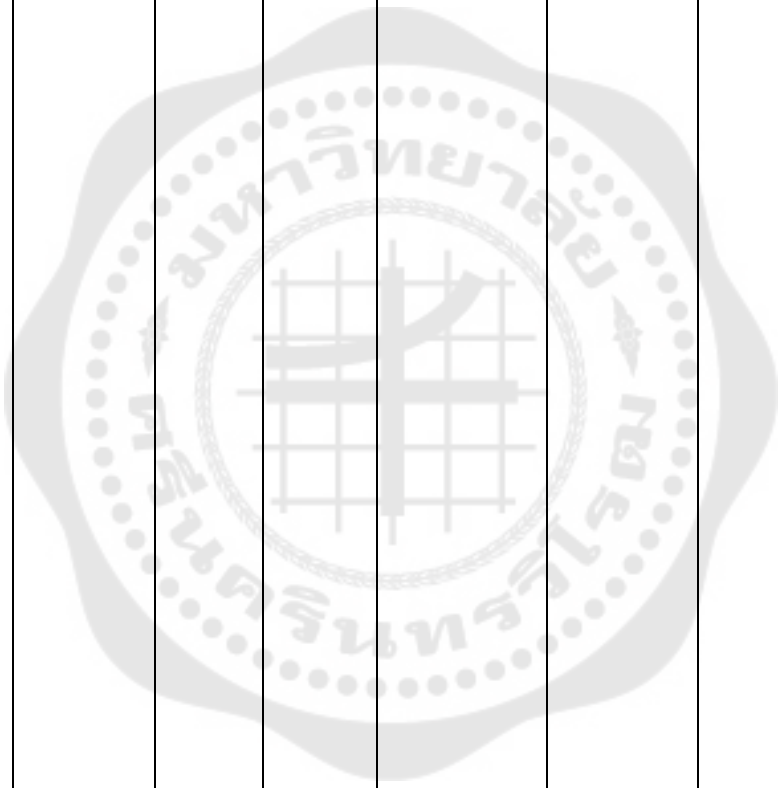
<p>Fireworks Festival June 22 - June 23, five 15-minute shows per day.</p> 	<p>not have</p>	<p>Guizhou Green Expo Park Construction and Operation Co.</p>	<p>60 RMB/person</p>	<p>All visitors</p>	<p>From June 22 - June 23, there will be five 15-minute shows per day. The broadcast times are 15:30-15:45, 18:30-18:45, 19:30-19:45, 20:45-21:00, 21:30-21:45 respectively</p>
<p>Helicopter Experience</p>	<p>Able to travel by helicopter</p>	<p>Guizhou Green Expo Park Construction and Operation Co.</p>	<p>RMB 300-1640 per session</p>	<p>All visitors</p>	<p>Open all year round Daily 9:00-17:30</p>


TABLE 15 Inventory of Service Resources




Service Resources	name and location from central point or tourist	type and rating of the facility	services offered (pool, catering,	accessibility issues (disability restrictions, types of users)	ownership and contact information	visitor types (origin, activity, demographics)	rates and fees
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	informati on center		confer ence faciliti es				
For listing transport , accomm odation, catering, hospitalit y and general commun ity services: name and location of service provider contact informati on descripti on of general	Tourist Informati on Center	It is locate d at the south gate and east gate of Guizh ou Green Expo Park	Sights eeing car, Servic es such as swim ming pools, cateri ng, confer ence faciliti es, etc Hotels , B&Bs, RVs, campi ng, etc.	Barrier- free facilities and services are included, such as disabled access, disabled toilets, etc.	Guizhou Green Expo Park Construct ion and Operatio n Co., Ltd	There are many types of tourists, including local tourists and foreign tourists, who come here for sightseein g, leisure, entertainm ent, research and other activities.	40 yuan/per son for sightseei ng car, 80 yuan/per son/time for cruise; speedbo at 100 yuan/per son/time; Motorbo at 150 yuan/per son/time; Battery boat 100 yuan/bo at/hour (50 yuan/bo at/half

<p>services</p>							<p>an hour). Ticket-free groups include medical personnel, fire and rescue personnel, people's police, disabled people, active duty soldiers, disabled soldiers, children (under 14 years old), and seniors over 60 years old.</p>
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<p>Yuntai Hotel (in the park)</p>  <p>It is located in Ningxia Exhibition Park</p>	<p>Catering, accommodation</p>	<p>pool, catering, conference facilities</p>	<p>Barrier-free facilities and services are included, such as disabled access, disabled toilets, etc.</p>	<p>Guizhou Green Expo Park Construction and Operation Co., Ltd TEL;0854 - 8892222 18785160424</p>	<p>There are many types of tourists, including local tourists and foreign tourists, who come here for sightseeing, leisure, entertainment, research and other activities</p>	<p>399-5000RMB</p>
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<p>The Qian Nan feast is located in the original underwater building, and the restaurant has independent boxes and tent cabins</p>	<p>Catering</p>	<p>catering</p>	<p>Barrier-free facilities and services are included, such as disabled access, disabled toilets, etc.</p>	<p>Guizhou Green Expo Park Construction and Operation Co., Ltd TEL:1878 5160424</p>	<p>There are many types of tourists, including local tourists and foreign tourists, who come here for sightseeing, leisure, entertainment, research and other activities</p>	<p>99-1000RMB</p>
						
						
						

Road Recreati on Green Expo Park Campsit e 	bivou ac			Guizhou Green Expo Park Construct ion and Operatio n Co., Ltd TEL:1768 5335070	There are many types of tourists, including local tourists and foreign tourists, who come here for sightseein g, leisure, entertainm ent, research and other activities	199- 1000RM B
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Appendix 2

Guizhou Green Expo Park staff interview outline

This survey is about the perception of sustainable development and tourism resources in Guizhou Green Expo Park. Your name and address are not required, your answers are kept confidential, and you can refuse to answer any question. Only aggregate data will be used in reports, and the work is for academic purposes.

I. Personal Background and Work Experience

1.1 Please briefly introduce your job position and primary responsibilities at Guizhou Green Expo Park.

1.2 How long have you been working at Guizhou Green Expo Park?

1.3 Can you share some of your educational background and professional experience?

II. Understanding and Experience of Guizhou Green Expo Park

2.1 How do you evaluate the overall environment and operational status of Guizhou Green Expo Park?

2.2 In your opinion, what are the significant advantages of Guizhou Green Expo Park in terms of sustainable development?

2.3 What challenges or shortcomings do you think Guizhou Green Expo Park faces in sustainable development?

2.4 For the future of Guizhou Green Expo Park, what opportunities and potential challenges do you see in sustainable development?

III. Awareness and Actions in Sustainable Development

3.1 Have you participated in or supported any sustainable development plans or projects at Guizhou Green Expo Park? Please elaborate.

3.2 What suggestions or opinions do you have regarding Guizhou Green Expo Park's sustainable development goals?

IV. Views on the Management and Operation of Guizhou Green Expo Park

4.1 What is your evaluation of the current management and operation of Guizhou Green Expo Park?

4.2 How do you think we can improve the management and service level of Guizhou Green Expo Park? Are there any specific suggestions or measures?

V. Expectations and Suggestions for the Future Development of Guizhou Green Expo Park

5.1 What are your expectations or suggestions regarding the future development direction and planning of Guizhou Green Expo Park?

5.2 In terms of sustainable development, what potential opportunities or challenges do you think Guizhou Green Expo Park faces? Do you have any specific suggestions or strategies?

VI. Conclusion

Thank you for taking the time to participate in our interview. Your opinions and suggestions are crucial to the development of Guizhou Green Expo Park. If you have any other ideas or suggestions, please feel free to share them with us.

Appendix 3

Guizhou Green Expo Park staff interview outline (IOC)

Guizhou Green Expo Park staff interview outline IOC value of 0.84.

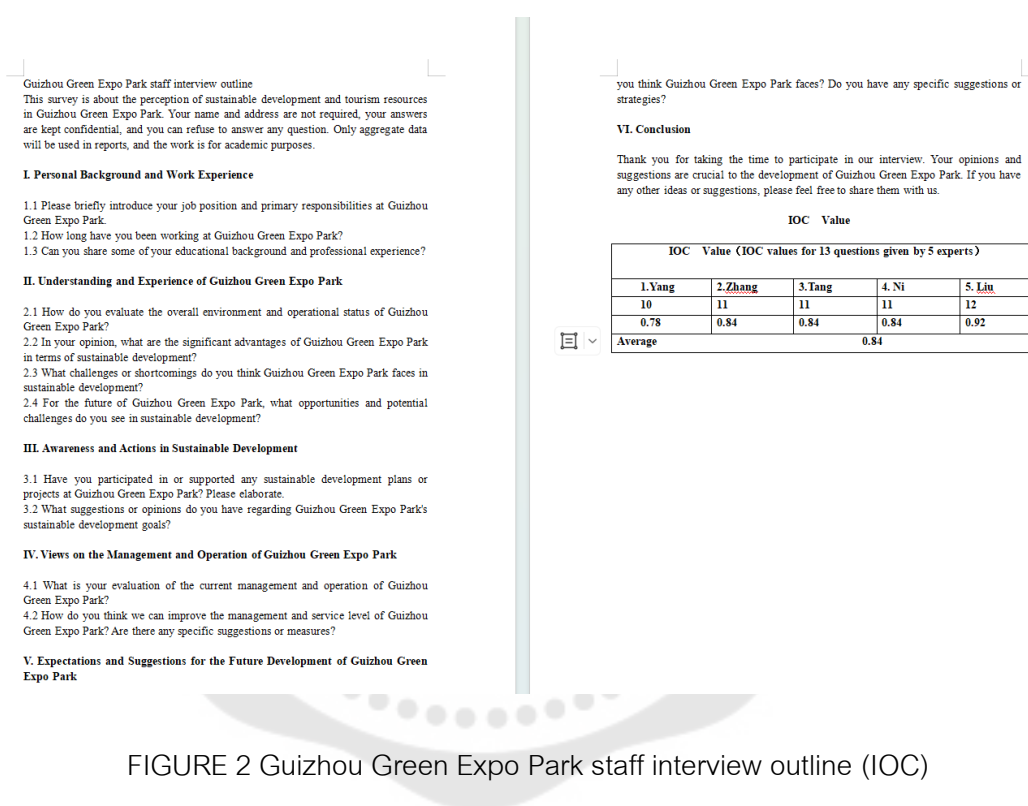


FIGURE 2 Guizhou Green Expo Park staff interview outline (IOC)

Appendix 4

Interview Outline for Residents Living Around Guizhou Green Expo Park

This survey is about the perception of sustainable development and tourism resources in Guizhou Green Expo Park. Your name and address are not required, your answers are kept confidential, and you can refuse to answer any question. Only aggregate data will be used in reports, and the work is for academic purposes.

Section 1 Your usual place of residence

Are you usually resident in Du Yun city? Yes ___ No ___

If yes – for how many years have you been resident? _____

Do you live near one of the Guizhou Green Expo Park? Yes ___ No ___

Do you often visit this, Park? Yes ___ No ___

If you are not a resident of one of the Du Yun city, where do you live?

Section 2 Cognition and experience of Guizhou Green Expo Park

How much do you know about Guizhou Green Expo Park? Do you often go to Guizhou Green Expo Park?

What do you think are the advantages of Guizhou Green Expo Park? What are your comments on these aspects?

In your opinion, what are the shortcomings of Guizhou Green Expo Park? What is your comment on these aspects?

What are your expectations for the future development of Guizhou Green Expo Park? What suggestions do you have to improve the status quo of Guizhou Green Expo Park?

Section 3 Views on sustainable development

What is your understanding of the sustainable development of Guizhou Green Expo Park?

What do you think are the advantages and disadvantages of Guizhou Green Expo Park in sustainable development?

What are your suggestions and expectations for the future sustainable development of Guizhou Green Expo Park?

Section 4 The relationship between the community and the Guizhou Green Expo Park

What have you observed as the impact of Guizhou Green Expo Park on the surrounding communities?

How do you view the cooperation and interaction between Guizhou Green Expo Park and the surrounding communities? Do you have any suggestions or opinions on this?

Section 5 Other related issues

What are your comments on the safety and environmental protection measures of Guizhou Green Expo Park?

What is your opinion on the service quality and the improvement of facilities in Guizhou Green Expo Park? What are your suggestions for these aspects?

THANK YOU FOR YOUR TIME AND HELP

Appendix 5

Interview Outline for Residents Living Around Guizhou Green Expo Park (IOC)

Interview Outline for Residents Living Around Guizhou Green Expo Park IOC value of 0.83.

This survey is about the perception of sustainable development and tourism resources in Guizhou Green Expo Park. Your name and address are not required, your answers are kept confidential, and you can refuse to answer any question. Only aggregate data will be used in reports, and the work is for academic purposes.

Section 1 Your usual place of residence
 1. Are you usually resident in Du Yun city? Yes ___ No ___
 2. If yes – for how many years have you been resident? _____
 3. Do you live near one of the Guizhou Green Expo Park? Yes ___ No ___
 4. Do you often visit this Park? Yes ___ No ___
 5. If you are not a resident of one of the Du Yun city, where do you live? _____

Section 2 Cognition and experience of Guizhou Green Expo Park
 1. How much do you know about Guizhou Green Expo Park? Do you often go to Guizhou Green Expo Park?
 3. What do you think are the advantages of Guizhou Green Expo Park? What are your comments on these aspects?
 4. In your opinion, what are the shortcomings of Guizhou Green Expo Park? What is your comment on these aspects?
 5. What are your expectations for the future development of Guizhou Green Expo Park? What suggestions do you have to improve the status quo of Guizhou Green Expo Park?

Section 3 Views on sustainable development
 1. What is your understanding of the sustainable development of Guizhou Green Expo Park?
 2. What do you think are the advantages and disadvantages of Guizhou Green Expo Park in sustainable development?
 3. What are your suggestions and expectations for the future sustainable development of Guizhou Green Expo Park?

Section 4 The relationship between the community and the Guizhou Green Expo Park
 1. What have you observed as the impact of Guizhou Green Expo Park on the surrounding communities?

2. How do you view the cooperation and interaction between Guizhou Green Expo Park and the surrounding communities? Do you have any suggestions or opinions on this?
Section 5 Other related issues
 1. What are your comments on the safety and environmental protection measures of Guizhou Green Expo Park?
 2. What is your opinion on the service quality and the improvement of facilities in Guizhou Green Expo Park? What are your suggestions for these aspects?

THANK YOU FOR YOUR TIME AND HELP

IOC Value

IOC Value (IOC values for 17 questions given by 5 experts)				
1. Cao	2. Mo	3. Li	4. Huang	5. Su
14	14	14	14	15
0.82	0.82	0.82	0.82	0.88
Average			0.83	

FIGURE 3 Interview Outline for Residents Living Around Guizhou Green Expo Park (IOC)

Appendix 6

5As Tourist Satisfaction Survey Questionnaire

Part 1: Questionnaire on basic information of respondent.

Components	Item	Item	Item-Objective Congruence (IOC) Scores		
			Agree +1	Unsure 0	Not agree -1
Component 1	1	Are you Male <input type="checkbox"/> Female <input type="checkbox"/>			
Demographic variables	2	Which best represents your age ? 18 years and under <input type="checkbox"/> 19 – 25 years <input type="checkbox"/> 26 – 35 years <input type="checkbox"/> 36 - 45 years <input type="checkbox"/> 46 – 50 years <input type="checkbox"/> 51 – 55 years <input type="checkbox"/> 56 – 60 years <input type="checkbox"/> 61 – 65 years <input type="checkbox"/> 66 years and over <input type="checkbox"/>			
Gender					
Age					
Educational Level	3	What is your educational background? Secondary school or lower <input type="checkbox"/> Junior college <input type="checkbox"/> Undergraduate course <input type="checkbox"/> Postgraduate and above <input type="checkbox"/>			
Occupation	4	What is your occupation? Corporate employee <input type="checkbox"/> Freelance <input type="checkbox"/> Student <input type="checkbox"/> Civil servant <input type="checkbox"/> Public sector employee <input type="checkbox"/> Private business owner <input type="checkbox"/> Retired <input type="checkbox"/> Other <input type="checkbox"/>			
Monthly Income		What is your monthly income?			
	5	¥3000 or below <input type="checkbox"/> ¥3001-5000 <input type="checkbox"/> ¥5001-7000 <input type="checkbox"/> ¥7001-9000 <input type="checkbox"/> ¥9001-11000 <input type="checkbox"/> ¥ More than 11001 <input type="checkbox"/>			
	6	How many times have you visited Guizhou Lvyuan Park? A. First time <input type="checkbox"/> B. Second time <input type="checkbox"/> C. Third time or more <input type="checkbox"/>			
	7	Arrival method? A Self-driving <input type="checkbox"/> B Public transportation <input type="checkbox"/> C Tourist charter <input type="checkbox"/>			
	8	Number of companions on this trip? A. Alone <input type="checkbox"/> B. people <input type="checkbox"/> C. people D. people <input type="checkbox"/> E. or more people <input type="checkbox"/>			
	9	Who are you traveling with? A. Friends, classmates, or colleagues <input type="checkbox"/> B. Family, relatives <input type="checkbox"/> C. Members of a travel group <input type="checkbox"/> D. Company, organization, or school group <input type="checkbox"/> E. Other <input type="checkbox"/>			
	10	How did you learn about Guizhou Eco Expo Park? A. TV commercials <input type="checkbox"/> B. Internet <input type="checkbox"/> C. Recommendations from friends and family <input type="checkbox"/> D. Tour guide recommendations <input type="checkbox"/> E. Other <input type="checkbox"/>			

FIGURE 4 5As Tourist Satisfaction Survey Questionnaire (part1)

Part two: Evaluation of Guizhou Green Expo Park Tour Experience, please select the option suitable for you from each question according to your actual experience and feeling. The stronger your feeling, the higher the score; the weaker your feeling, the lower the score.

Example: If you are very dissatisfied with the "Diversity of tourism resources within the park" circle 1.

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Score	1	2	3	4	5

Components	Item	Item		Item-Objective Congruence (IOC) Scores				
				Agree +1	Unsure 0	Not agree -1		
5As theory Satisfaction variables: Attraction satisfaction; Accessibility satisfaction; Amenities satisfaction; Accommodation	1.1	Attraction	Park diversity	1	2	3	4	5
	1.2		Cultural appeal	1	2	3	4	5
	1.3		Layout and design attractiveness to visitors	1	2	3	4	5
	1.4		Conservation and maintenance status	1	2	3	4	5
	1.5		Attraction compared to other nearby attractions	1	2	3	4	5
	2.1	Accessibility	Convenience of transportation	1	2	3	4	5
	2.2		Parking facilities and traffic management	1	2	3	4	5
	2.3		Convenience of guided tour services	1	2	3	4	5

satisfaction; Activities satisfaction;	2.4	Amenities	Clear and coherent signage and directions	1	2	3	4	5	
	2.5		Facilities for people with disabilities and special needs	1	2	3	4	5	
	2.6		Convenient services and facilities availability	1	2	3	4	5	
	3.1		Public toilets and sanitary facilities	1	2	3	4	5	
	3.2		Dining facilities and food choices	1	2	3	4	5	
	3.3		Quality of service at visitor centers and service desks	1	2	3	4	5	
	3.4		Entertainment facilities (such as amusement parks, performance venues, etc.)	1	2	3	4	5	
	3.5		Rest areas and seating facilities	1	2	3	4	5	
	3.6		Adequacy of facilities and equipment to meet visitor needs	1	2	3	4	5	
	4.1		Accommodation	Satisfaction with accommodation facilities	1	2	3	4	5
	4.2			Hygiene conditions and comfort of accommodation areas	1	2	3	4	5
	4.3			Price and value for money of accommodation services	1	2	3	4	5
	4.4			Extent to which accommodation services meet your expectations	1	2	3	4	5
	4.5			Areas for improvement in accommodation facilities	1	2	3	4	5
	5.1		Guided tours and commentary provided	1	2	3	4	5	

		commentary provided					
5.2	Activities	Cultural performances and program arrangements	1	2	3	4	5
5.3		Outdoor activities and experiential projects	1	2	3	4	5
5.4		Seasonal events and special festivals	1	2	3	4	5
5.5		Need for additional or improved activities	1	2	3	4	5

FIGURE 5 5As Tourist Satisfaction Survey Questionnaire (part2)

Part three: Opinions and suggestions please provides any comments or suggestions in the areas that you think can improve the Guizhou Green Expo Park in the space below:

Components	Item	Item	Item-Objective Congruence (IOC) Scores		
			Agree +1	Unsure 0	Not agree -1
Suggestions and opinions	1	Suggestions for the improvement of the scenic spots:			
	2	Suggestions for improving convenience:			
	3	Comments on the facilities and equipment:			
	4	Suggestions for Accommodation :			
	5	Suggestions on tourism activities:			

FIGURE 6 5As Tourist Satisfaction Survey Questionnaire (part3)

Part 4 For the concept of sustainable development, the park can take measures to realize, etc.

Part 4: Other Comments				
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(Optional)	1	Please share any other thoughts or suggestions you have about Guizhou Green Expo Park:		
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FIGURE 7 5As Tourist Satisfaction Survey Questionnaire (part4)

Appendix 7

5As Tourist Satisfaction Survey Questionnaire (IOC)

5As Tourist Satisfaction Survey Questionnaire IOC value Fof 0.81.

Part 1: Questionnaire on basic information of respondent.

Part 1: Questionnaire on basic information of respondent.

Components	Item	Item	Item-Objective Congruence (IOC) Scores		
			Agree +1	Unclear 0	Not agree -1
Component 1 Demographic variables: Gender Age Educational Level Occupation Monthly Income	1	Are you Male <input type="checkbox"/> Female <input type="checkbox"/>			
	2	Which best represents your age? 18 years and under <input type="checkbox"/> 18 - 25 years <input type="checkbox"/> 26 - 35 years <input type="checkbox"/> 36 - 45 years <input type="checkbox"/> 46 - 50 years <input type="checkbox"/> 51 - 55 years <input type="checkbox"/> 56 - 60 years <input type="checkbox"/> 61 - 65 years <input type="checkbox"/> 66 years and over <input type="checkbox"/>			
	3	What is your educational background? Secondary school or lower <input type="checkbox"/> Junior college <input type="checkbox"/> Undergraduate course <input type="checkbox"/> Postgraduate and above <input type="checkbox"/>			
	4	What is your occupation? Corporate employee <input type="checkbox"/> Freelance <input type="checkbox"/> Student <input type="checkbox"/> Self-employed <input type="checkbox"/> Public sector employee <input type="checkbox"/> Private business owner <input type="checkbox"/> Retired <input type="checkbox"/> Other <input type="checkbox"/>			
		What is your monthly income?			
	5	K2000 or below <input type="checkbox"/> K2001-5000 <input type="checkbox"/> K5001-7000 <input type="checkbox"/> K7001-9000 <input type="checkbox"/> K9001-11000 <input type="checkbox"/> K More than 11000 <input type="checkbox"/>			
	6	How many times have you visited Guizhou Luyuan Park? A. First time <input type="checkbox"/> B. Second time <input type="checkbox"/> C. Third time or more <input type="checkbox"/>			
	7	Arrival method? A. Self-driving <input type="checkbox"/> B. Private transportation <input type="checkbox"/> C. Tourist charter <input type="checkbox"/>			
	8	Number of companions on this trip? A. Alone <input type="checkbox"/> B. 1 people <input type="checkbox"/> C. 2 people <input type="checkbox"/> D. 3 or more people <input type="checkbox"/>			
	9	Who are you traveling with? A. Friends, classmates, or colleagues <input type="checkbox"/> B. Family, relatives <input type="checkbox"/> C. Members of a travel group <input type="checkbox"/> D. Company, organization, or school group <input type="checkbox"/> E. Other <input type="checkbox"/>			
	10	How did you learn about Guizhou Eco Expo Park? A. TV commercials <input type="checkbox"/> B. Internet <input type="checkbox"/> C. Recommendations from friends and family <input type="checkbox"/> D. Tour guide recommendations <input type="checkbox"/> E. Other <input type="checkbox"/>			

FIGURE 8 5As Tourist Satisfaction Survey Questionnaire (IOC part1)

Part two: Evaluation of Guizhou Green Expo Park Tour Experience, please select the option suitable for you from each question according to your actual experience and feeling. The stronger your feeling, the higher the score; the weaker your feeling, the lower the score.

Example: If you are very dissatisfied with the "Diversity of tourism resources within the park" circle 1.

Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Score	1	2	3	4	5

Components	Item	Item			Item-Objective Congruence (IOC) Scores		
					Agree +1	Unsure 0	Not agree -1
5As theory Satisfaction variables: Attraction satisfaction ; Accessibility satisfaction; Amenities satisfaction; Accommodation	1.1	Attraction	Park diversity	1 2 3 4 5			
	1.2		Cultural appeal	1 2 3 4 5			
	1.3		Layout and design attractiveness to visitors	1 2 3 4 5			
	1.4		Conservation and maintenance status	1 2 3 4 5			
	1.5		Attraction compared to other nearby attractions	1 2 3 4 5			
	2.1	Accessibility	Convenience of transportation	1 2 3 4 5			
	2.2		Parking facilities and traffic management	1 2 3 4 5			
	2.3		Convenience of guided tour services	1 2 3 4 5			

satisfaction; Activities satisfaction	2.4		Clear and coherent signage and directions	1 2 3 4 5			
	2.5		Facilities for people with disabilities and special needs	1 2 3 4 5			
	2.6		Convenient services and facilities availability	1 2 3 4 5			
	3.1	Amenities	Public toilets and sanitary facilities	1 2 3 4 5			
	3.2		Dining facilities and food choices	1 2 3 4 5			
	3.3		Quality of service at visitor centers and service desks	1 2 3 4 5			
	3.4		Entertainment facilities (such as amusement parks, performance venues, etc.)	1 2 3 4 5			
	3.5		Rest areas and seating facilities	1 2 3 4 5			
	3.6		Adequacy of facilities and equipment to meet visitor needs	1 2 3 4 5			
	4.1	Accommodation	Satisfaction with accommodation facilities	1 2 3 4 5			
	4.2		Hygiene conditions and comfort of accommodation areas	1 2 3 4 5			
	4.3		Price and value for money of accommodation services	1 2 3 4 5			
	4.4		Extent to which accommodation services meet your expectations	1 2 3 4 5			
	4.5		Areas for improvement in accommodation facilities	1 2 3 4 5			
	5.1		Guided tours and commentary provided	1 2 3 4 5			

			commentary provided				
	5.2	Activities	Cultural performances and program arrangements	1 2 3 4 5			
	5.3		Outdoor activities and experiential projects	1 2 3 4 5			
	5.4		Seasonal events and special festivals	1 2 3 4 5			
	5.5		Need for additional or improved activities	1 2 3 4 5			

FIGURE 9 Tourist Satisfaction Survey Questionnaire (IOC part2)

Part three: Opinions and suggestions please provides any comments or suggestions in the areas that you think can improve the Guizhou Green Expo Park in the space below:

Components	Item	Item	Item-Objective Congruence (IOC) Scores		
			Agree +1	Unsure 0	Not agree -1
Suggestions and opinions	1	Suggestions for the improvement of the scenic spots:			
	2	Suggestions for improving convenience:			
	3	Comments on the facilities and equipment:			
	4	Suggestions for Accommodation :			
	5	Suggestions on tourism activities:			

FIGURE 10 5As Tourist Satisfaction Survey Questionnaire (IOC part3)

Part 4 For the concept of sustainable development, the park can take measures to realize, etc.

Part 4: Other Comments				
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(Optional)	1	Please share any other thoughts or suggestions you have about Guizhou Green Expo Park:			
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IOC Value

IOC Value (IOC values for 32 questions given by 5 experts)				
1.Gao	2.Li	3.JP	4. Wen	5. Cao
23	26	26	27	28
0.72	0.81	0.81	0.84	0.87
Average		0.81		

FIGURE 11 5As Tourist Satisfaction Survey Questionnaire (IOC part4)

Appendix 8

Guizhou Green Expo Park 5As Tourist Satisfaction Survey QR Code



FIGURE 12 Geen Expo Park 5As Tourist Satisfaction Survey QR Code

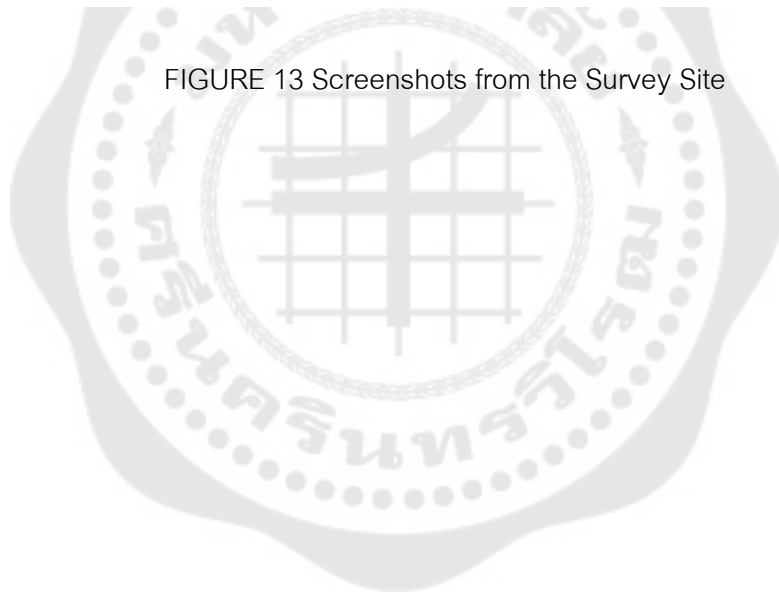
Appendix 9

Appendix 10

Screenshots from the Survey Site



FIGURE 13 Screenshots from the Survey Site



VITA

