

# **How do homogeneous tourist attractions of Xishuangbanna impact tourists' perceptions and experiences?**

University of Groningen  
Supervisor: Dr. Therez B. Walker  
Author: Lei Zhang(S5283612)



## **Abstract**

Based on the current situation of the planning and distribution of tourist attractions in Xishuangbanna, this study investigated the tourists' perceptions on the homogenization of tourist attractions in Xishuangbanna, and their satisfaction with the types of attractions and the design of tourist activities. Further research was conducted on how the characteristics of tourist destinations affect destination satisfaction and decision-making, as well as how the tourism experience of destinations affects destination satisfaction and tourism income. Through on-site questionnaire surveys and online interviews, a total of 157 available questionnaires and 8 interview voice recordings were collected. This study adopts structured and unstructured research methods to reveal the contradiction between the attractiveness of Xishuangbanna tourist attraction and the low level of development, that is, homogeneity, unique natural and cultural characteristics and tourism experience. The proposed conceptual model was tested and the results showed a significant relationship between the two dimensions of participation (tourist experience/destination characteristics) and various destination image dimensions. The destination image has a significant impact on tourists' destination satisfaction and decision-making. In addition, the research results provide empirical evidence for the impact of tourism experience on destination satisfaction and tourism economy, and tourism experience also has a positive impact on tourist choices: recommendation and willingness to revisit.

## **1. Introduction**

### **1.1 Context**

Tourist attractions are the core tourism elements of tourist destinations (Richards, 2002; Edelheim, 2015), and their uniqueness (Erislan, 2016), natural aesthetic value (Xia, 2006), historical and cultural value (Xia, 2006), and tourist experience (Botti et al., 2008), can significantly affect tourists' evaluation of tourist destinations (Kozak & Rimmington, 2000), as well as destination decision-making. Tourist attractions also play a crucial role in developing a region's tourism industry, promoting tourism image, and tourism competitiveness. However, there are certain planning and management problems in the tourism industry of Xishuangbanna (Hu et al., 2020; Shi, 2012; Xu, 2008). The development of tourist attractions and tourist activities has similarities such as temples and tropical botanical landscapes with neighboring Myanmar, Thailand, and Laos and has a high degree of overlap with other ethnic minority tourist areas in Yunnan Province. Moreover, within the Xishuangbanna region, different tourist attractions are also similar (Xu, 2008; Yang & Su, 2010), making the tourist attractions in the region lack uniqueness, which affects the attractiveness to tourists.

At present, the development of tourism and the demand for tourist attraction show some new characteristics. At the same time, the trend of hedonism will significantly affect the travel experience of tourists. Extraordinary travel experience will leave a

lasting memory for tourists (Alexsandro et al., 2022; Peluso et al., 2022), posing new challenges to the quality, image, tourism activities, products and management of tourist attraction. Firstly, the current tourism industry has entered the era of high-quality tourism, and tourists have higher requirements for tourism product design and cultural interaction between guests and hosts (Li et al., 2023). This means that if various scenic spots in Xishuangbanna imitate Thailand, Laos, Myanmar and other regions to launch similar tourist activities, or are similar to other ethnic minority tourism areas in Yunnan, the attractiveness of the area to tourists may be greatly reduced. Secondly, tourists pursue the integrity and uniqueness of the landscape, and homogenization and commercialization have become the reasons for the gradual loss of differentiation in scenic areas (Li et al., 2023). Xishuangbanna should firmly grasp its core characteristics, namely, creating unique and complete tropical biological landscapes and ethnic minority tourism destinations, otherwise it will affect the image of tourism destinations and tourist experiences. Third, some tourist attraction attract more tourists through the implementation of scenic spot cooperation, cross-border integration of industries and various experiential activities (Liu et al., 2023). For example, the Sanxingdui Museum in Sichuan promotes the boring culture and museum to more people by combining with the media, cultural communication companies, other tourist attractions and television stations (China Fund news, 2021; Eastday, 2021; Xinhua Net, 2021). Finally, young tourists reject crowded attractions and choose non-traditional and relatively unpopular tourist destinations, emphasizing unique and enjoyable travel experiences (Liu, 2022). Research has shown that specific tourism activities and products can strongly stimulate tourists' willingness to consume (Liu&Li., 2023). Therefore, creating unique style tourist attractions in Xishuangbanna, providing tourists with unique tourism experiences and products, and maintaining competitiveness in the tourism market is a very challenging task.

The tropical region of Xishuangbanna (21 ° 08 ' 32 " -22 ° 35 ' 52 " N, 99 ° 56 ' 37 " -101 ° 50 ' 35 " E) is located in the southern part of Yunnan Province in southwestern China, near the border to Myanmar and Laos (Huang et al., 2020). This area has the only and largest tropical rainforest in China (Li et al., 2018), thus possessing a rich tropical atmosphere (Zhang, 2010). In addition, more than two-thirds of the population in Xishuangbanna belongs to 12 ethnic minorities, including Dai, Hani, Bulang, Jino, Miao, and Yao (Xu et al., 2014). Each ethnic group has a long history of culture and has formed a rich and colorful ethnic culture, making it a nationally renowned tourist destination (Zhang, 2010). Due to its unique geographical environment, Xishuangbanna's local natural and cultural resources exhibit primitive characteristics (Luo, 2020). Meanwhile, Xishuangbanna shares ethnic and cultural similarities with Laos, Thailand, and Myanmar, resulting in significant similarities in culture, language, and customs, as well as close economic and social exchanges (Luo, 2014). Therefore, the geographical location, natural environment, and ethnic distribution of Xishuangbanna make it a unique tourist landscape with numerous domestic and international tourists.

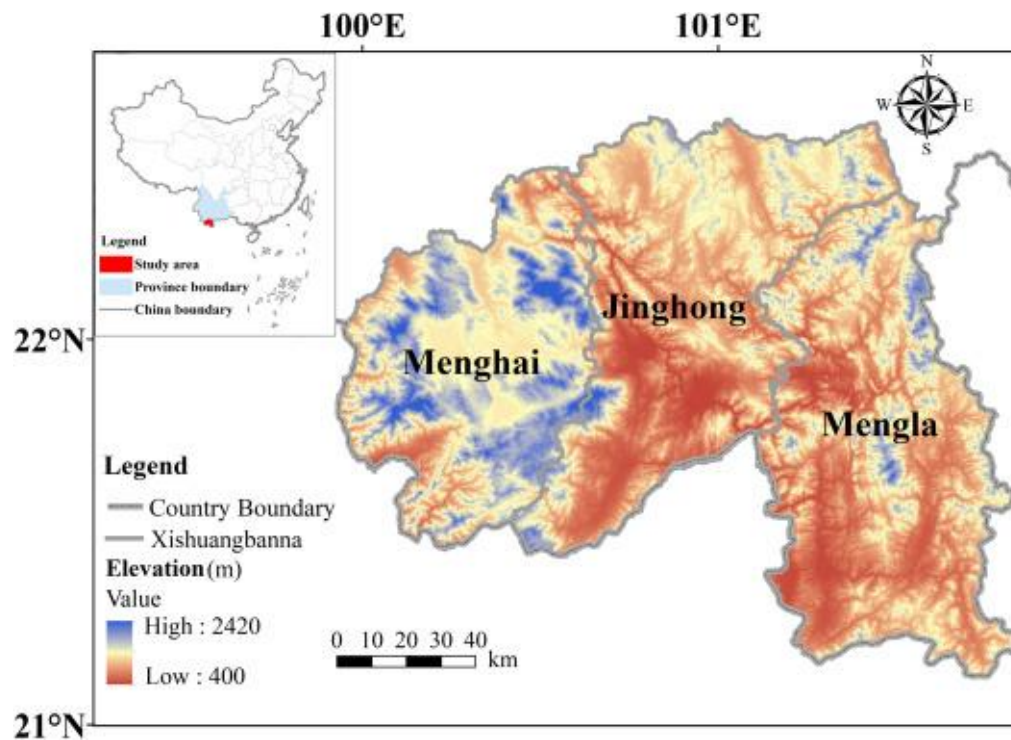


Fig 1. Map of Xishuangbanna (Hu et al., 2021)

## 1.2 Problem statement / identification of knowledge gap

Xishuangbanna is a relatively underdeveloped region with a high dependence on agriculture and tourism (Xishuangbanna Bureau of Statistics<sup>1</sup>, 2023). In 2021, the total revenue of the tourism industry in Xishuangbanna reached 43,207.73 million RMB, far exceeding the primary industry (agriculture, forestry, animal husbandry and fishery), the secondary industry (industry and construction), or other tertiary industries other than finance (domestic trade, foreign trade, postal and telecommunications services, etc.) (Xishuangbanna Bureau of Statistics<sup>2</sup>, 2022). Its per capita gross domestic product is not only much lower than the national average (National Bureau of Statistics, 2023), but also lower than the average level of Yunnan Province. Therefore, based on the current industrial and economic development status of Xishuangbanna, if policymakers want to promote its economic and social development at this stage, vigorously developing the tourism industry is the fastest and most effective measure.

According to Butler's tourism destination lifecycle theory (Butler, 1980), Xishuangbanna is already in a period of tourism stagnation, with tourism environmental capacity approaching saturation, and environmental and social issues arising (Tian<sup>1</sup>, 2007). The image of tourist destinations is no longer fashionable, with excessive reception facilities and natural and cultural attractions being replaced by "artificial" facilities (Tian<sup>1</sup>, 2007). The planning of the tourism industry in Xishuangbanna is unreasonable, lacking a comprehensive planning perspective, and

insufficient utilization of resources and the environment. There are even some problems such as destructive development and utilization, waste of scarce resources, and harm to ecology (Tian<sup>2</sup>, 2013) In the development process of attractions, more attention is paid to the development of the natural landscape. Tourists mainly look at natural landscapes, with insufficient participation and leisure (Tian<sup>2</sup>, 2013; Li, 2011).

The lack of accurate positioning of the tourism image of Xishuangbanna has led to high expectations of tourists for the Xishuangbanna version of the trip, feeling mediocre and disappointed with the local characteristics and service quality during the tourism process (Chen, 2003). Due to various reasons, the limited tourism market, small tourist scale, and numerous tourist attractions in Xishuangbanna have led to fierce competition among various attractions within the scenic area. In addition to price competition, various scenic spots benefit from each other in terms of tourism projects, resulting in the homogenization and lack of differentiation of tourism projects in tourist attractions (Chen, 2020). In 2022, Xishuangbanna received 27,209 thousand tourists throughout the year, with a tourism revenue of 43.2 billion yuan, which is lower than neighboring ethnic minority tourism areas such as Dali, Honghe, Wenshan, and Lijiang (Yunnan Statistical Yearbook 2022, 2023). Therefore, to attract more tourists and acquire more tourism revenue, ensuring the uniqueness and accurate position of the tourist attractions is the key issue of tourism management.

In addition, how to attract more international tourists by improving the quality of tourist attractions and tourist experience is also an urgent issue for the tourism industry in Xishuangbanna. In 2019, Xishuangbanna received approximately 0.71 million overseas tourists (Xishuangbanna Bureau of Statistics<sup>3</sup>, 2020), while neighboring Myanmar and Laos welcomed approximately 4.4 million (MDN, 2020) and 4.58 million (Vientiane Times, 2020) international tourists respectively. In 2022, under COVID-19 travel restrictions, Xishuangbanna only received around only 2,200 international tourists (Xishuangbanna Bureau of Statistics<sup>4</sup>, 2023), while the numbers of which in Myanmar and Laos were about 0.23 million (Xinhua, 2023) and 1.3 million (Vongphachanh, M., 2023) respectively. It can be seen that although the natural and cultural backgrounds of Xishuangbanna and surrounding areas are similar, there is no doubt that the surrounding areas have a stronger attraction for international tourists.



Fig 2. Map of nature reserves in Xishuangbanna, and the relative position of Laos and Myanmar (Zhang et al., 2019).

### 1.3 Academic and societal relevance

Tourism is one of the most vital industries in the world and has a significant impact on the global economy (Xu et al., 2022). In recent years, a large number of homogeneous tourist attractions have emerged in many tourist destinations (Wang, 2014; Shi & Wu, 2019; Zhu et al., 2020), including Xishuangbanna. The development of homogeneous tourist attractions is mainly based on social capital (Wang & Ma, 2019; Pan & Wu, 2014; He, 2013) and tourist perception (He, 2013). However, the impact of these homogeneous attractions on the tourism industry and tourist experience in Xishuangbanna is still unknown. Therefore, this project aims to investigate the impact of homogeneous tourist attractions on the tourism industry and tourist experience in Xishuangbanna.

#### 1.3.1 Academic background

Homogeneous tourist attractions are not a particularly hot topic in tourism research, but there are also many related studies. The researchers investigated the impact of homogeneous tourist attractions on the local economy, tourist experience, and cultural heritage. For example, the homogenization of tourism products provided by various hot spring attractions in Fuzhou has led to insufficient motivation for the development of attractions (Shen, 2016). Guizhou, which should have strong ethnic and rural tourism characteristics, also provides a large number of homogeneous tourist attractions and tourism products (Su, 2020), affecting the development of tourism in

the region. While tourist attractions provide limited tourism differentiation products, tourists also lack tourism aesthetics, and the phenomenon of following the trend in tourism is serious, affecting the healthy development of the tourism industry (He, 2013).

The homogenization research on tourist attractions in Xishuangbanna has not been interrupted in the academic community. It not only studies the development of the tourism industry in the area, but also analyzes the reasons and development suggestions and measures. The research results suggest that the tourism resource products in Xishuangbanna have strong homogeneity and unreasonable structure (Yang& Su, 2010), mainly manifested in the current development being mostly limited to the primary development of tourism resources themselves, and insufficient exploration of cultural and commercial values attached to tourism resources. The tourism products are too single and their uniqueness is not obvious (Yang& Su, 2010). The repeated development of tourist attractions in the region results in similar tourism products and tourist experiences, lacking differentiation, which affects the tourist experience, external tourism image, and market competitiveness (Lin, 2013). The structure of tourism products is single and lacks personalized and high-level tourism products (Wang, 2001).

### **1.3.2 Social background**

The tourism image of Xishuangbanna does not have accurate positioning, leading to high expectations of tourists for the Xishuangbanna version of the trip. However, during the tourism process, they feel indifferent to local characteristics and service quality and complain and despair (Chen, 2003). The most prominent aspect is that the style of tourism products appears relatively singular. Although tourists have a refreshing feeling about their trip to Xishuangbanna, what they leave behind is only a glimmer of fresh air in front of them, lacking a sense of 'value for money' (Chen, 2003). The lack of distinctive "imported goods" in Xishuangbanna is highly incompatible with its favorable natural ecological environment and traditional ethnic and cultural atmosphere. Low-level and similar viewing projects lacking creativity can be seen everywhere (Guan, 2001), so the taste of tourism products in the region still needs to be improved. At the same time, the tourism market competition from other regions within Yunnan Province, especially ethnic minority areas, is becoming increasingly fierce. Although the total number of 5A-level (The highest attraction level of PRC) (Xiaohong talks about tourism, 2022) attractions in Xishuangbanna Prefecture ranks first among all cities/prefectures in Yunnan Province, the role of tourist diversion in Xishuangbanna tourism has significantly increased (Yang& Liang, 2008).

Table 1 Main attractions of Xishuangbanna (China discovery, 2023; China highlights, 2022; Fabio Nodari, 2023; Agsana Xishuangbanna hotel, 2023)

<b>Type of Attractions</b>	<b>Tropical Biological Landscape</b>	<b>Ethnic Custom</b>	<b>Buddhist temples and Buddhist architecture</b>	<b>Modern artificial attractions</b>
1	Xishuangbanna Tropical Flower and Plants Garden	Dai Garden	Manting Park	Gaozhuang Night Market
2	Xishuangbanna Tropical Botanical Garden	Village of Wengji	Xishuangbanna Buddhist Temple	Xishuangbanna Wanda Theme Paradise
3	Wangtianshu Scenic Area	Village of Nuogang	Mengle (Mange) Temple	Xishuangbanna Rongchuang Theme Park
4	Wild Elephant Valley (Gajah Liar Valley)	Jinuo Village	Manfeilong White Pagoda	
5	Xishuangbanna Tropical Flower and Plants Park	Xishuangbanna Ethnic Style Garden		
6	Xishuangbanna Primeval Forest Park (Peacock Garden)	the Water-Sprinkling Festival (Seasonal)		

## 2. Research question

In order to better understand the distribution characteristics of homogenized tourist attractions in Xishuangbanna, and to understand whether homogenized tourist attractions will have an impact on tourists' tourism experience and choices, thereby affecting their consumption intentions and the development of Xishuangbanna's tourism industry, researcher has proposed the following research questions.

**The main question is:**

How do homogeneous tourist attractions of Xishuangbanna impact tourists' perceptions and experiences?

**The sub-questions are:**



1. What are the features of Xishuangbanna's homogeneous tourist attractions?

This sub-question is important for determining the characteristics and similarities of homogeneous tourist attractions in Xishuangbanna. It not only helps to understand their attractiveness to tourists and their potential impact on the local economy and environment but also helps relevant personnel decide how to maintain the development of the tourism industry in the region.

2. What are the disadvantages caused by homogeneous tourist attractions to the tourism industry in Xishuangbanna?

This sub-question can help researchers analyze the disadvantages of homogeneous tourist attractions to the tourism industry and can help policymakers and industry professionals understand the potential negative impacts and find ways to mitigate them.

3. What factors influence tourists when choosing between homogeneous tourist attractions in Xishuangbanna and other destinations?

This sub-question is important for understanding the decision-making criteria for tourists when choosing between homogeneous tourist attractions in Xishuangbanna and other destinations. This information helps to develop effective marketing strategies to attract more young tourists to repeat attractions in Xishuangbanna.

4. What are the tourists' perceptions and attitudes toward homogeneous tourist attractions in Xishuangbanna?

This sub-question is important because understanding tourists' perceptions and attitudes towards attractions can help tourism stakeholders and policymakers make informed decisions on how to develop and manage the tourism industry in the region and propose appropriate marketing strategies. By identifying tourist needs, Xishuangbanna's attractions can promote more attractive and successful tourism through effective marketing, benefiting both tourists and local communities.

### **3. Research approach**

This study was conducted using mixed research methods, including literature research, mapping, questionnaire survey, and interview. Each research approach except literature research was conducted in Chinese (The interview was conducted in Chinese Mandarin), after finishing getting and coding the data, the researcher translate it into English.

Literature research was mainly conducted through online access to academic journals, using platforms such as China National Knowledge Infrastructure (CNKI), ScienceDirect, Taylor&Francis online. The researcher accessed relevant journal literature through keywords searches such as homogenization of attractions, tourism in Xishuangbanna, tourist experience, and tourist decision making. This was done, to determine relevant theories and concepts, and to understand current research

achievements and gaps at home and abroad, as well as thoughts on the current situation of the tourism industry and suggestions for the future development direction of the tourism industry. In addition, some degree theses, official websites, and online news platforms were used to understand the distribution of existing attractions, tourist experiences, and the vulnerability of the tourism industry in Xishuangbanna. This was done, in order to further assist in determining the design of questionnaires and interviews for the study.

Mapping can be used by visiting souvenir shops and bookstores on the commercial street of Xishuangbanna to search for hand drawn maps, postcards, and other image materials on sale in Xishuangbanna. Through the content, the researcher can understand and analyze which are the most popular tourist attractions recommended by the official and local tourism practitioners in Xishuangbanna; The researcher conducts a study on the distribution of existing tourist attractions in Xishuangbanna and drew a self drawn distribution map of tourist attractions in Xishuangbanna, organized by category, with a focus on highlighting the distribution of homogeneous tourist attractions in Xishuangbanna, in order to demonstrate why the number of official recommended key tourist attractions is relatively low, in order to conduct the next step of research, which is to analyze tourists' perceptions and tourism experiences towards these attractions.

This study was also conducted semi-structured interviews to inquire about the perceptions of tourists in Xishuangbanna or those who have already returned from their travels on the homogenization and experience of tourist attractions. Tourists who were currently traveling in Xishuangbanna were interviewed face-to-face by randomly selecting four tourists from the Gaozhuang Xishuangjing Scenic Area and Star Night Market in Xishuangbanna. Tourists answered open-ended questions set by the researcher in a fully open space and had the freedom to express their opinions. The researcher conducted interviews with four other tourists who had already returned from their trip to Xishuangbanna through WeChat's (A Chinese social App) online meetings. These four tourists were classmates and friends of the researcher, and they agreed on interview times one by one for one-on-one assimilation. They also answered open-ended questions set by the researcher in a completely free space and were free to express their opinions. The researcher recorded interviews with both groups of tourists and converted them into text using computer devices and handwritten notebooks, ultimately obtaining interview data.

The survey questionnaire was implemented through Wenjuanxing, also called Questionnaire Star (a free online questionnaire APP in China). The researcher first set questions on the official website of Questionnaire Star, generated an online questionnaire QR code, saved it on the mobile phone, and then invited tourists to scan the QR code on their mobile phones to fill out the questionnaire in Xishuangbanna Scenic Area. The final data was directly generated and obtained through the application's statistics.



Fig 3. English and Chinese version of Xishuangbanna Tourist Questionnaire

#### 4. Contribution

This study contributes to the academic literature on tourism as it explores the homogenization problem and tourist experience of existing tourist attractions in Xishuangbanna from the perspective of tourists. This study is combined with academic research, to formulate corresponding solutions to the difficulties of tourism development in Xishuangbanna. It is expected that the management department and relevant stakeholders of Xishuangbanna's tourism industry will pay more attention to uniqueness and tourist experience in the development process of attractions, and improve Xishuangbanna's tourism competitiveness in the surrounding areas.

The second contribution of this research is that the author integrates and summarizes the theoretical model of tourism destination image based on existing literature, tourism development trends, and tourist cognition, as well as the conceptual model of how destination image affects tourist tourism decisions and tourism economy. It is expected that not only managers and relevant stakeholders of the tourism industry in the Xishuangbanna region can use this model as a reference. However, the tourism industry in other regions may also utilize this study research to develop relevant strategies that are based on this model to attract more tourists and stimulate more tourism consumption. This will in turn drive the development of more

local industries through the tourism industry.

The third contribution of this study research is that it makes homogenization tourism the focus of the study, and classifies homogenization as an element of tourism vulnerability. Based on an extensive academic literature review, as well as an empirical investigation conducted by the researcher, there are more homogeneous tourist attractions distributed in China. This research aims to arouse the attention of tourism management departments, relevant stakeholders, and researchers, especially in China, to explore the uniqueness of tourist attractions, the core natural and cultural connotations of tourist attractions, and the combined tourist experience of the two.

## **5. Theoretical and conceptual framework**

### **5.1 Creation of a theoretical model (to be tested using hypotheses)**

The destination image represents the sum of individual beliefs, thoughts, and impressions (i.e. psychological representations) of a place (i.e. destination), usually by tourists, but sometimes also residents (Kotler et al., 1993). This indicates that a good destination image should not only be shaped by the local residents of Xishuangbanna, but also be given a good tourism experience and able to spontaneously promote the destination while taking into account the preferences and psychology of tourists.

Research on destination personality has shown that prominent brand characteristics can bring good destination evaluation to oneself (Chi et al., 2018) and distinctive destination personality characteristics can distinguish destination brands from their competitors' brands (Murphy et al., 2007), thereby enhancing tourists' understanding of destination (Chi et al., 2018)

The main bodies of the images are: destination and tourists. But the success and sustainability of tourism development in any destination also depend on the acceptance and welcome of tourists by local residents (Qiu et al., 2023). As an ideal tourist destination, Xishuangbanna has the advantages of both. On the one hand, this is due to the rich and unique tourism resources, and on the other hand, there are enthusiastic and hospitable ethnic minorities and local residents eager to drive rapid economic development through the tourism industry. Therefore, the current core issue is how to fully leverage the advantages of unique tourism resources and how to convey the hospitality of ethnic minorities to the world.

Additionally, destination promotion videos (DPV) and user-generated content (UGC) short videos (such as TikTok/ Douyin) can effectively promote destination imagery to attract consumers (Zuo et al., 2023).



Fig 4. Tiktok users' promotion of Xishuangbanna tourism (screenshots from Tiktok Chinese version, known as Douyin)

Based on this literature, the researcher has included the following theoretical framework for destination image (this article focuses on the impact of scenic uniqueness and tourist experience on the image of tourist destinations):

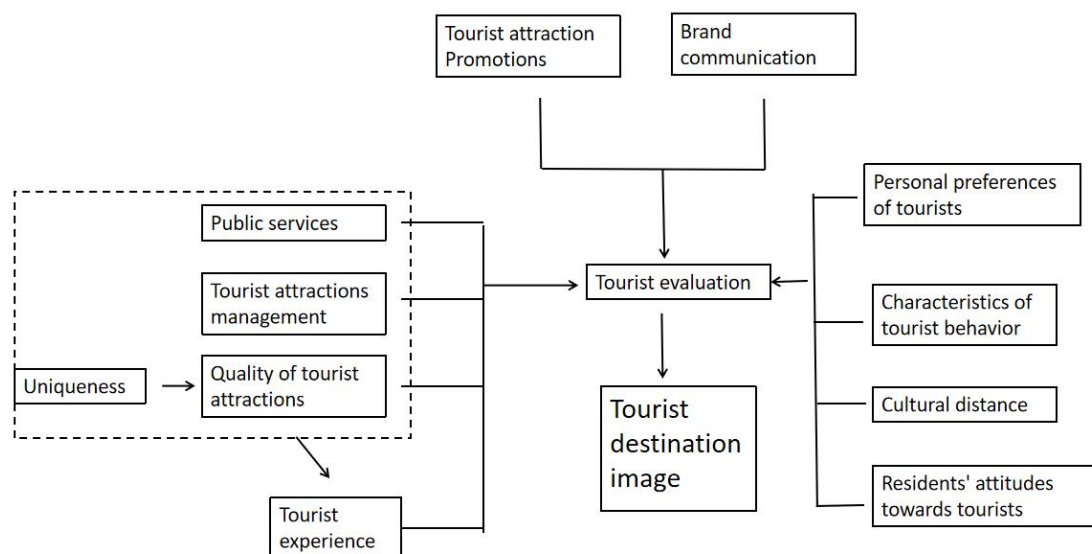


Fig 4. Theoretical model of tourist destination image

## 5.2 Creation of a conceptual frame of analysis

The 'destination image' is influencing tourists' destination decisions in an increasingly important way (Ma & Li, 2023; Assaker & O'Connor, 2020; Satyarini et al., 2017). Therefore, tourist destination image is the central theory of this article, which can significantly impact tourist decision-making, and subsequently influence the tourism industry.

In terms of tourism, satisfaction with the travel experience contributes to destination loyalty (Alexandris et al., 2006; Bramwell, 1998; Oppermann, 2000; Pritchard & Howard, 1997). The loyalty of tourists to a destination is reflected in their intention to visit it again and their willingness to recommend it (Oppermann, 2000). The positive experience of tourists towards the services, products, and other resources provided by tourist destinations may lead to repeated visits and positive word-of-mouth effects on friends and/or relatives. Suggestions from previous visits can serve as the most reliable source of information for potential tourists. Recommendation to others (WOM) is also one of the most commonly sought types of information for people interested in traveling (Chi & Qu, 2008).

In addition, Goodall suggested three key predictors of holiday choice: desires, motivation, and image (Goodall & Ashworth, 1988). Higher wages or extended paid holidays will promote the willingness to travel and drive tourism activities (Papatheodorou, 2001), coupled with tourists' travel preferences (Tran & Ralston, 2006) and a good destination image, which together constitute factors that affect tourists' decision making. Therefore, for the tourism industry in Xishuangbanna, shaping unique natural and cultural landscapes and integrating these rich, unique, and meaningful tourist activities is an important way to enhance the image and attractiveness of the destination.

Zhao & Quan (2011) elaborated that Balaguer proposed a theoretical hypothesis that tourism dominates economic growth by studying the relationship between Spanish inbound tourists and the tourism economy, and research by Chinese scholars also shows that inbound tourism has a significant impact on economic growth. Ruthairut (2021) & Li (2004) both elaborated on the synergistic effect of the number and consumption of inbound tourists on the development of local tourism economy in their research, indicating a clear driving effect. This theory is also applicable to the tourism industry in Xishuangbanna. Researchers, relevant stakeholders, and government management departments should consider how to drive more tourists, especially international tourists, to come to Xishuangbanna. This can significantly stimulate the economic income of the tourism industry and stimulate the development of other industries through the tourism industry.

Based on the above concepts, the framework proposed by the author of this article regarding tourism destination image, tourism decision making and tourism economy is as follows (This article focuses on how tourist destination image impacts tourist decision making and the tourism economy) :

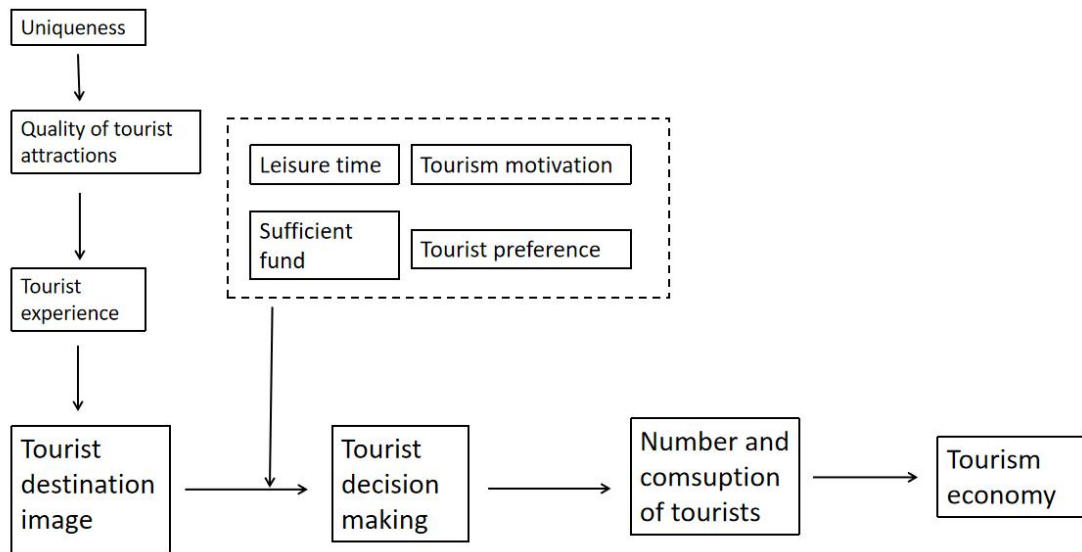


Fig 5. Conceptual framework

The following are the hypotheses developed based on the theoretical and conceptual framework and literature review:

H1

Uniqueness of nature and culture in Xishuangbanna ought to be the key attraction to tourists, who choose to visit to Xishuangbanna mainly because of that.

H2

Tourist destination image of Xishuangbanna is not so good because of the homogeneous tourist attractions and similar tourist activities.

H3

The homogeneous tourist attractions of Xishuangbanna reduces the intention of visit and revisit of tourists.

H4

The homogeneous tourist attractions of Xishuangbanna results in less tourist consumption and tourism economy.

## 6. Methodology

A mixed-methods approach was the most appropriate given the research objectives and primary research question to fully address the research question. A mixed-methods approach collects and analyses data from various sources using both qualitative and quantitative research methods, which can give a more thorough



knowledge of complex phenomena (Johnson & Onwuegbuzie, 2004). This study first conducted a qualitative phase of research, which involves conducting semi-structured interviews with tourists in Xishuangbanna. This process constitutes a necessary condition for obtaining results, and then uses the results to lay a solid foundation for the next questionnaire survey (Mason et al., 2010).

In order to better understand the characteristics of homogenized tourist attractions in Xishuangbanna and study the impact of homogenized tourist attractions on tourist destination selection and tourism experience, this study adopted a combination of qualitative and quantitative research methods. Indicators closely related to this paper, such as tourism research processes with complex structures such as "tourist satisfaction" and "tourism design quality", are suitable for using qualitative research methods to provide basic information for subsequent data measurement (Mason et al., 2010). In formulating the qualitative research plan, the researcher followed the general process of qualitative research (Chen, 1996): determining research phenomena, research purposes, raising research questions, understanding research background, building a conceptual framework, sampling, collecting materials, analyzing materials, making conclusions, establishing theories, testing effectiveness, discussing promotion and moral issues, and writing research reports.

Mapping is an ancient method of qualitative research, which can reflect and explore the interaction and relationship between human and geographical space and location by using the characteristics of human perception (Marx, 2022). Mapping was used to visually identify and locate the homogeneous tourist attractions in Xishuangbanna, as well as to analyze their spatial distribution and density. This provided insights into the clustering of attractions and potential areas of oversaturation, which can inform recommendations for future development and management strategies.

Surveys and focus group discussions are generally used to gather data on the factors that influence tourists when choosing between homogeneous tourist attractions in Xishuangbanna and other destinations. This can provide information on the motivations, preferences, and decision-making processes of tourists, which can help to inform marketing and promotional strategies.

Face to face semi-structured interviews allows researcher and interviewees to follow an interview sequence that is not limited to the outline and change the interview content according to the interview situation. Respondents can also take the initiative and have a lower probability of being rejected (Sun, 2012). This was used to gain a deeper understanding of tourists' perceptions and attitudes toward homogeneous tourist attractions in Xishuangbanna. This provides insights into the experiences, emotions, and opinions of visitors, as well as their overall satisfaction with the attractions. This information can be used to inform improvements to the attractions and to develop more targeted and effective marketing strategies.

After finishing collecting and coding the data, the researcher utilized content analysis, which is the most appropriate research method because "the pursuit of content analysis is basically empirical, exploratory, and focuses on real phenomena and intention prediction (Hays et al., 2013).



By using a combination of mapping, surveys, interviews, and fieldwork, the research objectives were approached from multiple angles, allowing for a more comprehensive and nuanced understanding of the impact of homogeneous tourist attractions on Xishuangbanna's tourism industry and visitor experience.

## **7. Results**

Through reading relevant literature, visiting the official website of the attractions, interviewing tourists and browsing Chinese social apps (Tiktok, Xiaohongshu and Weibo), Xishuangbanna's tourist attractions can be roughly divided into four categories: tropical natural landscape, ethnic custom experience, Hinayana Buddhist architecture and modern artificial tourist attractions. The distances among the attractions are far and the transportation is inconvenient. The four types of attractions each contain sub attractions, which are relatively similar but have a certain degree of uniqueness. The tropical natural landscape focuses on tropical flowers, tropical rain forests and tropical animals. The primeval forest park has launched activities of peacock releasing and folk music performance (see Fig. 6). The tropical botanical garden of the Chinese Academy of Sciences has educational functions while viewing tropical plants. In addition to the wild elephants for tourists to observe, the Wild Elephant Valley also has elephant conservation and small elephant performance and other activities. The ethnic customs experience includes visiting the villages of the main ethnic minorities in Xishuangbanna region: Dai, Jino, and Hani, experiencing traditional festivals, clothing, food, music and dance, and traditional handicrafts. Although there are certain similarities in the project, the distribution area and theme also vary. Buddhist architecture includes temples, pagodas, palace buildings, etc., with similar styles, but also differs due to differences in scale and purpose. Modern artificial landscapes mainly focus on night market, Rongchuang theme park, and Wanda theme paradise, integrating local culture to create theme parks with ethnic minority styles. Although lacking core cultural connotations, they are different from other amusement parks in other regions of China.

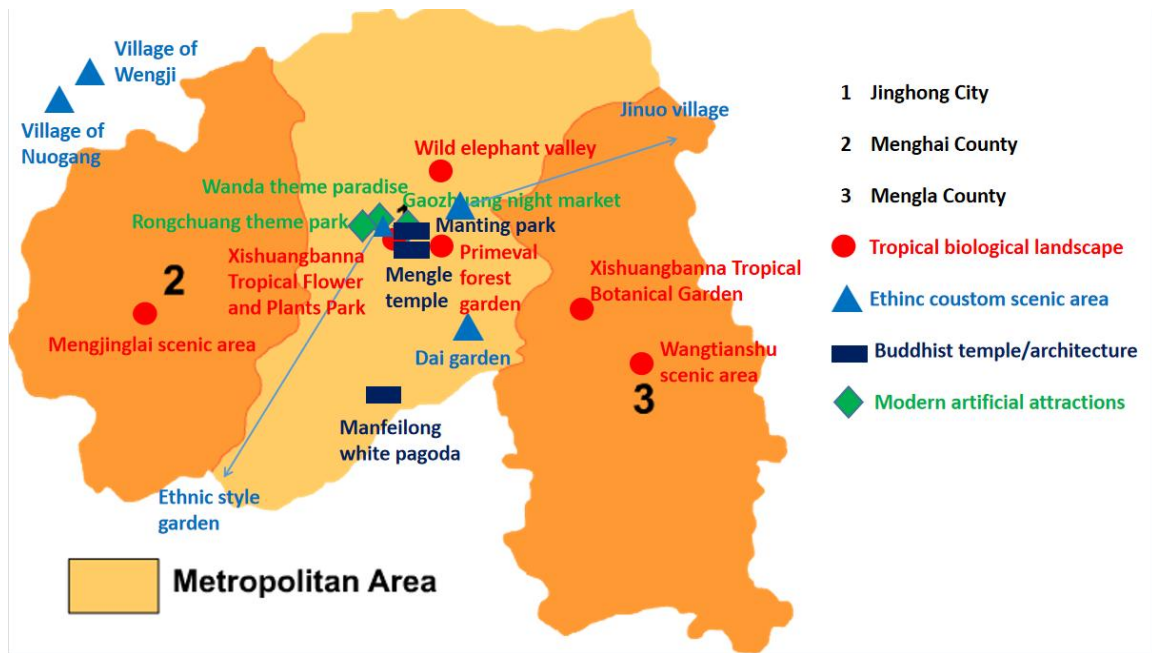


Fig 6 Types of attractions and distribution of Xishuangbanna (Base map is from Wikipedia)

Researcher visited two bookstores and three souvenir shops in Jinghong City (the capital of Xishuangbanna Prefecture) in an attempt to find representative hand drawn maps and postcards of Xishuangbanna, but found that there was not much relevant information. Researcher found one hand drawn map and three postcards (one of which was selected for analysis), and the results are as follows: The hand-painted map and postcards of Xishuangbanna reflect the accommodation and tourist attraction choices of most tourists: the accommodation is located in the Xishuangjing area of Gaozhuang, which is close to the city center of Jinghong and the Star Night Market (Also called Gaozhuang night market). It is not only convenient for transportation, but also for finding street food and Buddhist temple. Although Xishuangbanna has a large number of attractions, the most popular ones are still Primeval Forest Park, Wild Elephant Valley, Dai Garden, Tropical Botanical Garden of the Chinese Academy of Sciences and Manting Park due to the similarity of attractions and the quality of tourism.



Fig 7. Hand drawn map and postcards of Xishuangbanna (From the bookstores and souvenir stores of Xishuangbanna)

Researcher conducted four face-to-face interviews and four online interviews to understand tourists' choices of tourist destinations and their perceptions on tourist attractions in Xishuangbanna. Some respondents expressed dissatisfaction with the obvious homogenization and similarity of tourist attractions in Xishuangbanna. They chose to visit Xishuangbanna because of its unique ethnic customs and tropical rainforest landscape. Its ethnic architecture and customs are formed in a unique natural environment and historical process, which is very attractive to them. Xishuangbanna's tropical landscape is obviously different from Hainan Island, another famous tropical tourist attraction in China, and its ethnic customs are also very different from the surrounding ethnic areas. At the same time, there are very unique local cuisine. They are generally satisfied with the overall tourism planning and tourist experience in Xishuangbanna. Tourists stated that if time permits, they are willing to visit all famous tourist attractions in Xishuangbanna. However, some interviewees also agree that some natural landscape are similar, and some interviewees say that the architectural features of Xishuangbanna attractions are largely the same, which may lead to aesthetic fatigue. Finally, almost all respondents stated that they believe the biggest feeling of tourism in Xishuangbanna is that the commercialization of the scenic area is too severe, mainly manifested in the lack of obvious display of ethnic art, ethnic craft products, and ethnic customs, and the products and catering sold in the scenic area are similar and slightly different.

Interviewee 1: "I think the tropical landscape of Xishuangbanna is unique to China, which is why I choose to travel here. I don't feel that the attractions are obviously homogeneous, but different attractions are quite different. For example, the Wangtian Tree Scenic Area, its biggest feature is that it is a very tall tree. The forest in the primeval forest park is really

impressive, and I also like the elephants in the Wild Elephant Valley."

Interviewee 2: "If time permits, I would be willing to take a tour of all the attractions here. I think it's really unique compared to other parts of China. We decided to come to Xishuangbanna for tour because of the most distinctive ethnic customs here."

Interviewee 3: "I think the attractions here are okay, they are quite unique, especially they are very similar to Thailand and can be used as a substitute for Thailand's tour (an affordable alternative tourist destination)."

Interviewee 4: "Indeed, I also feel that some tourist attractions are quite similar, but overall it does not affect my travel experience. I will choose representative tourist attractions to visit."

Interviewee 5: "Compared to the ethnic minority areas around Yunnan, I have the deepest impression of Xishuangbanna. I feel that it is the place with the strongest ethnic flavor. Because we are a team self driving tour, I regret that we only stayed here for one day."

Interviewee 6: "Xishuangbanna is a place that I visit every year. I am no longer interested in visiting tourist attractions. I prefer to discover those unique beverage shops and restaurants, which are really good."

Interviewee 7: "I don't have any objections to the tourist attractions in Xishuangbanna, I think they are very good. However, I think management needs to be strengthened, such as there are relatively few female toilets, we always need to queue up, and here are all outsiders doing business, and things are selling very expensive."

Interviewee 8: "I think there is a slight similarity in the attractions in Xishuangbanna, but the impact is not significant. I think the overall satisfaction is very good. But I don't like the shops here, they sell the same souvenirs and the food is expensive."

This study also obtained 157 tourist questionnaires, all of which were valid. The specific data is as follows (see Fig. 8): From the data results of the tourist questionnaire, it can be seen that tourists are generally satisfied (over 69%) with the tourist attractions, planning, and activity experience in Xishuangbanna. They also express their willingness to come back to Xishuangbanna for tourism and recommend it to their families and friends as a tourist destination. But at the same time, more than half tourists (over 60%) also agree that Xishuangbanna's tourist attractions are similar and plagiarized, so most tourists choose the most representative tourist attractions in the place, such as Guanzhuang Xishuangbanna, primeval forest park and Wild Elephant Valley, instead of visiting most or all of Xishuangbanna's attractions. In addition, the data shows that tourists are more inclined to visit the natural landscape of Xishuangbanna than the cultural landscape of Xishuangbanna. This is likely due to long-term external exchanges, where the ethnic living conditions in the area are already very different from the outside world, resulting in a lack of unique

attractiveness. From the reasons why tourists choose Xishuangbanna as a tourist destination, most tourists consider uniqueness (including the uniqueness of natural and cultural landscapes, as well as the uniqueness of specialties and cuisine) as the biggest driving force for visiting Xishuangbanna. This fully demonstrates that maintaining uniqueness is a core element of sustainable tourism development in Xishuangbanna.

Based on the above results, H1 has been fully confirmed, that tourists choose to visit Xishuangbanna because it has a unique image of a tourist destination in China, including unique tropical biological landscapes and Dai culture. More importantly, the integration of the two has created a special attraction for tourists.

H2 has received a small portion of confirmation that most tourists are satisfied with the tourist destination terrain of Xishuangbanna and do not agree with the homogenization of tourist attractions in Xishuangbanna. Among the tropical biological attractions, they think that the forest landscape of the primeval forest park, the tall trees in the Wangtianshu scenic area, the medicinal plants and rare protective plants in the Xishuangbanna Botanical Garden of the Chinese Academy of Sciences, the elephants in the Wild Elephant Valley and other main landscapes are different. In ethnic tourism attractions, different parks provide different ethnic customs experiences. In the Buddhist architectural complex, the palace buildings in Manting Park and the Buddha statues in the General Buddha Temple each have their own characteristics, with the Manfeilong White Pagoda centered around the Buddha Pagoda. Some tourists also believe that the cultural landscape of the area is generally the same and may only choose a portion for sightseeing.

H3 is completely inconsistent with the final result. Most tourists express a strong willingness to revisit Xishuangbanna and are willing to recommend it as a worthwhile tourist destination for family and friends. Even though they may partially agree that Xishuangbanna has homogeneous tourist attractions and relatively similar tourist activities.

H4 and the final investigation also showed opposite results. Tourists expressed that the attractions and tourism activities in Xishuangbanna are unique across China, although there may be some homogenization, plagiarism, or imitation, and there may be many areas for improvement in tourism management. But they are willing to stay more time and visit more attractions in Xishuangbanna, and are willing to spend money for it, if possible.

	A	B	C	D	E	F
How old are you?	<i>Under 18</i> 10 6.37%	<i>18-35</i> 85 54.14%	<i>36-55</i> 52 33.12%	<i>Above 55</i> 10 6.37%		
What's your purpose to visit Xishuangbanna?	<i>Leisure/travel</i> 44 28.03%	<i>Business</i> 71 45.22%	<i>Visit family/relatives</i> 34 21.66%	<i>Others</i> 8 5.1%		
Which attractions did you visit?	<i>Gaozhuang</i> 108 68.79%	<i>Dai garden</i> 53 33.76%	<i>Primeval forest</i> 137 87.26%	<i>Wild elephant valley</i> 117 74.52%	<i>Wangtianshu</i> 79 50.32%	<i>Others</i> 19 12.1%
What is your overall impression of Xishuangbanna?	<i>Very good</i> 47 29.94%	<i>Good</i> 62 39.49%	<i>Average/Not too much feeling</i> 29 18.47%	<i>Not so good</i> 16 10.19%	<i>Very bad</i> 3 1.91%	
What do you think the planning and layout of attractions in Xishuangbanna?	<i>Very good</i> 42 26.75%	<i>Good</i> 54 34.39%	<i>Average/Not too much feeling</i> 36 22.93%	<i>Not so good</i> 17 10.83%	<i>Very bad</i> 8 5.1%	
What do you think the tourist activity experience design for Xishuangbanna attractions?	<i>Very good</i> 51 32.48%	<i>Good</i> 43 27.39%	<i>Average/Not too much feeling</i> 32 20.38%	<i>Not so good</i> 20 12.74%	<i>Very bad</i> 11 7.01%	
Do you think there are similarities and plagiarism in the development of attractions in Xishuangbanna?	<i>Wildly present</i> 45 28.66%	<i>Partly</i> 52 33.12%	<i>Not paying attention/not caring</i> 35 22.29%	<i>Very few present</i> 21 13.38%	<i>Not present</i> 4 2.55%	
Would you recommend relatives and friends to travel to Xishuangbanna?	<i>Very willing</i> 46 29.3%	<i>Can recommend</i> 54 34.39%	<i>I don't know</i> 27 17.2%	<i>Maybe</i> 17 10.83%	<i>Will not recommend</i> 13 8.28%	
Do you think the tourist attractions in Xishuangbanna should be improved and upgraded?	<i>Must regorously improve</i> 54 34.39%	<i>Should improve</i> 87 55.41%	<i>I don't know</i> 13 8.28%	<i>Do not need to improve</i> 3 1.91%		
Do you think the tourist attractions and activities in Xishuangbanna can attract you to consume?	<i>Very much</i> 45 28.66%	<i>Mostly</i> 49 31.21%	<i>I don't know/Not too much feeling</i> 30 19.11%	<i>Not too much</i> 20 12.74%	<i>Not at all</i> 13 8.28%	
Do you think these tourist attractions can attract you to spend more time in Xishuangbanna?	<i>Very much</i> 40 25.48%	<i>Mostly</i> 52 33.12%	<i>I don't know/Not too much feeling</i> 37 23.57%	<i>Possiblely</i> 17 10.83%	<i>Not at all</i> 11 7.01%	
What should be your most desired tourist destination ?	<i>Unique culture or natuture</i> 85 54.14%	<i>Rich and unique tourist activity</i> 51 32.48%	<i>Fewer toutists, less crowded</i> 23 14.65%	<i>Online famous attractions</i> 41 26.11%	<i>Rich specialities or specialty cuisine</i> 45 28.66%	<i>Others</i> 0 0%
Would you like to come back to Xishuangbanna for a trip?	<i>Very willing</i> 41 26.11%	<i>If possible</i> 52 33.12%	<i>I don't know/Not too much feeling</i> 37 23.57%	<i>Maybe</i> 19 12.1%	<i>No</i> 8 5.1%	

Fig 8: Data to the questionnaire survey



## 8. Discussion

Compared with previous studies on tourism in Xishuangbanna, this study mainly focuses on examining the layout, types, and tourist experiences of tourist attractions in Xishuangbanna from the perspective of tourists. It evaluates the value of tourist attractions in Xishuangbanna through tourists' perception, examines the unique value of tourist attractions and the impact of tourist experience on tourists' decision making and consumption of tourist destinations, and examines factors such as tourists' willingness to revisit and recommend. The final results indicate that the geographical location and ethnic composition of Xishuangbanna are the most core factors in forming a unique tourist destination. Although scenic area planning and tourist activities have not deeply explored the core natural and cultural connotations, they have a certain degree of attraction for tourists.

The study also found that tourists have raised concerns about the excessive commercialization of tourism products and services in the Xishuangbanna region. Tourists believe that there are a large number of foreign people doing business or providing tourism services in the region, which not only makes tourists feel the full inherent local cultural experience, but also increases the prices of local tourism products and services. Therefore, the local tourism management department should focus on encouraging and increasing the employment of local people in the tourism industry, or promoting and promoting the local characteristic culture more, and introducing relevant price management measures.

From the results of tourist interviews and questionnaire surveys, it can be seen that the key attraction for tourists in Xishuangbanna is the tropical scenery and Dai ethnic customs. Therefore, the tourism landscape and activities in Xishuangbanna should closely revolve around these two cores. From the current development of tourist attractions and the setting of tourist activities, the degree of excavation of tropical natural landscape and Dai folk customs is not enough. The local tourism management department, relevant stakeholders, and tourism industry practitioners should collaborate with local residents to negotiate and develop, and the first step is to establish a good destination image.

A good destination image requires thoughtful tourism services, comprehensive tourism management, extremely high tourist attraction value, and a good tourist experience. At present, Xishuangbanna still needs to improve its services in terms of round-trip transportation and public facilities to tourist attractions. It needs to refer to other tropical tourist attractions at home and abroad to provide more types of tourist activities such as jungle hiking and night safari. It also needs to explore deeper ethnic cultural connotations, provide tourists with more sense of participation and gain, and experience deeper Dai tea culture, clothing culture, architectural culture, festival culture. It's not just limited to traditional tourists watching a simple performance through isolation strips.

In the two peak tourist seasons in the Xishuangbanna region: the Water Splashing Festival and the Northern Hemisphere Winter, the congestion of attractions and the

rising cost of catering and accommodation for tourists are the areas where tourists feel less satisfied. The local tourism management department and relevant stakeholders should try to introduce attraction diversion and more online ticket purchases or reservation methods, so that tourists can predict the number of tourists in the scenic spot in advance and plan their travel reasonably. It is necessary to reasonably control the prices of restaurants, homestays, hotels, and hostels, and provide tourists with good feelings and evaluations. Only then can tourists spontaneously help promote and promote to attract them to return and recommend more relatives and friends for tourism.

When conducting relevant surveys, researcher was pleased to see that Xishuangbanna has successfully implemented a method of establishing a good tourism destination image - online promotion. The Gaozhuang Night Market in Xishuangbanna has become a famous tourist attraction on Chinese social platforms, attracting countless young tourists to take photos, shopping, and taste local specialties. Not only that, young tourists also publish travel videos or photos here on their personal social accounts, spreading them to more social platform users and helping promote tourism in Xishuangbanna. The tourism management department in Xishuangbanna should make preparations in advance to address issues such as local reception capacity, potential environmental pressure, and social security if there is a large influx of tourists.

## **9. Limitations and future research**

Due to research time constraints, this study only conducted interviews and questionnaires in Xishuangbanna for less than a week. The sample of tourists involved may not be very representative, such as not investigating a large number of middle-aged and elderly people in northern China who choose to spend the winter, as well as students and office workers who are unable to travel during the season due to lack of holidays. Therefore, the data obtained may only represent the views of a specific group of people on the tourist attractions in Xishuangbanna. In addition, this study did not investigate the views of tourism management departments and tourism practitioners on the development, management and future planning of tourist attraction in Xishuangbanna, which makes it difficult to think about and analyze the concept of Xishuangbanna attraction construction from official channels.

In the future, relevant research can also start from the detailed operation status and tourist experience of various tourist attractions in Xishuangbanna, understand the concept, strategy, and objectives of tourist attraction operation, as well as tourists' tourism preferences and demands. Combined with the management measures and strategies of relevant government departments, analyze the advantages and disadvantages of existing and developing tourist attractions in Xishuangbanna, and explore measures to enhance tourism competitiveness. Researchers also hope to comprehensively analyze the fragility of the tourism industry in Xishuangbanna, including the obvious seasonality of the tourism industry (with a large number of



winter tourists and tourists during the Water Splashing Festival), excessive dependence on the tourism industry, single tourism products, frequent shopping chaos with group tours, the occurrence of counterfeit and shoddy goods, and the phenomenon of deceiving tourists, as well as poor combination and cluster conditions of tourist attractions, Conduct relevant academic and empirical research to explore how to avoid disadvantages in the development of tourism and improve the competitiveness of Xishuangbanna's tourism industry. The researcher also hopes to compare Xishuangbanna with neighboring ethnic minority areas, including Honghe, Lijiang, Dali, Wenshan in Yunnan Province, China, as well as the tourism market in Laos, Myanmar and Thailand, analyze the advantages and disadvantages of Xishuangbanna's tourism compared with them, and improve the strategy and government management of sustainable tourism in Xishuangbanna, as well as the participation of relevant stakeholders. At the same time, the researcher also hopes to explore the new tourism preferences and trends of global tourists, especially Chinese tourists, and give some suggestions on the development of sustainable tourism to relevant attractions. This study also found a paradox that some tourists objectively acknowledge the homogenization, similarity, and even plagiarism of tourist attractions and activities in Xishuangbanna, but they do not believe that such attractions and activities affect their tourism experience. They still believe that Xishuangbanna is a unique and recommended tourist destination. Researchers believe that this has a certain relationship with the management of scenic spots in Xishuangbanna, and also because in other regions of China, due to the widespread existence of homogeneous scenic spots, the uniqueness of Xishuangbanna's scenic spots may be relatively prominent. These are all directions that can be further studied in the future.

## **10. Conclusion**

This study was conducted based on the observation by researcher during the winter trip to Xishuangbanna in 2021 that the area had not fully developed its ethnic tourism characteristics and its attractiveness to tourists had significantly decreased. The researcher read Chinese literature on the development, management, and suggestions for the tourism industry in Xishuangbanna, referred to the economic and social data of Xishuangbanna and the Yunnan Bureau of Statistics, especially the development and operation of the tourism industry, and read relevant theoretical research on the image of tourism destinations, homogenized tourism, tourism consumption, and tourists' selection of tourism destinations. The researcher synthesized mapping, face-to-face interviews, online interviews Questionnaire survey, field visit, content analysis and other research methods, combined with theory and practice, carried out quantitative and qualitative research research on tourists' destination selection, tourism destination preference, tourism experience and scenic spot planning, and finally understand the impact of homogenized tourist attractions in Xishuangbanna on tourists' experience and expectations. Through the official hand drawn maps and tourist attraction maps of Xishuangbanna, it was found that tourists tend to choose attractions with higher

visibility and tourist value, especially natural scenic spots. Through interviews and surveys, it was found that tourists identify with a certain degree of homogenization of attractions in Xishuangbanna, but this does not significantly affect their travel experience and choices. Most tourists are still willing to spend more time staying and spending in Xishuangbanna, and visit as many attractions as possible. Moreover, they are also willing to recommend to family and friends and visit Xishuangbanna again on their own.

This study ultimately answered the core question raised by the researchers: the results showed that the homogenized tourist attractions in Xishuangbanna did not significantly affect the experience and perceptions of tourists. It answered the four preset sub questions, and the homogenized tourist attractions in Xishuangbanna were mainly divided into three categories, with relatively scattered distribution, but each had its own unique core landscape and tourist experience. Tourists choose Xishuangbanna for tourism because of its unique natural and cultural landscape. Xishuangbanna has a good destination image, which runs through the entire process of tourists visiting Xishuangbanna and has always had a positive impact. The study also confirms the theoretical and conceptual framework preset by researchers, which states that a good destination image is composed of factors such as tourism landscape, tourist attraction management, public services, tourism promotion, tourist experience, tourist preferences, etc. Unique tourism landscape is the core element of destination image, which can greatly affect tourists' decision making, and tourists' destination selection will affect the number of tourists in the destination, thereby affecting the tourism economy.

This study also answered four hypotheses proposed by researchers based on literature theory, and the final results proved that some of the hypotheses were true, while others were inconsistent with the final results. For example, tourists choose Xishuangbanna as a tourist destination because it has a unique and good image as a tourist destination, but most tourists do not agree with the obvious homogenization, similarity, or plagiarism of the tourism landscape in the region. Most tourists believe that there is a good tourism experience in Xishuangbanna and are willing to consume due to these attractions and experiences. However, during the interview, tourists expressed some opinions and suggestions beyond the themes set by the researchers, as well as their opinions and suggestions on improving the tourism industry in Xishuangbanna.

This study also confirms that destination image can have a significant impact on tourist destination decision-making and tourism economy, while destination image and tourist experience can have a positive impact on two dimensions of tourist destination satisfaction: revisiting and recommendation willingness. Even though Xishuangbanna is currently not doing well in terms of destination image and tourist experience, it is currently in a relatively competitive position among Chinese tourist destinations. However, it should be noted that there are still many areas worth improving in order to maintain long-term competitiveness and ensure the sustainable and healthy development of the tourism industry in the future.

## Bibliography

- Afshardoost, M., & Eshaghi, M. S. (2020). *Destination image and tourist behavioural intentions: A meta-analysis*. *Tourism Management*, 81, 104154.  
<https://doi.org/10.1016/j.tourman.2020.104154>
- Alrawadieh, Z., Alrawadieh, Z., & Kozak, M. (2019). *Exploring the impact of tourist harassment on destination image, tourist expenditure, and destination loyalty*. *Tourism Management*, 73, 13–20.  
<https://doi.org/10.1016/j.tourman.2019.01.015>
- Angsana Xishuangbanna Hotel. (2023). *Xishuangbanna attractions*. Retrieved April 29, 2023, from  
<https://www.angsana.com/china/xishuangbanna/experiences/local-attractions>
- Assaker, G., & O'Connor, P. (2020). *EWOM platforms in moderating the relationships between political and terrorism risk, destination image, and travel intent: The case of Lebanon*. *Journal of Travel Research*, 60(3), 503–519.  
<https://doi.org/10.1177/0047287520922317>
- Balaguer J, Cantavalla & Jorda M. (2002). *Tourism as A Long run Economic Factor: The Spanish Case [J]* . *Applied Economics*, 34( 6) : 877- 884
- BongKoo Lee, Choong-Ki Lee, Jaeseok Lee (2014). *Dynamic Nature of Destination Image and Influence of Tourist Overall Satisfaction on Image Modification*. Retrieved 11 April 2023, from  
<https://journals-sagepub-com.proxy-ub.rug.nl/doi/10.1177/0047287513496466>
- Botti, L., Peypoch, N., & Solonandrasana, B. (2008). *Time and tourism attraction*. *Tourism Management*, 29(3), 594-596.
- Butler, R. W. (1980). *The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources*. *The Canadian Geographer/ Le Géographe Canadien*, 24(1), 5–12. <https://doi.org/10.1111/j.1541-0064.1980.tb00970.x>
- Chen Ailin (2003). *Challenges and Countermeasures for Tourism in Xishuangbanna*. *Creation* (06), 24-25
- Chen, C.-F., & Tsai, D. (2007). *How destination image and evaluative factors affect behavioral intentions?* *Tourism Management*, 28(4), 1115–1122.  
<https://doi.org/10.1016/j.tourman.2006.07.007>
- Chen Xiangming (1996). *Qualitative research methods in social sciences*. *Chinese Social Sciences* (06)
- Chi, C. G.-Q., & Qu, H. (2008). *Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach*. *Tourism Management*, 29(4), 624–636.  
<https://doi.org/10.1016/j.tourman.2007.06.007>
- Chi, C. G.-Q., Pan, L., & Del Chiappa, G. (2018). *Examining destination personality: Its antecedents and outcomes*. *Journal of Destination Marketing & Management*, 9, 149–159. <https://doi.org/10.1016/j.jdmm.2018.01.001>
- China discovery (2023). *Top 8 xishuangbanna tourist attractions 2023*. Retrieved April 29, 2023, from

- <https://www.chinadiscovery.com/yunnan/xishuangbanna/attractions.html>
- China Fund News. (2021 September 21). Sanxingdui Theme Series Promotion Event Released. Retrieved June 4, 2023, from <https://www.chnfund.com/article/AR2021092221265203232374>
- China highlights. (2022, December 15). *Top Attractions in Xishuangbanna, Xishuangbanna Attractions*. Retrieved April 29, 2023, from <https://www.chinahighlights.com/xishuangbanna/attraction/>
- Eastday. (2021 May 28). Chinese Culture Global Promotion Event Appears at Sanxingdui, Program List Newly Released. <https://j.eastday.com/p/162218751177015025>
- Edelheim, J. R. (2015). *Tourist attractions: From object to narrative* (Vol. 46). Channel View Publications.
- Fabio Nodari. (2023, April 9). *Xishuangbanna (西双版纳) - the complete travel guide*. Fabio Nodari. Retrieved April 29, 2023, from <https://www.fabionodariphoto.com/en/xishuangbanna-top-things-to-do-travel-guide/>
- Goodall, G. Ashworth (Eds.), *Marketing in the Tourism Industry. The Promotion of Destination Regions*, Routledge, London (1988), pp. 41-60
- Guan Ningsheng (2001). *Rebuilding the Tourism Image of Xishuangbanna*. *Ecological Economy* (02), 36-38
- Hays, S., Page, S. J., & Buhalis, D. (2013). *Social media as a destination marketing tool: Its use by national tourism organisations*. *Current Issues in Tourism*, 16(3), 211–239. <https://doi.org/10.1080/13683500.2012.662215>
- He Lili.(2013). *On the phenomenon of homogenization in current tourism aesthetic activities*. *Journal of Guizhou University for Nationalities (Philosophy and Social Sciences Edition)* (03),180-183. doi:CNKI:SUN:GZMZ.0.2013-03-038.
- Hu Tianxiang, Su Haiping, Xiao Yu&Yan Gongxiang (2020). *Problems and countermeasures of management of Xishuangbanna old-growth forest park*. *Green Technology* (05), 167-168. doi: 10.16663/j.cnki.lskj.2020.05.070
- Hu, Z., Yang, X., Yang, J., Yuan, J., & Zhang, Z. (2021). *Linking landscape pattern, ecosystem service value, and human well-being in Xishuangbanna, southwest China: Insights from a coupling coordination model*. *Global Ecology and Conservation*, 27, e01583. <https://doi.org/10.1016/j.gecco.2021.e01583>
- Huang, Z., Bai, Y., Alatalo, J. M., & Yang, Z. (2020). *Mapping biodiversity conservation priorities for protected areas: A case study in Xishuangbanna Tropical Area, China*. *Biological Conservation*, 249, 108741. <https://doi.org/10.1016/j.biocon.2020.108741>
- Johnson, R. B., & Onwuegbuzie, A. J. (2004). *Mixed Methods Research: A Research Paradigm Whose Time Has Come*. *Educational Researcher*, 33(7), 14–26. <https://doi.org/10.3102/0013189X033007014>
- Kim, H., Yilmaz, S., & Choe, Y. (2019). *Traveling to your match? Assessing the predictive potential of Plog's travel personality in destination marketing*. *Journal of Travel & Tourism Marketing*, 36(9), 1025–1036.

- <https://doi.org/10.1080/10548408.2019.1683485>
- Kozak, M., & Rimmington, M. (2000). *Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination*. *Journal of Travel Research*, 38(3), 260–269. <https://doi.org/10.1177/004728750003800308>
- Li Chuangxin, Jiang Lei, Wang Xueli. (2023). *Analysis of Tourist Demands and Trends in the Era of Quality Tourism - Taking Beijing as an Example* [J/OL]. *Development Research*. <https://kns.cnki.net/kcms/detail/62.1005.c.20230328.1123.002.html>
- Li Qinglei (2011). *Tourism internationalization and industrial innovation path in border ethnic areas -- also discuss the development strategy of Xishuangbanna tourism industry under the background of bridgehead construction*. *Journal of liberal arts college (Social Sciences Edition)* (05),53-57. doi:10.19493/j.cnki.issn1673-8004.2011.05.012.
- Li, W., Liu, P., Guo, X., Wang, L., Wang, Q., Yu, Y., Dai, Y., Li, L., & Zhang, L. (2018). *Human-elephant conflict in Xishuangbanna Prefecture, China: Distribution, diffusion, and mitigation*. *Global Ecology and Conservation*, 16, e00462. <https://doi.org/10.1016/j.gecco.2018.e00462>
- Li Yiwei (2004). *Analysis and Reflection on the Consumption Structure of Inbound Tourism*. *International Economic Cooperation* (07), 17-19
- Lin Xiuming (2013). *Discussion on the Development Strategy of Jinghong*. *Tourism Industry Value Engineering* (07), 321-322. doi: 10.14018/j.cnki.cn13-1085/n.2013.07.174
- Liu Nili& Li Rongkun (2022). *Emphasizing the Personalized Trend of Youth and Improving the Quality of Tourism Services*. *China Culture Daily*, 004
- Liu Wei, Jin Ling& Gong Xiaozhu (2023). *Current Situation, Trends, and Suggestions for Rural Leisure Tourism in Shanghai*. *Shanghai Rural Economy* (01), 26-27.
- Liu Xijuan (2023). *Analysis of the Development Trends of Tourism Consumption in the New Era*. *Business Exhibition Economy* (05), 50-52. doi:10.19995/j.cnki.CN10-1617/F7.2023.05.050.
- Luo Xiaoyan (2020). *Research on the Upgrading of Xishuangbanna's Tourism Industry from the Perspective of Global Tourism*. *Contemporary Economy* (03), 74-77
- Luo Yunli (2014). *Looking at the Construction of the China Laos Thailand Myanmar International Tourism Circle from the Perspective of Xishuangbanna Prefecture*. *Journal of the Party School of the Yunnan Provincial Committee of the Communist Party of China* (02), 112-115. doi:10.13410/j.cnki.ypcscpc.2014.02.042.
- Ma, J., & Li, F. (Sam). (2023). *How does self-construal shape tourists' image perceptions of paradox destinations? The mediating roles of cognitive flexibility and destination involvement*. *Tourism Management*, 95, 104664. <https://doi.org/10.1016/j.tourman.2022.104664>
- M. Erislan. (2016). *Tourist attraction and the uniqueness of resources on tourist*

- destination in west Java, Indonesia*. Review of Integrative Business and Economics Research, 5(1), 251-266.
- McKercher, B. (2021). *The challenge for products that do not fit the destination image*. Journal of Destination Marketing & Management, 22, 100667. <https://doi.org/10.1016/j.jdmm.2021.100667>
- Marx, S. (2022). *Mapping as critical qualitative research methodology*. International Journal of Research & Method in Education, 1–15. <https://doi.org/10.1080/1743727x.2022.2110231>
- Mason, P., Augustyn, M., & Seakhoa-King, A. (2010). *Exploratory study in tourism: Designing an initial, qualitative phase of sequenced, mixed methods research*. International Journal of Tourism Research, 12(5), 432–448. <https://doi.org/10.1002/jtr.763>
- MDN - Myanmar DigitalNews. (2020). *Myanmar records almost 4.4 million tourist arrivals in 2019*. Retrieved April 29, 2023, from <https://www.myanmardigitalnewspaper.com/en/myanmar-records-almost-44-million-tourist-arrivals-2019>
- Murphy, L., Benckendorff, P., & Moscardo, G. (2007). *Linking travel motivation, tourist self-image and destination brand personality*. Journal of Travel & Tourism Marketing, 22(2), 45–59. [https://doi.org/10.1300/j073v22n02\\_04](https://doi.org/10.1300/j073v22n02_04)
- National Bureau of Statistics. (2023). *National data*. Retrieved April 29, 2023, from <https://data.stats.gov.cn/easyquery.htm?cn=C01>
- Pan Fuzhi & Wu Zhongjun (2014). *Analysis of the homogenization of tourism products in the Dong cultural circle*. Journal of Liuzhou Vocational and Technical College (01), 4-8  
[doi:10.16221/j.cnki.issn1671-1084.2014.01.024](https://doi.org/10.16221/j.cnki.issn1671-1084.2014.01.024).
- Papatheodorou, A. (2001). *Why people travel to different places*. Annals of Tourism Research, 28(1), 164–179. [https://doi.org/10.1016/s0160-7383\(00\)00014-1](https://doi.org/10.1016/s0160-7383(00)00014-1)
- Peluso, A. M., Pino, G., & Mileti, A. (2022). *The interplay of hedonic trend and time pressure in the evaluation of multi-episode tour experiences*. Tourism Management, 90, 104459. <https://doi.org/10.1016/j.tourman.2021.104459>
- Qiu, W., Chen, Y., Zheng, X., & Lv, X. (2023). *What do tourists look like to destination residents? development of a tourist image scale from a high cultural distance perspective*. Journal of Retailing and Consumer Services, 70, 103140. <https://doi.org/10.1016/j.jretconser.2022.103140>
- Richards, G. (2002). *Tourism attraction systems: Exploring cultural behavior*. Annals of tourism research, 29(4), 1048-1064.
- Rodríguez-Molina, M. A., Frías-Jamilena, D. M., Del Barrio-García, S., & Castañeda-García, J. A. (2019). *Destination brand equity-formation: Positioning by tourism type and message consistency*. Journal of Destination Marketing & Management, 12, 114–124. <https://doi.org/10.1016/j.jdmm.2019.03.010>
- Satyarini, N. W., Rahmanita, M., & Setarnawat, S. (2017). *The influence of destination image on tourist intention and decision to visit tourist destination (a*

- case study of Pemuteran village in Buleleng, Bali, Indonesia*). TRJ Tourism Research Journal, 1(1), 81.  
<https://doi.org/10.30647/trj.v1i1.10>
- Shen Qiugui.(2016). *Problems and Countermeasures of the Homogenization of Hot Spring Tourism in Fuzhou City*. Journal of Fuzhou Party School(03),65-70.  
 doi:CNKI:SUN:FZDX.0.2016-03-015.
- Shi Chao, Wu Di (2019). *On the Theoretical Basis and Implementation Path of Intellectual Property Promoting Rural Revitalization* [J]. Journal of Hubei University of Engineering, 39 (5): 112-117
- Shi Ronglian, Zhang Hequn, and Ai Xiaoyan (2012). *On the Sustainable Development of Ecological Tourism in Xishuangbanna Nature Reserve*. Journal of Huaihua University (07), 11-12. doi: 10.16074/j.cnki.cn43-1394/z.2012.07.034
- Sun Xiao'e (2012). *Empirical Analysis of Deep Interview Research Methods*. Journal of Xi'an Jiaotong University (Social Sciences Edition) (03), 101-106  
 doi:10.15896/j.xjtuskxb.2012.03.019.
- Su Xiong.(2020). *The problem of rural tourism homogeneity in Guizhou and its countermeasures*. Rural Economy and Technology(22),78-79.  
 doi:CNKI:SUN:NCJI.0.2020-22-035.
- Thongsiri Ruthairut (2021). *The impact of inbound tourism on economic development: an empirical study based on Chinese tourists traveling to Thailand Modern Marketing (Business Edition)* (02), 89-90  
 doi:10.19921/j.cnki.1009-2994.2021-02-0087-041.
- Tian<sup>1</sup> Li (2007). *Research on the Evaluation System for Sustainable Development of Regional Tourism - Taking Dali, Lijiang, and Xishuangbanna in Yunnan as Examples*. Tourism Science (03), 44-51+71.  
 doi: 10.16323/j.cnki.lykx.2007.03.010
- Tian<sup>2</sup> Yi (2013). *Exploring the Development of Tourism in Xishuangbanna Prefecture*. Journal of the Party School of the Yunnan Provincial Committee of the Communist Party of China (02), 109-111
- Tran, X., & Ralston, L. (2006). *Tourist preferences influence of unconscious needs*. Annals of Tourism Research, 33(2), 424–441.  
<https://doi.org/10.1016/j.annals.2005.10.014>
- Vientiane Times. (2020, January 8). *International visitor numbers soar by 9 percent in 2019*. Retrieved April 29, 2023, from  
[https://www.vientianetimes.org.la/freeContent/FreeContent\\_International.php](https://www.vientianetimes.org.la/freeContent/FreeContent_International.php)
- Vongphachanh, M. (2023, February 17). *Almost 1.3 million tourists visited Laos in 2022*. Laotian Times. Retrieved April 29, 2023, from  
<https://laotiantimes.com/2023/02/16/almost-1-3-million-tourists-visited-laos-in-2022/>
- Wang Tianliang & Ma Siqi (2019). *Exploration of the Current Situation and Countermeasures for the Homogenization of Tourism Products in the Qinhuai River Scenic Area*. Industry and Technology Forum (20), 24-25

- Wang Xinru (2014). *Differentiated Competition Strategy for Homogeneous Tourist Attractions - Taking Xinglong Tropical Botanical Garden as an Example*. Tropical agricultural engineering (06), 49-51
- Wang Xiaochun (2001). *Research on Sustainable Development of Jinghong Tourism Industry*. Journal of Yunnan University for Nationalities (Philosophy and Social Sciences Edition) (06), 44-48
- Xia Zancai (2006). *Tourism resources urgently need aesthetic value evaluation*. Journal of Tourism (01), 12-13
- Xishuangbanna Bureau of Statistics<sup>1</sup>. (2023 April 14). *Statistical Bulletin on National Economic and Social Development of Xishuangbanna Dai Autonomous Prefecture in 2022*. Retrieved April 29, 2023, from [https://www.xsbn.gov.cn/tjj/67471.news.detail.dhtml?news\\_id=2884315](https://www.xsbn.gov.cn/tjj/67471.news.detail.dhtml?news_id=2884315)
- Xishuangbanna Bureau of Statistics<sup>2</sup>. (2022 December 5). *Xishuangbanna Dai Autonomous Prefecture Statistical Yearbook 2021*. Retrieved April 29, 2023, from [https://www.xsbn.gov.cn/tjj/324798.news.detail.dhtml?news\\_id=2870492](https://www.xsbn.gov.cn/tjj/324798.news.detail.dhtml?news_id=2870492)
- Xishuangbanna Bureau of Statistics<sup>3</sup>. (2020, June 4). *Statistical Bulletin on National Economic and Social Development of Xishuangbanna Dai Autonomous Prefecture in 2019*. Retrieved April 29, 2023, from [https://www.xsbn.gov.cn/tjj/67471.news.detail.dhtml?news\\_id=1163320](https://www.xsbn.gov.cn/tjj/67471.news.detail.dhtml?news_id=1163320)
- Xishuangbanna Bureau of Statistics<sup>4</sup>. (2023, April 14). *Statistical Bulletin on National Economic and Social Development of Xishuangbanna Dai Autonomous Prefecture in 2022*. Retrieved April 29, 2023, from [https://www.xsbn.gov.cn/tjj/67471.news.detail.dhtml?news\\_id=2884315](https://www.xsbn.gov.cn/tjj/67471.news.detail.dhtml?news_id=2884315)
- Xiaohong talks about tourism. (2022, September 13). *What are the standards for 5 Attractions*. Retrieved April 29, 2023, from <https://baijiahao.baidu.com/s?id=1743841576399395794&wfr=spider&for=pc>
- Xinhua. (2023, February 9). *Myanmar receives 233,487 int'l tourists in 2022*. Retrieved April 29, 2023, from <https://english.news.cn/20230209/c409bf28869543a8b5b4f057e1e22c37/c.html>
- Xinhua Net. (2021 June 2). Two projects of China International Culture Group have been shortlisted for the Sanxingdui Cultural Global Communication Key Project. [http://www.xinhuanet.com/culture/2021-06/02/c\\_1127520508.htm](http://www.xinhuanet.com/culture/2021-06/02/c_1127520508.htm)
- Xu, A., Wang, C., Tang, D., & Ye, W. (2022). *Tourism Circular Economy: Identification and measurement of Tourism Industry Ecologization*. Ecological Indicators, 144, 109476. <https://doi.org/10.1016/j.ecolind.2022.109476>
- Xu, J., Grumbine, R. E., & Beckschäfer, P. (2014). *Landscape transformation through the use of ecological and socioeconomic indicators in Xishuangbanna, Southwest China, Mekong Region*. Ecological Indicators, 36, 749–756. <https://doi.org/10.1016/j.ecolind.2012.08.023>
- Xu Ling (2008). *Reflections on the Development of Ecological Tourism in Xishuangbanna*. Popular Science Research (01), 55-59. doi: 10.19293/j.cnki.1673-8357.2008.01.009
- Yang Yi & Liang Xiucun (2008). *Reflection on the Development of Tourism in Xishuangbanna*. Science and Technology Information (14), 205-206



doi:10.16661/j.cnki.1672-3791.2008.14.200.

- Yang Pingfang and Su Yunhai (2010). *Research on the New Development Model of Xishuangbanna's Tourism Industry Based on SWOT Analysis*. *Exploration of Economic Issues*(08), 164-168
- Zhang Jiaqi, Corlett R. T.& Zhai Deli (2019). *Map of Xishuangbanna showing its location in SW China, near the borders of Myanmar and Laos*. Retrieved April 29, 2023, from [https://www.researchgate.net/figure/Map-of-Xishuangbanna-showing-its-location-in-SW-China-near-the-borders-with-Myanmar-and\\_fig2\\_333379196](https://www.researchgate.net/figure/Map-of-Xishuangbanna-showing-its-location-in-SW-China-near-the-borders-with-Myanmar-and_fig2_333379196)
- Zhang Zhiyong (2010). *Preliminary Study on the Development Strategy of Tourism Real Estate Industry in Xishuangbanna*. *Journal of the Party School of the Yunnan Provincial Committee of the Communist Party of China* (02), 118-120
- Zhao Lei& Quan Hua (2011). *Empirical Analysis of the Relationship between Domestic Tourism Consumption and Economic Growth in China*. *Economic Issues* (04), 32-38.  
doi: 10.16011/j.cnki.jjjwt.2011.04.04
- Zhu Pengliang, Shao Xiuying, and Zhai Zehua (2020). *Research on Differentiation of Rural Tourism Planning in Regions with Homogeneous Resources - Taking the Qingzhang River Basin as an Example*. *Shanxi Agricultural Economy* (02), 37-38+40  
doi:10.16675/j.cnki.cn14-1065/f.2020.02.018.
- Zuo, B., Tsai, C.-H. (Ken), Su, C.-H. (Joan), Jantes, N., Chen, M.-H., & Liu, J. (2023). *Formation of a tourist destination image: Co-occurrence analysis of destination promotion videos*. *Journal of Destination Marketing & Management*, 27, 100763.  
<https://doi.org/10.1016/j.jdmm.2023.100763>

## Appendix

### Visitor interviews at tourist attractions in Xishuangbanna

Hello, thank you very much for your assistance in participating in the interview on Xishuangbanna Tourism. This interview does not involve any personal privacy or information leakage of you. Your answer will only be used for paper analysis. After the completion of this paper, all information related to designing your answer will be cleared. Thank you again for your help and wish you a pleasant trip.

1. What are the characteristics of Xishuangbanna that can attract you to travel?
2. What do you think are the characteristics of Xishuangbanna's ethnic customs compared to other ethnic regions in China, such as Dali, Lijiang, Wenshan, and Yanbian in Jilin?
3. What do you think is the highlight of the tropical landscape in Xishuangbanna compared to Hainan?
4. Do you think the characteristics of several natural attractions in Xishuangbanna (old-growth forest park/tropical jungle/skyview attraction/tropical botanical garden/tropical flower garden) are similar? If you can, do you want to go to all or just choose one or two of the most prominent ones?
5. Do you think the tourism projects and characteristics of several ethnic villages in Xishuangbanna are similar? (Village tour/shopping/dancing)?
6. Do you think the ethnic architecture of several attractions in Xishuangbanna is similar? (Buddhist temples, pagodas, villages, etc.) Will this affect your travel experience?
7. Do you think the current overall design of tourist attractions and tourist experience in Xishuangbanna is reasonable? What are some areas worth improving?
8. After traveling to Xishuangbanna, did your feelings differ from what you had anticipated before? What are the main manifestations?
9. How much did you spend on traveling in Xishuangbanna? What are the main sector of consumption?

10. Do you have any other needs for the setting up of attractions and the gaming experience of attractions?
11. If possible, would you choose to come back to Xishuangbanna for tourism? Why?
12. If possible, would you recommend Xishuangbanna to your family or friends as a good tourist destination? Why?

### **Xishuangbanna Tourist Questionnaire**

Hello, thank you very much for your assistance in participating in the tourist survey for the attractions in Xishuangbanna. This interview does not involve any personal privacy or the risk of information leakage. Your answer will only be used for paper analysis. After the completion of this paper, all information designed for your answer will be cleared. Thank you again for your help and wish you a pleasant trip!

1. Where are you from
2. Your age range is:
  - A. Under 18 years old
  - B. 19-35 years old
  - C. 36-55 years old
  - D. 55 years old and above
3. The purpose of your trip to Xishuangbanna is
  - A. Tourism and Leisure
  - B. Business and conference
  - C. Visiting Family
  - D. Others
4. Which tourist attractions did you choose in Xishuangbanna? (Multiple options available)
  - A. Gaozhuang Xishuangjing
  - B. Dai Garden
  - C. Primitive Forest Park
  - D. Wild Elephant Valley
  - E. Wangtianshu Scenic Area
  - F. Manting park
  - G. Other
5. What is your overall impression of Xishuangbanna
  - A. Very good
  - B. Good
  - C. Average/Not too much feeling
  - D. Not very good
  - E. Very poor
6. What do you think of the planning and layout of scenic spots in Xishuangbanna
  - A. Very good
  - B. Good
  - C. Average/Not too much feeling
  - D. Not very good
  - E. Very poor

