



Study on the Countermeasures for Pu'er City to Build an International Eco-tourism Resort

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Abstract. Ecotourism is a brand-new form of tourism which is produced and advocated in view of the impact of tourism on the environment. Pu'er has many ethnic minorities and excellent ecological environment. It is recognized as one of the regions with the highest climate comfort index, the richest biodiversity and the best air cleanliness in China and even the world. It is called "the paradise of the world and the world of paradise" by the United Nations Environment Program. This paper finds the problems in the development of eco-tourism in Pu'er through on-the-spot investigation, draws lessons from the experience of successful cases at home and abroad, and puts forward countermeasures and suggestions, so as to provide reference for Pu'er to build a health tourism destination and an international eco-tourism resort.

Keywords: Ecotourism; Health tourism; Basic conditions; Difficult problems; Countermeasures and suggestions

1 INTRODUCTION

Eco tourism is a kind of tourism that takes sustainable development as the concept, realizes the harmony between man and nature as the criterion, takes the protection of the ecological environment as the premise, relies on the good natural ecological environment and the symbiotic humanistic ecology, carries out ecological experience, ecological cognition, ecological education and obtains physical and mental pleasure. Compared with traditional tourism, eco-tourism pays more attention to humanized design and tour experience, pays attention to the consumption of various non renewable resources and the protection of the quality and ecological safety of the scenic spot ecosystem, and emphasizes the cultivation and transmission of the concept of ecological environmental protection during tourists' tour.^[1]

Since the first proposal of the World Conservation Union in 1983, ecotourism has been paid more and more attention by the tourism industry and the ecological community in various countries. The United States, Canada, Germany and other developed countries have developed ecotourism as a pillar product of tourism projects and have gained a lot of mature experience. Among them, the German black forest health base is a typical successful case. Its main practices are as follows: first, pay attention

to environmental protection. In combination with the characteristics of regional natural resources, the scenic spot shall be reasonably planned to minimize the impact of tourism on the natural ecological environment. Second, control the development volume. Display the original ecological landscape in the way of "natural landscape + humanities", and develop low-density, small-scale and decentralized tourism with national parks, natural parks and forest parks as the main carriers.^[2] Third, the comprehensive supporting elements are complete. For example, giving full play to the advantages of forest resources to provide forest recuperation, and leveraging resources such as hot springs; Develop characteristic tourism products such as cuckoo bell, fine wine from top wine producing areas, and hold characteristic cultural fairs; The tourist reception center, public toilets, self-service transportation and other facilities are complete. Fourth, improve the product classification of different consumer needs. From accommodation and catering to forest projects, there are both high-end international configurations and local characteristics to meet different consumption needs and ensure the profit space in the later stage.

In 2016, China issued the national ecotourism development plan (2016-2025), which defined the overall requirements and key tasks for the national development of ecotourism. The development of ecotourism has gradually entered the fast lane, and Sichuan, Guizhou and Jiangxi have achieved good results. Among them, the practice of Jiuzhaigou is worth learning from: first, put ecological protection in the first place. "Limited Tourism" will be implemented. All tourists will "travel in the ditch and live outside the ditch", and the tourism process will be green. Second, focus on multi-party participation. The interest distribution mechanism has mobilized the enthusiasm of local residents and effectively solved the problems of environmental protection and resource development. Third, introduce international standardized management. Use relevant evaluation indicators to visually manage the tourism process to ensure that environmental protection meets the standards. Fourth, carry out extensive international cooperation and exchanges. In cooperation with famous universities and research institutions at home and abroad, the "Jiuzhaigou ecological environment and sustainable development international joint laboratory" was established to jointly carry out the research on the "China World Heritage Site biodiversity project". Fifth, innovate management methods. Employees are required to strictly comply with the work specifications of "six delicacies" and "five delicacies", based on delicacy and grounded in reality.

The successful experience of developing eco-tourism in Heilin forest and Jiuzhaigou has provided the following enlightenment for Pu'er, which has superior ecology and great tourism potential: first, eco-tourism should first protect the complete natural and cultural ecosystem and promote the benign operation of the natural ecosystem. Second, eco-tourism must pay attention to the participation of tourists and strengthen the education of environmental ethics and the cultivation of environmental protection ideas. Third, eco-tourism must be operated in a fine way, with a strong focus on management capacity, service efficiency and sustainable development.^[3] Fourth, eco-tourism must be based on reality and adapt measures to local conditions to promote the development of eco-tourism in different regions with characteristics, brands and differences.^[4]

2 BASIC CONDITIONS FOR PU'ER TO BUILD AN INTERNATIONAL ECO-TOURISM RESORT

2.1 Superior ecological environment and green development base

Pu'er is located at low latitude and medium altitude. It has a subtropical monsoon humid climate. It is the best preserved oasis on the Tropic of cancer in the world. With a forest coverage rate of 70%, it has preserved nearly one-third of the species in the country. Its biodiversity and ecosystem service value are as high as 743 billion yuan, ranking first in the province. The concentration of negative oxygen ions in the air in the central city reaches more than 12500 per cubic centimeter, 8-12 times higher than the "fresh air" standard set by the World Health Organization, the excellent rate of ambient air is 97.5%, the standard rate of river water quality is 95.0%, the standard rate of drinking water source is 100%, and the soil pollution level is safe. It is one of the regions with the best ecological environment, the most suitable for animal and plant growth and the most suitable for human habitation in China and even the world. It has the natural and ecological background of building an international eco-tourism resort.

2.2 Unique human resources, harmony between man and nature

Humanities are rich, diverse and harmonious in Pu'er, which comprehensively highlights the core value of "diversity, harmony and ecology". First, green and simple ecological culture. It reflects the characteristics of mutual protection between man and nature, the same ethnic difference and the new love of things. Pu'er people respect, conform to and protect nature, and good ecology feeds back on human beings. Human beings always maintain innocence, which is fully in line with the trend of green development in the world and is progressiveness and exemplary in the world. Second, colorful minority cultures. All ethnic groups coexist harmoniously. Many ethnic groups' original ecological cultural characteristics are distinct and interact with each other, forming cultural forms such as national festivals, national etiquette and customs, national traditional dwellings, special delicacies and famous foods. In addition to artistic expression, they also have unique anthropological and Ethnological values. Third, the long-standing Pu'er tea culture. With unique tea history and culture such as "five generations living together" and "ancient tea horse road", Jingmai mountain ancient tea forest cultural landscape has been determined as China's 2022 World Heritage Application Project by the State Council, and is expected to become the first tea world cultural heritage. The fourth is the culture of healthy cultivation. The health culture derived from the unique health preservation climate, green and healthy ecological food, a wide variety of biological medicine and other health preservation resources has distinctive local characteristics of Pu'er.

2.3 Services are constantly upgraded and development elements are gradually improved

In recent years, Pu'er has made great efforts to improve its external channels and actively integrated into the construction of the Great Western Yunnan Tourism Ring Road. The China Laos railway was opened to traffic at the end of the year. The inter city railway from Mojiang to Banna is about to open, and the "14th five year plan" will realize high-speed transportation in counties; Simao and Jingmai airports have successively opened routes outside Beijing, Shanghai, Guangzhou, Chengdu, Chongqing and other provinces, and the tourist access rate has been continuously improved. A-level scenic spots, star rated hotels, boutique B & B have been upgraded, and a number of international well-known brand hotel projects such as aman hotel have been constructed, effectively improving the tourist reception capacity of Pu'er. A tourist return Supervision Center was established to promote the "30 day no reason to return" and "red black list" systems for tourist shopping. The completion rate of tourist complaints reached 100%. The complaint handling satisfaction ranked first in similar regions in the province and second in experience satisfaction, showing a good tourism image of Pu'er.

2.4 Rich cultural and tourism resources, eco-tourism has become a trend

At present, the city has 307 natural tourism resources, 397 cultural tourism resources, 2 national nature reserves, 3 National Forest Parks, 1 National Wetland Park, 4 Water Conservancy Scenic Spots and 6 provincial scenic spots. Simao district and Ximeng were rated as provincial-level global tourism demonstration areas, and Lancang laodabao village and Ning'er nakori village were rated as national key rural tourism villages. The brand value of "world tea source" and "China's coffee capital" has increased rapidly, and the influence of "national green economy pilot zone" has been increasing. Biodiversity protection, green assessment and GEP assessment have all been at the forefront of the country and the world, and won the Sixth National Civilized City, National Garden City, National Forest City, National Health City, China's excellent city for green development, China's health city The top ten tourism potential cities and other honorary titles have greatly improved the city's reputation and influence, and the conditions for the development of eco-tourism are ripe.

3 DIFFICULTIES IN BUILDING PU'ER INTO AN INTERNATIONAL ECO-TOURISM RESORT

3.1 Cognitive limitations, eco-tourism concept has not yet been implemented

Although "ecotourism" has been put forward for a long time, it has remained in the concept and has not formed an overall strategy and system engineering. How to apply the relevant theories of ecology and low carbon to the practical operation of the tour-

ism industry, how to realize the transformation and promotion of the value of ecological resources, and how to use the requirements of ecological protection to regulate people's tourism behavior and scenic spot management system need further exploration and scientific planning.

3.2 Resources are scattered and the degree of ecological industrialization is not high

All kinds of tourism resources in Pu'er are scattered in various counties and townships, making it difficult to effectively realize value transformation. First, the depth of tourism development is not enough. Pu'er tourism is still in the state of "selling raw materials", the ecological resources are lack of exquisite processing and business model design, the whole region is lack of core tourism projects, and the high-quality resources are not effectively connected and optimized. Second, the construction of industrial chain is imperfect. The business forms and contents are monotonous and the places are scattered. It is still limited to single point sightseeing and accommodation. There is a lack of high-end, international and in-depth experience products, and the competitiveness of the tourism market is weak. There is still a long way to go to get rid of the "image shadow" of the same type of tourism resources and realize the rise in the "strong neighbors". Third, the market is weak. The existing tourism development operators have small strength, low level and weak ability, and cannot form an effective differentiated supply in the product supply of the basic tourism service elements chain, such as travel, accommodation, food, shopping and entertainment.

3.3 Insufficient support and imperfect guarantee of tourism elements

The supporting tourism functions are imperfect, and the service system is short. First, the transportation system is not sound. There is no direct tourist train between the urban area and the scenic spots in each county. The road supporting facilities are not perfect, and a sound tourism transportation network has not been formed. The phenomenon of "long-term travel and short-term travel" is prominent, which directly affects the attraction of Pu'er to build an international eco-tourism resort. Second, there is a shortage of professionals. Pu'er lacks talents who are familiar with local culture and understand tourism development and operation. There is a shortage of professional talents in hotel service, marketing and management. The city's talent structure and education and training system are far from meeting the construction needs of "International Ecotourism resort".

3.4 Lagging marketing and weak brand image promotion

Pu'er's cultural tourism brand image is still in its infancy. The tourism publicity and promotion of various scenic spots and counties (districts) are mostly in a state of going it alone. The complete tourism image expression of Pu'er City has not been formed, the communication scope is limited, and the international popularity and influence have not been formed on the media platform and social network. Due to the

lack of communication measures suitable for the current media environment and marketing means, the advantage of eco-tourism is born in Pu'er, which is also limited to Pu'er, It is difficult to resonate with customers at home and abroad, and the market brand promotion is weak.

3.5 Poor overall planning and insufficient coordination at the macro level

From the perspective of department synergy, the horizontal multi department cooperation is insufficient, the vertical guidance and coordination of counties (districts) need to be strengthened, and the linkage mechanism of all units in all regions has not been fully established at this stage. From the perspective of policy research, ecotourism development involves sensitive areas of policy protection such as land, forest land and water area. Relevant departments have vague boundaries between protection and development in the development of tourism projects, unclear development degree, unclear bottom line and red line, and insufficient research preparation. From the perspective of service management, there are still many problems in policy transparency, hidden barriers in the industry, work ability matching, efficient and convenient services, etc. From the perspective of overall planning, the city's tourism planning is not effectively connected with municipal construction, ecological protection, transportation and other planning, and the guidance, foresight and pertinence of the planning need to be further strengthened.

4 COUNTERMEASURES AND SUGGESTIONS ON BUILDING PU'ER INTO AN INTERNATIONAL ECO-TOURISM RESORT

4.1 Benchmarking international first-class construction standards

From the perspective of planning and design, attention should be paid to benchmarking international standards and world standards to ensure the grade and status of project construction. First, strengthen top-level design. The top leaders of the party and government have personally taken charge of the work and made bold and bold plans. Governments at all levels should strengthen leadership, make overall plans, implement responsibilities, further improve the work coordination mechanism, coordinate the development and reform, environmental protection, transportation, finance and other comprehensive security departments and water, natural resources, forestry and grass, agriculture and other resource management departments, establish working mechanisms such as regular meetings, expert consultation, hierarchical responsibility, publicity and promotion, supervision and assessment, and strengthen regional Coordination and cooperation among various industries and fields have formed a joint force for the development of ecological tourism. Second, high-level planning. According to the requirements of the International Ecotourism standards and the management regulations for national ecotourism demonstration areas, the international

first-class team is employed for high-level and regional planning to build an ecotourism planning system of top-level planning + overall planning + special planning. Third, set up a special research team. Study the development and protection boundaries involved in the development of eco-tourism projects, accurately study and grasp national policies, formulate a negative list of the development of eco-tourism in Pu'er City, determine the ecological capacity of scenic spots and tourist capacity, and carry out standard formulation, assessment and certification, so as to provide policy support and technical guarantee for the smooth progress of the project.

4.2 Establish a world-class ecological concept

Take the ecological concept as the soul of Pu'er's tourism development and run through the whole process of tourism development. First, strengthen the guidance of tourists' ecological cognition. Make a detailed eco-tourism consumption guide, continuously spread the ecological concept with the help of immersive museums, official promotional videos, tourism interpretation systems and financial media platforms, and strengthen tourists' understanding of eco-tourism. Second, pay attention to the ecological experience of tourists. Guide tourists to pay attention to the relationship between tourism behavior and environmental improvement, standardize tourists' environmental protection behavior, strive to reduce tourists' carbon emissions, encourage tourists to participate in carbon neutralization experience and obtain points and certification, and provide corresponding rewards, so that tourists can feel the meaning and fun of ecological environmental protection while experiencing and participating. Third, strengthen the ecological consciousness of tourism suppliers. Release the ecotourism index of scenic spots, implement the tourism energy efficiency improvement plan, guide the construction of scenic spot facilities to use green energy-saving materials, require market players to follow green standards and implement them in a standardized manner, certify a number of low-carbon tourism hotels, restaurants, scenic spots and ecological talents, and encourage tourism enterprises to join the Green Globe 21 sustainable tourism certification.^[5] Fourth, we will carry out education to cultivate ecological and environmental protection in a down-to-earth manner. We will promote ecological education among the whole people and education on the formation of environmental behavior habits, and strengthen public awareness of ecological concepts, popular science education and public opinion guidance.

4.3 Creating world-class tourism products

The development of international tourism projects and the creation of high-level tourism products are the core support for the development of eco-tourism in Pu'er. First, key breakthroughs and cascade development. Build a number of high-end scenic spots, such as Ailao Mountain Wuliang Mountain Ecotourism Area, Nuozhadu ecotourism resort, and sinang integrated health tourism area; Launch a number of high-end products, and focus on the construction of Jingmai mountain's World Heritage application, Pu'er Tea Museum and Pu'er tea trading center; Create a number of new business forms, focus on forest health care, accelerate the construction of phase

II and phase III of Taiyanghe Forest Park, launch a number of high-end forest vacation health care tourism complexes, and create a "national forest health care base" and a "National Forest experience base"; Accelerate the construction of national parks, create national and provincial tourist resorts, and promote the development of high concentration and scale of tourism industry elements. Second, speed up integration and enrich business types. With "plus tourism", we will accelerate the creation of characteristic integration business forms: integration with natural ecological resources (forests, ancient tea forests, traditional mountain villages, waterfalls, hot springs, etc.) and integration with human resources (ecological culture, tea culture, national culture, etc.) to form diversified business forms such as forest health, ecological vacation, natural exploration, ecological scientific research, intangible cultural heritage experience, sports exploration, cultural experience, etc. Third, organic connection and promotion of productivity. Focus on the planning and construction of Lancang Jingmai mountain and other rural industrial integration development demonstration park projects, accelerate the construction of Ning'er nakori, Lancang laodabao and other rural tourism spots, develop modern agriculture, leisure tourism and agricultural experience, and create a number of rural industrial integration development demonstration parks; We will promote the integrated development of culture, tourism, health care and nutrition, and solidly promote the construction of a number of key cultural, tourism and health care projects. Fourth, strengthen exchanges and develop in the whole region. Optimize and integrate high-quality international and domestic tourism routes, drive the development of domestic and foreign tourism routes with the Great Western Yunnan Tourism Ring Road, give full play to Pu'er's geographical advantages, strengthen cultural exchanges with Southeast Asian countries, and vigorously develop cross-border tourism and global tourism; Strengthen tourism cooperation with neighboring states, cities and provinces, establish a cooperation mechanism of market co construction and mutual delivery of tourists, and vigorously expand the tourist market.^[6]

4.4 Improve the allocation of world-class elements

Build a complete industrial chain according to the requirements of independent and quality development of tourism elements such as food, housing, transportation, tourism, shopping and entertainment to meet the needs of all kinds of tourists. First, build a number of high-end hotels. According to the requirements of building a five-star hotel in each county of the province, accelerate the introduction of internationally renowned brand hotels, solidly promote the construction of Banshan hotels, and carry out the action of improving the quality of B & B. The second is to plan and build characteristic theme blocks. With the theme of eating flowers in spring, mushrooms in summer, fruits in autumn and insects in winter, we will highlight the characteristics of Pu'er diet, guide merchants to create Pu'er catering business cards such as ecological tea banquet, hundred flowers banquet, herbal soup and hundred grass banquet, build a Pu'er tea street and coffee leisure Street, build a tourism commodity and gift tourism and trade block gathering local food, national handicrafts, agricultural special products, etc., and enrich the tourism market. Third, build international exchange and dis-

cussion venues. With the help of the influence of "national green economy demonstration zone", the "world tea source" and "China's coffee capital", build an international conference center, regularly carry out international discussions and exchanges on different topics such as green development and tea coffee culture, and hold international expositions, green forums and other activities at a high level, so as to gather popularity through exhibitions and conferences to drive the development of eco-tourism.^[7] Fourth, create an internationally influential performance program and festival brand. Focusing on national festivals such as divine Fish Festival, twin cell Festival, wooden drum Festival, gourd Festival and bag loss Festival, it plans a batch of creative immersion, experience and scene small theater performance programs, optimizes the holding sequence, connects the continuity of festival activities, creates a batch of festival brands with international influence, makes tourists become in-depth Experiencers and participants of Pu'er ecological wisdom and ecological lifestyle, and cultivates a batch of internationally renowned online red card punching places. Cultivate a number of loyal fans at home and abroad, and strive to become a pilot city of national culture and tourism consumption.

4.5 Aggregate international first-class marketing effect

Bring the marketing work into the overall situation of eco-tourism development, innovate marketing means, and expand the brand voice of Pu'er eco-tourism resort. First, build a big marketing pattern. A tourism marketing alliance with the leadership of the Party committee, the leadership of the government, the main body of enterprises, the linkage of cities and counties (districts) and the participation of the association will be established. The government and leading enterprises will take the lead in establishing a marketing cooperation platform to form a systematic marketing pattern with the combination of upper and lower levels, horizontal linkage and multi-party participation through bidding and creative awards. Second, innovative marketing methods. Strengthen professional and professional international marketing promotion, develop a brand IP system with international first-class standards, constantly innovate marketing methods and publicity channels, and carry out various forms of theme publicity activities. According to the psychological preferences and consumption trends of different groups, carry out all media marketing, effectively use multiple media forms to spread original ecological story in Pu'er, introduce the good practice of ecological civilization construction in Pu'er, and increase the image output of "raising in Pu'er", "happy Pu'er" and "ecological Pu'er". Third, expand the influence of Pu'er ecotourism. Actively participate in the national ecological civilization construction demonstration zone, national ecological tourism demonstration zone, China's ecological tourism demonstration scenic spot, the "green water and green mountains are golden mountains and silver mountains" practice and innovation base, the national ecological agricultural tourism scenic spot and the excellent eco-tourism routes, and other Chinese ratings. Recruit environmental protection volunteers and volunteers from all over the world to participate in scenic spot service, explanation, science popularization and ecological construction, select Pu'er ecological image publicity ambassadors, build a friendly and friendly international tourism atmosphere, and effec-

tively expand the influence of Pu'er eco-tourism. Fourth, deepen international cooperation and exchanges. Strengthen cooperation and exchanges with international organizations, environmental education institutions, scientific research institutions, establish international research bases and laboratories, carry out cooperation projects, and enhance Pu'er's popularity and reputation as an international ecotourism destination in promoting ecological environment protection and raising public awareness of nature protection.^[8]

4.6 Improve international first-class management level

With reference to mature international and domestic standards and excellent cases, improve the system and mechanism and improve the management level. First, innovate the operation and management mechanism. We will establish and improve mechanisms for ecological management of the tourism industry, ecological protection of the tourism industry and ecological compensation for tourism, and explore development models, standard systems, systems and mechanisms that are suitable for our own development and can be used for reference by other places. Second, establish a market-oriented mechanism. We will separate the ownership, management and management rights of cultural tourism resources, further clarify the relationship between responsibility and right, continue to promote the reform of the management system of cultural tourism projects, and explore various paths such as the transfer of management and management rights, entrusted management, franchising and mixed ownership. Second, improve the comprehensive law enforcement mechanism for tourism. We will fully use the "Internet+supervision" law enforcement and supervision platform to standardize the whole process supervision of the tourism market. Adhere to the combination of market supervision and administration according to law, daily inspection and special rectification, carry out various special rectification actions in the tourism market, and severely crack down on various illegal acts in the tourism market. Third, improve the management mechanism of talent training. We will vigorously develop the key areas of eco-tourism development, which are in urgent need of specialized talents. We will make overall efforts to build a talent team for enterprise management and professional technology, and cultivate various applicable talents, such as ecological education experts, outdoor experience tutors, outdoor sports ambassadors, forest experience teachers, professional commentators, etc. Fourth, create a good business environment. The "whole chain" optimizes the business environment so that existing enterprises can stay and grow, and external enterprises dare to enter and develop. While introducing sentimental and powerful international well-known enterprises, vigorously cultivate local enterprises, innovate investment and operation modes, and participate in the construction and management of ecotourism.

4.7 Building a world-class service system

Learn from the advanced practices and experiences of international tourism services, and build an eco-tourism service system with host guest sharing, high quality, effi-

ciency, convenience and comfort. First, build an intelligent service system. It is effectively connected with the "Yunnan Tour" and Pu'er City brain, and uses the Internet + smart + smart tourism big data platform to accelerate the construction of smart scenic spots, smart hotels, smart car rental, face brushing consumption, online experience scenes, and promote smart experiences such as "30 second check-in". Improve the content and quality of Pu'er section of "one mobile phone to visit Yunnan", and promote tourism packages, boutique routes and peripheral products. Use big data technology to analyze tourist experience data and identify, dynamically monitor, warn and respond to the ecotourism environment, so as to prevent and timely intervene in environmental damage. Second, vigorously improve the transportation service capacity. Build a convenient transportation network system between key ecotourism destinations and trunk lines, accelerate the construction of through train and self driving service system between major scenic spots, improve road traffic service level, encourage the implementation of green transportation, develop convenient transportation transfer self-service, and improve parking lots, charging piles and other facilities. Third, encourage market players to become bigger and stronger. With reference to international standards, actively promote the standardization construction and quality rating of travel agencies, continuously improve the management level and service quality, support local high-quality travel industry enterprises to set up branches or offices outside the city, encourage domestic and foreign well-known travel industry enterprises to settle in, and give appropriate preferential and supportive policies to enhance the competitiveness of the industry. Fourth, improve the comprehensive service capacity. We will continue to promote the "toilet revolution", improve the tourism information release and safety warning functions, improve the ecotourism insurance system and emergency rescue mechanism, and improve the ability to deal with emergencies. Fifth, create an honest and trustworthy market environment. Establish and improve the unreasonable return and exchange mechanism and the strict control mechanism of the blacklist in the tourism market, set up a return and exchange supervision center, uniformly standardize the return and exchange process mechanism, comprehensively promote the strict control mechanism of the blacklist related to tourism, and establish a tourist evaluation and feedback mechanism to ensure the fairness and standardization of Pu'er tourism market from the source.^[9]

5 CONCLUSION

To sum up, Pu'er City has the conditions to build an international eco-tourism resort and a smart health tourism destination. It is necessary to overcome difficulties, solve problems, compare standards, change ideas, create distinctive eco-tourism products, improve relevant facilities, increase marketing efforts, and constantly improve management level, so as to truly build Pu'er City into an international eco-tourism resort and a smart health tourism destination.

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