



Research on Building Ecological Tourism Characteristic Towns in Pu'er City

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Abstract. In recent years, the wave of characteristic town construction has swept across the country. After several years of development, characteristic towns have become an important combination of new urbanization and rural revitalization, and an important platform for promoting high-quality economic development. Pu'er City will build an ecological tourism characteristic town based on its advantages of diverse ethnic cultures, abundant natural resources, good ecological environment, and unique geographical conditions. This article first introduces the research background related to the construction of characteristic towns, elaborates on the significance of tourism town construction, and analyzes the development of ecological tourism characteristic towns in Pu'er City using SWOT mode analysis method and tourism environmental carrying capacity indicators. Based on this method, quantitative and qualitative analysis is conducted on the construction of ecological tourism characteristic towns in Pu'er City. Finally, countermeasures and suggestions are proposed that are conducive to the development of ecological tourism characteristic towns in Pu'er City. For reference by relevant departments.

Keywords: Ecotourism; Characteristic towns; SWOT analysis; Development mode; Countermeasure suggestions

1 RESEARCH BACKGROUND

Since the first proposal of "characteristic towns" in Zhejiang Province in 2014, the real opportunity to ignite characteristic towns lies in the "Notice on Carrying out the Cultivation of Characteristic Towns" jointly issued by three ministries in July 2016 and the "List of the First Batch of 127 Chinese Characteristic Towns" announced by the Ministry of Housing and Urban Rural Development in October 2016, Especially after the proposal of the three ministries and commissions to cultivate around 1000 distinctive and dynamic leisure tourism, modern manufacturing of commercial logistics, education and technology, traditional culture, and beautiful and livable towns by 2020, various regions have actively carried out exploration and attempts to cultivate characteristic towns, and local plans have been intensively formulated. In July 2017, the Ministry of Housing and Urban Rural Development announced the second batch

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of 276 Chinese characteristic towns, and in 2016, the first batch of 127 Chinese characteristic towns was announced. Currently, there are a total of 403 national characteristic towns.^[1]

2 THE SIGNIFICANCE OF CONSTRUCTING ECOLOGICAL TOURISM CHARACTERISTIC TOWNS IN PU'ER CITY

The construction of the ecological tourism characteristic town project is necessary for the comprehensive development and utilization of ecological environment resources in Pu'er City, and is an inevitable trend in the development of tourist attractions. The construction of a small town directly promotes the vitality of the local cultural atmosphere, drives the development of the real estate economy, and drives the development of other external tourism economies, which is of great significance for local tourism and economic development.^[2]

2.1 Further Enhance the Core Attractiveness of the Pu'er Ecological Tourism Zone and Provide Strong Support for the Growth of Tourism in the Entire Region of Pu'er City

The Pu'er Ecological Tourism Characteristic Town Project focuses on human settlement, health preservation culture, and wetland ecological environment, integrating postmodernism and naturalism in style. It is a comprehensive tourism real estate project that integrates four major functions: business, vacation, residence, and scenic spots. With the trend of tourism from long-term to short-term and suburban tourism, this project can provide theoretical guidance for the construction of Pu'er Ecological Tourism Characteristic Town.

2.2 Accelerating the Construction of Small Towns and Promoting the Faster Transformation of New Types of Towns into Characteristic and Professional Towns, as well as Modern Towns, is of Great Significance

The development of ecological tourism characteristic town projects should break away from the routine of simple scenic spot construction, incorporate all regional resources into the tourism resource system, build characteristic tourism areas, and attract different consumer groups. Through the channels of people flow, logistics, and information flow, form a deep level of tourism development, highlight the advantages of tourism driving related industries, and strengthen the joint relationship between real estate, leisure, fishing, tourism and other industries in the industrial chain. Thus, it strongly drives the urbanization process of villages and towns.^[3]

2.3 Can Quickly Gather Popularity, Achieve Urban Centralization, and Appreciate the Overall Land Value

The development zones in the urban-rural fringe not only have the natural environment of rural areas but also the convenience of urban life. By utilizing the expanding environment of cities, they can quickly connect the industrial chain and create distinctive new tourism towns.^[4]

3 FEASIBILITY ANALYSIS OF THE TOURISM CONSUMER MARKET IN CHARACTERISTIC TOWNS OF PU'ER CITY

3.1 Survey Subjects

This article conducted a survey on the tourism consumption market of characteristic towns in Pu'er City using a questionnaire survey method. 361 tourists were randomly selected to distribute the questionnaire, and 361 copies were collected. There were 361 valid questionnaires, including 191 males and 170 females. From Table 1, it can be seen that the proportion of those aged 25 and below is 9.7%, the proportion of those aged 25-45 is 32.1%, the proportion of those aged 45-60 is 42%, and the proportion of those aged 60 and above is 16.2%. From the distribution of survey subjects, it can be seen that most consumers are in the age range of 25 to 60, indicating that Pu'er characteristic towns are more favored by middle-aged and young people.

Table 1. Basic information of survey subjects

project	content	Frequency (person)	100%
gender	male	191	52.9
	female	170	47.1
age	under 25 years old	35	9.7
	25-45 years old	116	32.1
	45-60 years old	152	42
	Over 60 years old	58	16.2
education	High school or vocational school or below	31	8.74
	junior college	74	20.39
	undergraduate	228	63.11
	Master degree or above	28	7.76

3.2 Results and Analysis

Analysis of Tourist Income. From Figure 1, it can be seen that a monthly income of 1000 yuan or less accounts for 30.1%, a monthly income of 1000-3000 yuan accounts

for 44.66%, a monthly income of 3000-5000 yuan accounts for 10.68%, and a monthly income of over 5000 yuan accounts for 14.56%. From the data, it can be seen that the income of tourists is basically positively correlated with consumption. The consumption level of contemporary people has generally increased, and people's living standards have significantly improved. However, at the same time, the pressure of learning and work has also increased. Therefore, they have begun to pursue spiritual relaxation, aiming to reduce stress and seek pleasure. They want to shift from the "fast life" style of cities to the "slow life" style of small towns, This brings opportunities for the development of tourism characteristic towns.

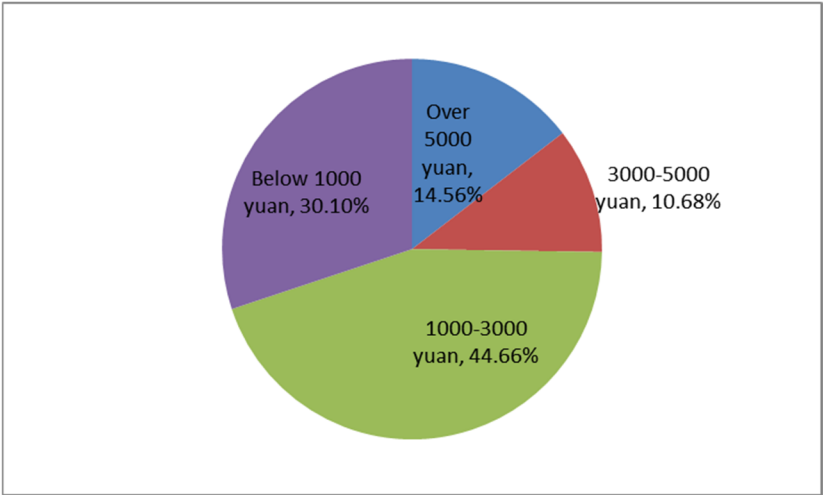


Fig. 1. Average amount of funds spent on tourism in characteristic towns each time

Analysis of Tourist Travel Frequency. From the perspective of travel frequency, 80.58% of them visit at least once a year. Research has found that in recent years, suburban or rural areas have become a choice for urban residents to stay away from the hustle and bustle of the city and relax their bodies and minds, leading to the rise of rural tourism. At the same time, due to the impact of the epidemic, tourists are increasingly inclined towards slow paced, short cycle, and close range travel methods, placing greater emphasis on travel experiences such as safety, health, and comfort, and characteristic towns are no exception.

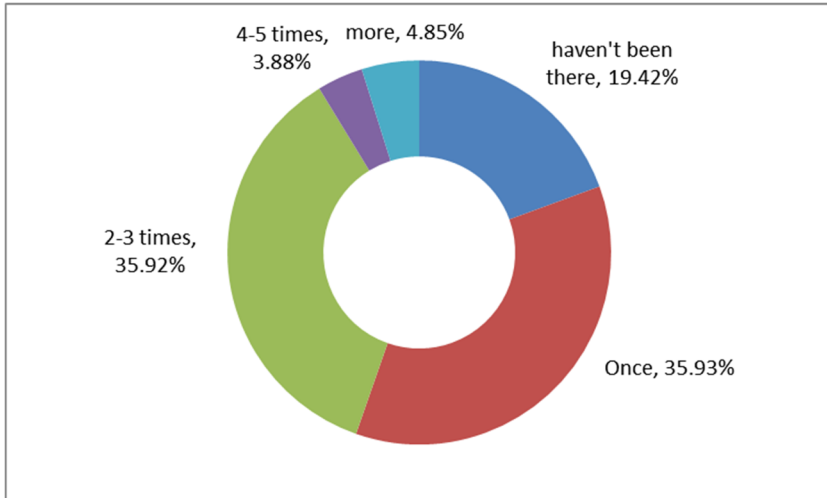


Fig. 2. Frequency of Consumers Visiting Characteristic Towns

Analysis of Tourist Travel Purposes. From Figures 3, it can be seen that tourists mainly travel to enjoy natural scenery, experience folk culture, relieve pressure, and take leisure vacations. This indicates that characteristic towns can meet people's tourism needs.

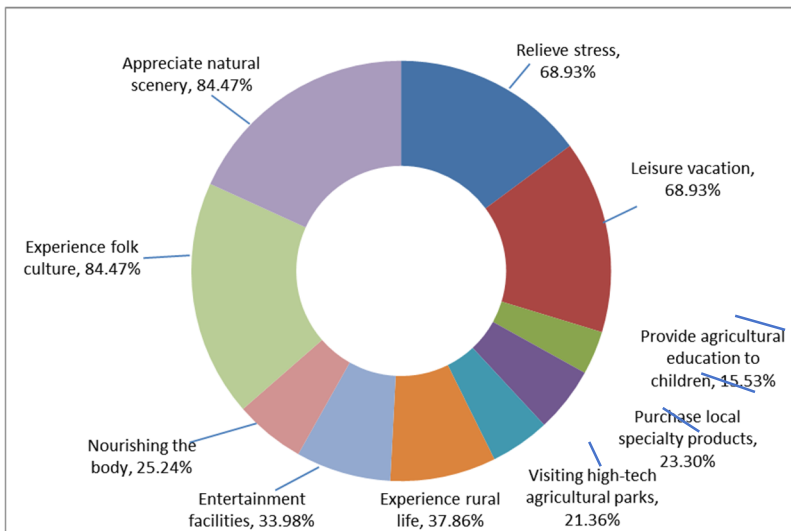


Fig. 3. The purpose of consumers choosing to travel to characteristic towns

Analysis of Tourist Interest. From Figures 4, it can be seen that tourists' main focus is on having a good ecological environment (accounting for 87.38%), a quiet rural

environment (67.96%), accommodation conditions (68.93%), and folk culture (66.99%). Unlike traditional tourism, enjoying the scenery is no longer the most prominent attraction for tourists, and tourists' attention to the ecological environment, customs, and accommodation conditions of tourism characteristic towns is more prominent. The spiritual needs of tourists during their travels are constantly increasing. In addition, transportation facilities, public entertainment, and commercial facilities are also the focus of tourists. The improvement of infrastructure directly affects tourists' interest in playing. A high-quality tourist destination should have basic supporting facilities to attract tourists to come and play.

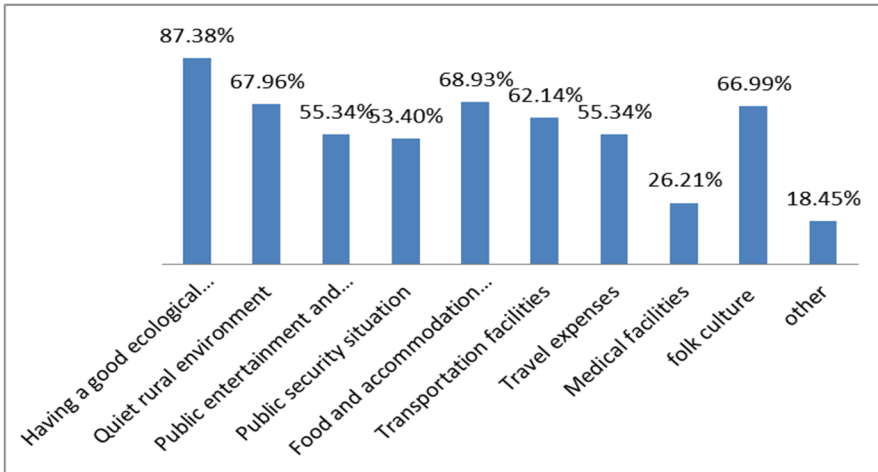


Fig. 4. What factors do consumers pay more attention to in characteristic towns

Analysis of Tourists' Gaming Experience. From Figures 5, it can be seen that 83.5% of tourists have experienced the local customs and unique cuisine from visiting characteristic towns; 75.73% of tourists deepen their understanding of local history and culture through their travels; 45.63% of tourists experienced fun entertainment projects from it; 35.92% of tourists gained a pleasant shopping experience from it. It can be seen that tourists prefer characteristic towns with cultural heritage and delicious food.

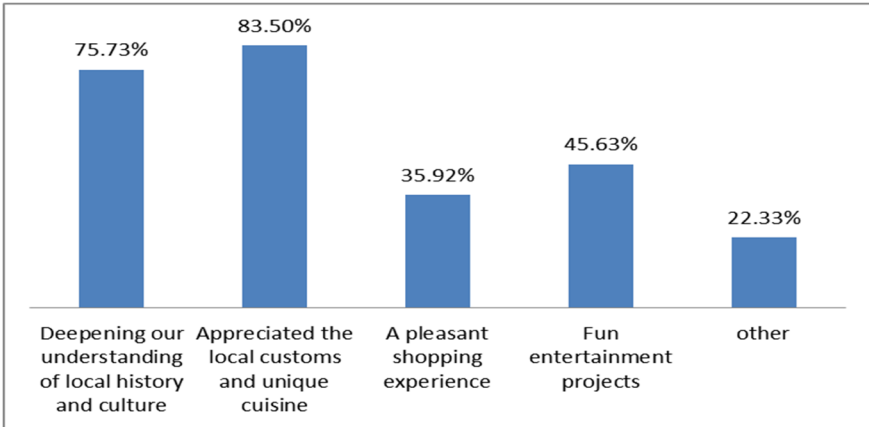


Fig. 5. Consumers' Feelings of Visiting Characteristic Towns

Analysis of Ecological Tourism Characteristic Towns in the Eyes of Tourists.

From Figures 6, it can be seen that 89.32% of tourists consider the ecological tourism characteristic town as a poetic life experience that restores the original rural ecology; 73.79% of tourists believe that ecological tourism characteristic towns are the first choice for urban residents to relax and enjoy parent-child entertainment; It can be seen that tourists tend to yearn for eco-tourism characteristic towns with original natural and cultural landscapes.

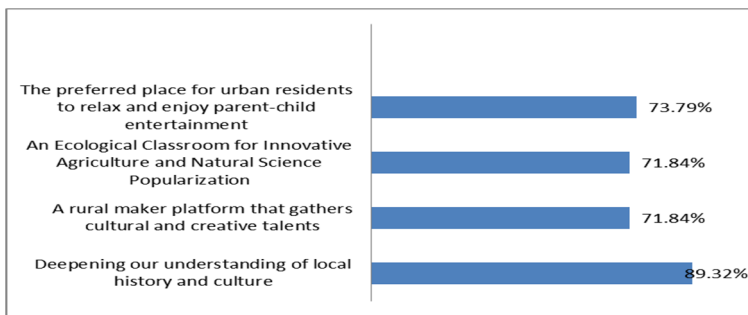


Fig. 6. Ecological Tourism Characteristic Town in the Eyes of Tourists

Analysis of the Problems Existing in the Existing Characteristic Towns of Pu'er.

From Figures 7, it can be seen that 64.07% of tourists are dissatisfied with the transportation, accommodation, catering, scenic spots, and products of the existing characteristic towns in Pu'er; From Figures 8, it can be seen that 61.17% of tourists believe that the experiential and immersive tourism products of Pu'er's existing characteristic towns are insufficient, and the promotion efforts are not strong enough and the popularity is not high; 50.49% of tourists believe that the existing characteristic towns in Pu'er are severely homogenized and lack distinctive features; 40.78% of tourists be-

lieve that tourists visiting existing characteristic towns in Pu'er have poor environmental awareness and weak awareness of sustainable development; 38.83% of tourists believe that the existing characteristic towns in Pu'er have outdated infrastructure and some facilities are aging. It can be seen that although the existing characteristic towns in Pu'er have achieved gratifying results, there are still many problems, especially the lack of experiential and immersive tourism products, and insufficient publicity efforts.

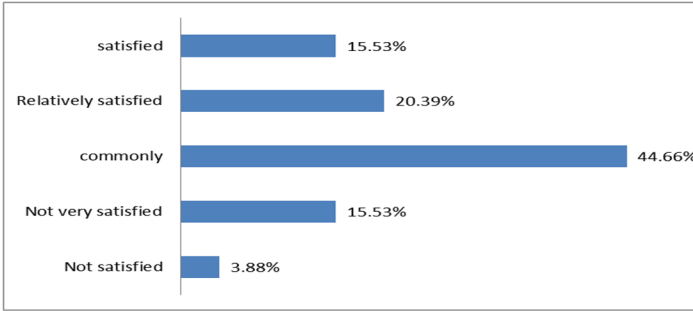


Fig. 7. Are consumers satisfied with the current development of Pu'er's existing characteristic towns (transportation, accommodation, catering, scenic spots, products, etc.)

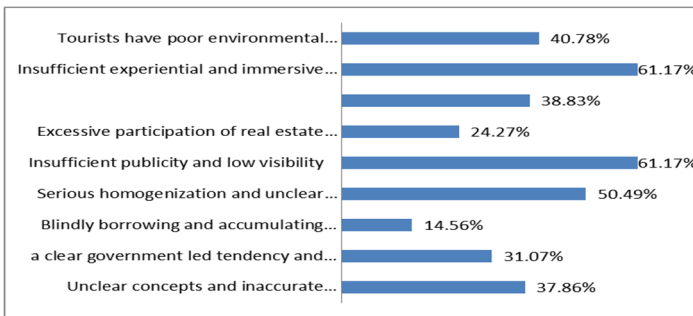


Fig. 8. Problems in the Development of Existing Characteristic Towns in Pu'er City (such as Pu'er Tea Town and Tea Horse Ancient City)

3.3 Conclusion

From the above analysis, it can be seen that tourists visiting characteristic tourist towns are mainly to relax, experience different customs and adjust their mindset. Tourists hope to enjoy good services and have a good travel experience. Therefore, in the construction and promotion process of tourism characteristic towns, it is necessary to fully analyze the consumer psychology of tourists, analyze specific problems, and achieve diversification of marketing plans.

4 ANALYSIS ON THE CARRYING CAPACITY OF TOURISM ENVIRONMENT IN CHARACTERISTIC TOWNS OF PU'ER CITY

4.1 Select Object

According to data released by the Pu'er Tourism Bureau, the city received a total of 25.1884 million tourists in 2022, a year-on-year increase of 22.24%, and achieved a total tourism revenue of 25.414 billion yuan, a year-on-year increase of 19.93%. This study selected four representative and open characteristic towns in Pu'er City as the research areas for tourism spatial carrying capacity, as shown in Table 2.

Table 2. Overview of Open and Representative Characteristic Towns in Pu'er City

Serial Number	Town Name	area	location	Opening Hours
1	Nakoli Tea Horse Ancient Road Town	2.37 square kilometers	Ning'er County	7:00—23:00
2	Lancang Jiujiang Laodabao Rural Music Town	3.09 square kilometers	lancang county	Monday to Friday 9:00—18:00, weekend & holidays 9:30—20:00
3	Ximeng Wa Tribe Characteristic Town	3.26 square kilometers	Ximeng county	Monday to Sunday 8:00-18:00
4	Tea Horse Ancient City Tourist Town	0.2666667 square kilometers	Simao District	all day

4.2 Research Methods

The carrying capacity of tourism environment is a hot topic of research by scholars both domestically and internationally, but a scientific system has not yet been formed. It only studies the accurate prediction of tourism carrying capacity from the perspective of small areas formed by points or a few points. It is generally believed that the carrying capacity of the tourism environment refers to the threshold of the economic volume of tourism activities that the tourism environment can withstand during a certain period, state or condition. Some scholars also define the tourism environmental carrying capacity as the intensity of tourism activities that a tourist destination can withstand within a certain period of time, provided that the existing state and structural combination of the tourism environment do not undergo harmful changes to contemporary and future people. In regional and regional tourism planning, the calculation method of tourism environmental capacity includes the maximum spatial capacity of the tourism environment (spatial limit capacity), the maximum capacity of tourism facilities, the maximum capacity of tourism environmental space and tourism facilities, and the combined capacity of spatial capacity and psychological induction.^[5] The evaluation indicators and methods for tourism environmental carrying capacity are shown in Table 3.

Table 3. Evaluation Indicators of Tourism Environmental Carrying Capacity

target	Primary indicators	Secondary indicators	Explanation of indicators
tourism environmental carrying capacity	Carrying capacity of tourism ecological environment	Water environmental carrying capacity Atmospheric environmental carrying capacity Environmental carrying capacity of fixed waste	The carrying capacity of water quality for tourism and related activities The carrying capacity of atmospheric quality on tourists and related activities Self purification of natural environment in tourist destinations and their ability to manually dispose of garbage
	Tourism spatial environmental carrying capacity	Carrying capacity of water tourism environment Land tourism environmental carrying capacity	The carrying capacity of water body tourist space for tourism and related activities The carrying capacity of land tourism space for tourism and related activities
	Environmental carrying capacity of tourism facilities	Environmental carrying capacity of tourism infrastructure Environmental carrying capacity of tourism service facilities	The carrying capacity of transportation, water supply, electricity and telecommunications facilities for tourism and related activities The carrying capacity of facilities such as accommodation, catering, and public environment construction on tourist activities
	Carrying capacity of tourists and residents' psychological environment	Carrying capacity of tourists' psychological environment Carrying capacity of residents' psychological environment	The personal space value when the average satisfaction level of tourists reaches its maximum The maximum passenger density that local residents can carry

4.3 Results and Analysis

Carrying Capacity of Tourism Ecological Environment.

Water Environmental Carrying Capacity.

WECC=daily water environmental pollutant purification carrying capacity/daily per capita sewage production. The study selected biochemical oxygen demand (BOD) as an indicator of water environmental carrying capacity. The water area of Pu'er City is 28 km², and the total water resources are about 5.8 billion m³. The per capita daily production of BOD per person is 40g, with a degradation cycle of approximately 30 days, while the water environmental quality standard is BOD ≤ 4mg/L. Therefore, the water carrying capacity of Pu'er City is 4.8 million person times/day. Calculated based on the 10% of the total number of tourists received by characteristic towns in the city, the water carrying capacity of characteristic towns in Pu'er City is 480000 person times/day.

Atmospheric Environment Carrying Capacity.

AECC=Daily Regional Atmospheric Environment Self purification Carrying Capacity/Daily Per Capita Waste Gas Production. According to measurements, each adult consumes approximately 0.75kg of oxygen per day, with an average of 10m² of forest green space per person per day (or 40 square meter lawn). Taking into account the combined impact of other factors (such as car exhaust, nitrogen oxides and other harmful gases emitted by restaurants at different time periods), it is required that each

person have at least an average of 30-40m² of green space, with a value of 35m², to maintain the normal proportion of oxygen and carbon dioxide in the air and maintain air quality standards. The forest and green area in the urban area of Pu'er is 232000 hm². According to the formula, the atmospheric environmental carrying capacity is 66.35 million person times/day, and the atmospheric environmental carrying capacity of characteristic towns in Pu'er City is 6.635 million person times/day.

Solid Waste Environmental Carrying Capacity.

GECC=daily total amount of manually processed solid waste+daily total amount of natural purification of solid waste)/per capita solid waste production.

Pu'er City has garbage bins every 20 meters on the main streets of the city, while the number of garbage stations in scenic areas has decreased compared to the urban area. However, in each area, there are sanitation workers who regularly clean, collect, classify, and transport them out for appropriate treatment, and the number of personnel has increased, resulting in higher work efficiency. The sewage on the water surface of the small town should also be treated regularly, and it is strictly prohibited for garbage to enter the water.

According to the calculation method of tourism ecological environment carrying capacity, the tourism ecological environment carrying capacity of Pu'er City is 4.8 million person times/day, and the tourism ecological environment carrying capacity of characteristic towns in Pu'er City is 480000 person times/day.

Table 4. Evaluation Methods for Tourism Environmental Carrying Capacity

Serial Number	Measurement indicators	Formula	Explanatory note
1	Tourism spatial environmental carrying capacity (RECC)	RECC=RECC1+RECC2	RECC1 indicates the environmental carrying capacity of land tourism space; RECC2 indicates the carrying capacity of water bodies for tourism environment
2	Environmental carrying capacity of tourism facilities (FECC)	FECC=Min (FECC, FECC2, ..., FECCi)	FECC1, FECC2, ..., FECCi respectively represent restrictive components such as water, electricity, and the number of hotels
3	Carrying capacity of tourists and residents' psychological environment (SECC)	SECC=A*K*T/t	A is the area of the environmental space; K is the optimal bearing capacity of the regional space; T is the daily utilization time; t is the per capita secondary utilization time
4	Carrying capacity of tourism ecological environment (EECC)	EECC=Min (WECC, AECC, GECC)	WECC is the water environmental carrying capacity; AECC is the atmospheric environmental carrying capacity; GECC is the environmental carrying capacity of fixed waste

Calculate each carrying capacity indicator separately based on the evaluation method of tourism environment carrying capacity in Table 4.

Tourism Spatial Environmental Carrying Capacity. According to the statistical data of the Pu'er Tourism Bureau and field survey data, the representative characteristic towns that have been opened up in Pu'er City are shown in Table 5.

Table 5. Environmental Carrying Capacity of Tourism Space in Representative and Open Characteristic Towns in Pu'er City

Serial Number	Town Name	Optimal tourist carrying capacity	Maximum tourist carrying capacity
1	Nakoli Tea Horse Ancient Road Town	6000	10000
2	Lancang Jiujiang Laodabao Rural Music Town	5000	10000
3	Ximeng Wa Tribe Characteristic Town	2600	5000
4	Tea Horse Ancient City Tourist Town	5000	10000

According to the environmental carrying capacity of the tourism space, the calculation results of the maximum carrying capacity of tourists in the four small towns are listed in the rightmost column of Table 5.

Environmental Carrying Capacity of Tourism Facilities. The environmental carrying capacity of tourism facilities includes the carrying capacity of infrastructure environment and service facility environment. The number of tourists that can be carried by basic service facilities, including water supply and drainage, electricity, network signal coverage, hotel environmental quality and quantity, catering environment, transportation environment, etc. The environmental carrying capacity of tourism facilities is influenced by factors such as water supply and drainage, electricity consumption, network signal coverage, hotel environmental quality and quantity, catering environment, transportation environment, and number of hotels. The calculation formula is as follows:

$$FECC = \text{Min} (FECC1, FECC2, \dots, FECCi)$$

In the formula, FECC is the facility's environmental carrying capacity (person/day); FECC_i is the environmental carrying capacity formed by the supply of the *i*-th basic element. It depends on the minimum component, so it can be replaced by restrictive components.

For characteristic towns, accommodation, catering, entertainment, and parking facilities are more likely to become limiting factors, while water supply and drainage, electricity, and telecommunications have little impact on the environmental carrying capacity of tourism facilities. Due to the relatively small number of tourists received by characteristic towns in Pu'er City, with the continuous development of tourism in Pu'er City and the increase in tourist volume, the environmental carrying capacity of service facilities will increase.

Carrying Capacity of Tourists and Residents' Psychological Environment. The carrying capacity of tourism psychological environment includes the psychological carrying capacity of residents in tourism destinations and the psychological carrying capacity of tourists. The local residents of the small town are determined by the level of inclusiveness in terms of folk customs, cultural habits, religious beliefs, and lifestyles, as well as the number of tourists and tourist activities that they can withstand without being affected by negative factors in their original lives.

The main characteristic towns in Pu'er City are mainly located in the suburbs or counties, and protection is emphasized during development and construction. Therefore, the destructive impact of development and construction is relatively small, and

the negative impact on residents is relatively small. Therefore, the psychological carrying capacity of residents is relatively large. The psychological carrying capacity of tourists is usually less than or equal to the spatial environmental carrying capacity. Due to the superior tourism environment quality of characteristic towns in Pu'er City, the maximum value is taken as the spatial environmental carrying capacity of 10000 people/day.

5 COUNTERMEASURES AND SUGGESTIONS FOR BUILDING ECOLOGICAL TOURISM CHARACTERISTIC TOWNS IN PU'ER CITY

5.1 Emphasize Planning Leadership

Adhere to high starting point planning, high standard construction, high intensity investment, and efficient management to plan and coordinate various elements. When planning, it is necessary to establish a sense of foresight and strive to build according to the standards of 3A level scenic spots or provincial-level tourist resorts or above, laying a solid foundation for creating provincial-level characteristic tourist towns; To highlight local characteristics, tap into local cultural connotations and resources, reasonably position the overall architectural style, cleverly utilize terrain and landforms, plan and construct themed streets, squares, and markets, enrich characteristic catering, boutique accommodation, tourism products, and cultural activities, create tourism products that reflect regional cultural identity, and improve tourists' participation and interaction.^[6]

5.2 Streamline Management Mechanisms

Relevant government departments should unify their thinking, raise awareness, and clarify their responsibilities and specific division of labor in the construction of characteristic towns. In specific work, it is necessary to establish a leadership organization, clarify the division of labor tasks, goals, and establish time arrangements. The completion of construction goals should be included in the year-end assessment and rewards and punishments should be fulfilled.

5.3 Strengthen Publicity and Protection Awareness

Let the protection knowledge of tourist towns enter the party schools and become a compulsory course for party and government leaders at all levels in Pu'er. It will also enter the classrooms of universities, middle schools, and primary schools to cultivate students' awareness of the inheritance of urban memories; By utilizing media such as radio, television, newspapers, and the internet, we will increase the publicity efforts for the protection of tourist towns, enrich their knowledge of protection, enhance their awareness of protection, and create a good social atmosphere.

5.4 Expand Financing Channels

One is to increase financial investment in infrastructure. Include the funds for the construction of tourist towns in the annual financial budget, establish a special, sustained, and stable investment mechanism for the development and protection of tourist towns, increase infrastructure construction efforts, and avoid excessive development and utilization. The second is to actively introduce social resources. Fully mobilize all social forces to participate in the planning and construction of the town, making market entities and local residents the new force in the development and construction of characteristic tourism towns. Explore financing paths such as industrial funds and PPP to solve the funding problem of tourism town construction through multiple channels.

5.5 Improve Infrastructure and Improve Quality

To build a high-quality and distinctive town, infrastructure is the key. The completeness of a region's infrastructure is an important foundation for its long-term sustainable and stable economic development. Convenient transportation, smooth communication, developed information, sufficient energy, and beautiful environment can enhance the agglomeration and radiation effects of the city, ensuring the investment environment and operational efficiency of the city. Therefore, in the early stages of town construction, the government should take the lead in providing basic public facilities services and fully leverage the guiding role of financial funds. In the middle and later stages of town construction, it is necessary to actively introduce professional operators and industrial operation institutions, and timely supplement and enhance the production and living service functions of the town. The key role of the government is to "lift the horse and send it off", and the key responsibility of professional investment and operation institutions is to timely take over the "baton" of investment, construction, and operation from the government. At the same time, cultivate a group of small town employees with strong service awareness and high service level to improve the satisfaction of tourists. In short, different stages require different entities to exert their unique functions, work together to build and accelerate the construction of characteristic towns with connotation, style, and quality.

5.6 Strengthen Cultural Construction, Create Unique Tourism Projects, and Improve Recognition

While vigorously promoting cultural and tourism characteristic towns, we should base ourselves on our unique culture, return to nature, and create a real, natural, and simple tourism environment. In the development process of small towns, attention should be paid to the combination of characteristics and modernity, with a focus on highlighting the characteristics of the town and promoting the excellent local customs and culture. Taking excellent culture as a resource, highlighting customs and culture as the starting point and foothold, enhancing the overall image of tourism characteristic towns, creating their own unique brand, and enhancing the status and image of characteristic

town tourism in the minds of the people. Every city has a unique business card, and the same goes for characteristic town tourism. Fully utilize the advantages of high-quality natural resources and local culture, continuously enhance the experiential and participatory nature of tourism products, and promote the continuous upgrading of tourism destinations. Relying on tourism resources, promoting the development of the tourism industry: such as creating a highly distinctive ecological park; Building a photography industry chain based on tourism bases: promoting the research and development and production of specialty resources with abundant resources; Fully excavate intangible cultural heritage, and then carry out the production and processing of tourism products.

5.7 Utilize Various Media to Expand Word-of-Mouth Communication Channels

Firstly, traditional media can be used for publicity and promotion. Television stations and influential local media can be invited to promote local tourism projects with unique characteristics; You can also increase the public's influence by organizing, investing, and sponsoring activities that are reported by the media. Secondly, online promotion is carried out with the help of new media such as Tiktok and Kwai. For example, Tiktok has become the preferred platform for Internet users to use APP in the new era, with more than 470 million monthly active users, which is characterized by fast transmission speed and strong exposure. Now some white-collar workers have become "loyal fans" of Tiktok. These office workers who work hard will be attracted by the beautiful environment in Tiktok, so they will attract consumers to the tourism featured town. At the same time, it can also expand the channels for the word-of-mouth dissemination of tourism characteristic towns.

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