



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

Yuanyuan Chen¹, Kanit Kheovichai² and Vichit Imarom³

¹Ph.D Student, Faculty of Education, Silpakorn University, Thailand

²Professor, Faculty of Education, Silpakorn University, Thailand

³Lecturer, Faculty of Education, Silpakorn University, Thailand

E-mail: chenyuanyuan1205@gmail.com , ORCID ID: <https://orcid.org/0009-0002-4511-2439>

E-mail: KHEOVICHAI_K@SU.AC.TH, ORCID ID: <https://orcid.org/0009-0007-2817-8731>

E-mail: IMAROM_V@SU.AC.TH, ORCID ID: <https://orcid.org/0009-0001-0625-8067>

Received 09/09/2024

Revised 11/10/2024

Accepted 11/11/2024

Abstract

Background and Aim: During the '14th Five-Year Plan' period, China's tourism industry entered a new stage of development, and the industry is facing the latest requirements of high-quality development. To adapt to the development of the industry, the Culture and Tourism Bureau of Mi Le City has also put forward a series of policies and measures for the development of the local tourism industry, but it has not yet achieved any obvious development results. The research aims of this paper are (1) to study the current situation of the recreational tourist attractions in Mi Le City; (2) to develop the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City; (3) to validate the feasibility of the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City.

Materials and Methods: This study adopts the R&D research method, which collects data through the documentary analysis method, inquiry method, and interview method. The main research tools applied to this study are a questionnaire and an interview form. The author first conducted a questionnaire survey on 400 tourists traveling to Mi Le City to collect relevant quantitative data, and then conducted interviews with the managers and relevant staff of the ten major tourist attractions in Mi Le City, residents around the attractions, relevant staff of the Mi Le City Tourism Bureau, the managers of the Mi Le City Tourism Company, and the local tour guides to collect relevant qualitative data. The author then carried out a descriptive statistical analysis on the quantitative data, a content analysis on the qualitative data, a SWOT analysis to integrate the quantitative and qualitative data, a TOWS matrix to suggest pertinent strategies, and a Connoisseurship session with nine experts to evaluate the strategies.

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

Conclusion: In general, Mi Le City possesses abundant tourism resources and holds significant potential for the development of recreational tourism. However, these resources have not yet been fully developed and effectively utilized. If the relevant development strategies proposed in this study can be implemented, it is expected to further enhance the attractiveness of the tourist attractions in Mi Le City and promote the sustainable development of the regional tourism industry.

Keywords: Strategy; Recreational Tourism; Attractiveness; Tourist Attraction; Mi Le City

Introduction

The State Council of China has issued the Tourism Development Plan for the 14th Five-Year Plan, which highlights that China will fully transition into the era of mass tourism during this period. The tourism industry is currently experiencing significant strategic opportunities, but it is also facing new challenges





and opportunities. As the tourism industry enters the new development stage, it faces new requirements for high-quality development, and the people's demand for tourism consumption will change from low-level to high-quality and diversified, from focusing on sightseeing to taking both sightseeing and recreational tourism into account (State Council, 2022).

During the '14th Five-Year Plan' period, the Culture and Tourism Bureau of Mi Le City will focus on highlighting the construction of a good supply system for the development of the tourism industry, highlighting the solution to the problems of scenic landscaping and the quality of products, promoting the industrialisation of scenic spots, guiding the scenic spots to strengthen the standardization of their management, giving full play to the advantageous conditions of each scenic spot, and continuously enriching and improving the scenic spots with holiday, family-friendly, shopping, entertainment, theatre performances, art exhibitions and other forms of business, to build a tourist destination that integrates sightseeing, recreational tourism, experience, and sense of multi-level tourism experience (Culture and Tourism Bureau, 2023).

Although the Mi Le City Culture and Tourism Bureau has formulated a series of policies, objectives, and measures to promote the development of local tourism, Mi Le City still has a relatively low profile in the tourism market compared to the highly commercialized Lijiang in Yunnan Province and the high concentration of tourists in Dali. The 'three red products' (red tobacco, red sugar, and red wine) primarily represent Mi Le City's tourism products, while other diversified and special tourism products are absent. Therefore, tourists are only able to satisfy their basic needs of "eating, living, traveling, touring, and shopping" through the attraction experience, while they are deprived of rich entertainment, sports, learning, health care, and cultural experiences. Furthermore, despite Mi Le City's rich history, ethnic culture, and folklore resources, the deep excavation and effective display of these cultures have not yet been established, nor have they become the main attractions that draw tourists.

Based on this, the purpose of this paper is to thoroughly study the situation of recreational tourism in Mi Le City, explore its unique tourism resources and cultural traditions, and propose corresponding strategies for organizing recreational tourism routes. Through systematic analysis and field research, this paper will explore how to integrate and explore local culture and natural resources, construct diversified tourism products, and enhance the overall experience of tourists, to attract more tourists to visit and experience the unique charm of Mi Le City. This research not only helps enrich the supply of tourism products in Mi Le City but also promotes the sustainable development of the local economy.

Research Objectives

1. To study the current situation of the recreational tourist attractions in Mi Le City.
2. To develop the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City.
3. To validate the feasibility of the strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City.

Literature review

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

1. Theories of recreational tourism

Recreation and tourism are intertwined and inseparable. Recreation is the premise of tourism, and tourism is one of the purposes of recreation. The relationship between recreation and tourism is one of inheritance and development, not subordinate or alternative (Ma, 1998; Xu, 2000). Recreation predates tourism and is wider than tourism; tourism is bred in recreation. Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents mainly for recreation purposes; most of the connotations of tourism belong to recreation, and only a few of them are additive to recreation (Liu, 2006). Recreation awareness and recreation concepts penetrate people's tourism activities mainly in two aspects:





firstly, the increase of tourism with the purpose of recreation; secondly, people no longer only value the quantity of tourism but pay more attention to the quality, which makes people's tourism demand change from crowd-sourced tourism to individual tourism, from emotional tourism to rational tourism, from "rush tourism" to "deep experience tourism", from concentrated time tourism to year-round decentralized tourism (Song, 2006).

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

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

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

2. Theories of Tourism Route

Tourist route refers to a certain area to enable tourists to get the maximum viewing effect in the shortest possible time by the transportation line to several tourist sites or tourist cities reasonably through and has certain characteristics of the route. It is an important link between tourists and tourist objects, sources, and destinations, and plays the role of a bridge and link between them. The types of tourist routes can be divided into general tourist routes and thematic tourist routes according to their contents. According to their status and attractiveness to tourists, tourist routes can be divided into international tourist routes, national tourist routes, and provincial tourist routes (Ma, 1998)

Based on Ma (1989) definition of tourism routes and theory of tourism experience, this paper argues that tourism routes refer to the routes with certain characteristics formed by the tourism sector by using transportation lines and related service facilities to link several tourist attractions or tourist cities to enable tourists to obtain the best tourism experience in the shortest time. Therefore, tourist attractions, tourist hotels, travel agencies, tourist transportation, tourist shopping, and other social and public resources must be interdependent and provide a common service to the tourist experience. Tourism route design refers to the analysis of tourism destination resources based on the characteristics of tourism resources, such as transportation, accommodation, catering, shopping, entertainment, and other elements of the organic linkage with tourism activities, to provide travelers in the tourism process with the most time-saving, less costly, and optimal travel experience as the goal to continue to make profits for the enterprise. Tourist route design should include the special and personalized service content of the travel agency, which is the embodiment of the travel agency enterprise itself, but also the limitations of the resources of tourist destinations to effectively complement or fully demonstrate the advantages of resources.

3. Theories of tourist satisfaction

[285]

Citation



Chen, Y., Kheovichai, K., & Imarom, V. (2025). Strategies for Organizing Recreational Tourism Routes to Create Attractiveness for Tourist Attractions in Mi Le City. International Journal of Sociologies and Anthropologies Science Reviews, 5 (3), 283-294; DOI: <https://doi.org/10.60027/ijasr.2025.5902>

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

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

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

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

Conceptual Framework

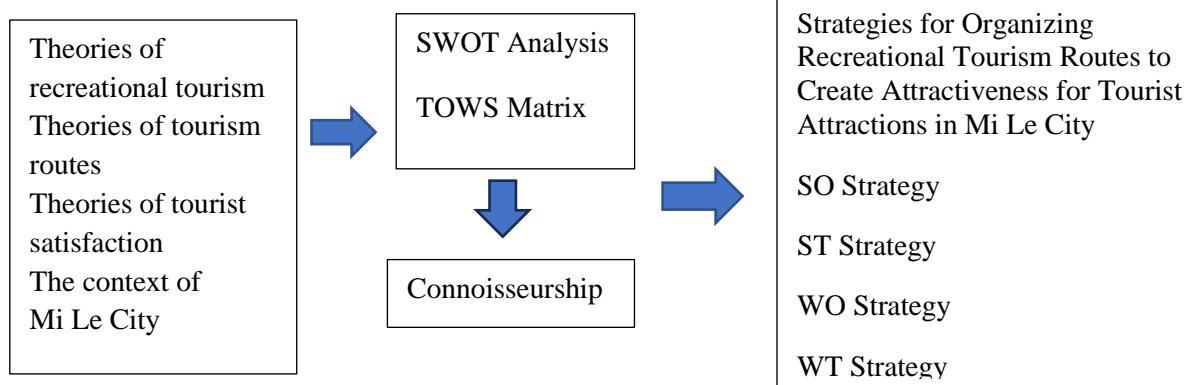


Figure 1 Conceptual Framework

Methodology

1. Research methods

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

(1) Documentary analysis method



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

(2) Inquiry method

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

(3) Interview method

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

2. Population and sample of the study

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

2.2 Sample: For domestic and foreign tourists traveling to Mi Le City, according to Krejcie and Morgan's Table, the author will use the convenience sampling method to select 400 people as questionnaire samples for this study.

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

3. Data analysis

(1) For the data collected using the interview form, the data will be analyzed mainly by content analysis.

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

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

Results

1. Results of the current situation of recreational tourism in Mi Le City

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

(1) The situation of recreational tourism tourists

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





friends, relatives, or social media. During their recreational tourism in Mile, most tourists would like to participate in activities such as gastronomy and experiencing local cultural activities.

(2) Strengths of recreational tourism

The strengths of recreational tourism that currently exist in Mi Le City are mainly expressed in 10 aspects: S1. Rich natural landscape, high air quality, excellent environmental sanitation, and social security; S2. Provides complete infrastructure configuration, convenient transport, and shopping options; S3. Complete communication facilities, WiFi coverage, and an adequate supply of water and electricity; S4. Residents are warm and hospitable; S5. Clear signage and labels, a reasonable capacity of attractions, and a good tourism order; S6. Tourism products with remarkable characteristics, affordable prices, and guaranteed quality; S7. A rich variety of catering dishes, as well as a high level of comfort in hotel rooms; S8. Notable features of folk activities and a vibrant local cultural environment; S9. High heat of distinctive landscape architecture, with the potential to draw tourists of all ages; S10. Overall, tourists' satisfaction is at a high level.

(3) Weaknesses of recreational tourism

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

(4) Opportunities for recreational tourism

The opportunities of recreational tourism that currently exist in Mi Le City are mainly expressed in 6 aspects: O1. China's population is aging seriously, and there is a huge number of retired elderly people with a consumption base; O2. With local development and policy promotion, a large influx of foreign tourists to Mi Le City will lead to new ideas and new forces to enrich tourism characteristics and promote operators' service concepts and quality of services; O3. Increased demand for short-haul tourism, the emergence of new forms of tourism, and the ongoing government support for recreational tourism; O4. Expanding the audience on social media and extending online promotion, O5. National conferences, large international conferences, and international women's half marathons in Mi Le City can increase attraction exposure and promote sports tourism development; O6. The government provides policy support for the construction of a smart city, and government personnel assist during the peak tourism season.

(5) Threats of recreational tourism

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

2. Result of the Development of strategies for organizing recreational tourism routes to create attractiveness for tourist attractions in Mi Le City





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

	Strengths (S)	Weaknesses (W)
Opportunities (O)	<p>SO1: Strengthen the development of tourism resources, organize new recreational routes, maintain air quality, sanitation, and security to attract more elderly visitors with spending potential.</p> <p>SO2: Research the influx of foreign tourists, draw new ideas from them to further explore local culture, enrich tourism features, and enhance visitor satisfaction.</p> <p>SO3: Fully develop existing tourism resources, leveraging strong social security and infrastructure to meet the demand for short-distance and emerging tourism.</p> <p>SO4: Increase tourism publicity through online/offline channels and storytelling videos, collaborating with travel bloggers to expand target audiences.</p> <p>SO5: Mi Le City's tourism resources and infrastructure support national and international events, such as conferences and marathons, increasing scenic area exposure and appeal.</p> <p>SO6: With smart city policies, a stronger linkage between businesses, attractions, and services will better serve tourists and enhance their satisfaction.</p>	<p>WO1: Manage scenic area linkages, establish special tourist routes, and offer discounted package tickets to attract senior citizens with a strong consumption base.</p> <p>WO2: Conduct research on foreign tourists, enrich tourism and recreational projects, and develop unique, easy-to-carry souvenirs to meet tourist demands.</p> <p>WO3: Enhance tourism talent training and service standards. Leverage national and international events in Mi Le City for on-site learning opportunities.</p> <p>WO4: Use government macro-control of ticket prices, strengthen regional linkages, increase financial support, and explore local culture to meet emerging tourism demands.</p> <p>WO5: Improve service quality, enhance attraction credibility, expand publicity efforts, and boost tourist return rates.</p> <p>WO6: Leverage government smart city policies to better organize tourism routes, improve traffic management, and resolve existing issues during peak seasons.</p>
Threats (T)	<p>ST1: Enhance tourist bus links between attractions, improve traffic management, and address parking issues during peak seasons.</p> <p>ST2: Introduce age-appropriate recreational activities in major attractions to encourage elderly tourists to engage in further consumption beyond scenic visits.</p> <p>ST3: Highlight the distinctive culture of "A Xi Jumping to the Moon," leveraging natural scenery, religious landscapes, and local hospitality, with sightseeing, leisure, and food tasting as the core activities.</p> <p>ST4: Use government grants and external financing to boost tourism publicity and attract private investors to participate in attraction construction based on the principle of "whoever invests, benefits."</p> <p>ST5: Attract high-level tourism experts to add cultural depth to local natural landscapes and</p>	<p>WT1: Regulate ticket prices and introduce preferential policies for specific groups like the elderly, along with discounts during off-season or holidays to encourage consumption and ease price pressure.</p> <p>WT2: Enrich tourism products by developing local specialty souvenirs in collaboration with local craftsmen, emphasizing cultural heritage and local history to create a competitive advantage.</p> <p>WT3: Enhance service training for local tourism staff to improve professionalism and cultural knowledge, ensuring high-quality experiences and compensating for the lack of high-level tourism experts.</p>



Strengths (S)	Weaknesses (W)
<p>enhance the appeal of Mi Le City's tourist attractions.</p> <p>ST6: Establish a government-led mechanism for tourism development, involving collaboration across departments and participation from individuals and businesses.</p> <p>ST7: Leverage modern technology to diversify tourist souvenirs, improve product quality, and maintain affordability to stimulate tourist purchases.</p>	<p>WT4: Collaborate with government and civil organizations to plan diverse entertainment activities like cultural festivals and music events, enhancing visitor experiences and stimulating management vitality.</p> <p>WT5: Optimize transport infrastructure through government and private collaboration, improving bus routes and reducing waiting times. Enhance regional connectivity and promote single-ticket travel initiatives.</p> <p>WT6: Improve infrastructure by adding mobile toilets and encouraging private parking during peak periods without taking up extra land, addressing parking and facility shortages.</p> <p>WT7: Strengthen cross-sector collaboration among governments, businesses, and communities to promote local culture and tourism brands, increasing visitor engagement and revisit rates through online and offline initiatives.</p>

3. Result of Evaluation of Strategies to Improve the Attractiveness of Tourist Attractions in Mi Le City

To evaluate the feasibility of the strategy for organizing recreational tourism routes in Mi Le City to improve the attractiveness of tourist attractions proposed by the researcher, the researcher will use the technique of connoisseurship at this stage. This Connoisseurship invited four experts related to recreational tourism, a deputy director of the Cultural and Tourism Bureau of Mi Le City, two attraction managers, a boss of a Mi Le City tourism company, and a local tour guide of Mi Le City to participate in the discussion, with a total of nine experts. After the Connoisseurship, the nine experts all agreed that the feasibility of these strategies is very high, which is in line with the current development situation and can also meet the future development needs of Mile recreational tourism, but still needs to be slightly adjusted and improved. After adjusting and modifying according to the experts' opinions in Connoisseurship, the final strategies are 4 SO strategies, 3 ST strategies, 3 WO strategies, and 5 WT strategies, as follows:

SO Strategies:

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

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

SO3: Boost tourism publicity by collaborating with the Ministry of Tourism and the city's publicity department. This can be achieved through a combination of online and offline media, including



increased attraction videos. Whenever possible, incorporate storytelling content into these videos. Simultaneously, foster a strong network of travel bloggers to expand the target group.

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

ST strategies:

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

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

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

WO Strategy:

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

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

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

WT Strategy:

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

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

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

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

WT5: Improve infrastructure and rationalize resources. Without taking up additional land, address the shortage of parking and sanitation facilities during peak visitor periods by increasing the number of





mobile toilets and encouraging residents or businesses in the vicinity of attractions to provide private parking spaces.

Discussion

By comparing previous studies, this study achieves a high degree of consistency in most areas, especially in terms of ecological environment, tourists' demand, and infrastructure optimisation, but there are also some conflicts with previous findings in certain areas, mainly stemming from Mi Le City's specific resource advantages and policy context.

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

The SO2 and WO1 strategies are in contrast to Ai's (2007) study. Ai (2007) argues that the over-reliance on feedback from foreign tourists and the development of tourism, while bringing superficial prosperity and revival to local traditional culture, has weakened its original and genuine connotations and reduced it to a purely tourist consumer product. In contrast, this study argues that feedback from external tourists can effectively enrich the expression of local culture and explore its cultural potential. The main reason for the conflict is the relative richness of Mi Le City's cultural resources, which allows it to maintain its cultural identity while accommodating foreign perspectives. In addition, the WO1 strategy proposes the government's macro-regulation of attraction ticket prices, which is also in line with Zhou's (2022) findings, which show that the importance of government regulation in the support of emerging forms of tourism is very significant and that the government should also strengthen the price management and supervision, and play the role of an effective regulator of prices.

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

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

Conclusion

Overall, Mi Le City is rich in tourism resources and has great potential for developing recreational tourism, but the development and utilization of existing resources have not yet reached the desired level, necessitating the urgent need for more systematic planning and development strategies. Based on a comprehensive analysis of Mi Le City's unique resources and market environment, this study proposes a series of diversified tourism development Strategies, especially innovative explorations in eco-tourism, cultural resource excavation, region-wide tourism linkage, and smart city construction. These strategies not only focus on protecting and efficiently utilizing existing resources and fully tapping into the deep historical and cultural connotations of the locality, but also promote synergies between different attractions, industries, and services through the model of whole-area tourism to enhance overall competitiveness.





Meanwhile, the introduction of smart tourism and digital technologies will optimize visitor experience, enhance management efficiency, and expand the brand awareness of destinations through digital promotion. More importantly, the study also emphasizes the key role of policy guidance and government support in providing a strong guarantee for sustainable tourism development. The implementation of these systematic strategies will not only enhance the attractiveness of tourist attractions and visitor satisfaction in Mi Le City but also positively impact the entire regional economy, cultural revitalization, ecological protection, and many other dimensions, providing valuable references and lessons for the tourism development of other similar regions. These initiatives will not only help promote the tourism industry in Mi Le City toward high-quality development but also provide a new path for coordinated regional development and urban-rural integration.

Recommendation

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

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

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

References

- Ai, J. H. (2007). Community Participation and Traditional Culture Protection and Development in Cultural Ecotourism: A Comparative Study of Three Dai Cultural Ecotourism Villages in Yunnan Province. *Ethnographic Research*, 4, 49-58.
- Chen, P. (2015). Research on the Perceived Quality of Tourists in Hot Spring Tourism Scenic Spots: Taking Xianning Hot Spring as an Example. *Economy of the World*, 8, 43-45.
- Culture and Tourism Bureau, M. L. (2023). *Mile City Tourism Development Plan*. Culture and Tourism Bureau.
- Gao, L. L. (2023). *A Study on the Factors Influencing the Satisfaction of Tourists in the Performance of "Ah Xi Jumping to the Moon"*. Master's Degree Thesis, Yunnan University of Finance and Economics.
- He, L.Q. (2023). *A study of the impact of travel constraints on the willingness to travel among urban older adults*. Master's Thesis, Chongqing Technology and Business University.
- Huang, S. Y. (2024). Empirical Analysis of Influencing Factors on Revisit Rate of Tea Tourism in Linzhi City. *Plateau agriculture*, 8, 462-468.
- Liu, S. H. (2006). Leisure Development Trend and Its Management Countermeasures. *Business Research*, 18(18), 62-65.
- Ma, H. D. (1998). An Initial Exploration of Leisure Theory in the Domain of Culture and Spirit. *Qilu Journal*, 99-107.
- Ma, Y. (1989). A preliminary study on the design of regional tourism routes. *Tourism Development and Tourism Geography*, 43-50.
- Song, Y. (2006). From conflation to penetration and integration: leisure and tourism in modern society. *Journal of Tourism*, 21(9), 6-7.





- State Council, o. C. (2022). *The State Council issued the “14th Five-Year Plan for Tourism Development”*. Chinese collective economy
- Tao, B. W. (2022). *Research on Synergistic Development of County Scenic Spots under the Perspective of Territorial Tourism-Taking Jing County of Anhui as an Example*. Master's Thesis, Anhui University of Architecture.
- Xie, Z. Q. (2021). Digital Tourism Promotion and Development of Shanxi Antiwar Cultural Resources. *Social Scientist*, 1, 61-67.
- Xu, F. (2000). *Research on the Structure and Layout of Urban Leisure Industry*. Master's Degree Thesis, Shandong Normal University.
- Zhou, H. Y. (2022). Exploration of Ticket Price Management of Tourist Attractions in the Context of the New Period. *Industrial Economics*, 12, 61-63.

