PROCEEDINGS

SDNC 2024

The 6th Suan Dusit National Academic Conference 2024

(BCG Innovation for Education)

การประชุมวิชาการระดับชาติ สวนดุสิต 2024 ครั้งที่ 6

"นวัตกรรม BCG เพื่อการศึกษา"

depa SDNC 2024 KEMREX innoVISION Foundation AiAT SCI-TECH SDU

EdCA VTI Instrument SCIENCE CTL NP CHEM gibthai A3N HOLDING COMPANY COAX UOB The Education Center Suan Dusit University HOME BAKERY

วันที่ 14 มิถุนายน 2567
ณ อาคารรักตะกนิษฐ มหาวิทยาลัยสวนดุสิต

คณะวิทยาศาสตร์และเทคโนโลยี มหาวิทยาลัยสวนดุสิต
ร่วมกับ สมาคมวิทยาศาสตร์แห่งประเทศไทยในพระบรมราชูปถัมภ์
และสมาคมปัญญาประดิษฐ์แห่งประเทศไทย

การประชุมวิชาการระดับชาติสวนดุสิต 2024 ครั้งที่ 6
"นวัตกรรม BCG เพื่อการศึกษา"

SDNC 2024
Conference Proceeding

หนังสือประมวลบทความ

การประชุมวิชาการระดับชาติสวนดุสิต 2024 ครั้งที่ 6
"นวัตกรรม BCG เพื่อการศึกษา"

The 6th Suan Dusit National Academic Conference 2024 (SDNC2024)
"BCG Innovation for Education"

วันที่ 14 มิถุนายน พ.ศ. 2567

ณ อาคารรักตะกนิษฐ
มหาวิทยาลัยสวนดุสิต

จัดโดย
คณะวิทยาศาสตร์และเทคโนโลยี มหาวิทยาลัยสวนดุสิต
ร่วมกับ สมาคมวิทยาศาสตร์แห่งประเทศไทยในพระบรมราชูปถัมภ์
สมาคมปัญญาประดิษฐ์แห่งประเทศไทย หน่วยงานเครือข่ายภายในและภายนอก

Guideline for Sustainable Tourism Developing in Guizhou Green Expo Park, Republic of China

YunRong Fu[1] and Jutatip Junead

Abstract

This study aims to explore the potential for sustainable tourism development in Guizhou Green Expo Park, China. With the exponential growth of the global tourism industry, sustainable tourism has become a critical focus for balancing economic growth with environmental protection. As part of China's Ecological Civilization Experimental Zone, Guizhou Green Expo Park plays a key role in showcasing afforestation achievements and promoting green civilization. However, the park faces challenges in resource utilization, services, and infrastructure. This research seeks to evaluate the park's sustainability status and provide actionable recommendations for its continued growth and development. This study employs a mixed-method approach, combining qualitative analysis of development potential with quantitative assessment of visitor satisfaction. The qualitative phase includes a tourism resource audit and SWOT analysis to identify strengths, weaknesses, opportunities, and threats. The quantitative phase utilizes the 5As theory to assess visitor satisfaction across five dimensions. By integrating sustainable development theory, the study aims to evaluate the park's sustainability status and provide actionable recommendations. SWOT analysis revealed strengths such as rich natural and cultural resources, but also weaknesses including poor management and inadequate infrastructure. Opportunities for policy support and sustainable tourism advocacy have been identified. The 5As evaluation showed high satisfaction with attractions, accommodation, and activities, but lower satisfaction with accessibility and amenities. The findings suggest that the park performs well in providing engaging experiences but needs improvement in facilitating visitor access and enhancing on-site services. The study concludes that Guizhou Green Expo Park has significant potential for sustainable tourism development. However, further enhancements are needed in management, infrastructure, and marketing. By leveraging strengths, addressing weaknesses, and capitalizing on opportunities, the park can achieve a balance between economic growth and environmental protection. The findings and recommendations provide valuable insights for the sustainable development of the park and similar destinations.

Keywords: Sustainable tourism; Guizhou Green Expo Park; Sustainable development

[1]Department of tourism, Faculty of Environmental Culture and Ecotourism, Srinakharinwirot University, Thailand

Introduction

The global tourism industry has grown exponentially over six decades, projected to reach 1.8 billion tourists by 2030 (Reportlinker, 2023). Tourism drives foreign exchange and employment, particularly in developing nations (UN, 2017), and is vital for China's economic advancement (Zhang, 2022). However, rapid growth has raised environmental and social concerns, underscoring the need for sustainable tourism development (Higgins-Desbiolles, 2018; Moyle, 2022; Ruhanen et al., 2015)..

The concept of sustainable development, formalized in 1987, emphasizes meeting current needs without compromising future generations (Ruhanen et al., 2015).. Highlighted at the 1992 UN Rio Conference, it was enshrined in the "Rio Declaration" and "Agenda 21" (Ruhanen et al., 2015; Zou, 2008). Sustainable tourism applies these principles, addressing tourism's economic, social, and environmental impacts while catering to all stakeholders. (UN, 2017).

As part of China's Ecological Civilization Experimental Zone since 2016, Guizhou Province leads in green development, promoting sustainable growth and well-being while preserving resources. Despite progress, challenges remain in improving development levels, economic quality, and sustainable tourism (China, 2021; Li, 2024).

The tourism sector in Guizhou Province significantly contributes to its GDP, driven by diverse attractions and rich cultural heritage. However, sustainable tourism challenges persist. Guizhou Green Expo Park, established during the Fourth China Green Expo, highlights the region's commitment to ecological conservation, promoting afforestation, and fostering technological and economic cooperation (Xinhuanet, 2020).

Although Guizhou Green Expo Park holds strategic importance in advancing afforestation and ecological goals, it confronts challenges such as resource underutilization, inadequate services, and infrastructure shortcomings (Shu, 2021; Zhang, 2023). To address these issues comprehensively, this study employs a mixed-method approach, combining qualitative analysis of development potential with quantitative assessment of visitor perceptions. By integrating sustainable development theory, the study aims to evaluate the park's sustainability status and provide actionable recommendations for its continued growth and development, thereby contributing to Guizhou's tourism industry enhancement.

Objectives of the Study

1.Investigate and analyze the sustainable tourism potential of Guizhou Green Expo Park.

2.Evaluate the attractiveness and quality of Guizhou Green Expo Park's sustainable tourism resources.

2.Propose guidelines for the sustainable tourism development of Guizhou Green Expo Park.

Scope of the Study

The scope of this study is as follows:

1.Guizhou Green Expo Park Address: Guizhou Green Expo Park is located in the suburban area of Du Yun City, Guizhou Province, with a permanent population of 0.5 million in the region.

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

3.Qualitative Research Group: Residents living near the park, Staff involved in the daily operations of the park.

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

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

Literature Review

Evolution and Concept of Sustainable Development Theory

The Sustainable Development (SD) theory emphasizes meeting current human needs without compromising future generations' ability to do the same (UN, 2017). Originated by the IUCN in 1980 and popularized by the UN's "Our Common Future" report in 1987, it highlights balancing human advancement with environmental conservation. The Rio Declaration in 1992 reinforced this by emphasizing the protection of future generations. The theory evolved with the Millennium Development Goals in 2005 and the 2030 Agenda in 2015, promoting comprehensive, equitable development. Sustainable tourism aligns with SD (Lin, 2023), addressing ecological, cultural, and socio-economic impacts, and is crucial for achieving the UN's SDGs, enhancing tourism's role in sustainable development (UN, 2017).

Sustainable Tourism Development

Tourism, contributing 10% to global GDP, employment, and 7% to global exports, significantly impacts the economy (UN, 2017). However, unchecked growth strains ecosystems, biodiversity, and cultural assets (Ruhanen et al., 2015). Sustainable tourism, aligned with the 2030 agenda, enhances job creation, economic

development, and environmental protection (UNWTO, 2018). Challenges include greenhouse gas emissions, economic leakages, and resource management. Sustainable tourism improves destination quality by preserving the environment and fostering local development, essential for regions like Guizhou Green Expo Park.

Tourism and Sustainable Development Goals (SDGs)

Adopted by the UN in 2015, the SDGs aim for sustainable development by 2030, covering issues like poverty eradication and climate change (UN, 2017). Tourism, integral to the global economy, contributes to all 17 SDGs, notably in poverty eradication and gender equality (Guo et al., 2019; Scheyvens, 2018). Effective SDG implementation is crucial for a fair and sustainable tourism industry (Boluk et al., 2019; Higgins-Desbiolles, 2018).

Sustainable Development in Guizhou

Guizhou Province advances sustainable development by prioritizing ecological civilization and modern environmental governance (Guizhou-Daily, 2022). Achievements in air quality and water protection enhance the ecological environment (Guizhou, 2021). Leveraging unique natural landscapes and cultural diversity (Min, 2022), Guizhou's strategy transforms these assets into development drivers (Guizhou P. S. G., 2021). Efforts align with SDGs, promoting industrial growth, well-being, and ecological beauty (Xinhua, 2023).

Tourism Resources in Guizhou Green Expo Park

Guizhou promotes "ecological priority, green development" in tourism (Environmental Protection Department, 2021). The Green Expo Park showcases diverse tourism resources and cultural heritage (Network, 2020). Spanning 1959 hectares with 56 exhibition gardens, the park highlights China's afforestation achievements (China, 2020). A tourism resource audit provides a comprehensive understanding of the park's supply (Godfrey & Clarke, 2000).

SWOT Analysis

Developed by Albert Humphrey, SWOT analysis evaluates Strengths, Weaknesses, Opportunities, and Threats of a venture, crucial in tourism for identifying potential and challenges. For Guizhou Green Expo Park, SWOT analysis highlights strengths like natural scenery and cultural heritage, guiding sustainable development and enhancing visitor experiences.

5As Theory

The 5As Theory, encompassing Attractiveness, Amenities, Accessibility, Accommodation, and Activities, evaluates tourist destinations' attractiveness and quality (Buhalis, 2000). Applied to Guizhou Green Expo Park, it aids in formulating strategies to enhance visitor experience and support sustainable development. Achieving specific SDGs through balanced resource, environmental, and social development is crucial, using insights from SWOT analysis and the 5As theory.

Methodology

Populations

The research methodology adopted in this study is a mixed-methods approach, designed to analyze the sustainable development potential and touristic appeal of the Guizhou Green Expo Park's tourism resources.

1. Qualitative Research

1.1 Population. The study's target population includes the permanent residents in the vicinity of Guizhou Green Expo Park and are at least 18 years old constitute the research population.

1.2 Sampling. The qualitative phase concentrated on the central precinct of Guizhou Green Expo Park, engaging with both local residents and staff members of the scenic area. Drawing from methodological insights by Miles & Huberman (1994) and Nastasi & Schensul (2005), which suggest that 5-30 field interviews suffice for in-depth analysis, a purposive sample of 15 individuals was selected through random sampling. The study's sample includes 10 local residents who are frequent travelers and have resided in the area for over five years, as well as 5 staff members of the scenic area with more than three years of work experience.

1.3 Research Instruments: The qualitative assessment utilized the Tourism Resource Audit Form as outlined by Godfrey & Clarke (2000), which served to categorize the park's resources. This was complemented by field interviews that were structured using the SWOT analysis model adapted from Humphrey (2005).

1.4 Validity Test. The interview outlines were subjected to a validity test by experts to ensure their appropriateness and relevance to the study's objectives.

2. Quantitative Research

2.1 Participants. The quantitative research was conducted within the 396-hectare core area of Guizhou Green Expo Park, which recorded 1.8 million tourist visits in the year 2023.

2.2 Research Instrument. A questionnaire grounded in the 5As theory as articulated by Tourism was employed to evaluate the park's various attributes.

2.3 The questionnaire's content validity was assessed by experts, achieving an IOC score above 0.7, indicating relevance to the study. Reliability was ensured through internal consistency testing, with a preliminary test involving 30 tourists. The Cronbach's alpha coefficient was 0.916, confirming the questionnaire's reliability.

2.5 Data Collection. This survey adopted an offline approach to ensure access to rich and comprehensive information. The survey form is distributed through face-to-face in Park.

2.6 Data Analysis. Based on the questionnaire analysis software SPSS 27.0, Respondents' participation was analyzed in terms of frequency and percentage based on variables such as gender, age, occupation and education. Attractions, activities, accessibility, accommodations, and amenities were analyzed and results were described using means and standard deviations (S.D.) to report visitor satisfaction with green parks in your state.

3. The content analysis of qualitative and quantitative research on Guizhou Green Expo Park aligned with SDGs identified strengths, weaknesses, opportunities, and threats. Evaluation covered attractions, activities, accessibilities, accommodations, and amenities. Comparative analysis assessed social impact, environmental sustainability, economic benefits, and cultural preservation, leading to actionable recommendations for sustainable development.

Results and Discussion

Qualitative Research Phase

In the qualitative research phase, on-site observations audited Guizhou Green Expo Park's tourism resources, recording their characteristics, distribution, and state. This was followed by a SWOT analysis via direct interviews, providing an in-depth exploration. As depicted in Table 1.

Table 1 SWOT Analysis of Guizhou Green Expo Park Based on Interviews

Strengths **(S)**	Weaknesses **(W)**
- Rich and diverse natural resources, including various landforms, plant species, and ecosystems. - Deep cultural heritage, including local cultural elements, traditional architecture, and ethnic cultural experiences, enhancing the cultural experience for visitors. - A variety of activities and experiences, enriching the choices for visitors and enhancing their participation and satisfaction.	- Poor management, including low resource utilization efficiency and insufficient services, affecting visitor experience. -Incomplete facilities, possibly lacking in infrastructure and service facilities, affecting visitor comfort. - Low visibility compared to other famous attractions in Guizhou Province, requiring enhanced promotion and marketing.
Opportunities **(O)**	Threats **(T)**
- Policy support, as part of the ecological civilization experimental area, government support and policy preferences promote development. - Advocacy for sustainable development, aligning with the trends of green economy development and ecological civilization construction, expected to attract visitors concerned with sustainable development. - Cooperation opportunities, potential to collaborate with related industries such as eco-tourism and cultural activities, enhancing the park's attractiveness and competitiveness.	- Competitive pressure from other attractions and tourist destinations, potentially affecting the Green Expo Garden's appeal and visitor numbers. - Environmental changes, natural disasters, or environmental degradation may impact the park's ecological environment and tourism resources, necessitating strengthened response measures. - Visitor satisfaction is not high, with room for improvement in visitor satisfaction and word-of-mouth.

Demographic Characteristics

An analysis of the data from the questionnaire shows that there is a relative balance between men and women, with 50.75% of women and 49.25% of men. There is a wide age range, with the highest percentage of 25.75% being in the 26-35 age group. In terms of educational attainment, the proportion of college degree is the highest with 40.25%, followed by bachelor's degree with 32.00%. Occupational distribution is diverse, with the highest proportion of employees in enterprises and companies, totaling 80.8%.

In addition, in terms of income, there are relatively more people with an income level of RMB 3001-5000, accounting for 34.25%.

Reliability Analysis

The reliability of the questionnaire indicates the consistency of measurements. Cronbach's coefficient is commonly used as an indicator of the reliability of measurement scales. As shown in table 4,the Cronbach'sα coefficients are 0.822, 0.787, 0.759, 0.770, 0.749 all of which exceed 0.7. This indicates that the scale has high reliability and can be used for subsequent analysis.

Descriptive Statistics

The survey results were analyzed to assess the distribution characteristics, and descriptive statistics were conducted for each item, including the calculation of mean and standard deviation values. The findings indicate that the mean scores vary between 3.51 and 4.11. It is noteworthy that the scores for all evaluated items are within an acceptable range. These results suggest that the participating tourists have provided overall satisfactory evaluations across the dimensions assessed.

The evaluation mean scores vary across the five categorized aspects of the Guizhou Green Expo Park's readiness preparedness. The level of evaluation in the Attractiveness aspect is very high ($\overline{X}$ = 4.08), and the standard deviation (SD. = 0.62) suggests that respondents have a relatively consistent view on the park's attractiveness. In the Accessibility aspect, the evaluation level is high ($\overline{X}$ = 3.70), and the standard deviation (SD. = 1.01) indicates a broad range of opinions among respondents. The level in the Amenities aspect is also high ($\overline{X}$ = 3.44), with a standard deviation (SD. = 1.20) that suggests an even wider range of evaluations compared to other aspects.

The Accommodation aspect is rated very highly ($\overline{X}$ = 4.15), and the standard deviation (SD. = 0.62) shows that opinions in this area are relatively consistent. The Activities aspect is also rated highly ($\overline{X}$ = 4.14), with a standard deviation (SD. = 0.70) that indicates a consistent level of evaluation among respondents.

These evaluations provide a nuanced understanding of the visitors' perceptions, highlighting areas of strength and potential areas for improvement within the Guizhou Green Expo Park.

Table 2 Comparison of Evaluation Results of Guizhou Green Expo Park Preparation by Gender

Readiness of the destinations	Gender				t-value	sig
	FeMale		male			
	$\bar{X}$	SD.	$\bar{X}$	SD.		
Attractiveness	4.15	0.43	3.98	0.35	-1.173	.284
Accessibility	3.73	0.60	3.57	0.62	-1.768	.079
Amenities	3.65	0.77	3.38	0.74	-1.233	.221
Accommodation	4.17	0.56	4.03	0.5	-0.153	.967
Activities	3.97	0.39	3.82	0.37	-1.192	.065
Overall	3.94	0.55	3.76	0.52	-1.104	.323

From Table 2, the results showed tourists assessment of the readiness of all five aspects of tourism destinations classified by gender. There was no statistical difference between males and females (sig =.323) in overall, females had opinion at very high level ($\bar{X}$= 3.76) and males at a high $\bar{X}$ level ($\bar{X}$ = 3.94). When considering the potential of each aspect of various tourism destinations, the attractiveness showed no statistically significant difference (Sig =.284), females had very level of opinion ($\bar{X}$=3.98) and males had opinion at a high level ($\bar{X}$ = 4.15). There was no statistical difference on accessibility (sig =.079), females had a level of opinion ($\bar{X}$=3.57) as well as males ($\bar{X}$= 3.73). There was no statistically significant difference in amenities (Sig = .221), females had opinion at high level ($\bar{X}$= 3.38), also males ($\bar{X}$= 3.65). There was no statistically difference in tourism accommodation(Sig = .967) , females and males hadopinion at very high level ($\bar{X}$= 4.03) , and ($\bar{X}$= 4.17).There was no statistically difference in tourism activities (Sig = .065) , females and males had opinion at very high level ($\bar{X}$= 3.82) , and ($\bar{X}$= 3.97),respectively.

Table 3 Comparison of Evaluation Results of Guizhou Green Expo Park Preparation by age

Readiness of the destinations	Age(years)										t-value	sig
	18-25		26-35		36-45		46-55		Over 56			
	$\bar{X}$	SD.	$\bar{X}$	SD.	$\bar{X}$	SD.	$\bar{X}$	SD.	$\bar{X}$	SD.		
Attractiveness	3.97	0.52	4.22	0.38	4.10	0.33	4.00	0.38	3.96	0.31	.998	.135
Accessibility	3.31	0.69	3.81	0.60	3.81	0.60	3.71	0.47	3.46	0.55	1.834	.349
Amenities	3.19	0.98	3.68	0.70	3.52	0.71	3.69	0.65	3.35	0.67	1.903	.249
Accommodation	3.81	0.46	4.16	0.35	4.20	0.34	4.18	0.33	4.10	0.39	1.624	.196
Activities	3.90	0.48	4.01	0.34	3.90	0.35	3.88	0.39	3.71	0.42	1.786	.122
Overall	3.63	0.63	3.97	0.47	3.91	0.47	3.89	0.45	3.81	0.47	1.541	.229

From Table 3, The overall mean scores, ranging from 3.64 for the 18-25 years old group to 3.98 for the 26-35 years old group, reflect a high level of general satisfaction among visitors to Guizhou Green Expo Park, regardless of age. This uniformity in satisfaction is notable given the diverse expectations that can exist across different age demographics. The age group 36-45 years old exhibits a mean score of 3.92, while the 46-55 years old group slightly lowers the mean to 3.90, both with standard deviations that indicate a relative consensus within these age groups. The over 56 years old group, with a mean score of 3.81, presents a slight decrease, yet still maintains a positive perception of the park's overall offering. The t-value of 1.541 for the overall evaluation, coupled with a *p*-value of 0.229, suggests that the differences observed across age groups are not statistically significant. This finding implies that the park's amenities and services are generally well-received, and there is no particular age group for which the park underperforms or excels. The uniform satisfaction levels observed suggest that the park's management has been successful in creating an inclusive and appealing environment for a wide range of visitors. However, the slight decrease in scores with the oldest age group may prompt the park to consider additional amenities or services tailored to the needs of this demographic.

Table 4 Suggestions on the Preparedness of Guizhou Green Expo Park's Tourism Management

No.	Suggestions	Percentage
1	Provide facilities such as restrooms, improved disability access, rest benches, and public transportation within the scenic area.	19.13
2	Provide clear directional guidance, tour maps, and signs for tourist attractions.	16.36
3	Provide convenient dining and food options, souvenir shops, and convenience stores.	15.23
4	Provide adequate parking space.	12.12
5	Promote Guizhou Green Expo Park through various channels.	13.03
6	Provide convenient consulting and guided tour services.	12.31
7	Increase activities for visitor participation.	6.61
8	Water Resource Conservation and Forest Ecosystem Protection	5.21
	100	

Discussion

This study adopts a mixed-method approach, integrating qualitative and quantitative research to comprehensively evaluate the sustainable tourism development potential of Guizhou Green Expo Park. The qualitative research phase involves a tourism resource audit and SWOT analysis to identify the park's strengths, weaknesses, opportunities, and threats. The quantitative research phase uses the 5As theory to assess visitor satisfaction across five dimensions.

The SWOT analysis reveals that the park possesses strengths in rich natural and cultural resources, diverse attractions, and activities, but also has weaknesses such as poor management, inadequate infrastructure, and low visibility (Shu, 2021; Zhang, 2023). Opportunities for the park include policy support, advocacy for sustainable tourism, and potential cooperation, while threats include competition and environmental changes.

The 5As evaluation indicates high satisfaction with attractions, accommodation, and activities, but lower satisfaction with accessibility and amenities. This suggests that the park performs well in providing engaging experiences, but there is room for improvement in facilitating visitor access and enhancing on-site services.

In conclusion, the study demonstrates that Guizhou Green Expo Park holds significant potential for sustainable tourism development, but further enhancements are needed in management, infrastructure, and marketing. By leveraging its strengths, addressing weaknesses, and capitalizing on opportunities, the park can achieve a balance between economic growth and environmental conservation. The findings and recommendations provide valuable insights for the sustainable development of the park and other similar destinations.

Conclusions and Suggestion

summary

The study has identified significant potential for sustainable tourism development at Guizhou Green Expo Park, leveraging its strengths in rich natural and cultural resources, diverse attractions, and activities. However, the park requires further enhancements in management, infrastructure, and marketing.

The SWOT analysis revealed strengths such as Guizhou Green Expo Park boasts rich natural resources and a deep cultural heritage, offering diverse activities that enhance visitor satisfaction. However, it suffers from poor management, incomplete facilities, and low visibility compared to other attractions in Guizhou Province. Opportunities include policy support, advocacy for sustainable development, and potential cooperation with eco-tourism industries. Threats involve competitive pressure from other attractions, environmental changes, and the need to improve visitor satisfaction. To succeed, the park must leverage its strengths, address weaknesses, capitalize on opportunities, and mitigate threats.

The 5As evaluation indicated high satisfaction with attractions, accommodation, and activities, but lower satisfaction with accessibility and amenities. This suggests the park performs well in providing engaging experiences, but needs improvement in facilitating visitor access and enhancing on-site services.

The study recommends leveraging the park's strengths, addressing weaknesses, and capitalizing on opportunities to achieve a balance between economic growth and environmental conservation. The findings and recommendations provide valuable insights for the sustainable development of the park and similar destinations.

Overall, the study emphasizes the park's significant potential for sustainable tourism development, but also highlights the need for further enhancements in management, infrastructure, and marketing. By strategically capitalizing on strengths, addressing weaknesses, and seizing opportunities, the park can achieve sustainable development and become a model for other destinations.

In conclusion, the study underscores the potential for sustainable tourism development at Guizhou Green Expo Park, while also identifying areas for improvement. The research findings and recommendations offer valuable insights for the park's future development and serve as a reference for other destinations pursuing sustainable tourism.

Suggestion

This paper presents specific recommendations for the sustainable development of Guizhou Green Expo Park, focusing on enhancing its potential in sustainable tourism, addressing existing issues, and guiding long-term development. Key recommendations include:

Good Health and Well-being (SDG 3): Improve visitor comfort by increasing restroom facilities, dining services, resting areas, and guided tour services.

Clean Water and Sanitation (SDG 6): Minimize pollution and protect water resources in recreational areas, and strengthen sanitary management of aquatic zones.

Decent Work and Economic Growth (SDG 8): Foster economic growth and poverty alleviation by creating local employment opportunities in tourism and offering training programs.

Responsible Consumption and Production (SDG 12): Implement waste reduction programs and recycling initiatives, and encourage visitors to minimize and properly dispose of waste, promoting eco-tourism.

Climate Action (SDG 13): Introduce or improve public transportation options like bicycles and electric shuttles, and reduce air-polluting activities to lower the park's carbon footprint.

Life on Land (SDG 15): Protect and restore natural habitats, conserve biodiversity and ecosystems, and implement sustainable land management practices such as afforestation and slope restoration.

These recommendations aim to achieve sustainable development and enhance the park's ecological integrity and visitor experience.

Acknowledgements

References

Boluk, K. A., Cavaliere, C. T., & Higgins-Desbiolles, F. (2019). *A critical framework for interrogating the United Nations Sustainable Development Goals 2030 Agenda in tourism.* In: Taylor & Francis.

Budhi, M. K. S., Lestari, N. P. N. E., & Suasih, N. N. R. (2022). The recovery of the tourism industry in Bali province through the penta-helix collaboration strategy in the new normal era. *Geo Journal of Tourism and Geosites, 40*(1), 167-174.

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management, 21*(1), 97-116.

China. (2021). *Continuous Growth of 'Green Economy' in Guizhou, a National Ecological Civilization Experimental Zone.* https://www.gov.cn/xinwen/2021-07/11/content_5624180.htm#:~:text

China. (2021). *Green Reversal on the Land of Guizhou — Survey Report from the National Ecological Civilization Pilot Zone (Guizhou).* https://www.gov.cn/xinwen/2021-07/14/content_5624983.htm

Environmental Protection Department. (2021). *Guizhou Achieves New Progress in Ecological Civilization Construction.* https://www.ndrc.gov.cn/fggz/hjyzy/stwmjs/202103/t20210311_1269402.html#:~:text

Godfrey, K. B., & Clarke, J. R. (2000). *The Tourism Development Handbook : A Practical Approach to Planning and Marketing.*

Guizhou-Daily. (2022). *The ecological environment quality in Guizhou has achieved a historic leap.* https://cjjjd.ndrc.gov.cn/gongzuodongtai/yanjiangyaowen/guizhou/202210/t20221021_1338876.htm#:~:text

Guizhou, P. (2021). *The 7th National Population Census of Guizhou Province.* https://www.guizhou.gov.cn

Guizhou, P. s. G. (2021). *Golden decade of Guizhou development.* https://www.guizhou.gov.cn/home/gzyw/202109/t20210926_70538518.html#:~:text=%E2%80%9C

Guizhou., P. s. G. o. (2021). *Statistics of Tourism Resources in Guizhou Province.* https://whhly.guizhou.gov.cn/xwzx/tt/202401

Guo, Y., Jiang, J., & Li, S. (2019). A sustainable tourism policy research review. *Sustainability, 11*(11), 3187.

Higgins-Desbiolles, F. (2018). Sustainable tourism: Sustaining tourism or something more? *Tourism management perspectives, 25*, 157-160.

Humphrey, A. (2005). SWOT analysis for management consulting. *SRI alumni Newsletter, 1*, 7-8.

ILO. (2017). *ILO guidelines on decent work and socially responsible tourism.* International Labour Organisation (ILO).

Li, B. (2024). *Guizhou Province Work Report for 2023.* https://whhly.guizhou.gov.cn/xwzx/tt/202401

Lin. (2023). Impact of Flow Economy on Innovative Development of Tourism Resources: Hot Reaction and Cold Thinking. *Journal of Natural Resources, 38*(9), 2237-2262.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook.* sage.

Min, Q. (2022). *The new strategic positioning guides Guizhou's new development.* https://whhly.guizhou.gov.cn/xwzx/tt/202202/t20220214_72546116.html

Moyle, B. D. W., DavidB.Gössling,Stefan.McLennan,Charlee.Hadinejad,Arghavan. (2022). Are water-centric themes in sustainable tourism research congruent with the UN Sustainable Development Goals? *Journal of Sustainable Tourism, 30*(8), 1821-1836.

Nastasi, B. K., & Schensul, S. L. (2005). Contributions of qualitative research to the validity of intervention research. *Journal of school psychology, 43*(3), 177-195.

Network, O. (2020). The Fourth China Greening Expo Press Conference Held in Beijing. https://news.haiwainet.cn/n/2020/0113/c3541089-31698572.html?baikeDevelopment Goals - A Literature Review and Future Agenda. *China Ecotourism, 12*(2), 220-236.

PRC. (2020). *Guizhou Holds the Third Press Conference of the Fourth China Greening Expo.* http://www.scio.gov.cn/xwfb/dfxwfb/gssfbh/gz_13849/202207/t20220715_227605.html

Reportlinker. (2023). *Chinese Tourism Industry 20232027.* www.reportlinker.com

Ruhanen, L., Weiler, B., Moyle, B. D., & McLennan, C.-L. J. (2015). Trends and patterns in sustainable tourism research: A 25-year bibliometric analysis. *Journal of Sustainable Tourism, 23*(4), 517-535.

Scheyvens, R. (2018). Linking tourism to the sustainable development goals: A geographical perspective. *Tourism Geographies, 20*(2), 341-342.

Shu, H. (2021). V*isitor Satisfaction Survey Research on Duyun Green Expo Park.* Hubei Agricultural Mechanization.

UN. (2015). *United Nations Sustainable Development Summit '2030 Agenda for Sustainable Development.* https://sdgs.un.org/zh/2030agenda

UN. (2017). *Sustainable Development.* https://sdgs.un.org/zh/topics/sustainable-tourism

UN. (2023). *DISCOVER THE SDG PAVILION.* https://www.globalgoals.org/

UNWTO. (2015). *Tourism in the 2030 Agenda.* http://www.transforming-tourism.org/fileadmin/baukaesten/sdg/downloads/sdg-complete.pdf

Xinhua, N. (2023). *From the perspective of Guizhou's ecological civilization construction, examining China's practice of 'Green Mountains and Clear Waters are indeed Mountains of Gold and Silver.* https://new.qq.com/rain/a/20230710A06VE100#:~:text=

xinhuanet. (2020). *Nurturing All Things in Accordance with the Way of Nature—Highlights of the Fourth China Greening Expo.* http://www.xinhuanet.com/politics/2020-10/20/c_1126635045.htm?baike

Zhang, J. (2022). *High-Quality Development of Tourism Since the 18th Party Congress.* https://www.mct.gov.cn/preview/special/xy20d/9676/202210/t20221014_936452.htm#:~:text

Zhang, W. (2023). Research on Sustainable Operation Issues of Green Expo Park from the Perspective of
       Ecological Civilization Construction.Industry Consultation.
Zou, T., qian.Gao.Zhong,Lins,heng. (2008). Schools of Thought in Tourism Academic Thinking. Nankai UniversityPress.