

Co-opetition Development of Cultural Tourism Complexes in Xishuangbanna: A Case Study of Gaozhuangxishuangjing and Xishuangbanna-Based Wanda International Resort

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Abstract The cultural tourism complex is a comprehensive development model with cultural soft power as its core competitiveness, and is an industrial development system with tourism as the forerunner, culture as the core, and real estate as the platform and consumption carrier. The development status and trend of the cultural tourism complex as a new format of tourism industry integration under the guidance of the national strategy of all-for-one tourism are worthy of attention and discussion. With Xishuangbanna's two cultural tourism complexes of Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort as the research object, this paper compared the similarities and differences of the two tourism complexes in their development and their respective problems, and analyzed the basis and condition for their co-opetition development. The ultimate goal of this paper was to seek the relevant countermeasures and suggestions for the two cultural tourism complexes to complement each other, promote each other, and jointly promote the development of tourism in Xishuangbanna.

Keywords Xishuangbanna, Cultural tourism complex, Comparative study, Co-opetition development, Countermeasures

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In August 2015, the China National Tourism Administration (CNTA) for the first time clearly stated the definition of all-for-one tourism in the *Notice on the Establishment of the National All-for-One Tourism Demonstration Zones*. In 2016, Li Jinzao, Director the CNTA, comprehensively expounded the concept of global tourism. He said that all-for-one tourism is a new concept and model of coordinated development between regions, which promotes coordinated economic and social development with tourism. Specifically, in a certain region, with tourism as the dominant industry, through the comprehensive and systematic optimization of economic and social resources in the region, especially tourism resources, related industries, ecological environment, public services, institutional mechanisms, policies and regulations, and civilized quality, it is possible to achieve the organic integration of resources, integrated development of industries, and co-construction and sharing of society. In March 2018, the General Office of the State Council issued the *Guiding Opinions on Promoting the Development of All-for-One Tourism*, which marked all-for-one tourism officially became a national strategy. Taking all-for-one tourism as a carrier to promote the innovation of tourism system and mechanism, the integrated development of the tourism industry, the optimization of tourism public services, and the co-construction and sharing of development results, which is conducive to enhancing

the overall strength and comprehensive competitiveness of regional tourism, is an inevitable requirement for the tourism industry to better serve the overall economic and social development of the country. In the context of all-for-one tourism, the tourism industry, with its growing driving force, promotion and integration, integrates with relevant industries and fields and generates new formats while expanding its own development space. The integration of the tourism industry with other industries has become one of the important means of China's industrial structure upgrading and sustainable economic development.

Due to the objective transformation and upgrading requirements faced by the tourism industry, coupled with the comprehensive effects of growing tourism demand, changes in leisure lifestyles, population aging and changes in elderly-care patterns, the tourism complex emerges as the times require. This diversified, integrated and comprehensive tourism development model is different from the previous scenic spots. Taking tourism resources and land as the basis, travel and leisure as the leading factor, it is a multi-functional, collective land use model and industrial aggregation model, which integrates large-scale travel and leisure projects, supporting facilities for high-quality services, and interactively developing tourism real estate development^[1]. The cultural tourism complex emphasizes the use of cultural soft power as its core competitiveness. With tourism

as the forerunner, culture as the core, real estate as a platform and a consumption carrier, its industrial development system has attracted many tourism entrepreneurs and consumers^[2]. The development of the cultural tourism complex, as a new format of tourism industry integration under the guidance of the all-for-one tourism strategy, has attracted much attention.

1 Overview of the development of two major cultural tourism complexes in Xishuangbanna

Located at the southernmost tip of Yunnan, China, Xishuangbanna Dai Autonomous Prefecture, which is uniquely rich in climate resources and which is famous for its natural rainforest natural landscape and ethnic customs, is one of the hot tourist attractions in China. With the improvement of economic level and the promotion of all-for-one tourism, the pure sightseeing tour of Xishuangbanna is far from meeting the needs of tourists. The tourism of Xishuangbanna objectively needs to change from traditional sightseeing tour to leisure tourism. The natural landscape advantages such as the Kingdom of Plants and Animals that were previously attractive to tourists have gradually weakened, and the brand advantage has gradually decreased. In order to meet the increasingly diversified tourism needs of tourists, the Xishuangbanna Dai Autonomous Prefecture Government has created two large-scale representative cultural tourism

complexes, namely Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort, as the Jinghong Government's key development projects for starting a new undertaking. The two large-scale cultural tourism complexes have great differences in product content, operation management and community participation in tourism development. The benign interactive development between the two complexes is crucial to the continued strengthening of Xishuangbanna's tourism appeal. Their co-opetition relationship is the focus of this paper.

1.1 Overview of Gaozhuangxishuangjing Cultural Tourism Complex

Gaozhuangxishuangjing is located at the core of the Mekong River National Customs Resort in Xishuangbanna. Adjacent to the Mekong River, it is the gateway to Xishuangbanna. It covers an area of about 113 hm², with a total investment of 4 billion yuan and a total construction area of 1.6 million m². It means "nine towers and twelve stockaded villages" in Chinese. As the core project of the Jinghong State Government's starting a new undertaking related to tourism, Gaozhuangxishuangjing aims to reproduce the wonderful scenery of the ancient Jinghong and create a prosperous city in Jinghong. Rooted in the culture of the Dai nationality in Xishuangbanna, blending the essence of the culture of the Dai nationality of the Golden Triangle and the Mekong River Basin, it is positioned as "a large-scale tourist distribution center for Southeast Asia".

Gaozhuangxishuangjing Cultural Tourism Complex develops various cultural industries such as the religious culture industry, night market culture industry, performance culture industry, emerald culture industry, and entertainment culture industry. With these cultural industries as the source radiating the province, even South Asia and Southeast Asia, it has grown to become the pioneer of the cultural creativity park in Xishuangbanna. From a functional point of view, Gaozhuangxishuangjing integrates the functions of "culture, leisure, vacation, experience, entertainment, tourism, commerce, and residence", so that it has a strong overall appeal.

The development of Gaozhuangxishuangjing is currently in the fourth phase. In addition to the inn cluster with both traditional and modern styles, Gaozhuangxishuangjing also constructs the largest night market cluster in the great Golden Triangle region with the Golden Pagoda as the core image. Apart from developing ethnic tourism handicraft products based on the handicraft art of the Dai nationality, Gaozhuangxishuangjing holds various festival

activities with rich creativity and characteristics every year, too. Ranging from the unique large-scale national major festival activities such as the Water-Splashing Festival, the Gate Opening Festival and the Loy Krathong Festival, to traditional festival activities such as the National Day and the Spring Festival, to the original branded activities such as Lemon Music Season, these activities are constantly refreshing the history with more than hundreds of thousands of received visitors per day. The "National Culture and Art Festival of the Mekong River Basin" jointly sponsored by the Propaganda Department of the Yunnan Provincial Party Committee and the Xishuangbanna Dai Autonomous Prefecture Committee and the Prefecture Government has also been held in Gaozhuangxishuangjing for four consecutive years. With more than 5 million visitors each year, it has become a tourist hotspot in Xishuangbanna. In brief, the rapid rise of Gaozhuangxishuangjing has effectively promoted the development of the tourism industry in Xishuangbanna.

1.2 Overview of Wanda Cultural Tourism Complex

Located in Jinghong, Xishuangbanna, Xishuangbanna-based Wanda International Resort, covering an area of 5.3 km², is a comprehensive cultural tourism complex built by Wanda Group. It is composed of seven major formats, including a comprehensive theme park that can accommodate 50,000 people at the same time, a mountain resort hotel complex composed of three star-rated hotels, a Dai culture-based theater that can accommodate 1,183 people at the same time, a peacock feather-shaped Wanda Plaza, a Level A hospital and supporting facilities for primary and secondary education. The resort has seen a total investment of 16 billion yuan. Fully opened in September 2015, the Xishuangbanna project is the first cultural tourism project of Wanda Group. Since its opening, the resort has attracted a large number of tourists and has become another new business card for tourism in Xishuangbanna.

With a total area of 61 hm², Wanda Theme Park, designed by the famous entertainment design firm Forrec, consists of five scenic spots: Butterfly Kingdom, Jungle Adventure, the Ancient Tea Horse Road, Fisherman's Wharf and Water Park, which can meet the needs of different tourists. It adopts the family-oriented amusement park as the main design concept, blending the national culture concept with the modern amusement thought. The completion of the park enhances the overall quality level of the tourism amusement facilities in Xishuangbanna and attracts a large number of tourists. Relying

on the development of Wanda Theme Park is expected to increase the proportion of cultural tourism in Xishuangbanna's tourism and promote the development of cultural tourism in Xishuangbanna. Wanda Plaza is a commercial center with a total area of 77,500 m². It integrates shopping, catering, entertainment, leisure and other functions. Its completion is expected to change the consumption level and consumption concept of residents in Xishuangbanna, improve the consumption level of Xishuangbanna, change the urban consumption pattern, and provide a richer and more perfect modern shopping and leisure experience for tourists. Dai Culture-based Theatre is a high-end performance venue with 1,200 seats, covering an area of 3.64 hm², with a building area of 19,500 m² and a building height of 21 m. Whether it is the architectural design of the theater or the arrangement of performing arts, the theater always regards the culture of nationality minorities in Southwest China as the main element. Based on the rich natural and human landscape of Xishuangbanna, it relies on the stage effects of the world's challenge to the limits of the human body and the shocking sound and light to show the ethnic customs of Yunnan. Dai culture-based performance is currently very hot and has become one of the must-see projects for visitors to Xishuangbanna. Located in the eastern wing of the cultural tourism complex, the hotels, which adopt the meaning that the resort will spread the wings and soar high, include a six-star hotel and two four-star hotels. The hotel complex is about 29 hm² with a total construction area of 142,000 m². Bar Street is also one of the masterpieces that Wanda Group has made every effort to create. It not only follows the local architectural style of Xishuangbanna, but also contains modern fashion elements. It is the perfect combination of tradition and modernity, reflecting the blending of architecture and nature.

2 Comparative analysis of the co-opetition development between Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort

The concept of co-opetition, originally proposed by Professor Adam M. Brandenburger of Harvard Business School and Professor Barr J. Nalebuf of Yale School of Management, refers to cooperative competition^[3]. Later, the concept of co-opetition was introduced into tourism research and was unified to study tourism development issues. Competition and cooperation are two parts that are inseparable. They refer to two different subjects that

cooperate with each other while competing, so as to minimize the disadvantages caused by excessive competition. From a certain perspective, the co-competition relationship reflects the interaction of various subjects and emphasizes the idea of win-win^[4]. Both Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort are Xishuangbanna's cultural tourism complexes and new urban business cards. With a relatively good momentum of development, they attract a considerable number of tourists and investors. Due to their respective objective limitations, however, there are certain problems in their development, which need to be solved and improved continuously. There are certain commonalities in the development and management of Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort. Of course, there are more differences between them. These similarities and differences are the premise and basis for the co-competition development of the two major complexes. The two major cultural tourism complexes of Xishuangbanna need to draw on each other's merits for common progress.

2.1 Similarities between the development of Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort

2.1.1 Similar development main bodies.

The main bodies of the development of Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort are commercial real estate companies. The real estate developer of Gaozhuangxishuangjing is Haicheng Group, and the real estate developer of Xishuangbanna-based Wanda International Resort is the famous Wanda Group. As real estate developers, they are all enterprises that focus on the development and management of real estate, and realize economic profits by implementing real estate projects. Different from other real estate development projects, Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort are both cultural tourism complexes, so their real estate development types are the cultural tourism real estate that provides tourists with scarce leisure experience in high-tempo urban life. As the increasing emphasis placed on high-quality experiential consumption and the promotion of global tourism, the strategic layout of cultural tourism real estate by real estate companies has become a common new trend in the transformation of real estate enterprises.

2.1.2 Similar product characteristics.

Whether it is Gaozhuangxishuangjing or the Xishuangbanna-based Wanda International Resort, the

developed cultural tourism products emphasize comprehensiveness. Although the main component of the product of the former is "a featured B&B cluster + a night market around the Golden Pagoda + intangible cultural heritage handicrafts + festival activities" and the main component of the product of the latter is "a theme park + a modern commercial plaza + a Dai culture-based theater + high-end hotels", both emphasize the satisfaction of the diverse needs of consumers. Distinct from the previous sightseeing scenic spots or tourist ancient villages and towns, the cultural tourism complex has the function of giving visitors a comprehensive and in-depth experience. Whether it is from culture, leisure, shopping, entertainment, recreation or health care, visitors can get what they want or comprehensive experience, not limited to single sightseeing or vacation. Besides, the sales and management of sojourn real estate are the core business of the two complexes. Taking real estate as the platform and consumption carrier is another similarity of the two complexes.

2.2 Differences between the development of Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort

2.2.1 Different specific product contents.

Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort are completely different from the specific content of the products in spite of their similar product characteristics. Different tourists will choose different accommodation methods due to the objective constraints of economic conditions and the different experiential needs. B&Bs and high-end hotels are completely different accommodation products. The non-standardization services of the characteristic B&B are in stark contrast to the standardization services of the high-end hotel group. For tourists, they have a completely different experience. The purchase and consumption of traditional handicraft products and modern fashion commercial products are also completely different choices for tourists. There are hundreds of creative handicraft tourism products in the night market of Gaozhuangxishuangjing, many of which have high cultural value. The major fashion brand stores in Xishuangbanna-based Wanda International Resort can satisfy the needs of tourists to have the metropolitan fashion shopping experience in ethnic tourism attractions. The theme park and night market cluster also give consumers different choices in terms of time. One provides visitors with a joyful experience during the day, and one gives visitors different lighting and consumption experiences

after the night falls. There are conflicts in the experience time between the festival activities and the technology show, because most of the festival activities in Xishuangbanna are based on the night scene of the Golden Pagoda and the lighting stage and are arranged at night, and the technology shows are also performed at night. Nonetheless, the attraction and satisfaction of the two are not the same for tourists so that they can choose and arrange according to their own preferences.

2.2.2 Different operational management modes.

The difference in the operational management mode is ultimately due to the specific product differences between the two cultural tourism complexes.

In terms of the operational management of the B&B and high-end hotel, Gaozhuangxishuangjing is committed to creating a "large-scale tourist distribution center for Southeast Asia". The large-scale featured B&B cluster is an important bargaining chip for attracting tourists. According to the current data of Qunar.com, more than 90% of the tourists who visit Xishuangbanna and are willing to choose the B&B basically choose Gaozhuangxishuangjing. Compared with high-end hotels, the detached B&Bs in Gaozhuangxishuangjing are small in size and have their own characteristics. They have investment and business value. Therefore, most of the B&Bs there have been purchased or leased by private individuals and operated independently. This is different from the high-end hotels in Xishuangbanna-based Wanda International Resort, which must be uniformly operated by the hotel management group.

In terms of the night market booths and the shop management of the commercial square, the night market in Gaozhuangxishuangjing is operated as booths. Haicheng Group operates the night market cluster by means of booth rental and group management. Although the sanitation, lamp management and special program performance arrangements are managed by Haicheng Group, the night market has great management difficulties in terms of investment selection and quality control. Because of the small scale of the booths and the large number of business types, the entire night market is characterized by relatively concentrated distribution, low rents, uneven quality of managers, and difficult management. As for Xishuangbanna-based Wanda International Resort, most of its commercial formats are concentrated in the shops of the commercial plaza and bar street. These shops are either rented or sold. Thus, they are relatively easy to manage

due to their similar grades, ease of categorization and relatively concentrated distribution. Generally, there are big differences between the operational management modes of the two complexes.

2.2.3 Different levels of community participation. Although the two cultural tourism complexes are newly built, in some sense there are no indigenous residents, the complex is always integrated in the surrounding community environment, that is, some residents or new immigrants in the surrounding area will gradually participate and integrate into the complex. In comparison, the community participation level of Gaozhuangxishuangjing is obviously higher. The reason is that it is less difficult for the surrounding residents and the new immigrants of Gaozhuangxishuangjing to participate in community construction. For example, the “new owner” who purchases or leases a B&B to operate must objectively participate in the operation and management of the complex. Another example, the vendor who comes to the night market cluster to do business only needs to spend a few hundred yuan or a thousand yuan per month to rent the night market stall as a means of earning a living. Xishuangbanna-based Wanda International Resort operates high-end hotels and high-end shops, so the purchase or lease fees are relatively high. This high starting point is generally difficult for the residents to bear economically, and most of the shops are operated by enterprises. Therefore, it is difficult for most ordinary community residents to participate in the development of the Wanda cultural tourism complex and benefit from it. This objectively restricts the community participation of residents around the resort.

2.3 Analysis of the problems existing in the development of Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort

2.3.1 Problems in the development of Gaozhuangxishuangjing. Gaozhuangxishuangjing mainly relies on the cluster night market with the Golden Pagoda as the core and the surrounding hotel cluster to operate, and attracts tourists with the traditional culture of the Dai nationality, thus promoting the development of sojourn real estate. As far as the current development is concerned, there are problems of relatively single core resources and concentrated activity time. The tourists are basically in a state of nothing to do during the day, which weakens the client retaining rate. Moreover, as a cultural tourism complex, the tapping of national cultural heritage of Gaozhuangxishuangjing is not enough, and there are few projects with deep culture experience. Although the festival activities are rich, due to the

objective problems of intermittent festival time, it will inevitably restrict the sustainable development of tourism in Gaozhuangxishuangjing. In addition, with the continuous expansion of the night market cluster, characteristic investment promotion has become a key and difficult point in the development of Gaozhuangxishuangjing. If the booths cannot maintain their own unique positioning and characteristics, the homogenization of the booths will reduce the attraction of the night market cluster. Furthermore, there are certain health and quality problems because of the insufficient management of booths and catering shops, which will affect the tourist experience and satisfaction of tourists^[2].

2.3.2 Problems in the development of Xishuangbanna-based Wanda International Resort. The main attractions of Xishuangbanna-based Wanda International Resort to tourists reside in its luxury hotels, water park and Dai culture-based performances. Although the Dai culture-based performance appeals to visitors to Xishuangbanna, visitors will not come to there simply to see a show. Similarly, although tourist visiting Xishuangbanna may go shopping and dining at Wanda Plaza, there will be no tourists who come there specifically to go shopping. Therefore, the main tourist source of Xishuangbanna-based Wanda International Resort is the holiday-oriented tourists who enjoy the luxury hotel resort environment and the leisure tourists who enjoy the water park as the main entertainment experience. The resort's luxury hotel complex has a clear target market positioning, that is, it is geared to high-end consumer groups, but from the number of received visitors, it is difficult to make the resort the main tourist distribution center for Xishuangbanna. Besides, the water park also has the problem of the off-season caused by the climatic factors even though there has a long time of high temperature season.

In summary, there are certain respective limitations and problems in the development of the two cultural tourism complexes. Although there is objective competition between the two, there is also an inevitable need for cooperative development. The effective co-opetition development of the two complexes is of vital importance to the overall tourism development in Xishuangbanna.

3 Discussion on the conditions and strategies for the co-opetition development between Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort

Close locations, complementary resources

and policy support are the important conditions for the co-opetition development of the two complexes. Based on this, this paper proposes the co-opetition development strategies of the two major cultural tourism complexes, which have certain practical significance.

3.1 Analysis of the conditions for the co-opetition development between Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort

3.1.1 Location conditions. Gaozhuangxishuangjing and Xishuangbanna are close to each other geographically, only about 11 km away. As a result, visitors can relatively freely choose the place of accommodation that suits their needs, without being affected by the location factor. For example, it is convenient for visitors who live in Gaozhuangxishuangjing can take a taxi to Xishuangbanna-based Wanda International Resort to see the Dai culture-based show and return to their B&Bs after the show. Another example, it is also convenient for visitors who live in Xishuangbanna-based Wanda International Resort to take a taxi to visit the night market Gaozhuangxishuangjing and return to their hotels after the visit. Accommodation is the biggest competition point of the two cultural tourism complexes. Nonetheless, due to the large difference in the target market between the B&Bs and the high-end hotels, from the location conditions, there is a good co-opetition between the two complexes.

3.1.2 Resource conditions. There is a certain competition between the two complexes because their products that are characterized by comprehensiveness all can satisfy the tourists' experience more diversely. However, in the case of a single cultural tourism complex, the time required to experience its products does not need to be too long, and the attraction to the tourists is not enough. Because the specific product content of the two cultural tourism complexes is different, for the tourists with increasingly diverse needs, the products of the two complexes have good complementarity. Through effective marketing and service, the cooperative development between the two can enhance the richness of the tourism content of Xishuangbanna and enhance the satisfaction of tourists. Therefore, the two cultural tourism complexes enjoy complementary advantages in resource conditions.

3.1.3 Policy conditions. The development of Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort, both belonging to the comprehensive development of cultural tourism real estate, is equally valued and supported by the local government. The

Xishuangbanna Dai Autonomous Prefecture Government has clearly proposed to adapt to the new format of tourism development, with transformation and upgrading, quality improvement and efficiency increase as the main line, reform and innovation and integrated development as a means to vigorously develop all-for-one tourism and actively promote the integrated development of “tourism +”. Gaozhuangxishuangjing is listed as a key project of the cultural tourism industry in Xishuangbanna, and Xishuangbanna-based Wanda International Resort is listed as a key park of the cultural tourism industry in Xishuangbanna. The developers of the two complexes, namely Haicheng Group and Wanda Group, are classified as key enterprises. From the perspective of policy support, the two complexes have the conditions for co-opetition development. From the perspective of tourism image building of Xishuangbanna, the two complexes have the realistic basis and objective needs for co-opetition development.

3.2 Analysis of the strategies for the co-opetition development between Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort

3.2.1 Strengthening regional infrastructure construction and building a good external environment. In the process of their respective construction, their internal infrastructure has been rationally planned and constructed. The perfect internal facilities and environment of the two completed complexes has a good driving effect on improving the overall hardware conditions of Xishuangbanna. However, the enhancement of overall tourism reception capacity of Jinghong and even Xishuangbanna is also dependent on the improvement of the entire regional infrastructure. Therefore, the government should pay attention to the overall environment and functions of the region during

the planning and construction of infrastructure, and improve it from transportation, information, auxiliary facilities for the disabled, health and safety emergency response, etc., so as to create a good external environment for the co-opetition development between the two major complexes.

3.2.2 Strengthening joint marketing and changing the marketing propaganda awareness lack of coordination. As competitors, Gaozhuangxishuangjing and Xishuangbanna-based Wanda International Resort inevitably have an attitude of exclusion toward each other in their operation, sales and propaganda. However, this purely competitive concept and consciousness are unfavorable for the benign co-opetition development of the two complexes. In the process of propaganda, the two cultural tourism complexes are almost single-handedly, and they do not mention another cultural tourism complex that has a good co-opetition and win-win relationship with them. For tourists, the relevant tourist information they have learned may be one-sided, and the tourism experience based on this will also be limited and affected. For example, tourists who have already arrived at Wanda Theme Park and who do not know that there is Gaozhuangxishuangjing with rich regional characteristics and ethnic characteristics at a short distance, will choose to leave Xishuangbanna after the entertainment activities of Wanda Theme Park. If the tourists can effectively understand the situation of Gaozhuangxishuangjing when they play at Wanda Theme Park, they may extend their duration of stay to visit Gaozhuangxishuangjing. The mutual shielding propaganda of the two complexes ultimately affects the tourism reception revenue of both parties, and also reduces the diversified tourism experience that tourists can get in Xishuangbanna. Therefore, in the future tourism promotion and marketing process, it is recommended that both parties change their marketing propaganda awareness lack of coordination, strengthen joint marketing

to obtain higher comprehensive tourism revenue.

3.2.3 Highlighting the characteristics of their respective tourism products and strengthening the overall image of regional tourism. In terms of development time, the two complexes were developed not long ago, and have not yet formed a mature image in the minds of tourists. In terms of development goals, they aim to shape the new image of tourism in Xishuangbanna and promote the secondary development of Banna's tourism industry. In terms of regional planning and development, they are all important elements of building a new tourism image of Xishuangbanna with other tourism resources. It is thus necessary for the two major cultural tourism complexes to deeply tap the ethnic culture connotation, enhance product creativity, highlight their own characteristics, and strengthen their own advantages. However, from the perspective of the overall image building of Xishuangbanna, the two must develop in a state of co-opetition and present them as new business cards for the tourism development of Xishuangbanna, rather than being separated.

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