

An Analysis of the Tourism Innovation Mechanism and Path of Shuixigou Town in Urumqi County from the Perspective of Enriching the People and Rejuvenating Xinjiang

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Abstract: Development is an important foundation for the long-term stability of Xinjiang. Economic development is an important prerequisite for enriching the people and revitalizing Xinjiang. It lays a strong economic foundation for solidly promoting cultural development, continuously deepening unity and stability, continuously strengthening the rule of law, and steadily achieving long-term construction of Xinjiang. Under the value pursuit of common prosperity and the proposition of the times, the development of tourism economy can provide important support for rural revitalization, and do a good job in realizing the effective connection between tourism development and enriching the people and rejuvenating Xinjiang. And to a certain extent, it can narrow the gap between urban and rural areas and make substantial progress in common prosperity. Promote economic development with tourism, enrich people with economy, and prosper Xinjiang with enriching people. This virtuous cycle development model promotes the innovative development of the tourism industry in Shuixigou Town, Urumqi County, and provides new ideas and new references for tourism development in various regions of Xinjiang.

Keywords: Enriching The People and Developing Xinjiang, Urumqi County Shuixigou Town Tourism, Innovation Mechanism, Path Analysis.

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1 INTRODUCTION

Adhering to the people as the center to promote the development of various undertakings in Xinjiang is the core essence of “enriching the people and rejuvenating Xinjiang”. The yearning for a better life of the people of all ethnic groups in Xinjiang is the goal of the party and the government. This means that the starting point and end point of all work should focus on the improvement of people's livelihood and well-being. Whether it is industrial layout, policy formulation or resource allocation, it is closely focused on making people's pockets bulge and make their days beautiful. It is an important guide to realize social stability and long-term stability in Xinjiang. Enriching the people and rejuvenating Xinjiang is the development direction to achieve the overall goal of Xinjiang work. Enriching the people is the inherent requirement of rejuvenating Xinjiang, and rejuvenating Xinjiang is the solid guarantee for enriching the people. Xinjiang is rich in tourism resources. The high-quality development of tourism will effectively promote economic and social development and become a pillar industry for enriching the people and rejuvenating Xinjiang.

2 SWOT-PEST ANALYSIS OF TOURISM INDUSTRY IN SHUOXIGOU TOWN, URMUQI COUNTY

Shuixigou Town, Urumqi County, has good location advantages and rich resources, and the development of rural tourism started earlier, with good results and policy support. However, the continuity of economic development brought about by the single source of tourists and seasonal differences is not strong; improve the efficiency and quality of rural tourism; expand the leading force and influence of cutting-edge technology; there are still problems and challenges in injecting new vitality and new kinetic energy into local economic development with the high-quality development of rural tourism.

2.1 STRENGTHS AND OPPORTUNITIES

2.1.1 Locational advantages

Shuixigou Town is located in the east of Urumqi County, from Tuoli Township in the east, to Banfanggou Town in the west, from Toksun County in Turpan City in the south, to Wulabo in the north, adjacent to Tianshan District [1]. The total area of the town is 530.8 square kilometers. Shuixigou Town has 9 administrative villages and 3 communities, with a registered population of about 11,000 people.[2] It is sparsely populated and has great development potential; shuixigou Town is warm in winter and cool in summer. The climate is suitable and suitable for living; shuixigou Town has become the best choice for local people's leisure tourism based on the characteristics of these near urban areas, smooth traffic, beautiful scenery and habitability. However, a single tourism can not meet people's growing material and cultural needs. In the face of new challenges, the tourism industry actively responds to the transformation of the industry model, ushering in a single tourism to a diversified outdoor sports, health care, leisure and health, fruit and vegetable picking, medicine Valley tourism and other all-round, all-round optimization and upgrading. There are 10 tourist attractions (spots) and ski resorts in the town, and more than 4000 herdsmen engaged in tourism and related work. At the same time, industries such as pastoral music, farmhouse music, characteristic homestay, health care, fruit and vegetable picking have emerged and occupy a certain market share. Effectively promote the realization of a new situation of high-quality development and multi-field expansion of local tourism.

2.1.2 Resource endowment advantages

Urumqi is the capital of the region, around the city of Urumqi tourist attractions dotted. There are "Xinjiang's window" international big bazaar, "Green Great Wall" red mountain park, "Silk Road Station" Xinjiang ancient ecological park, etc., one of the most popular attractions is the "city green lung" known as Urumqi County Shuixigou Town. The warm winter and cool summer brought by the temperate continental climate have created excellent climatic conditions for the natural landscape of Shuixigou Town. The eight scenic spots, such as Miaogergou, Huaergou, Pingxiliang and Shipengou, contain the pictures of pine and cypress, waterfalls and peaks, which provide natural resources for the prosperity of tourism, such as spring outing, summer heat, autumn viewing and winter skiing. The unique geographical location and natural conditions and climate not only give Shuixigou Town rich natural resources, but also form a unique national cultural resources. The region is a multi-ethnic permanent residence dominated by Kazakhs, including Uygur, Uzbek, Tatar, Hui and so on. The population distribution of large mixed residence, small settlement and staggered mixed residence has laid a spatial condition for the exchange and integration of culture. The nomadic way of life, the yurt-based way of living, and the costume culture, horse culture, music culture, and food culture that highlight national

characteristics are very experiential and attractive.

2.1.3 Internal and external policy support advantages

The tourism industry is a pillar industry for promoting rural revitalization and realizing the strategic development of the national economy. Its development can not only create job opportunities and drive the development of related industries, but also increase the added value of rural industries, boost local residents' income, and achieve all-round improvements in culture, environment, economy, etc. In May 2023, the Ministry of Culture and Tourism and the State Ethnic Affairs Commission jointly launched the "Spring Rain Project" -- the Cultural and Tourism Volunteer Service Frontier Tour Plan, with Xinjiang being the key area for the implementation of the plan. On May 17, 2024, General Secretary Xi Jinping made important instructions on tourism work, emphasizing "accelerating the construction of a tourism-powerful country" and "promoting the high-quality development of the tourism industry steadily and far-reachingly" [3]. On May 27, 2024, the Tourism Development Conference of Xinjiang Uygur Autonomous Region was held. The conference stated, "We will thoroughly implement the important instructions of General Secretary Xi Jinping on tourism work, firmly grasp the development opportunities, plan and promote the strategy of strengthening Xinjiang through tourism with a higher stance and more practical measures, fully unleash the potential of tourism advantages, strive to create a characteristic model for the high-quality development of the national tourism industry and a world-important tourism destination, and contribute Xinjiang's strength to the accelerated construction of a tourism power." [4] The introduction of internal and external policies has laid an important policy foundation for fully supporting characteristic agriculture, vigorously developing health care and rural tourism, and striving to promote substantial progress in rural industries. We should take multiple measures to balance the policy dividends of mismatch between tourism supply and demand, and strive to promote the structural adjustment of rural tourism industry in Xinjiang, showing a new situation of rapid transformation and development.

2.2 WEAKNESSES AND THREATS

2.2.1 Lack of mining and integration of tourism resources, lack of diversity propaganda means.

Since the long-term development of tourism, people have covered all the attractions of Shuixigou Town with "mountains and water". A large number of tourists know little about the attractions of Shuixigou Town except for 5A-level scenic spots. Other scenic spots with long history and rich cultural connotation have not been paid attention to. Urumqi County is located in more than 60% of Urumqi's tourism resources. However, as the "back garden" of the capital, the relevant cultural and tourism departments have not systematically and deeply excavated and integrated their tourism resources. All towns, including Shuixigou, appear in

front of the majority of tourists with the image of “unique beauty”. Compared with similar mountain tourism, although there are many but scattered scenic spots, there is a lack of cooperation between scenic spots, and an integrated development pattern of “connecting points into lines and connecting lines into surfaces” cannot be formed. When propagandizing the existing landscape, it also exposes problems such as insufficient propaganda means, insufficient intensity, and weak innovation momentum. There is a lack of targeted image publicity and marketing planning for the needs of the tourism market and target groups. Especially in the current era of digital intelligence, there is still a phenomenon that the utilization rate of new media and high-tech in the promotion and development of scenic spots is not high.

2.2.2 Rural tourism tourist source is single, sustainable development power is not enough.

The diversification and stabilization of tourist sources is an important reason for the sustainable development of rural tourism, and its development is particularly important for the economic development of the whole region. Shuixigou Town is close to the urban area, with good road conditions and convenient transportation. It is within 30-40 minutes by car. Therefore, close distance and traffic are not only the advantages of attracting citizens to come and play, but also the disadvantages of the rest of the day after the half-day tour of the scenic spot. The number of staying guests is small, and the stay time is mostly concentrated on weekends and holidays, falling into the polarization of “idle” and “busy” in the week. Due to the short distance, the internal residents of Urumqi urban area have become the main source of tourist flow in scenic spots. There are few “backpackers” and followers and groups in other places, and the driving force of tourism sustainable income increase is not enough.

2.2.3 The homogeneity of tourism products is serious, and the innovative development orientation is inaccurate.

When building a characteristic tourism town, Shuixigou is affected by the inertia of tourism development, forming a serious dependence on resource endowment. At first, the rise of Shuixigou Town relied on a large number of tourists attracted by natural landscapes to achieve rapid development of rural economy and a significant increase in residents' income. Driven by interests, the development of village imitation and town reference began to appear. The same style of homestays and similar picking gardens have reduced the experience of tourists to a certain extent and reduced the fun of rural tourism. The most direct reason for such problems is the lack of innovation consciousness, the development of

characteristic cultural tourism is not enough, and the advantages and positioning of the industry are not identified.

2.2.4 Lack of supporting facilities, professional support is not strong.

In terms of infrastructure, Shuixigou Town has obvious deficiencies. Bus routes are few and the departure time interval is long, resulting in inconvenience for many tourists and local residents. The experience of tourists will directly affect the long-term development of the scenic spot. There are many and scattered scenic spots in Shuixigou. The distance between the parking lot and the scenic spot is too large, and the traffic connection between the scenic spots is not close and lacks professional planning, which leads to the lack of physical strength and interest of tourists on the way to the scenic spot, which seriously affects the sense of view. In addition, the supporting facilities related to tourism are not perfect enough. Taking the farmhouses and shops near Fangjiazhuang as an example, most of the households are mud roads and narrow alleys. In special weather, there will be pedestrian inconvenience and parking difficulties, which will also lay hidden dangers for road safety. At the same time, it is difficult to meet the needs of high-quality development of tourism in Shuixigou Town due to the lack of professional scenic spot interpreters, the blurred boundaries in scenic spot management, the relative lack of technical talents such as online reservation, payment and after-sales of hotels, and the ineffective use of digital platforms.

2.2.5 The difference between the off-peak season is obvious, and the development pattern of the whole industry in the whole season needs to be formed.

Under the influence of natural conditions, the tourism industry in Shuixigou Town is obviously in the off-peak season, and summer tourists account for a large proportion of the whole year. As one of the most characteristic winter tourism projects in Shuixigou Town, skiing projects bring huge economic benefits to Shuixigou. However, of the five existing ski resorts, only the Silk Road ski resort is well-known and has a large passenger flow. Other ski resorts are difficult to match in terms of ski equipment, ski track quality, and site construction. Therefore, skiing projects cannot achieve full flowering in the town. In addition, they are obviously limited by seasons. In summer, there is almost no business between the ski resorts, and there is a lack of multi-level full-season tourism products.

In summary, this paper constructs a SWOT-PEST matrix for Shuixigou Town, as shown in Table 1.

TABLE 1. TOURISM SWOT-PEST MATRIX OF SHUIXIGOU TOWN

	Strength	Weakness	Opportunity	Treat
Policy	The counterpart aid plan provides economic and talent support for the development of Shuixigou	Tourism related protection law, rights and interests law is relatively weak.	The Xinjiang Work Symposium emphasizes the full implementation of the Party's strategy of	Regional differences lead to different policy implementation efforts.

	Town.		governing Xinjiang in the new era.	
Economy	Cultural resources and natural resources are in the majority, and the feasibility of turning into capital is greater.	Scenic facilities are not complete, accommodation, hotel equipment needs to be improved.	The Silk Road Economic Belt has good development opportunities.	Regional development is not balanced.
Society	The overall development of the Xinjiang region is stable and improving, and the overall social situation is becoming more and more stable.	The tourism industry is short of professional talents, systematic management and professional guidance.	The value pursuit of common prosperity promotes the development of rural tourism.	Tourists have inherent thinking about the tourism in Xigou Town, and lack the promotion of new tourism.
Technique	Characteristic product breeding experience, excellent technology	The viewing equipment is old and lacks cutting-edge technology.	The country's scientific and technological innovation capability has risen sharply, and the overall environmental strength is strong.	Tourism product innovation is not enough.

3 THE DYNAMIC MECHANISM OF TOURISM INNOVATION AND DEVELOPMENT IN SHUIXIGOU TOWN, URUMQI COUNTY

In the context of the post-industrial era and the wave of the digital age, the tourism industry is facing both opportunities and challenges. The simultaneous development of “innovation-driven” and “quality-driven” can provide objective material strength and scientific guidance for the tourism industry in Shuixigou Town, which is in line with the inherent requirements and overall direction of the high-quality development of China's tourism industry in the new era.

3.1 CULTURAL RUNJIANG IS AN IMPORTANT DRIVING FORCE FOR THE HIGH-QUALITY DEVELOPMENT OF TOURISM IN NANSHAN SHUIXIGOU TOWN.

As an organic part of the party's strategy of governing Xinjiang in the new era and the latest theoretical results, cultural Runjiang provides a high-quality soil for the spread of Chinese excellent traditional culture in Xinjiang. The integration and development of rich historical and cultural resources and tourism is an important measure to meet the growing needs of the people for a better life, which is of great significance to create a new situation of global tourism. In the context of the integration of culture and tourism, culture has gradually become an important factor affecting the accessibility of tourism destinations, which is related to the attraction of the scenic spot, the proportion of market share and the feasibility of subsequent development. The

implementation of cultural embellishment in Xinjiang is of great significance to the promotion and inheritance of culture, and provides policy support, institutional guarantee and development impetus for the high-quality development of tourism in various regions of Xinjiang.

3.2 THE NEW MODEL OF HEALTH TOURISM

PROMOTES RURAL REVITALIZATION AND PROMOTES THE HIGH-QUALITY DEVELOPMENT OF TOURISM IN SHUIXIGOU TOWN.

In recent years, “body-building fever” has swept across various industries, and the new model of “sojourn + wellness” has kept up with the pace of the times, bringing new revenues to the tourism industry. In 2022, Shuixigou Town was selected as the second batch of national rural tourism key towns(townships) [5]. It has brought huge “flow” to local development. The new development model of health and wellness tourism not only meets the needs of “black haired people” for the humanistic and natural landscape of scenic spots, but also meets the diversified pension needs of “silver haired people”. Based on the characteristics of local resources, the town of Shuixigou opened a medicine valley, established a health sports health project area, a Chinese herbal food restaurant, a Chinese medicine health museum, and so on. The development of health and wellness tourism will make it possible to incorporate the original ecological rural farming activities based on production and living factors into the rural tourism industry chain, which will help to form a rural health and wellness tourism structure system with all-round output of supply-side subjects and enhance the driving force of tourism innovation. Change the inertia of tourism development in a variety of ways, and bring a qualitative leap

for local economic development.

3.3 AIDING XINJIANG CITIES TO EXPAND THE TOURISM COMMUNICATION FIELD OF SHUOXIGOU TOWN

Under the background of the era of digital intelligence, the cross-regional interaction of economy and culture is frequent, which has made important contributions to the exchanges and exchanges between the people of all ethnic groups. Aiding cities in Xinjiang plays an important role in promoting the economic and cultural development of Shuixigou Town. In addition to on-the-spot investigation of resource endowments and planning the development path of layout, "Internet+" is also an effective window for people in aiding cities to understand Xinjiang's national culture. With the continuous development of new media platforms such as Weibo, Tik Tok, Kuaishou, and the public number, various cities in Xinjiang have multiple channels of expression and subjective and active voice in public places and cultural spaces. It provides an important medium for fully demonstrating the folk culture of Shuixigou Town and reflecting the beauty of Xinjiang. In the smooth and long-term communication, the tangible sense effectively promotes the cultural, tourism and economic interaction between the two cities and Shuixigou Town. It makes cities yearn for the beauty, food and wine of Shuixigou Town, which increases the possibility of Shuixigou Town becoming a "net red scenic spot". It is conducive to the continuous expansion of the tourist market of Shuixigou Town and the increase of income generation of cultural tourism and humanistic economy.

4 ANALYSIS ON THE INNOVATION PATH OF TOURISM IN SHUOXIGOU TOWN, URUMQI COUNTY

With the upgrading of residents' consumption level and the adjustment of consumption structure in China, the development of tourism has become an important industry to promote economic development, improve people's quality of life and happiness index. *'The 14th Five-Year Tourism Development Plan'* emphasizes the theme of "promoting high-quality development of tourism, with reform and innovation as the fundamental driving force." The transformation of old and new kinetic energy has become the core of tourism development. The era proposition of China's tourism development has become the pursuit of "quantity" and "quality", the release of tourism consumption potential, and the acceleration of supply-side structural reform. Under this condition, Shuixigou Town urgently needs to explore ways to further promote the high-quality development of rural tourism, improve the income generation of new tourism development models, and expand the influence of rural tourism.

4.1 IMPROVE INFRASTRUCTURE CONSTRUCTION, IMPROVE THE LEVEL OF PUBLIC SERVICES

Infrastructure is related to the first impression of tourists' tourism and provides hard conditions for the development of characteristic towns. It is necessary to take the government as the guide, scientifically plan and manage the infrastructure construction, further improve the public service facilities of rural tourism, optimize the village appearance, and promote the sustainable development of rural tourism. First, "to be rich, build roads first", pay attention to the problem of Shuixigou road. Broaden the roads in important areas, set clear signs, and place accurate tourism guidance maps at the main intersections of the town. It can also generate two-dimensional code tourists to scan by themselves and shorten the travel time of tourists. There are many peaks and peaks in the west ditch of the river, and parking bays can be set up beside the mountain road for tourists to take photos. The second is to build relevant tourism supporting facilities to improve the quality and efficiency of the surrounding accommodation, catering, entertainment and other aspects. The third is to provide tourists with targeted tourist routes and strategies to improve tourists' sense of experience and comfort.

4.2 PROMOTE THE INTEGRATED DEVELOPMENT OF "TOURISM+" AND CREATE A "FULL- SEASON" TOURISM FORMAT.

Focusing on the whole chain of "tourism+" industry, we will stretch and enrich the chain, shape the pattern of inter-regional connectivity, and increase the comprehensiveness and relevance of the tourism industry. As far as Shuixigou Town is concerned, with Xianlai Town and Ice and Snow Town as the center, Miaoergou Village Mujiale and Fangjiazhuang Farmhouse as the breakthrough point, it drives the greenhouse fruit and vegetable picking in Dongwan Village and the sightseeing of Nanshanyao Valley to form a new situation of scenic spot driving the linkage development and business cluster of homestay, catering and leisure sightseeing garden. The first is to hold special activities such as cultural festivals, which embody ecology, artistry and visualization in entertainment and food to meet the spiritual and cultural needs of tourists. The second is to promote the innovative development of tourism and health care, sports, art, etc., and break the seasonal restrictions. For example, the opening of the Winter Games venues for skiing enthusiasts to increase revenue while revitalizing existing resources, and turning the surrounding venues into full-season leisure sports venues. For folk culture enthusiasts, they hold folk activities with great ornamental value, such as horse racing, sheep catching, etc., to enrich the content of tourists' tourism and increase their interest. For outdoor expansion enthusiasts, it is necessary to divide the area and build the land, provide mountain top stars and outdoor camping places, and realize the off-season of rural tourism. Extend and enrich the tourism

chain to improve the popularity and influence of rural tourism in Shuixigou Town, and promote the sustainable economic development of the region. The third is to promote the “contiguous” development and form a new situation of comprehensive format. Expand the processing industry of agricultural and sideline products, manual manufacturing, etc., form a cluster effect, promote diversified tourism formats, and meet the needs of multi-level tourists. Enhance consumers' trust in tourism and improve their sense of experience and acquisition.

4.3 EXCAVATE AND INTEGRATE TOURISM

RESOURCES AND LINK MULTIPLE SCENIC

SPOTS TO CREATE SHUIXIGOU IP.

Nanshan tourist area has been developed earlier, forming a dependence on natural resource endowments and old scenic spots, and it is difficult to face the competition of emerging tourism markets. A large number of natural resources and cultural resources are mastered, but the internal driving force for development is insufficient and the supporting force is not enough. Therefore, transformation, optimization and upgrading are imperative. First, the townships in Urumqi County should reach cooperation and form a linkage, and make the whole Shuixigou Town of Nanshan into a “comprehensive scenic spot” with integrated development and cluster benefits. Strengthen the overall construction and promote the development of rural clusters with the 5A-level scenic spot Tianshan Grand Canyon as the axis. Second, adhere to the principle of highlighting characteristics, position in “characteristics” and “strengths”. Based on the characteristics of Shuixigou Town, starting from the reality of local economic and social development, in accordance with the natural environment, regional characteristics, economic conditions, human resources, location advantages, etc., to achieve the government's scientific planning, rational layout, market coordination Adjustment, landing efficient new development trend. The third is to gradually improve the construction taste and construction quality of Shuixigou Town. Create a beautiful image of Shuixigou, increase the overall development vitality of the town, and release the development potential.

4.4 NEW MEDIA TO HELP THE DEVELOPMENT OF

RURAL TOURISM INDUSTRY, TAKE A FULL RANGE OF THREE-DIMENSIONAL PUBLICITY MECHANISM

In the context of the era of digital intelligence, APPs such as Weibo, Douyin, and Kuaishou have the functions of data push and calculation, and are one of the main channels for people to quickly obtain external information. Relying on traffic to become a “net red village” has become an important way to increase exposure and increase revenue. The first is to increase the digital application space, use new media to do a good job in publicity and promotion, take the initiative to

expand the market, and use the official service platform, public number, web page, small program and other release attractions introduction, characteristic tourism strategy to attract tourists attention and sharing. The second is to invite or train anchors and marketing teams. Take advantage of the advantages of young people who are good at using network resources, do a good job of continuous publicity and promotion from various angles, and improve market influence. Third, improve the local payment platform. Promote the full opening of online reservation and payment systems for business venues such as farmhouses, pastoral homes, and fruit and vegetable picking tents, and realize the visualization and convenience of the transaction process. Complete the propaganda work of Shuixigou Town with high efficiency and high quality in an all-round way. Fourth, strengthen scientific research, rely on new technologies to collect subject information, accurately capture customer needs, and serve consumers efficiently with “capture-prediction-push-formulation”.

5 CONCLUSION

The high-quality development of tourism is an important measure to realize the prosperity of Xinjiang. The important deployment of the 20th National Congress of the Communist Party of China has made an important strategic deployment for comprehensively promoting rural revitalization. Xinjiang is deeply implementing the new stage of the strategy of revitalizing Xinjiang through tourism, and rural tourism is ushering in new development opportunities. As one of the towns with relatively concentrated tourism resources in Urumqi County, Shuixigou Town should make full use of its location advantages and resource advantages to accelerate the creative transformation and innovative development of local characteristic culture, and provide an important engine for promoting rural revitalization and driving farmers to get rich. By implementing the party's strategy of governing Xinjiang in the new era, we will continue to promote the high-quality development of rural tourism and hand over the “Xinjiang answer” for the sustainable development of rural revitalization.

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