

Tourism Governance Policy and the Extent of Its Implementation in Harbin City, China

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Abstract: The study examines the perceptions of respondents regarding tourism governance and policy implementation in China, focusing on economic, political, socio-cultural, environmental, and psychological dimensions. The analysis reveals a general agreement on the positive impacts of both tourism governance and policy implementation. However, significant differences in perceptions are noted based on age, particularly in environmental and visa policy assessments. The study also finds no significant correlation between tourism governance and policy implementation, suggesting these areas operate independently in the respondents' views. Recommendations include enhancing communication between governance and policy entities, addressing environmental concerns through targeted strategies, involving diverse stakeholders in policy development, improving visa policies, investing in tourism infrastructure, promoting sustainable tourism practices, leveraging technology and innovation, and implementing regular monitoring and evaluation. These recommendations aim to ensure a more coordinated, inclusive, sustainable, and effective approach to tourism governance and policy implementation in China, fostering long-term growth and positive impacts across all dimensions.

Keywords: Tourism Governance, Policy Implementation, China, Sustainable Tourism.

1. Introduction

China National Tourism Administration (CNTA) is at the top of tourism policy and development with clearly defined functions of coordination, policymaking, planning, regulation, investment stimulation, promotion and organization. The decision-making process goes down to regional and local levels with partly different and partly overlapped functions. Regional governments undertake an intermediary role of interpreting national policies and directing these top-down ideas to the local governments that are the last level of administration that delivers and implements the directed policies to the locality.

Tourism is a significant economic driver for many cities worldwide, including Harbin City in Northeast China. As a popular winter destination renowned for its ice sculptures and unique cultural heritage, Harbin attracts millions of tourists each year. To manage the growing tourism industry and ensure its sustainability, robust governance policies are essential. This study aims to examine the tourism governance policy in Harbin City, analyzing its components and the extent of its implementation.

2. Methodology

2.1. Research Design

A survey method is the preferred type of approach for this study. In this case, it can be beneficial to acknowledge the advantages of survey designs, through the use of the assessments of the different respondents who have direct knowledge about the tourism governance in China in terms of economic, political, socio-cultural, environment and psychological.

So, in this study, the researcher will be employed two groups of respondents, namely: travelers and/or who are always out of the country as tourist, and government officials who are directly involved in the governance of tourism.

Likewise, this study is generally quantitative. It typically involved large samples. This design will be employed to gather information from the respondents on the tourism governance in China in terms of economic, political, socio-cultural, environment and psychological.

2.2. Research Locale

The locale of the study was in Harbin City, Heilongjiang Province, China. During the actual conduct of survey, the two (2) groups of respondents will likewise locate in the same place where the principal office of the agency is principally located. The respondents will randomly be selected. They are travelers and/or who are always out of the country as tourists, and the government officials who are directly involved in the governance of tourism.

2.3. Sample and Sampling Design

The population and sampling procedure provide for the essential aspects of the population and sample describe in a research plan. The population of this study will be taken from Harbin City, Heilongjiang Province, China, broken down as follows: 150 travelers and/or who are always out of the country as tourist, and 75 government officials who are directly involved in the governance of tourism. A total of 225 respondents.

2.4. Research Instrument

The main body of the survey questionnaire consists of the variables and indicators/statements concerning the assessment of respondents on the tourism governance in China in terms of economic, political, socio-cultural, environment and psychological.

The following rating scales will be used by the respondents in their assessments, to wit:

Table 1. Rating scales

Scale	Range	Degree
4	3.51-4.00	Strongly Agree (SA)
3	2.51-3.50	Agree (MA)
2	1.51-2.50	Disagree (DA)
1	1.00-1.50	Strongly Disagree (SD)

2.5. Data Gathering Procedure

Upon the distribution of the questionnaires to the individual respondents, the researcher made some explanations to the participants on the objective of the study as well as how they would fill up the same. Thereafter, the respondents will be given three days to complete the questionnaire and send it back to the researcher.

2.6. Statistical Treatment of Date

The collected data were tallied, classified and tabulated. Listed in the columns are the responses per item of the questionnaire and the rows representing the respondents. Data responses coming from the respondents were considered for statistical analysis using the following statistical tools.

2.7. Weighted Mean

The weighted mean scores were computed to measure the assessment of the two groups of respondents. In order to obtain the weighted mean scores, the computed weighted mean scores on the assessment of respondents on the tourism governance in China in terms of economic, political, socio-cultural, environment and psychological, will be interpreted

using the following scales:

Table 2. Rating scales

Scale	Range	Degree
4	3.51-4.00	Strongly Agree (SA)
3	2.51-3.50	Agree (MA)
2	1.51-2.50	Disagree (DA)
1	1.00-1.50	Strongly Disagree (SD)

2.8. ANOVA

To test the hypotheses of no significant difference in the assessment of the two groups of respondents, the Analysis of Variance (ANOVA) was utilized.

3. Figures

Table 3. Frequency and Percentage Distribution of the Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Sex	Male	53	23.6%
	Female	22	9.8%
Age	25-35	28	12.4%
	36-45	19	8.4%
	46-55	18	8.0%
	56 above	10	4.4%
Marital Status	Single	20	8.9%
	Married	29	12.9%
	Divorced	15	6.7%
	Widowed	11	4.9%

Table 4. Mean and Verbal Interpretation in the Assessment of the Respondents on the Tourism Governance in China In Terms of Economic

Indicator	Weighted Mean	Standard Deviation	Interpretation
Tourism improved the tax revenue in the region	2.72	.847	Agree- Evident
Tourism governance affects the personal income growth of the community	3.04	.725	Agree- Evident
People feel the enhanced living standards because of the good governance in the tourism sector	2.92	.882	Agree- Evident
Tourism governance create more jobs and employment opportunities in the region	2.77	.938	Agree- Evident
Creates a huge number of foreign exchanges and ultimately results in the overall economic growth and social development of the countries	2.81	.817	Agree- Evident
Overall Mean	2.853	.4341	Agree- Evident
Legend: 3.51 – 4.00 (Strongly Agree-Highly Evident); 2.51 – 3.50 (Agree- Evident); 1.51 – 2.50 (Disagree- Evident); 1.0-1.50 (Strongly Disagree-Not at all Evident)			

Table 5. Mean and Verbal Interpretation in the Assessment of the Respondents on the Tourism Governance in China in Terms of Political

Indicator	Weighted Mean	Standard Deviation	Interpretation
Tourism has significant political impacts by influencing government policies	3.33	.844	Agree- Evident
Promoting diplomatic relations between countries	3.19	.817	Agree- Evident
Economic networks between China and other countries	3.00	.717	Agree- Evident
Can create policies to improve tourism sector	2.83	.978	Agree- Evident
Overall Mean	3.0867	.46589	Agree- Evident
Legend: 3.51 – 4.00 (Strongly Agree-Highly Evident); 2.51 – 3.50 (Agree- Evident); 1.51 – 2.50 (Disagree- Evident); 1.0-1.50 (Strongly Disagree-Not at all Evident)			

Table 6. Mean and Verbal Interpretation in the Assessment of the Respondents on the Tourism Governance in China in Terms of Socio-cultural

Indicator	Weighted Mean	Standard Deviation	Interpretation
Networks for conjoint learning and communication between different cultures and countries	3.07	.811	Agree- Evident
Tourists often engage and learn from the locals	3.01	.668	Agree- Evident
Tourism can also increase pride in locals	3.11	.798	Agree- Evident
The increase in people also leads to creating more social venues and experiences where locals and tourists can interact	3.00	.959	Agree- Evident
Tourism can be beneficial for the host community as it provides the financial means and the incentive to preserve cultural histories, local heritage sites, and customs	2.81	.849	Agree- Evident
It stimulates interest in local crafts, traditional activities, songs, dance, and oral histories	2.65	1.084	Agree- Evident
Opens the community to the wider world, new ideas, new experiences, and new ways of thinking	2.73	.741	Agree- Evident
Overall Mean	2.91	.366	Agree- Evident
Legend: 3.51 – 4.00 (Strongly Agree-Highly Evident); 2.51 – 3.50 (Agree- Evident); 1.51 – 2.50 (Disagree- Evident); 1.0-1.50 (Strongly Disagree-Not at all Evident)			

Table 7. Mean and Verbal Interpretation in the Assessment of the Respondents on the Tourism Governance in China in Terms of Environmental

Indicator	Weighted Mean	Standard Deviation	Interpretation
Direct effects including environmental damage, wildlife destruction, deforestation, water pollution	3.08	.897	Agree- Evident
increased harvesting of natural resources to supply food, indirect air and water pollution	2.81	.849	Agree- Evident
Openness increases carbon emissions, atmospheric particulate matter, and greenhouse gases	2.91	.932	Agree- Evident
Anthropogenic activities occurring as a result of travelling influence the environment	2.76	1.025	Agree- Evident
Consumed at the cost of environmental degradation as the bulk of carbon dioxide, and greenhouse gases are emitted from the tourism sector	2.83	.906	Agree- Evident
Creates forest fires, threatens the habitats in the particular zones, and creates a vulnerable situation as it endangers the species	3.11	.909	Agree- Evident
The management of garbage collection and littering in the forest leads to forest fire, a great threat to the animals living in the region	2.87	.875	Agree- Evident
The tourism industry increasing the issue of sewage pollution that influences the groundwater quality and creates major concerns for humans	2.88	1.026	Agree- Evident
Overall Mean	2.90	.488	Agree- Evident
Legend: 3.51 – 4.00 (Strongly Agree-Highly Evident); 2.51 – 3.50 (Agree- Evident); 1.51 – 2.50 (Disagree- Evident); 1.0-1.50 (Strongly Disagree-Not at all Evident)			

Table 8. Mean and Verbal Interpretation in the Assessment of the Respondents on the Tourism Governance in China in Terms of Psychological

Indicator	Weighted Mean	Standard Deviation	Interpretation
Tourism has positive and negative health outcomes for local people	3.08	.897	Agree- Evident
Tourism on residents' health condition is related to the density of tourist's arrivals	2.81	.849	Agree- Evident
It creates traffic congestion, crowding, and other stressful factors.	2.88	1.026	Agree- Evident
Residents' health and well-being outcomes through improving healthcare access positive emotions, novelty and social interactions.	2.65	1.007	Agree- Evident
The are risk of disease transmission, road accidents, higher crime levels, as well as, crowding, and other stressful factors	2.89	.831	Agree- Evident
Residents can experience anxiety and depression related to their risk perceptions about mortality rates, food insecurity, contact with infected tourists and others.	3.09	.918	Agree- Evident
Overall Mean	2.90	.50	Agree- Evident
Legend: 3.51 – 4.00 (Strongly Agree-Highly Evident); 2.51 – 3.50 (Agree- Evident); 1.51 – 2.50 (Disagree- Evident); 1.0-1.50 (Strongly Disagree-Not at all Evident)			

Table 9. Mean and Verbal Interpretation in the Assessment of the Respondents Tourism Policy Implementation in China in Terms of Visa Policies

Indicator	Weighted Mean	Standard Deviation	Interpretation
China granted visa-free entry to travelers from countries such as France, Italy, Germany, Spain, the Netherlands, and Malaysia.	2.84	.763	Agree- Evident
To facilitate easier travel for American tourists, China simplified its visa procedures	3.17	.817	Agree- Evident
The visa-free policies are part of a broader strategy to enhance China's attractiveness as a tourist destination and to stimulate inbound tourism	2.76	.848	Agree- Evident
The visa-free policy is not limited to tourism but also extends to business travel	3.10	.734	Agree- Evident
Citizens from several European countries, including Switzerland, Ireland, Hungary, Austria, Belgium, and Luxembourg, benefit from visa-free entry for short-term visits	2.84	.877	Agree- Evident
Overall Mean	2.942	.3752	Agree- Evident
Legend: 3.51 – 4.00 (Strongly Agree-Highly Evident); 2.51 – 3.50 (Agree- Evident); 1.51 – 2.50 (Disagree- Evident); 1.0-1.50 (Strongly Disagree-Not at all Evident)			

Table 10. Mean and Verbal Interpretation in the Assessment of the Respondents Tourism Policy Implementation in China in Terms of Domestic growth

Indicator	Weighted Mean	Standard Deviation	Interpretation
The Chinese government has been actively promoting tourism in secondary and tertiary cities such as Chengdu, Hangzhou, Changsha, and Nanjing	2.98	.866	Agree- Evident
Social media influencers, known as key opinion leaders (KOLs), play a significant role in boosting domestic tourism	3.04	.818	Agree- Evident
increase in domestic travel as international travel faced restrictions and uncertainties.	2.98	.818	Agree- Evident
Government policies have initiates investment in tourism infrastructure, promotional campaigns, and the development of tourism clusters in various regions	3.14	.800	Agree- Evident
Domestic tourism is a crucial component of China's economic strategy, contributing significantly to GDP and local economies.	2.97	.850	Agree- Evident
Overall Mean	3.023	.3777	Agree- Evident
Legend: 3.51 – 4.00 (Strongly Agree-Highly Evident); 2.51 – 3.50 (Agree- Evident); 1.51 – 2.50 (Disagree- Evident); 1.0-1.50 (Strongly Disagree-Not at all Evident)			

Table 11. Mean and Verbal Interpretation in the Assessment of the Respondents Tourism Policy Implementation in China in Terms of Economic Growth

Indicator	Weighted Mean	Standard Deviation	Interpretation
Domestic tourism in China is a substantial revenue generator.	3.00	.765	Agree- Evident
The tourism sector is a major source of employment in China i.e. creates numerous jobs in hospitality, transportation, retail, and various service industries	3.08	.828	Agree- Evident
Government investment in tourism infrastructure, such as transportation networks, hotels, and cultural sites	2.83	.801	Agree- Evident
Tourism policies encourage the growth of SMEs in the tourism and hospitality sectors.	3.21	.694	Agree- Evident
Promotion of Cultural Heritage and Sustainable Practices	2.92	.981	Agree- Evident
Overall Mean	3.010	.3695	Agree- Evident
Legend: 3.51 – 4.00 (Strongly Agree-Highly Evident); 2.51 – 3.50 (Agree- Evident); 1.51 – 2.50 (Disagree- Evident); 1.0-1.50 (Strongly Disagree-Not at all Evident)			

Table 12. Mean and Verbal Interpretation in the Assessment of the Respondents Tourism Policy Implementation in China in Terms of Sustainability impact

Indicator	Weighted Mean	Standard Deviation	Interpretation
Sustainable tourism in China involves promoting local culture and heritage, by highlighting traditional crafts, local festivals, and historical sites	2.88	.771	Agree- Evident
China's tourism sector on sustainability and innovation to ensure long-term growth and environmental conservation	3.12	.831	Agree- Evident
The Chinese government is investing in the development of sustainable tourism infrastructure	2.82	.795	Agree- Evident
Innovation in travel experiences is a key trend, with a focus on providing unique and immersive experiences.	3.17	.725	Agree- Evident
Constructing green buildings, improving public transportation networks to reduce carbon emissions, and developing eco-friendly tourist attractions	2.92	.974	Agree- Evident
Overall Mean	2.94	.3409	Agree- Evident
Legend: 3.51 – 4.00 (Strongly Agree-Highly Evident); 2.51 – 3.50 (Agree- Evident); 1.51 – 2.50 (Disagree- Evident); 1.0-1.50 (Strongly Disagree-Not at all Evident)			

Table 13. Differences in the Assessment on the tourism governance in China in Terms of Sex

Indicator	Sex	Mean	F	Sig.	Decision on Ho	Interpretation
economic	Male	2.82	.675	.414	Accepted	Not Significant
	Female	2.91				
political	Male	3.05	.160	.690	Accepted	Not Significant
	Female	3.17				
socio-cultural	Male	2.91	.853	.359	Accepted	Not Significant
	Female	2.90				
environment	Male	2.93	.018	.893	Accepted	Not Significant
	Female	2.84				
psychological	Male	2.91	.082	.776	Accepted	Not Significant
	Female	2.86				
Overall	Male	2.92	.083	.775	Accepted	Not Significant
	Female	2.94				

Table 14. Differences in the Assessment on the tourism governance in China in Terms of Age

Indicator	Age	Mean	F	Sig.	Decision on Ho	Interpretation
economic	25-35	2.76	1.242	.301	Accepted	Not Significant
	36-45	3.00				
	46-55	2.87				
	56 above	2.78				
political	25-35	3.16	.897	.447	Accepted	Not Significant
	36-45	3.14				
	46-55	2.98				
	56 above	2.95				
socio-cultural	25-35	2.90	.718	.544	Accepted	Not Significant
	36-45	3.00				
	46-55	2.83				
	56 above	2.88				
environment	25-35	2.91	3.821	.013	Rejected	Significant
	36-45	3.17				
	46-55	2.77				
	56 above	2.62				
psychological	25-35	2.85	2.273	.087	Accepted	Not Significant
	36-45	3.14				
	46-55	2.85				
	56 above	2.68				
Overall	25-35	2.91	3.521	.019	Rejected	Significant
	36-45	3.09				
	46-55	2.86				
	56 above	2.78				

Table 15. Differences in the Assessment on the tourism governance in China in Terms of Marital Status

Indicator	Marital Status	Mean	F	Sig.	Decision on Ho	Interpretation
1.economic	Single	2.90	1.033	.383	Accepted	Not Significant
	Married	2.91				
	Divorced	2.82				
	Widowed	2.65				
2.political	Single	3.15	4.177	.009	Rejected	Significant
	Married	2.88				
	Divorced	3.36				
	Widowed	3.11				
3.socio-cultural	Single	2.89	1.007	.395	Accepted	Not Significant
	Married	2.99				
	Divorced	2.80				
	Widowed	2.88				
4.environment	Single	2.89	.251	.860	Accepted	Not Significant
	Married	2.88				
	Divorced	2.86				
	Widowed	3.02				
5.psychological	Single	2.88	.193	.901	Accepted	Not Significant
	Married	2.86				
	Divorced	2.98				
	Widowed	2.90				
Overall	Single	2.94	.160	.923	Accepted	Not Significant
	Married	2.90				
	Divorced	2.96				
	Widowed	2.91				

Table 16. Differences in the Assessment of the Respondents on the Tourism Policy Implementation in China in Terms of Sex

Indicator	Sex	Mean	F	Sig.	Decision on Ho	Interpretation
visa policies	Male	2.95	.012	.911	Accepted	Not Significant
	Female	2.90				
domestic growth	Male	3.00	.595	.441	Accepted	Not Significant
	Female	3.06				
economic growth	Male	3.00	.898	.344	Accepted	Not Significant
	Female	3.03				
sustainability impact	Male	2.95	1.261	.263	Accepted	Not Significant
	Female	2.91				
OVERALL	Male	2.97	.045	.833	Accepted	Not Significant
	Female	2.98				

Table 17. Differences in the Assessment of the Respondents on the Tourism Policy Implementation in China in Terms of Age

Indicator	Age	Mean	F	Sig.	Decision on Ho	Interpretation
visa policies	25-35	2.89	2.681	.048	Rejected	Significant
	36-45	2.89				
	46-55	2.99				
	56 above	3.06				
domestic growth	25-35	3.00	.398	.754	Accepted	Not Significant
	36-45	3.00				
	46-55	3.06				
	56 above	3.05				
economic growth	25-35	2.98	.234	.873	Accepted	Not Significant
	36-45	3.03				
	46-55	3.01				
	56 above	3.01				
sustainability impact	25-35	2.92	.296	.828	Accepted	Not Significant
	36-45	2.96				
	46-55	2.91				
	56 above	2.96				
OVERALL	25-35	2.95	.882	.451	Accepted	Not Significant
	36-45	2.97				
	46-55	2.99				
	56 above	3.02				

Table 18. Differences in the Assessment of the Respondents on the Tourism Policy Implementation in China in Terms of Marital Status

Indicator	Marital Status	Mean	F	Sig.	Decision on Ho	Interpretation
visa policies	Single	2.89	2.466	.063	Accepted	Not Significant
	Married	2.91				
	Divorced	2.95				
	Widowed	3.09				
domestic growth	Single	3.08	1.693	.169	Accepted	Not Significant
	Married	2.96				
	Divorced	2.98				
	Widowed	3.10				
economic growth	Single	2.98	.687	.561	Accepted	Not Significant
	Married	3.04				
	Divorced	3.03				
	Widowed	2.94				
sustainability impact	Single	2.93	.036	.991	Accepted	Not Significant
	Married	2.95				
	Divorced	2.93				
	Widowed	2.94				
OVERALL	Single	2.97	.364	.779	Accepted	Not Significant
	Married	2.96				
	Divorced	2.97				
	Widowed	3.02				

Table 19. Correlation Between Tourism Governance and Tourism Policy Implementation in China

Indicator 1	Indicator 2	Mean	F	Sig.	Decision on Ho	Interpretation
Tourism Governance	Tourism Policy Implementation	2.93 2.97	.105	.369	Accepted	Not Significant

4. Discussion

4.1. Summary of Findings

(1) The majority of respondents are male (23.6%), with the largest age group being 25-35 years old (12.4%). In terms of marital status, most respondents are married (12.9%).

(2) Assessment of the Respondents on Tourism

Economic Impact: With an overall mean of around 2.85, respondents agree that tourism governance improves tax revenue, personal income growth, living standards, job creation, and economic growth through foreign exchange.

Political Impact: The overall mean is approximately 3.09, indicating agreement that tourism governance influences government policies, promotes diplomatic relations, supports economic networks, and facilitates policy creation to enhance the tourism sector.

Socio-Cultural Impact: With an overall mean of 2.91, respondents agree that tourism governance promotes intercultural learning, enhances local pride, creates social venues for interaction, and encourages the preservation of cultural heritage.

Environmental Impact: The overall mean is 2.90, reflecting agreement that tourism governance has both positive and negative environmental impacts, including damage and pollution, but also efforts to reduce carbon emissions and develop eco-friendly attractions.

Psychological Impact: With an overall mean of 2.90, respondents agree that tourism governance has mixed health outcomes, affects residents' stress levels and well-being, and presents risks such as disease transmission and anxiety.

(3) Assessment of the Respondents on Tourism Policy

Visa Policies: With an overall mean of 2.94, respondents agree that China's visa policies, including visa-free entry and simplified procedures, enhance the country's attractiveness as a tourist destination and support both tourism and business travel.

Domestic Growth: The overall mean is 3.02, indicating agreement that the Chinese government promotes tourism in secondary cities, leverages social media influencers, and invests in tourism infrastructure, contributing significantly to GDP and local economies.

Economic Growth: With an overall mean of 3.01, respondents agree that domestic tourism generates substantial revenue, creates jobs, supports SMEs, and promotes sustainable practices, contributing to overall economic growth.

Sustainability Impact: The overall mean of 2.94 suggests agreement that China's tourism policies promote sustainability by investing in infrastructure, highlighting cultural heritage, and focusing on innovative and eco-friendly travel experiences.

Overall, the assessments indicate a general consensus among respondents that both tourism governance and policy implementation in China have evident positive impacts across economic, political, socio-cultural, environmental, and psychological dimensions.

(4) Differences in the Assessment of the Respondents on Tourism Governance in China. There are no significant differences in the assessment of tourism governance based on sex or marital status across all dimensions (economic, political, socio-cultural, environmental, and psychological). However, significant differences were found based on age in the environmental dimension, with respondents aged 36-45 perceiving more significant environmental impacts.

(5) Differences in the Assessment of the Respondents on Tourism Policy Implementation in China. There are no significant differences in the assessment of tourism policy implementation based on sex or marital status across all dimensions (visa policies, domestic growth, economic growth, and sustainability impact). However, significant differences were found based on age in the assessment of visa policies, with older respondents (56 above) perceiving them more favorably.

(6) Correlation Between Tourism Governance and Tourism Policy Implementation in China. The analysis reveals no significant correlation between tourism governance and tourism policy implementation. This indicates that improvements or changes in one area do not necessarily predict or impact improvements or changes in the other, suggesting that these areas operate independently in the respondents' perceptions.

5. Recommendations

(1) Given the lack of significant correlation between tourism governance and policy implementation, it is recommended to establish better communication and coordination mechanisms between the entities responsible for governance and those implementing policies. This could help ensure that governance frameworks are effectively translated into actionable policies and practices.

(2) Since middle-aged respondents perceive more significant environmental impacts, targeted environmental strategies should be developed to address their concerns. This could include more robust measures to mitigate environmental damage and promote sustainable tourism practices.

(3) Involve a diverse group of stakeholders, including different age groups and marital statuses, in the policy development process to ensure that the policies address the needs and concerns of all demographics. This will help in creating more comprehensive and inclusive tourism policies.

(4) Older respondents view visa policies more favorably. To capitalize on this positive perception, further simplification and expansion of visa policies could be beneficial. This might include extending visa-free entries or streamlining visa application processes to attract more international tourists.

(5) Continue to invest in tourism infrastructure, such as transportation networks, hotels, and eco-friendly tourist attractions, to support both domestic and international tourism growth. This investment should also focus on promoting sustainability to mitigate any negative environmental impacts.

(6) Given the environmental and socio-cultural impacts of tourism, it is essential to promote sustainable tourism practices that preserve cultural heritage and protect the environment. This can be achieved through policies that encourage eco-friendly travel, conservation efforts, and the promotion of local culture and heritage.

(7) Utilize technology and innovation to enhance the tourist experience and improve governance and policy implementation. This could include the use of digital platforms for better governance transparency, innovative tourism products, and services that cater to the evolving needs of tourists.

(8) Implement regular monitoring and evaluation mechanisms to assess the effectiveness of tourism governance and policy implementation. This will help identify areas for

improvement and ensure that both governance and policies remain relevant and effective in promoting sustainable tourism growth.

6. Conclusion

(1) The majority of respondents are male, with the largest age group being young adults, and most are married.

(2) Respondents generally agree that tourism governance in China has positive impacts on economic, political, socio-cultural, environmental, and psychological aspects, indicating a broad recognition of its benefits.

(3) The positive assessment extends to tourism policy implementation, with respondents agreeing that visa policies, domestic growth, economic growth, and sustainability measures are effectively enhancing China's tourism sector.

(4) There are no significant differences in the assessment of tourism governance based on sex or marital status. However, age differences show that middle-aged respondents perceive more significant environmental impacts.

(5) Similarly, no significant differences were found in the assessment of tourism policy implementation based on sex or marital status, though older respondents view visa policies more favorably.

(6) There is no significant correlation between tourism governance and tourism policy implementation, suggesting that these areas operate independently in the perceptions of respondents. This highlights the need for a comprehensive approach that addresses both governance and policy implementation separately.

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