

Urban Transformative Tourism: A Case Study of Dali City, China

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Abstract

Tourism has become a rigid demand for many people, tourists on the tourism experience or consumption is no longer limited to the consumption of natural scenery sightseeing or shopping malls, the needs of tourists are also constantly changing, ethnic culture, ancient cities, walking tourism, religious pilgrimage, pastoral scenery and other tourism products are more and more loved by young people, and China's Dali, with a unique geographical environment, a long history and culture, is a tourist city inhabited by ethnic minorities, there are conditions and environments to carry out these tourism projects. When tourists come to Dali, there will be changes by experiencing these tourism programs, and these changes will often have an impact as tourists travel longer. In order to explore the specific changes and reasons for the development of Tourism Projects in Dali, this study sets four research objectives: to understand the impact of Dali's unique culture and lifestyle on tourists. Learn about the specific shifts travelers make after their visit. Analyze the macro and micro factors that make visitors transformative. Discuss how to develop transformative tourism projects in Dali. Through visiting tourism practitioners, learn about the specific measures taken by Dali to develop transformative tourism projects. Through the study, it was found that tourists will have a change after staying in Dali for a period of time, which is mainly reflected in the change of lifestyle, value concept, and is positive. Based on Dali's tourism resources, the implementation of the Transformative Heart Tourism Project in Dali is sustainable, but it also requires cooperation and collaboration between different departments.

Keyword: Dali City, transformative tourism, tourism experience

1. Introduction

In the 21st century, with the development of economic globalization and the increase in people's income levels, leisure travel has become the main way for most people to spend their spare time. People choose from their familiar environment to another new environment to visit, experience, understand the local society, culture, environment.

Travelling not only relaxes the body, but the person also learns new knowledge, meets new friends, and even learns a new language. Also, it gives people a new perspective to feel the world and see it in a new light. Tourism may also promote people to self-reflection and gradually produce transformation.

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As a new way of tourism, transformative tourism has become a highly discussed topic in recent years. Unlike traditional sightseeing tours, tourists gain a visual and

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taste experience by admiring beautiful landscapes, tasting food, and sharing photos during the tour. Transformative tourism is based on the concept of internal transformation or the self-perception of the tourist and growing, learning, and interacting with the world or other cultures in the travel may also change the values, thinking styles, and behaviors of the tourists themselves. Transformation is also influenced by many factors, individual subjective factors such as knowledge, attitudes, beliefs, behaviors, and the social environment, space, place, landscape, society, culture, these factors are interrelated and mutually influential (Garth, 2015). It may represent an expanded worldview and convey a greater sense of inclusion and belonging to the world (Pritchard, Morgan & Ateljevic, 2011).

Transformative tourism destinations are also different from sightseeing tourism, which focuses on enjoyment, such as high-quality service from five-star hotels, pool bar parties, Thai massages, etc., but transformative tourism is more challenging and will make people experience growth in the process of exploration. Destinations that are currently more suitable for transformative tourism also have similar characteristics, such as Bhutan, which has a religious and cultural history, African countries where you can get up close and personal with wildlife, hiking in the Alps and northern Europe's aurora travel.

As one of the most famous tourist cities in China, Dali is also an ideal transformative tourist destination. Dali is located in southwest China, with a comfortable climate, beautiful natural environment, a long history of minority culture, Buddhist culture, good ecology, slow pace of life, and inclusive cultural atmosphere attracts many tourists, especially people living in Beijing, Shanghai, and Shenzhen. The fast tempo and pressure of big cities make them want to escape from daily life and jump out of the familiar environment after the in-depth experience of local life, learning and exchanging culture, they can find lost direction and sense of self in the process of travel.

Although transformative tourism is a new type of topic, more and more literature has recognized its importance, the research field is concentrated in Africa, Southeast Asia, and Western developed countries. However, China, especially Chinese tourists as the main body of research,

has not received too much attention academically. The purpose of this study is to study which characteristics make an impact on tourists and begin their transformation, and on this basis, to make suggestions for Dali's transformative tourism, hoping to promote the sustainable development of Dali's tourism industry.

2. Research questions

RQ1: Why do people choose Dali as a transformative tourism destination?

RQ2: What kind of transformation has happened to the tourists during or after their trip?

RQ3: What triggered the transformation of tourists?

RQ4: Is transformative tourism a new direction for the development of tourism in Dali?

3. Research Objectives

RO1: From both the aspects of culture and lifestyle, study the reason why Dali became a transformative tourist destination. To understand about Dali's unique culture and lifestyle influence on tourists.

RO2: Through a reasonable investigation and visit, to understand the subtle improvement of the tourists' character and mentality after the trip to Dali, These details help to see the specific changes that Dali, a unique tourist attraction brings to tourists.

RO3: Through the analysis of the specific changes of tourists, we can understand the macro and micro reasons behind these changes, and discuss the reasons for the changes before and after tourists travel to Dali, which is conducive to a deeper understanding of the interaction between Dali and tourists.

RO4: Combined with the local tourism resources and realistic conditions of Dali, the transformation and sustainable development of Dali tourism is promoted by discussing the transformative tourism projects that Dali can be vigorously developed in the future.

4. Literature Review

Transformative tourism can be called "transformational tourism" or "transtourism", with a focus on how to interpret "transformation",

conceptualized as "a significant change in form, nature or appearance" (Transformation, 2010) and travel usually refers to visiting and touring from one place to another. The movement of this space also becomes a catalyst for transformation, in which the visitor is exposed to subjective factors, such as emotions, senses, social activities, interactions, or objective factors, such as social, cultural, historical environments, which will occur, whether internally or externally, and will significantly be transformed. Travel is therefore transformational because of its characteristics that trigger human change (Reisinger, 2013), and the focus of transformational tourism is to allow visitors to step out of a familiar environment or comfort zone and into an unfamiliar or even challenging environment, encouraging an inclusive approach to the world and promoting cross-cultural communication, understanding and social empowerment (Tomljenović, & Ateljevic). Travel will induce and trigger change, but the key subject is still in the tourist itself, if the tourist takes action on the learning, exploration of experience, and knowledge into life, then the change will be transformative. The transformative theory defines transformation as the process of finding and understanding oneself triggered by "disorientation" (Mezirow, 1991).

In previous studies, the shifting factors and behaviors of tourists in travel can be analyzed from different perspectives. (Garth 2016) argues that travel affects people's perceptions, desires, and motivations, and creates transformations in experience, which is roughly the same as the analysis of (Lyon, 2002), who believes that is attributed to the challenges that travelers face in new environments such as culture shock or cross-cultural adaptation.

Transformative tourism includes backpacking tourism, religious tourism, adventure tourism, and volunteer tourism. Backpacker and volunteer travel is defined as an alternative tourism project from mainstream volunteering and other project activities (Matthews, 2008; Soderman & Snead, 2008) The backpacker group is mainly composed of young people who like to travel long distances, and their motivation for travel is to "escape" from boring life and complex interpersonal relationships, seeking to break this dull

daily life (Jarvis, 1994) and the motivation for volunteering this trip is more out of a spirit of risk and giving back to the community, In helping others, one's perspective on life and the world has also changed by becoming more open-minded (McGehee & Santos, 2005) and motivating oneself to develop better. Religious tourism pays more attention to the spiritual connection with one's faith through religious culture, and the transformations that arise are embodied in the search for forgiveness, redemption, and peace of mind. (Tomljenović, R., & Dukić, L, 2017) Adventure tourism puts people in environments that are not only unfamiliar but also extreme, thus prompting people to constantly push and challenge the limits of mind and body.

4.1 Folmer, A., Tengxiage, A. T., Kadijk, H., & Wright, A. J. (2019). Exploring Chinese millennials' experiential and transformative travel: A case study of mountain bikers in Tibet.

Adventure tourism is one of the transformative tourism projects, and Chinese millennials riding mountain bikes on China's Qinghai Expressway have chosen this way of traveling, millennials are desperately seeking to get rid of their parents' control and find free space, and for some of them, mountain biking can also help them get rid of busy work environments and stress. They want to change through meaningful travel. The study focuses on the positive impact of transformative tourism, and on this basis, the authors also raise the importance of transformative tourism, showing that tourism is not just about experiencing fun, freedom, and enjoyment, but more importantly, it can enable people to grow and better accept the challenges of life. The study also proposes the impact of millennials on the travel market from a new perspective, and hopes that more research will focus on this potential group, which is also a major target group for the development of the transformative tourism market.

4.2 Pung, J., & Chiappa, G. (2020). An exploratory and qualitative study on the meaning of transformative tourism and its facilitators and inhibitors.

In addition to investigating the characteristics and experiences of transformative tourism, the study focuses on the promotion and inhibition of transformational

tourism in a different way. Through the analysis of good, positive interactions with locals over long periods of time, the socio-cultural significance of the destination is to enhance the sense of place is a factor that promotes change in tourists, can achieve greater self-efficacy, and also establishes rich emotional links to generate local attachment. Short-term stays, lack of access to the local way of life or imbalances caused by excessive cultural differences are factors that hinder the transformation of tourists. The final authors of the study also propose measures for tourism organizations to help tourists build a sense of well-being and place on the basis of obstacles.

5. Methodology

5.1 Research Design

This study is designed to provide in-depth interviews with tourists and tourism practitioners to gain a deeper understanding of the topic, combined with existing papers, journals, books and research reports to collect information related to the topic of the paper, provide an academic theoretical basis, obtain data through in-depth interviews, and combine theory to analyze and summarize.

The research needs to analyze the implications and possibilities of the transformation by discussing the experiences of tourists in travel, and make feasible recommendations for future transformative tourism development. So the author interviewed not only tourists, but also tourism-related practitioners. In the interview, the author will ask open-ended questions after the interviewee h

as given his/her answer, the author will also put forward her own views and opinions, and have a discussion with the interviewees, especially for the measures to transform the development of tourism, thus, through the exchange of different views, both will be able to gain new perspectives on each other's way of thinking. This interview is a combination of academic theory and actual situation to fully understand the impact of transformative tourism, identify existing problems, and make suggestions for the future development of tourism, so as to promote the development of Dali tourism.

5.2 Sampling Procedure

Based on the purpose of this study, a target sample of tourists and tourism industry practitioners with tourism experience in Dali was selected, including 1 Dali Tourism administration staff, 1 Hotel Department Manager, 1 Boutique Hotel and Tourism Wedding Photography Studio Operator, 2 Tour Guides and 6 Tourists, consisting of 3 women and 3 men, whose ages are between 20-35 years old otherwise known as the millennials. People who are in the pursuit of independent, stimulating lifestyle, is the target group of transformation tourism. The criteria for selection were: 1) None of them chose the tour mode of the tour group but traveled alone, 2) Have often communicated and interacted with locals, 3) Have traveled in Dali. These qualified respondents were invited to an interview with questions related to the research topic.

5.3 Data Analysis

The researchers selected practitioners and tourists in Dali's tourism industry and conducted in-depth interviews with them, collecting data from February 26, 2022 to March 6, 2022, to understand their views on

Table 1. Data Collection Technique

Methodology	#of interviews and function	Sampling frame	Key respondent characteristics	Quantity
Face-to-face in-depth interviews with government staff	Government staff	Chief of the Publicity and Promotion Section of the Dali Culture and Tourism Administration.	Female, has worked in the government tourism sector for more than 10 years	30 minutes
Face-to-face in-depth interviews with department manager	Department Manager	Food & Beverage manager in Hotel INDIGO DALI ERHAI	Male, has worked has more than 10 years in the hotel industry in Dubai, Macau, Australia and other five-star hotels	25 minutes
Face-to-face in-depth interviews with owner& operator	Owner& Operator	Owner and operator of Dali Qinlv Boutique Hotel.	Female, has worked for 3 years	25 minutes
Face-to-face in-depth interviews with tour guide	Tour guide	Tour guides in Dali International Travel Agency Co.	Female, has worked for 5 years	25 minutes
Face-to-face in-depth interviews with tourist	Tourist	Tourist in Dali Ancient Town	Female, Chinese tourist	15 minutes
Face-to-face in-depth interviews with tourist	Tourist	Tourist in Dali Ancient Town	Male, Chinese tourist	15 minutes
Face-to-face in-depth interviews with tourist	Tourist	Tourist in Dali Ancient Town	Female, Chinese tourist	15 minutes
Face-to-face in-depth interviews with tourist	Tourist	Tourist in Dali Ancient Town	Male, Chinese tourist	15 minutes
Face-to-face in-depth interviews with tourist	Tourist	Tourist in Dali Ancient Town	Male, Chinese tourist	15 minutes
Face-to-face in-depth interviews with tourist	Tourist	Tourist in Dali Ancient Town	Female, Chinese tourist	15 minutes

Table 2: Constant Comparison Analysis

No. Interviewee	Interview text(excerpt)	Axial Coding	Selective Coding
RQ1: Why do people choose Dali as a transformative tourism destination? RO1: From both the aspects of culture and lifestyle, study the reason why Dali became a transformative tourist destination. To understand about Dali's unique culture and lifestyle influence on tourists.			
Tourist 1	1. Compared with city sightseeing, tourists prefer eco-tourism, small towns, and rural tourism, especially places with ethnic minority cultures, because this is completely different from daily life. 2. Dali's tie-dye production, The Bai residential buildings in Xizhou Ancient Town can meet the needs of tourists for small-town tourism and ethnic minority culture. 3. Self-driving and cycling around Erhai Lake, tasting Dali's specialties is the best way to experience small-town tourism. 4. Compared with the big city, Dali has a slower pace of life, and compared to sightseeing in the city, Dali makes people feel relaxed and stress-free.	Dali not only meets the yearning of tourists for rural tourism and eco-tourism, especially ethnic minority cultural tourism but also makes tourists feel relaxed.	Tourists who want to feel the natural scenery and ethnic culture are motivated to choose Dali as a destination.
Tourist 2	1. Compared to lively cities, tourists prefer quiet rural life, wanted to get close to nature, and enjoy ethnic minority cultures. 2. In addition to its beautiful natural scenery, Dali also has a long religious culture, allowing tourists to find friends with the same beliefs. 3. Shuanglang and Xizhou Ancient Towns are the best places to experience pastoral life, and Jizu Mountain, Three Pagodas Chongsheng Temple, and Mosque can feel the long-standing religious culture. 4. Dali's food culture and the city where tourists live are completely different, and Erhai can calm down the dysphoric mood.	Aside from the natural scenery, Dali's unique food culture and diverse religious culture can bring visitors a good experience	Dali's religious and food culture is attractive to tourists
Tourist 3	1. Visitors enjoy adventure tours such as hiking, rock climbing, cycling, and diving. 2. Dali Cangshan has an ideal hiking route, like a natural park with cherished flora and fauna. 3. Cangshan is the best route for tourists who love hiking tours, and after the hike, you can enjoy the hot springs in the geothermal country under the mountain. Paragliding in golf is also a good experience. 4. Compared with the previous adventure-filled Qinghai-Tibet road ride, Dali's adventure tourism program does not have many uncertainties, and is a route that coexists with challenge and relaxation.	Cangshan's hiking and paragliding programs cater to the needs of adventure tourism enthusiasts.	Cangshan's hiking and paragliding programs cater to the needs of adventure tourism enthusiasts.
Tourist 4	1. Tourists like to explore the history and culture of the destination, and rural tourism, especially the small towns with ethnic minority characteristics, which is a new environment for tourists. 2. Tourists have a longing for Dali in martial arts novels, as the ancient capital of the former Nanzhao Kingdom, it has a long history and culture and a diverse minority culture. 3. Visiting historical museums, minority buildings, making handicrafts, and tasting local food are the best ways to experience a small-town tour People living in Dali have their rhythm and do not set themselves goals that must be accomplished, in contrast to the busy workers in big cities.	Cultural experience programs can help visitors who are interested in history and culture to have a deeper understanding of the destination	Dali's religious and food culture is attractive to tourists
Tourist 5	1. Visitors enjoy adventure tours such as hiking, rock climbing, cycling, and diving. 2. Dali Cangshan has an ideal hiking route, like a natural park with cherished flora and fauna. 3. Cangshan is the best route for tourists who love hiking tours, and after the hike, you can enjoy the hot springs in the geothermal country under the mountain. Paragliding in golf is also a good experience. 4. Compared with the previous adventure-filled Qinghai-Tibet road ride, Dali's adventure tourism program does not have many uncertainties, and is a route that coexists with challenge and relaxation.	Cangshan's hiking and paragliding programs cater to the needs of adventure tourism enthusiasts.	Cangshan's hiking and paragliding programs cater to the needs of adventure tourism enthusiasts.

RQ2: What kind of transformation has happened to the tourists during or after their trip? RO2: Through a reasonable investigation and visit, to understand the subtle improvement of the tourists' character and mentality after the trip to Dali, These details help to see the specific changes that Dali, a unique tourist attraction brings to tourists.			
Tourist 1	<ol style="list-style-type: none"> 1. After coming to Dali, tourists find the ideal way of life, no longer worry about work, money, the whole state of the person is relaxed, peaceful. 2. The changes are still there, but it is uncertain whether they will disappear with time because, after travel, tourists will have to return to their original lives and hope to keep the current state. 3. Before Dali, tourists chose to focus on city sightseeing, and did not have serious thinking about life during the trip, nor did they change 4. Dali's natural scenery makes tourists feel real peace & love, and the communication with locals and other tourists gives visitors the opportunity to learn about the experiences and lifestyles of others. 	When visitors come to Dali, they become relaxed, immersed in thinking about life, and exploring the meaning of travel.	Dali's natural beauty can make visitors change
Tourist 2	<ol style="list-style-type: none"> 1. Tourists do not want to leave after living in Dali, because life here is completely different from when they are in the big city, and they meet new friends here and become precipitated(?), not as anxious as before. 2. Tourists want to be able to stay in their current state to face the future of life, especially when there is pressure, not just to pursue speed. 3. Traveling in Lhasa allows visitors to change and feel the power of faith, while Dali allows visitors to look at the people or things around them from an inclusive perspective. 4. In addition to the natural scenery, visitors can see different cultures blending here, and Dali's cultural environment for treating foreign cultures and tourists makes tourists more inclusive and open. 	Visitors become more receptive to strangers or new cultures, thinking about ways of seeing the world by listening to the stories and experiences of others.	Dali's unique cultural atmosphere enables visitors to be inclusive and receptive to new things.
Tourist 3	<ol style="list-style-type: none"> 1. Through adventure travel projects, visitors change their understanding of challenges, which can be to complete an exciting adventure or how to solve difficult problems in life. 2. Previous road bike tours allowed visitors to release stress, but in Dali, visitors were able to regulate stress in a comfortable environment rather than pure release 3. The anxieties and stresses of life will persist, but visitors believe that the change in mentality will not easily disappear. 4. Dali's unique geographical environment and cultural atmosphere affect tourists, and the mutual integration and inclusiveness of different cultures make tourists slow down and adjust themselves in the process of pursuing speed. 	Tourists come to Dali to change their previous way of decompression, no longer simply pursuing excitement and seeking emotional catharsis, but in the face of challenges, first, they adjust themselves.	Dali has adventure tourism but has its unique rhythm, these adventure routes, without a harsh living environment, can also affect tourists and produce changes.
Tourist 4	<ol style="list-style-type: none"> 1. In the process of learning from locals, Dali tie-dye and silverware making, tourists have a change in their attitude towards work, believing that they should pursue their favorite business and stick to it. 2. When returning to the original work, the status of tourists will change because of different environments, but tourists are planning how to do what they like. 3. Previous visits to big cities allowed tourists to focus on shopping and enjoyment, while in Dali tourists preferred to spend a day making a handicraft. 4. Tourists think about their lives by learning, communicating, and observing their lives with locals, believing that they need to live in the moment. 	The craftsman's love and persistence in handicrafts infect tourists and triggers tourists to think and plan for future careers.	Interacting with locals can have an impact on visitors and give them a new understanding of their lives.
Tourist 5	<ol style="list-style-type: none"> 1. Because of staying in Dali for a long time, tourists are not as demanding of themselves as before, giving themselves more free space. 2. Tourists have completely changed, because coming to Dali to do their favorite work, there is not much pressure, and the health status has improved. 3. There have been changes in the past, in Chengdu, which is also a city with a slow pace of life, but compared to Chengdu, Dali is more suitable for long-term residence. 4. Tourists in Dali meet a lot of friends with the same goals and ideals, they all choose to settle in Dali and enjoy life. 	Dali attracts tourists because of its natural and cultural environment, and because of the relatively low cost of living and prices, many tourists	Dali attracts tourists because of its natural and cultural environment, and because of the relatively low cost of living and prices, many tourists

RQ3: What triggered the transformation of tourists?			
RO3: To analyze the macro and micro factors that make visitors transformative.			
No. Interviewee	Labelling	Axial Coding	Selective Coding
Official staff	<ol style="list-style-type: none"> 1. Many tourists do not want to leave after traveling to Dali, choosing to settle here, and the longer travel time is the most intuitive change. 2. After experiencing some intangible cultural heritage items, such as tie-dye, wood carving, and silverware making, visitors will have a deeper understanding of Dali's ethnic minority culture, driving them to transform. 3. Dali's natural scenery, history and culture and multicultural environment provide visitors with a comfortable and space that allows them to jump out of the fast-paced, stressful urban life and have time to think about themselves. 	After appreciating the natural scenery and national cultural experience, tourists will have a better understanding of Dali's history and culture.	Dali's social, cultural, and ecological environment has affected the changes of tourists.
Hotel Department Manager	<ol style="list-style-type: none"> 1. Tourists will dress differently in Dali, and many people will buy Dali's national costumes, tie-dye clothes, or other decorations. 2. Dali has a famous Buddhist holy place, Jizu Mountain, many religious tourists will come to visit, guests may not eat meat the day before the worship, all hotels for this need, we can also develop vegetarian menus. 3. In addition to natural scenery, Dali has many tourism projects that large cities do not have to experience such as ethnic minority culture, festivals, and customs. Visitors will experience tie-dye and sculpture-making in the ancient city of Dali 4. The hotel's main source of customers are from China's first-tier cities, who come to Dali hoping to get out of the original fast, tense pace of life and find a relaxed environment, Dali can meet the expectations of this type of tourist. 	Hotels design hotel products and services tailored to the needs of different transformative travellers.	The hospitality industry's attitude towards guest service is also a factor that attracts tourists.
Owner & Operator of Boutique Hotel	<ol style="list-style-type: none"> 1. After traveling in Dali, many people find and become their true selves and become themselves, reconcile with themselves and find the direction they once lost. 2. The Bai people of Dali are very hospitable, they can accept and tolerate foreign things, they will communicate with tourists cordially, and share Dali folk customs with them. 	Tourists in Dali can have good communication and exchange with locals.	The local people's exchange with tourists, the interaction will trigger the transformation of tourists.
Tour guide	<ol style="list-style-type: none"> 1. Tourists come to Dali with negative emotions because of the long-distance, but with the progress of the trip, the mood changes greatly, and the performance is proactive and friendly 2. The quality of service of tour guides is also the reason for the change of tourists, and it is necessary to take into account everyone's emotions, with a sincere attitude, and to think from the perspective of tourists. 	Service is a performance art from the heart, and the tour guide needs to make the visitor feel the true service attitude.	The quality of the tour guide's service is one of the reasons that trigger the shift in tourists.
RQ4: Is transformative tourism a new direction for the development of Tourism in Dali?			
RO4: Combined with the local tourism resources and realistic conditions of Dali, the transformation and sustainable development of Dali tourism is promoted by discussing the transformative tourism projects that Dali can be vigorously developed in the future.			
Official staff	<ol style="list-style-type: none"> 1. As a new tourism project, the development of transformative tourism is imperative, in addition to driving the development of enterprises, it can also drive the development of tourism talents 2. Dali proposes transformative tourism projects that meet different age stages, and eco-tourism, health tourism, research, and education tourism and hiking in Cangshan Mountain are currently more popular in transformative tourism 3. There should be leading enterprises with cultural & tourism brands, as well as the development of enterprises in the travel agency industry, which can encourage comprehensive service enterprises such as tourism exhibitions, event planning, and cultural communication 	Transformative tourism programs also meet the needs of consumers, and hotels need to offer different service experiences	Affected by the epidemic, the implementation of transformative tourism projects in hotels is facing challenges

Hotel Department Manager	<p>1. There is a relatively good development in Dali because it is in line with the current young generation of tourism concepts and ways, more inclined to integrate with the local culture</p> <p>2. In the early stage, we need to research to ensure that the products we launch can meet the needs of customers, and the products are innovative, combined with local cultural activities.</p> <p>3. To cultivate the market, let a small number of guests experience new products and services, followed by preventing the loss of hotel talent</p>	Transformative tourism programs also meet the needs of consumers, and hotels need to offer different service experiences	Affected by the epidemic, the implementation of transformative tourism projects in hotels is facing challenges
Owner & Operator of Boutique Hotel	<p>The transformative tourism project is a project that Dali is currently undergoing and will continue in the future, which can bring more in-depth experiences to tourists</p> <p>The creation of wilderness camps and hiking tourism projects provide more tourism experiences for the younger generation of tourists who like outdoor activities</p> <p>Constantly adjust tourism products and programs to meet the needs of more independent tourists. At the same time, add more cultural creativity to attract tourists.</p>	The hiking tour project in adventure tourism in the direction of the development of the Dali Boutique Hotel	Boutique hotels focus on improving the satisfaction of tourists by providing creative cultural products
Tour guide	<p>1. Tourists like to explore the history and culture of the destination, and rural tourism, especially the small towns with ethnic minority characteristics, which is a new environment for tourists.</p> <p>2. Tourists have a longing for Dali in martial arts novels, as the ancient capital of the former Nanzhao Kingdom, it has a long history and culture and a diverse minority culture.</p> <p>3. Visiting historical museums, minority buildings, making handicrafts, and tasting local food are the best ways to experience a small-town tour</p> <p>4. People living in Dali have their rhythm and do not set themselves goals that must be accomplished, in contrast to the busy workers in big cities.</p>	Transformative tourism projects meet the needs of market development	Infrastructure improvement is needed to support the sustainable development of the project

The data was translated from Chinese into English, and the researcher analyzed the data through constant comparisons, first creating a transcript, which, through repeated and careful reading, classified according to the objective of the research and the type of interviewees, and then encoded, divided into axial coding and selective coding. In axial encoding, the data is selected into several categories because of similarity, and in selective coding it describes how they are connected. Through comparative analysis, the researcher was able to first obtain important

practitioners on the development of transformative tourism projects in Dali to put forward complete and comprehensive suggestions and measures to promote the development of transformative tourism projects, and finally put forward further suggestions for the results of the analysis.

6.1 The impact of Dali's unique culture and lifestyle on tourists

Dali City, located in the west of Yunnan Province, is the Bai ethnic minority concentration area. At the

information from interviews of different types of respondents, and find out the reasons affecting the tourist shift, the feasibility of transformative tourism projects in Dali, and the relationship.

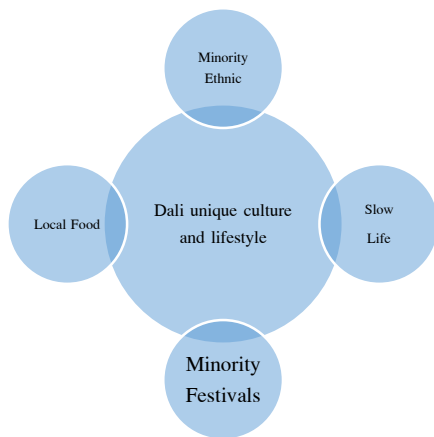
6. Results and Discussion

The researcher, due to the specific changes that occur in the process of tourism in Dali, had been triggered to make changes in the analysis, summary and comparison of the opinions of different tourism same time, Dali City also has a wealth of tourism resources, in addition to the magnificent Cangshan Mountain and the tranquil Erhai Lake, there is the long history of Chong Sheng Temple Three Pagodas, well-preserved Dali Ancient City, surrounded by Erhai's many islands and fishing villages, beautiful butterfly springs, quite distinctive Xizhou ancient town, etc. These tourism resources have become Dali City's unique tourism business card. In addition to natural scenery, Dali also has many ethnic minority festivals, such as March Street with indispensable programs such

has "horse racing, market catching, Bai folk song, flower viewing...", and the Yi Torch Festival that includes the traditional throwing of torches and singing mountain songs. In addition, Dali's cuisine also attracts many tourists. This quiet and slow-paced life place, where there are beautiful sceneries and delectable food, coupled with the promotion of film and television dramas, naturally attracted a lot of people to yearn and come to experience life. It will spread all over the country so that more people know such a place, but also become a tourist destination for many people.

Figure 1.1

Dali's unique culture and lifestyle



Source by author

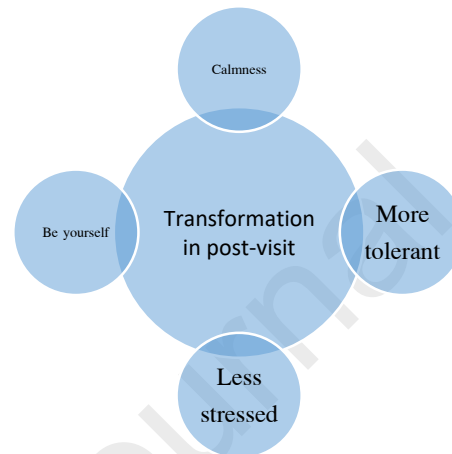
6.2 To find out the specific transformation that encourage travelers to make post-visit.

After traveling to Dali, tourists come out of their original familiar environment and come to a place completely different from their normal life, they enjoy the scenery and feel the culture here. In the process comes a change. If tourists are tired of the busy life of the city and fed up with the bad climate of the big city, Dali is a good place for them to empty their minds and enjoy life with peace of mind. In Dali, the tourists' pace of life becomes slower, and there is more time left for themselves to observe the things around them to think about life. Secondly, in Dali, they can be themselves, passers-by will not look at others with different eyes, there are many people from different places gathered together, and their interaction can make tourists open and easy to accept new things. Communicating with locals can make tourists integrate more quickly into local life, and their lifestyle will also have an impact on

tourists. In this environment, tourists are less anxious; they see the world with a more inclusive mindset and can better regulate themselves and face the pressure of work and life in the future.

Figure 1.2

Specific transformation that travelers make post-visit



Source by author

6.3 To analyze the macro and micro factors that make visitors transformative.

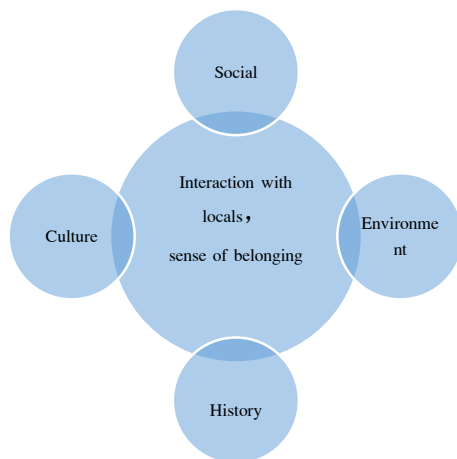
The factors that influence the change in tourists are related to the destination, and macro factors include the social, cultural, and environmental aspects of the destination. Dali Ancient City, as the core city of cultural communication in southwest China, is China's first batch of historical and cultural cities, with thousands of years of historical heritage. China's rare ethnic minority culture is well preserved in this ancient city. Coupled with a unique geographical location, back to the Cangshan Mountains, facing the Erhai Lake unique natural advantages, and through the efforts of the government and developers to build and develop overall planning, in recent years, Dali Ancient City has become the first choice of many Chinese tourist attractions. Dali has a long history. In such a pluralistic, free, less prejudiced cultural environment, foreigners or people from different cities in China can become friends here. Solo travelers can find a sense of belonging, and those accustomed to the hustle and bustle of the big city can calm down.

The micro-environment mainly comes from the tourists' perception of the destination, staying in Dali for a long time, and the interaction and communication

with the locals can make tourists wake up from the dream of chasing fame and fortune, begin to rethink how to start a new life, and find a path suitable for themselves after getting rid of the goal of "success".

Figure 1.3

Factors that make visitors transformative



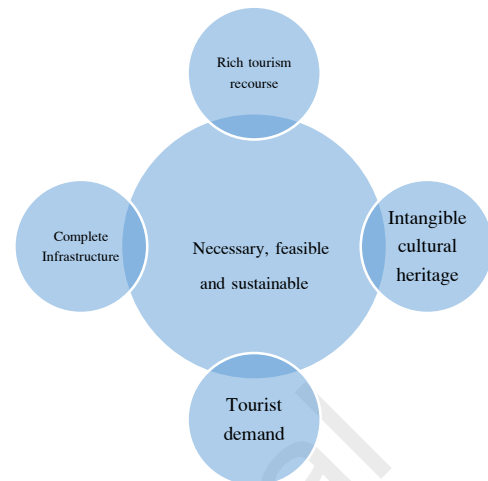
Source by author

6.4 Discuss how to develop transformative tourism projects in Dali.

Transformative tourism development projects are necessary, feasible and sustainable for the development of Dali. First, millennials are emerging as emerging tourists from the perspective of shifting demand, advocating freedom, differentiation, a spirit of adventure and independence, in keeping with the characteristics of transformative tourism projects. Dali is rich in tourism resources and has the conditions to carry out different transformative tourism projects. In addition to natural resources, Dali's homestay and hospitality industry has also improved for transformative tourism projects, with many famous hotels and unique homestays that can meet the different needs of different tourists. There are characteristic inns that are convenient for enjoying the scenery of the Erhai Sea, there are also high-quality five-star hotels, and there are also some cost-effective homestays for young people to provide accommodation options.

Figure 1.4

Development of transformative tourism projects



Source by author

6.5 Findings

- A. In addition to its unique scenery, Dali's cultural heritage and commercial services are also the important reasons to attract many tourists.
- B. The unique cultural environment is not only attractive to tourists, but also can have a positive impact. Tourists think that Dali's lifestyle is free and slow, allowing them to get rid of the original fast-paced life and stress, and give them more time and space to think about the future.
- C. Most of the tourists are from large cities, and they have city sightseeing experience before coming to Dali, but Dali makes tourists calm and more inclusive on the inside, open on the outside, and easy to accept new things. This open and inclusive urban attitude is one of the important reasons for attracting foreign tourists.
- D. Tourists have undergone positive changes in their travels, but there is no guarantee that these changes will persist, because most tourists still have to return to the familiar working and living environment, but tourists hope that the transformation will be maintained forever
- E. Tour operators believe that Dali tourism resources are rich, high quality, and irreplaceable, tourism infrastructure is relatively perfect, providing an ideal tourism environment for tourists.

- F. The experience of ethnic minority cultural projects, through learning and exchanging in these projects like locals, allows tourists to change their views on career choice, do what they like, and stick to it.
- G. Transformative tourism development projects in Dali are implementable and necessary because they meet the needs of tourists, which is not only a new direction for the development of tourism, but also can drive the sustainable development of tourism talents.
- H. The development of transformative tourism projects requires cooperation between various departments, the development of unified and clear goals, the innovation of existing cultural products and travel services.

6.6 Conclusion

The study selected the transformative tourism project as the theme, selected Dali, Yunnan, China as the research site, combined with theoretical research, analyzed the changes that occurred before and after the travel of Dali tourists, and explored the factors affecting the transformation of tourists. At the same time, the specific content of Dali's transformation tourism project was discussed, and it was found that tourists will change after coming to Dali, and these changes are positive, some people have made new friends, some people have a new understanding of themselves and life, some people have become more calm, some people have found a career they like, and even some people choose to live in Dali. Visitors are able to recognize these transformations they have produced and hope that in the face of challenges, stress, this state of transition will help them to meet and overcome challenges on their own. In Dali, the development and implementation of transformation tourism projects have good prospects, whether it is government staff, hotel employees, boutique hotel operators, tour guides all agree with this view, although they provide different tourism services, but the transformation tourism projects are suitable for development, sustainable and also bring innovation to the type of tourism industry. In addition, this transformational transformation requires the cooperation of the local government departments and the various tourism operators to jointly take the targeted measures together.

6.7 Recommendations

The development of transformative tourism projects requires cooperation between tourism practitioners and different sectors, from the quantitative research results, the researcher makes the following recommendations:

- A: For tourism policy planners: they can carry out and promote tourism transformation projects, rationally develop and protect scenic spots or tourist routes. Improve the construction of tourism infrastructure. Cultivate tourism talents and solve the problem of employment difficulties for young people in mountainous or poor areas through localization of tourism practitioners.
- B: Tourism practitioners: provide customized services, know or predict the needs of tourists to provide services in advance, such as providing delicious and nutritious food for tourists with special dietary needs during religious festivals, and the ingredients can come from local organic farms. For mountaineers, providing massage and fitness services, it is necessary to consider combining local cuisine in the development of tourism routes
- C. Increased local participation. Minority cultures cannot be ignored or even forgotten, especially in the inheritance of intangible cultural heritage.

6.8 For the further study

The data sample of this study is limited, and the researchers suggests that Dali's transformative tourism projects be studied whether they have a cultural impact or other negative impacts on tourists, and future studies can further clarify this, and also suggest that future studies can use quantitative analysis methods to analyze the transformative behavior of tourists, and show what obvious changes tourists have after the tour through more data. This study also hopes to provide data and theoretical support for the development of Dali's transformative tourism projects and put forward reasonable suggestions for the development direction of tourism under the epidemic.

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