

**Evaluation matrix of external factors of tourism development of West Lake.**

Row	Key External Factors	Score				
		Importance factor (from zero to 1)	Weak reaction 1	Medium reaction 2	Above average reaction 3	Excellent reaction 4
	Opportunities					
1	Increasing the private sector's willingness to participate in tourism-related initiatives and programs					
2	Space for guests to utilize the lake and its diverse pools					
3	People's desire to maintain and utilize more of the lake's natural and pristine environment					
4	Increased popularity and internationalization of the West Lake					
5	Increasing travel and recreation motivation among individuals, in the post-epidemic era					
6	The 2022 Asian Games in Hangzhou is just around the corner					
	Threats					
1	Escalating environmental issues attributable to tourism activity					
2	Existence of competitive recreational and tourist areas in the vicinity and tourist appeal by other regions					
3	Not adhering to health regulations and polluting lake water					
4	Improper protection of the lake's historical attractions					
5	Excessive visitor traffic and environmental, health, and transportation stresses on popular tourist destinations					
6	Tourism supply is insufficient, the target audience is single					

**Evaluation matrix of Internal factors of tourism development of West Lake.**

Row	Key Internal Factors	Importance factor (from zero to 1)	Score			
			Weak reaction 1	Medium reaction 2	Above average reaction 3	Excellent reaction 4
Strengths						
1	Favorable weather with year-round accessibility					
2	Existence of diverse tourism amenities on the lake's coasts					
3	The lake's historical and cultural significance					
4	Numerous sporting and amusement venues surrounding the lake					
5	It is located in an attractive city with convenient transportation					
6	Superior natural conditions of the area					
7	The first 5A scenic spot open for free in China					
Weaknesses						
1	Absence of adequate frameworks for travelers' optimal use of tourism resources, particularly in natural and protected regions					
2	Tourists' disregard for hygiene surrounding the lake					
3	Seasonality of tourism demand					
4	The scenery of the West Lake is seasonal					
5	Aging tourist routes					
6	Congestion at West Lake' popular scenic spots					