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旅游目的地规划、发展和营销的挑战与对策

——建设更好的目的地，吸引更新的消费者

Challenges and Contemporary Solutions for Tourism Destination Planning, Development and Marketing

Building Better Places; Attracting Newer Faces

主编：沈涵 李咪咪 吴必虎 阿拉斯泰·莫里森

Editor: Shen Han, Li Mimi, Wu Bihu, Alastair M. Morrison

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第一部分 文化旅游与旅游文化

Part1. Cultural Tourism and Tourism Culture

Proper Dress Required: Protecting the Sacredness and Purity of the Tenganan Pergerinsingan, Bali, *Samba Usaba* Ceremony Utiling Dress Rules

L.Kaye Crippen
Human Sciences
University of Arkansas at Pine Bluff

and

Patricia M. Mulready
Slobodkena Foundation

ABSTRACT

“Proper Dress Required” examines villagers’ attempts to maintain the sacred integrity of their village and religious ceremonies, (including the month long *Samba Usaba*). This research examines the villagers’ use of prescribed geringsing textiles during this ceremony —to ameliorate the heightened attention and increased number of tourists resulting from adventure, cultural, and, spiritual tourism. An integration of Process Sociology, Symbolic Interaction Theories, Social Psychology of Dress theories, and participant-observation methodology, focusing on dress, was used to analyze the Established/Outsider relationships Tenganan villagers developed with tourists to maintain the villagers’ individual and group identities, the integrity/pureness of their ceremonies, and the village itself.

Encounters with tourists dressed inappropriately (as defined by villager rules) attending the *mekaré-kare*, and wanting access to the sacred *Bale Agung* and temple during their month long *Samba Usaba* ceremonies are described. Tourists dressed “properly” could access all of these places. Over time, to lessen discord the villagers decided to place a sign on the *Bale Agung*--“Proper Dress Required.” Villagers could not understand why Outsiders didn’t know what “proper” was.

Geringsing weaving had been in decline but reversed itself due to increased purchases by Outsiders which brought in money. Thus, globalization was a mixed influence which the villagers successfully navigated to keep the sacred integrity of their village intact—thus pure and safe.

Dress rules vary greatly when travelling and they are some of the most visible cues people get about one another. This illustrates the importance of determining and observing proper

dress for meaningful cross-cultural interactions.

Keywords: *Geringsing* Double ikat textile, process sociology, ritual dress, Tenganan, Bali, Tourism

INTRODUCTION

“Proper Dress Required” is an examination of Tenganan Pergerinsingan villagers’ attempts to maintain the sacred integrity of the village and their religious ceremonies including the month long *samba usaba* ceremony. This research examines the villagers’ use of prescribed dress and textiles during this ceremony including the *geringsing* double *ikat* textiles--despite the heightened attention and increased number of tourists resulting from adventure, cultural, and, most recently, spiritual tourism.

An integration of Process Sociology, Symbolic Interaction Theories, Social Psychology of Dress theories, and participant-observation methodology--focusing on dress--was used to analyze the Established/Outsider relationships Tenganan Pegerinsingan villagers developed with tourists to maintain the villagers’ individual and group identities and the integrity/pureness of the *samba usaba* ceremony and the village itself.

BACKGROUND

Tourism

Cultural and Spiritual Tourism

Cultural tourists are those who have studied the destination they will be visiting or have an interest in learning more about the culture of their destination. Spiritual tourists are those who are interested in the religious, divine, and/or mystical beliefs/practices of a destination.

In the case of Tenganan Pegerinsingan (which will be abbreviated to Tenganan) cultural and spiritual tourists are usually interested in the religious ceremonies, lifestyle, and/or the dress of the villagers, especially the rare *geringsing* textiles. The cultural tourists, an important subset of which Littrell, Anderson, and Brown (1993), call “authentic tourists,” usually wish to observe (in this case) the authentic weaving of the double-ikat *geringsing* textiles as well as their traditional use as dress in religious ceremonies such as the *samba usaba*. Some of these tourists also hope to buy high quality, authentic *geringsing* textiles directly from the women weavers who produce them.

An estimated 300 million people travel for spiritual reasons each year (Watts, 2007). Many of the spiritual tourists travel to traditional sites of pilgrimage, such as Borobudur, the Ganges River, Jerusalem, Mecca, Medjugorje, the Vatican, etc. Others travel to locations which they believe will bring them spiritual understanding. Recently this segment of the travel industry has been labeled “spiritual tourism.”

Fans of Elizabeth Gilbert's (2006) book, *Eat, Pray, Love*, and the movie based on it (Kleiner, 2010) have generated a new classification to spiritual tourism: EPL tourism (the acronym for *Eat, Pray, Love*). *Time* magazine reports that by 2010 the book has sold over 7 million copies (Brenhouse, 2010). This has substantially increased the number of people, especially women, traveling to Bali in pursuit of life-changing enlightenment.

Bali

Bali was already heavily promoted by the Indonesian government and tourism industries. The *Jakarta Post* (2010) reported Bali has one of the highest tourist arrivals for Indonesia and Bali has been billed as one of the world's top spiritual tourism destinations.

However, over time more researchers and cultural and adventure tourists learned about the remote villages with distinct cultures—including religious ceremonies and various art forms, especially textiles—and found their ways to these villages (Pitana, 2010).

This interest is two sided. With the increase in wealth brought by collectors and museums buying Balinese artifacts such as *geringsing* textiles and tourists spending money while visiting come misunderstandings of the religious ceremonies, meanings of the *geringsing* textiles, and the role of proper dress for participating in them. Airline publications, tourist books, internet sites promoting tourism, and even authors writing on textiles (Warming and Gaworski, 1981) generally tend to call or portray the *samba usaba* religious ceremony—including the *mekaré-kare mock battle*--as a festival instead of the sacred religious ceremony and ritual they actually are. This has led to misunderstandings by the villagers and tourists, especially in the matter of appropriate dress.

Tenganan Pegerinsingan

Tenganan Pegerinsingan is a traditional village in the Southeast part of the island of Bali, Indonesia. It is the villagers' obligation to keep the village pure and safe by performing a large number of sacred ceremonies—this is *the* central part of their lives. In 2000, there were 79 ceremonial days in the village calendar.

The villagers are referred to as Bali Aga or mountain Balinese (Hobart, 2001). The people of Tenganan previously lived in another location, probably nearer the beach. Their ancestors were there before the Hindus fled Central Java and moved to Bali about 500 years ago. Bali is the only Hindu island in Indonesia (which has the largest Muslim population in the world). All of Bali attracts people interested in different religious practices—*rejang* dances, *gamelan* music, and other ritual practices are seen throughout Bali. However, Tenganan has become especially well-known for the ceremonial uses of *geringsing* ritual textiles and ritual dress.

The most well-known in Tenganan religious ceremony is the month long *samba usaba* which many of the tourists traveled, sometimes thousands of miles, to see. Some well-intentioned tourists may have studied information about the ceremony and its rituals and wore what they thought was appropriate dress, but were then forbidden to get on the *Bale Agung* (pronounced ballet) to watch the

mekaré-kare (the re-enactment/mock battle of an ancient *pandanus* leaf war) because their shoulders were covered.

Historically, Tenganan had been closed to outsiders, even other Balinese. While a few exceptions had been made earlier, the village finally started admitting occasional scholars and/or tourists sometime in the mid-1970s. Mary Kefgen (personal interview with Crippen August 12, 1996) reported that in her research trip to Tenganan she was welcomed; however she was the only visitor there.

Word of mouth (especially amongst textile enthusiasts), guide books, an occasional mention in airline magazines, academic articles or books, and Internet information had increased demand for Tenganan *geringsing* double ikat textiles and interest in the villagers' lifestyle and religious ceremonies—especially the *samba usaba*. The villagers do not promote Tenganan although private tour agencies have started to do so often making it a quick stop with a non-local tour guide.

Samba Usaba Ceremony

This study focuses on the dress rituals, especially the use of *geringsing* textiles of the *samba usaba* ceremony, a month long sacred religious ceremony held in the fifth month of the Tenganan calendar (often in June). The three key sacred areas where rituals take place that tourists visit are the *Bale Agung* (pronounced ballet), a raised, covered platform; the temple and its courtyard. The *samba usaba* ceremony is central to the Tenganan belief system—it keeps the village “pure” and safe from disasters. The *samba usaba* ceremony is the most well-known of the many Tenganan ceremonies. There are numerous rituals throughout the month long ceremonial period.

Many cultural and spiritual tourists, among others, come to the final day(s) of this annual ceremony when the *mekaré-kare* ritual is held; this is a ritual re-enactment/mock battle of the ancient *pandanus* leaf war (Crippen and Mulready, 2000). The Tenganan *mekaré-kare* differs from others performed in Bali because of the ritual dress.

Geringsing Double Ikat Textiles and Their Role in the Samba Usaba

Importance of Textiles in Non-Industrialized Settings

Balinese temple dress is compulsory to enter temples. Open-aired temples across Bali routinely deny access if visitors are not wearing proper temple dress. Proper dress is required even when there is not a ceremony. Women wear the *kebaya*, a jacket made from sheer fabric (today most commonly lace) and a hip wrapper or skirt-like garment); men also wear a hip wrapper and a shirt. Many temples rent hip wrappers to visitors who do not have the proper garments with them.

Weaving Geringsing

A major feature of Tenganan's *samba usaba* ceremony is the use of *geringsing* double ikat textiles hand-woven on backstrap looms by highly skilled village women; *geringsing* textiles take a

long time to complete. In Tenganan and throughout Bali, the *geringsing* double ikat textiles are believed to possess curative and magical powers (Bühler, et al., 1975; Crippen, 1994).

Ikat is a form of resist dyed textile, as are *batiks*--another Indonesian textile art produced mainly in Java. The design of a resist dyed textile is formed by applying a resist method before the textile is immersed in the dyestuff. Ikat textiles are made by tying off (wrapping/winding a piece of string around yarn bundles). The tied yarns are then dyed, the string removed, and then the yarns are woven.

Single ikats are made throughout Southeast Asia; they require only the warp or weft direction of the yarn to be tied off. However, in the difficult-to-produce double ikat process, both the warp and the weft yarns must be tied correctly in order to produce a pattern without defects. Hence, experts say the tying off is the most difficult portion of making the *geringsing* textiles. The double ikat process is so difficult that it is only made in three places--on the island of Okinawa, Japan; in Gujarat, India, where it is done using silk; and around the area of Tenganan, Bali, Indonesia.

The larger *geringsing* textiles are used by both men and women as a hip wrapper. To villagers and tourists who understand the quality indicators, the quality of the *geringsing* textile worn by each person is evident and serves as a status marker during ceremonies.

Ceremonial Geringsing Double Ikat Textiles

The textiles are imbued with sacred significance and are an integral part of the ceremony, as are the intricate ways to wear them. Tenganan villagers believe the rules for performing the rituals in the month long ceremony must be performed correctly, including wearing *geringsing* textiles at the proper time and in the correct way. These rituals *must* be followed correctly in order for the *samba usaba* ceremony—and therefore the village--to remain “pure” and safe.

REVIEW OF LITERATURE: THEORETICAL APPROACH

Process Sociology

Process Sociology, also called Figural Sociology (Elias, 1978; Mennell 2007) does not exclude other sociological perspectives; instead it provides a dynamic theoretical and methodological framework in which individuals and social change can be examined and explained. *Elias (1978) and others have utilized Process Sociology to examine a number of sociological and cultural issues. The processes or figurations are interrelated macro-micro factors which act and react to each other*

Symbolic Interaction Theory

George H. Mead (1934) posited the Symbolic Interaction Theory which suggests that people learn from significant others what behaviors, including wearing dress and adornment, mean in the culture they are socialized in. One presents him/herself to others, notices their reaction, and adjusts his/her own opinion of self (self-concept) accordingly; this is also called the “Looking Glass Self” (Cooley, 1902). Morris Rosenberg (1986) extended Mead’s work on self-concept but came to the

same basic conclusions. One question has been whether the Symbolic Interaction Theory applies to everyone. Recent research examining the intersections of culture, sociology, psychology, and neurobiology indicates this may be the case (Franks, 2010). For instance, V. S. Ramachandran's (2009) preliminary work on brain waves and what he calls "empathy" indicates people in close proximity transmit neural electrical charges both to--and in reaction to--each other, paralleling the description of the Looking Glass Self. For now, general agreement is Symbolic Interaction Theory explains behavior well and further work needs to be done.

Established and Outsiders

Elias and Scotson (1994) discussed how groups distinguish themselves from others in *The Established and the Outsiders*. Established groups think of themselves as being better than others and are often observed as having more power in some way--though not necessarily economic power. They believe they are "endowed with a kind of group charisma, with a specific virtue shared by all its members and lacked by others" (Elias and Scotson, 1965: xvi).

Established groups have high social/group cohesion, collective identification, group or "we identity" is important to group and individual self-concepts, commonality of norms, contempt for outside groups, and taboos on unapproved contacts with Outsiders. If someone violates norms/taboo they are stigmatized. There is fear that contact with outsiders will lessen, pollute, or contaminate the Established group. "As a matter of course, members of an outsider group are regarded as failing to observe these norms and restraints" (Elias and Scotson, 1994: xxiv).

"Power superiority is equated with human merit, human merit with special grace of nature or gods" (Elias and Scotson, 1994: xxiii) which seems particularly applicable to the *samba usaba* ceremony and rituals. As indicated above, the Established group sets the norms for what is proper. This includes dress, which can be an outward symbol of group cohesion.

Social/Psychological Aspects of "Proper" Dress

"Proper" or "appropriate" dress is something we become aware of early in life. Children learn certain textiles are worn for specific occasions; part of this socialization is the rules vary by (sub)culture, place, time, class, gender, race, ethnicity, age, religion, even weather--the general sociological habitus and *zeitgeist*. Almost all of us learn these rules and those who don't are usually punished (Rosencranz, 1972). In these times of constantly intermingling cultures and subcultures, the appropriateness of dress comes into question. But who establishes/decides what is "appropriate"?

As indicated above, the Established group sets the norms for what is proper. Wearing dress and adornment consistent with group norms is an outward symbol of group cohesion (Rosencranz, 1972; Roach and Eicher, 1968; Horn, 1981).

The Idea of Appropriate

As discussed above, people are socialized to behave “properly” by significant others/role models, usually parents and family/tribal members for the first few years of life. Following this expanded networks of actual and/or ascribed significant others, such as peer groups, teachers, and in modern societies celebrities, fictional characters, etc., become more important (Rosenberg, 1977, 1986). Regardless of the socialization methods most people enter adolescence knowing what is considered “proper” behavior whether or not they follow the normative rules (Rosencranz, 1972; Kaiser, 1997).

“Proper” or normative dress and adornment behavior varies widely across and often within cultures. What is considered appropriate in one place or time is forbidden in another, such as bare breasts being acceptable in Bali and ancient Crete but unacceptable in modern Jakarta and Crete.

Status maintenance is often discussed in self concept literature (Rosenberg, 1986). Most people attempt to maintain the actual/aspirational levels of their actual/imagined social status. Dress is often used strategically in these attempts, symbolizing—correctly or not--where in society a person belongs (Rosencranz, 1972).

Tourism and Dress

Travel brings people to locales with their own customs and no less intricate--and often more elaborate--dress rules. Cultural tourists interested in textiles and dress often do extensive research prior to travel to decide not just where to go but what to wear to participate in special events, specific products to buy or have made (if available), and what behaviors are unacceptable. For example, in 1997 Connors was photographed in Tenganan photographing the young women dancers in the temple. She was in proper attire during a different part of the *samba usaba* ceremony in which a kebaya and batik hip wrapper is worn, traditional Indonesian dress worn throughout Bali inside temples.

Sacred and Profane

Misunderstandings at most international gatherings can be excused or ignored. This is not necessarily the case when religious and spiritual--sacred—areas and/or events are involved. It is in the sacred that we find less deviation from traditional prescribed dress. Rules matter, we are told, to whatever Universal Spirit is worshipped. When we travel, we can easily not know when we are violating local customs or worse, breaking taboos. These errors can range from the funny anecdote to being life threatening, depending on setting.

Almost every religion has a dress code, even if just for the officiators. In most cases there are more rules for women than men. Cultural tourists who have studied the customs of the place they are traveling to can miss the finer points of local dress codes. Even experts on Balinese customs may not understand how customs change from village to village.

There are simultaneous trends toward relaxation, maintaining, or increasing dress rules for some religions and spiritual practices. To avoid misunderstandings the Vatican has signs listing what is allowed and not allowed when visiting the buildings, with more explicit and restrictive rules when having an audience with the Pope.

Some people have been taught that covering up is appropriate for religious observances. Thus being excluded from the Tenganan bale because their shoulders were not bare was a surprise.

METHODOLOGY

Participant observation methods were used consistent with Process Sociology and Symbolic Interaction research techniques (Becker and Geer, 1957; Mennell, 1989). Crippen conducted field work in Tenganan from 1985 to 1999. She attended the *samba usaba* ceremony, including the *mekaré-kare* and other rituals, almost every year during that period. In 1986, Crippen interviewed three of the oldest weavers who all retired the following year.

In 1997, she attended almost the entire month-long ceremony. She used a variety of methods for data collection, including review of the written literature, oral history, in-depth interviews, and participant observation of religious and cultural ceremonies. Extensive written and photographic records were made of weaving, numerous historic and contemporary double ikat textiles, everyday life, and of particular importance for this paper, the *samba usaba* ceremony. In-depth interviews provided insights to current as well as historical production and use of traditional *geringsing* textiles. Photographs were taken during these interviews. Notes were made and expanded immediately.

During this extended time, Crippen developed a strong relationship with I. Nyoman Diani, other weavers in her extended family, and other family members. Nyoman is well known in the village for her ability to tie the resist yarns before they went to the dyer; she also was a weaver.

Crippen participated in the rituals and was able to observe the dress of tourists throughout the sacred ritual locations (bale, temple, and courtyard) and the village from 1986-1999. Photographic documentation was later examined to verify impressions and to seek additional information since throughout each year there were hundreds of persons at the various sacred ceremonies and rituals in Tenganan, especially the *samba usaba*. Analysis of photographs allowed for verification of what dress items were worn by villagers and tourists and the changes over time.

ANALYSIS AND DISCUSSION OF RESULTS

The following is a narrative discussion and analysis of the ongoing processes by which the Tenganan villagers have tried to accommodate increasing numbers of Outsiders interested in their culture while maintaining and protecting the religious/sacred beliefs and practices of their village--especially its integrity and purity. The sacred is essential and central to the Tenganan villagers' lives.

There is also a simultaneous internal-to-the-village process whereby villagers interested in increased commercialization of Tenganan and those who prefer to keep the walled village restricted/closed to Outsiders negotiate what seems a middle path. The villagers' need for money is one result of globalization which has touched almost everyone on Earth, for better or worse. They have found a compromise whereby tourists are allowed to see some of Tenganan's ceremonies and

rituals and participate in them if dressed “properly.” There are different levels of “proper dress” apparently depending on the desired outcome of the respective ceremonies; for instance in the part of the *samba usaba* ceremony where the God(desses) are called down to Tenganan and the re-creation of the *mekaré-kare* the specific rules must be followed exactly.

The concept of Established and Outsiders (Elias and Scotson, 1994) is of particular significance to this study. As will be explained in detail below the Tenganan villagers are the Established group; the tourists are the Outsiders. Dress is used to symbolize group cohesion and individual and group identities. In this case, there are also several individuals (including Crippen) who, because of long-time friendships with village members, are treated as part of the Established group, wear appropriate dress, but are differentiated by their being asked to explain the dress and other behavior rules to the Outsiders, not admitted to several villager-only ceremonies, and not allowed to stay in the village overnight. In general, the Tenganan villagers want to accommodate tourists who are genuinely interested in them.

In some ways, villagers in Tenganan epitomize Established/Outsider relations. For hundreds of years they were extremely isolated by geography and did not allow Outsiders to visit—even other Balinese. Until approximately 35 years ago, their cultural beliefs and practices were not challenged by changes in the world at large.

As mentioned above, their religious beliefs and practices are a core part of their group and individual identities. Even though villagers now interact with Outsiders, few people leave the village permanently.

Elias and Scotson (1994) discuss group cohesion and identity and how this helps to form individuals’ self concepts, including evaluative self esteem (Rosenberg, 1986) of people who are in an Established group. In the case of Tenganan, the villagers believe they are the center of the Universe and don’t quite understand the rest of the world—nor do they feel a need to. What they do know is they must perform their ceremonies in order to keep the village pure and avoid disasters. This corresponds with Elias and Scotson’s (1994: xxiii) discussion of Established group’s belief that their “power superiority” is human merit and they receive “special grace of nature or gods.” While convinced of their superiority, Tenganan villagers are also generally kind and non-confrontational and find it hard to tell visitors what behaviors are expected of them.

Increased Exposure Brings Increased Tensions

Increased information regarding Tenganan, the *samba usaba* and other ceremonies, and *geringsing* textiles has titillated tourists, especially cultural and spiritual travelers. While the village slowly opened to a few scholars, museum curators, and deeply committed tourists sometime during the 1970s, over the past two decades there has been an increase of cultural/spiritual tourists visiting Tenganan throughout the year for both the ceremonies and the *geringsing* textiles. There is a larger influx for the final days of the *samba usaba* ceremony, especially for the *mekaré-kare* ritual.

It is somewhat easier to get to Tenganan today. Originally visitors needed to rent a car or endure a four hour *bemo* (shared van) ride. These options are still available but there are also occasional tour buses either focused on Tenganan or which stop at several tourist destinations. Outsiders, including Indonesians, are not allowed to spend the night in Tenganan, so whether as an individual or in groups most outsiders making more than a quick stop stay in the nearest town, Candi Dasa, approximately 4km (2.4 miles) away which is on the coast. In addition to cars and bemos, people walk or ride motorcycles between Candi Dasa and Tenganan.

Processes of Change in Geringsing Textiles Production

In 1986 when Crippen visited Tenganan there were only three high quality weavers of *geringsing* textiles, the traditional double ikat cotton textiles made only in Tenganan, Bali. The following year all three retired. *Geringsing* textiles are very time consuming and hard to make. There was great fear among textile experts and collectors that the knowledge of the processes necessary to make *geringsing* textiles would disappear or be irreparably diluted. Crippen has been researching indigenous textile production around the world.

Crippen and Mulready (1995) concurred weaving was in decline in Tenganan; there were a few good weavers but not enough young women were learning the complex *geringsing* dyeing and weaving techniques to guarantee its continuation. There were a number of reasons for this, each interacting with the other. Early primary education (through the third grade) became required in Indonesia for both girls and boys. In the past girls learned to weave in the various girls' associations where other cultural and religious traditions were also taught. Now students attended a few years of school in Tenganan and then boarded in a neighboring community such as Klungkung to continue their education. Therefore, they did not learn how to weave in their associations since they were away from the community. Families must pay for the mandatory schooling, necessitating some method of obtaining/earning money. The need for money prompted some families to sell their heirloom *geringsing* textiles.

In order to preserve examples of high quality traditional *geringsing* textiles, museums started to request villagers sell *geringsing* textiles to them. Learning of their monetary value some villagers sold old *geringsing* textiles to collectors, museums, and others. As these were written about and exhibited throughout the world more textile connoisseurs wanted to see where they were made. Some bought textiles from dealers, but many wanted to go to the source. While weaving in Tenganan was in decline, greater numbers of people learned about Bali's remote areas and cultures (Crippen and Mulready, 1995, 2000). Tenganan was not directly promoted as a tourist destination, but the people learning about its unique culture and beautiful textiles were increasing. This attention brought tourists interested in the culture—especially the weaving of *geringsing* textiles—which brought in cash.

An increase in tourists brought an increase in sale of new *geringsing* textiles. This is a case of tourism helping to preserve a traditional textile technique. As more tourists started to come, women who had either woven previously, learned to weave when they were young, or new weavers (usually

learning from a good weaver/teacher instead of the girls' associations) picked up back strap looms. Overall quality continued to improve throughout the time of Crippen's on-site visits.

With the increased tourism and interest in the village and *geringsing*, villagers sell more new textiles than before 1986. Many people only come to see the *geringsing* double ikat textile weaving. Tourists interested in seeing how these textiles are produced and/or who buy *geringsing* textiles often want to purchase one directly from a weaver to help support her and her family.

Sacred Dress and Textiles for the Samba Usaba Ceremony and Rituals

Samba Usaba Ceremony

As mentioned above, while tourists and scholars visit Tenganan throughout the year, one of the reasons tourists flock to Tenganan is the use of *geringsing* and other sacred textiles in ritual dress for the ceremonies, especially the *samba usaba* ceremony and rituals.

The *samba usaba* is the month long sacred ceremony which culminates in the *mekaré-kare*, the mock sword battle re-enactment of their pandanus leaf war in which villagers, including members of the youth association, wear specified ritual dress. Many tourists think they are viewing a secular festival; hence they do not understand the sacred nature of the entire *samba usaba* ceremony in keeping the village pure and safe. Few realize the God(desses) have been summoned down and that it is a ceremony to keep the village pure and free of disasters.

There are several sacred areas where the *samba usaba* ceremony rituals are performed—the temple, the courtyard, and the *Bale Agung* (a raised covered platform). There are various prescribed and complex dress rules for each ritual and the area it is performed in throughout the month (Bühler, 1975; Crippen, 1994; Crippen and Mulready, 2000) (see Figure 8). Both females and males have dress requirements for all the rituals performed during the *samba usaba* ceremony. Unmarried women wear large *geringsing* textiles, wrapped and fashioned into a costume, for a number of the rituals.

Power is a multi-level concept. In the basic Established/Outsider situation the Established group has power of some kind over the Outsider group (Elias and Scotson, 1994). We do see this in the *samba usaba* ceremony, where improperly dressed Outsiders are kept literally outside. This does not seem to be done in a mean-spirited, denigrating way but is to keep the Outsiders from contaminating the ceremony.

But there are other power concepts which need to be mentioned. First and foremost to the Tenganan villagers the *samba usaba* ceremony invokes the spiritual Power of their God(desses)--affirming their special relationship to the village which keeps the village pure and safe. Some parts of the ceremony appear to directly tap into this spiritual Power, such as the trance dancers and ritual feeding of the God(desses). Elias and Scotson (1994) discuss that this belief of being closer to the deity is part of the "charisma" of the Established group. One gives up one's individual identity to join with the others to share in the benefits of this group.

In order to invoke this spiritual Power, the rituals must be performed correctly. There are numerous rules regarding all parts of the ceremony, but we will focus predominantly on dress, such as tourists shown in proper dress for viewing the mock battle from the *Bale Agung*.

Mekaré-kare

The *mekaré-kare* mock sword battle ritual re-enactment of their pandanus leaf war—is very sacred. The *mekaré-kare* is performed in front of the *Bale Agung*. As indicated, the *Bale Agung* is a sacred covered raised platform in the central part of the village on the main stone footpath in Tenganan. The unmarried women watch the *mekaré-kare* as a group from the far side of the *Bale Agung*. Village men not participating in the mock battle watch the *mekaré-kare* from the *Bale Agung* in *geringsing*, batik, or *endek* textile hip and waist wrappers with bare chests (see Figure 10). Recently fewer men wear the *geringsing* hip wrapper on the bale.

Male and female tourists in proper dress stand on the *Bale Agung* with the men and join them in imbibing rice wine. Strict dress rules are enforced. Outsiders consider the *Bale Agung* the best vantage point to get a better view of the *mekaré-kare*. Since it starts in the early afternoon, the *Bale Agung* covering also keeps the sun off.

Some tourists attend the *mekaré-kare* ritual dressed in what they believe is proper traditional Balinese temple dress—hip and waist wrappers and shirt for males and hip and waist wrappers and kebaya for women. While these garments are the correct traditional Balinese temple and ceremonial dress—including for other *samba usaba* rituals—the men must be bare chested. The women's kebaya is not proper for watching the *mekaré-kare* from the *Bale Agung* since bare shoulders are required. As discussed above, in many religions there are more and stricter rules for women's religious dress.

“Proper Dress Required”

As described above, some tourists tried to gain access to the *Bale Agung* and would “talk back and not understand” when advised by village men they had to be wearing proper dress before they were allowed to come up on the *Bale Agung*. In order to lessen tensions regarding the *Bale Agung* the villagers eventually decided to hang a “Proper Dress Required” sign on the *Bale Agung*.

However, there was no indication what “proper dress” means since they assumed tourists would know what proper dress rules were. Crippen (1994) suggests since most villagers do not work outside the village their world view is their village and thus it was difficult for them to conceptualize that someone might not understand what “proper dress” means.

The villagers believe only the proper way of honoring their God (desses), including wearing sacred dress, will keep their village pure and safe. This dress continues to evolve as the villagers want it to, not as is expected by Outsiders or perhaps even governmental authorities (Gellner, 1987).

Here we clearly have differences in the symbolic meanings of the individual's dress. To the villagers the improper dress was symbolic of pollution, something which would contaminate the

ceremony and negate the power of their connections to the deities. In Established/Outsider theory the belief that the Outsiders would contaminate the Established group was part of how the Outsiders were stigmatized as they took on the belief of their inferiority.

However, to the Tenganan villagers the pollution and contamination resulting from not following the prescribed rituals would be devastating.

Taboos

Elias and Scotson (1994) discuss the role of taboos and stigmatization, including the use of shame, in maintaining Established/Outsider boundaries. In Tenganan, deviations from village norms can result in excommunication, which means the person can't spend the night in the village. Persons who have been excommunicated move into a nearby village or huts which have been built alongside a road outside but parallel to the village's wall.

One taboo common throughout Bali is menstruating women are not to enter a temple. There are signs announcing this at many temples, although there is no active enforcement. This illustrates another example that to the Balinese when one sees a sign it is important information and should be paid attention to.

In Tenganan specifically, many of the taboos continue to be respected and enforced even though no one knows their origin. For instance, one cannot grow onions in the village. Indigo is not allowed to be grown and natural indigo dyeing cannot be done in the village. Therefore, the indigo dyeing is done in the village of BugBug.

An example which indicates the serious consequences of violating taboos in Tenganan occurred when a small group of tourists from the nearby luxury hotel came down rather late in the evening as the villagers were practicing their sacred gamelan music instruments before they were to play the next day for the *samba usaba*.

The villagers believe that Outsiders are not supposed to touch any of these sacred gamelan instruments. After one of the tourists touched an instrument, the villagers discussed this in their evening council meeting. The villagers were divided on how to handle this. Some villagers thought the tourists should be told what they had done and should pay for the expensive purification ritual. Others thought that since they wanted tourists to come so they could sell them things the villagers should bear the expense. This is an example of the intensity of meaning sacredness has to Tenganan villagers and the effects taboo violations have on the villagers when tourists attend sacred events without understanding the guidelines.

This raises questions of how villages such as Tenganan, who find it difficult to understand that outsiders can't grasp what is acceptable, can, communicate proper information to a tourist. Crippen and concerned tourists discussed with the villagers that they might want to put up signs stating what proper dress for certain areas and certain ceremonies were. However, if they have to continually put up signs it changes the flavor of the ceremony for the villagers. Even if the signs were placed on the

walls outside the village some tourists wouldn't read it, wouldn't understand, and others might not even care.

Until recently most of the tourists who went to Tenganan were interested in the village, its people, and the sacred *geringsing* textiles--even if there were misunderstandings. However, there are indications that tourism to the indigenous areas of Bali, including Tenganan, will increase dramatically as more tour buses offer East Bali tours. It is hoped the tourism industry and the Indonesian/Balinese governments will be able to educate the respective stakeholders to respect the wishes of people like the Tenganan villagers.

CONCLUSIONS

Cultural and spiritual tourism have been mixed blessings for remote areas of the world, often bringing money and greater appreciation for their cultures and arts. This can result in revivals of the arts. This is particularly a challenge when related to sacred objects and/or ceremonies.

This study examined the processes by which the villagers of Tenganan used their traditional sacred dress and textiles, especially *geringsing*, to maintain boundaries between themselves—as Established—and Outsiders who were not cogniscent of their rituals, particularly in the sacred *samba usamba* ceremony. Linda Arthur (1999: back cover) states, "In many cases, dress immediately identifies a member of the community to the outside world and separates them from a society that members believe is threatened by evil forces." That Tenganan villagers think of themselves as unique is clear; celebrating more than 70 sacred village ceremonies each year to keep the village pure and safe indicates their perceptions of outside evil forces.

Using Process Sociology and Established/Outsiders theories we found the Tenganan villagers used the same types of techniques—shame, excommunication, physical and psychological boundary setting, belief in their charisma and connection to God(desses)—although not the same actions as the Established villagers in Winston Parva, Great Britain (Elias and Scotson, 1994). These techniques provided a way for the villagers to set boundaries and maintain their way of life while allowing tourists enough access to their culture and sacred ceremonies to satisfy their interests—and perhaps keep buying from the new home-front shops set up to sell *geringsing* textiles and items from other parts of Bali, as well as refreshments.

This is not a cynical process. It is a process of navigated compromise over 20 years' time to attempt to accommodate everyone to some extent while keeping Tenganan pure and safe.

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How Tourist Activity Impact Intangible Culture: A Critical Path Analysis of Chinese Ancient Town

Lina Zhong
The School of Tourism Management
Beijing International Studies University, Beijing, China

and

Bihu Wu
Center for Recreation and Tourism Research
Peking University, Beijing, China

ABSTRACT

The long history and vast territory of China with 56 ethnic groups results in an extraordinary abundance of intangible culture heritage. The rapid development of the Chinese tourism industry has significant implications for both tangible and intangible culture heritage. With the growing recognition of intangible culture heritage, more and more people are concerned about the impact of tourism on intangible cultural resources. But little attention has been focused on the quantitative effect of tourist activities on intangible culture heritage in tourism destination. This exploratory study attempts to analysis the different paths through which tourist activities impact local intangible culture heritage, and hope to find out the critical path through which certain kind of tourist activities impact certain kind of intangible culture. This study used data collected in Xitang, a famous tourism destination abundant in intangible culture resources. Through series of personal surveys and date analysis, this study concludes the following findings: (1) The tourist impact on local intangible culture heritage is mainly though the critical path.(2) To protect certain category of intangible culture heritage, we could control the critical impact path instead of restricting tourist activities at all. (3) Critical Path Management (CPM) can effectively control the tourist impact on intangible culture heritage and could be an effective way to achieve the win-win situation between tourism development and intangible culture heritage protection.

Keywords: Critical path analysis, Tourism impact, Tourist activity, Intangible culture heritage

1. INTRODUCTION

The "intangible cultural heritage" is increasingly important under the background of the human cultural crisis in global trend and the recognition of the heritage nowadays. According to the Convention for the Safeguarding of the Intangible Cultural Heritage ,The intangible cultural heritage means "the practices, representations, expressions, knowledge, skills – as well as the instruments,

objects and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.” (UNESCO, 2003)

The intangible cultural heritage is an living culture and the typical representation of the destination’s history context and local culture. It is always an important tourism attraction but easily been influenced by tourism activities (Du Cros, 2001;McKercher & Du Cros, 2002). The importance and fragility made the impact of tourism on intangible culture a research focus these years along with the fast tourism development in China. Most of these studies were researches on how tourism impact intangible culture heritage and how to protect specific intangible culture of the region (Chen, Jiang, & Tang, 2010;Wang & Ma, 2007). They focused on the case study itself and lack of the quantitative research. Few of them try to use quantitative method to measure the impact of tourism but they all considered tourism as a whole variable and to observe the influences on the intangible culture heritage as a whole too(OouYang, 2011;Wang, Wang, & Liu, 2010). This could not identify the way how tourism could impact intangible culture heritage, particularly, how specific tourism activity on specific intangible culture heritage. This paper choose the ancient town Xitang which abundant in intangible cultural heritage as a case to make a further discussion on the impact of the tourists’ activities on the destination’s intangible cultural in heritage. Through the Statistic analysis, this paper attempt to find out the critical impact path of tourism activity on the intangible cultural heritage, inquire the inner disciplines of the intangible cultural heritage’ transition, and observe the influencing mechanism of the tourist activities on the intangible cultural heritage transition. Consequently, it can find the common rule of the tourist activities influence on the destination’s intangible cultural heritage, and provide some practical suggestions for the destination’s development and sustainable development of intangible cultural heritage.

2. LITERATURE REVIEW

2.1 Studies on the social-cultural influence of tourism

Many anthropologists and sociologists have participated in this field, producing mature theory systems of tourism anthropology and tourism sociology. The researches mainly concentrate on the description and evaluation of the tourism soci-cultural influence of the destination, which could be divided into the positive and the negative aspects. Relative literature during the 1960’s often emphasized the positive economic influence; literature during the 1970's began to give importance to the negative impact on the destination's society and culture; from the 1980's, balanced standpoints and systematic methods began to appear, the environmental impact and sustainable concepts gaining extensive emergence.

The negative influence contains making native culture “commercialization”, “Coca-Colation” , as Greenwood mentioned that the tourism made the festival ceremonies in Fuenterrabia and Alarde commercialized(Greenwood & Smith, 1989).

The positive influence exhibits in accelerating the blending of local and alien cultures and importing new culture factors. The visitors stimulate the renovation of native traditional arts as handicraft articles. The income of tourism can improve native natural environment, life facilities, and

transportation conditions. McKean's study on Bali (McKean & Smith, 1989), Cohen's on Thailand (Cohen, 1979) and Vermeulen's on Macedonia (Vermeulen, 1994), all manifested that tourism is a positive or beneficial development path. To the end of 1970's, researchers noticed that this simple way to make judgments was not able to analyze the sophisticated social circumstances. More and more researchers began to take an objective attitude, believing the "harmful" and "beneficial" influence existing at the same time. Under this "objective attitude" current, some anthropologists began to rethink about former studies. In 1989 the publication of the second edition of V. Smith's "Host and Guest" is the most representative one (Smith, 1989). In the 1977's first version, most scholars regarded tourism as a factor that caused the native cultural variance, after more than ten years' investigation many scholars realized that many factors outside tourism are also possible to cause the native cultural variance (Smith, 1977; Smith & Brent, 2001).

2.2 Studies on residents' perception of tourism

One characteristic of the studies on social-cultural influence of tourism is a mixed study. From the 1970's, the studies on residents' perception of tourism have had an inseparable relation with the studies on tourism social-cultural influence. Doxey proposed the famous "indignation index" theory, which became a milestone in this study field (Doxey, 1975). Abundant researchers were focused on resident attitudes towards tourism development these years. Harrill et al used Growth machine theory as a context for identifying supporters and opponents (Harrill, Uysal, Cardon, Vong, & Dioko, 2011). Sharma & Dyer abversed demographic variables of tourism impacts in the community (Sharma & Dyer, 2009) Although the researches on tourism influence and residents' perception are very notable both in the time span and production quantity, the lack of normative and consistent study method and means has being limited the further progress of study and breakthrough of theory.

2.3 Study method

Since the 1990's, the researches of tourism influence and residents' perception have gradually focused on the research dimensions and research methods, giving rise to many influential results. Lankford and Howard developed a scale constituted by 28 variations to measure the residents' attitude towards tourism influence (Lankford & Howard, 1994). Ap Crompton also announced similar research result (Ap & Crompton, 1998). Structural equation model and factor analysis were both used to analysis the variables that impact the socio-culture of the community (Ko & Stewart, 2002; Zhou & Ap, 2009). Though the research of tourism influence and the measuring scale of residents' perception have gained high recognition in international tourism academic circle, the common ground and method of widespread usage has not appeared yet.

3. BACKGROUND

The ancient town Xitang, is located at Jiashan in Zhejiang province, 90 kilometers east to Shanghai, It's a very famous ancient destination in the Yangtz River delta (Zhang, Luo, Xu, & Zhou, 2009). It has a exquisite artistry environment and abundant in intangible cultural heritage. There are numerous calligraphists, painters, poets and artists. In addition, the folk culture there is also rich and wonderful, for example the reputed buttons culture, rice wine culture.

4. METHODOLOGY

First, abundant literature review were done to collect the information of intangible culture heritage in Xitang town. After collected all the information, an in-depth fieldwork was done in a week to investigate the local intangible cultural heritage and established the list and categories of local intangible cultural heritage. Second, researchers followed up tourists in Xitang and write down their activity log. After a survey with travel agencies, a tourist activity list was created to cover most of the activities tourist did in the town. Third, a questionnaire on the local people was done to get the perception of them. Likert Scale was used to quantify the impact of each tourist activity on each category intangible culture heritage, from “1” means no impact and “5” means great impact. Finally, through statistical analysis with software SPSS, concluded the results.

4.1 Samples selection

Tourism development in Xitang is mainly in the old town. This research chooses the people live in the old town of Xitang as the research sample. The demographic factors such as age, gender, level of education, living condition, relevance of tourism, the distance to core areas of tourism are all take in mind when choose the samples to balance the potential bias from demographic reason.

4.2 Questionnaire design and survey

There is a total resident population 4,569 and 1979 household in ancient town areas, 220 questionnaires were issued and 128 questionnaires were answered and valid. Investigation time were during May, 10th-20th, 2010, site survey was done in the old town. 160 copies were issued in the core area while 60 in no-core area. The investigation did not involve the relevant interest groups, such as town government, tourism development companies, because of the purpose of this research want to keep a view on the residents' side.

Considering the age and education level of the respondents, the questioners were done in a talk way. First, the interviewers try to explain the reason we do the research and ask them the question one by one as interviews. When doing the semi-open interviews, the interviewers will explain what each question means for to make sure this research get the real attitude from the local people. According to the contact of each interview, the research filled the questioner himself and then checked the results with the interviewee at the last to make sure they were on the same page. Four interviewers are all second-year postgraduate from Beijing University and Beijing Forestry University who majored in tourism. They are well trained of the overall objectives and research method before the interview.

5. RESULTS AND ANALYSIS

5.1 Influence Path analysis

Through follow-up surveys of tourists in Xitang, the tourist activity logs were recorded. Together with the survey of the travel agency, all the activities could be summarized into 14 influence paths that tourist behavior could impact Qlocal intangible culture. They are: site visiting, Hutong tour,

house visiting, tricycling, shopping, eating at restaurant, snack in the night, living in the family hotel, living in the old house-inn, night cruise, bar, watch the performance, floating lanterns, watch religious festivals.

5.2 Path cluster analysis

From 128 successfully completed questionnaires, the average influence scores of each path are calculated, and the findings are presented in Table 1.

Table 1 The influence scores of each path

	Dialect	Perform	Religio	Dailylif	Food	Culture	Festival	Handcraft
Site visiting	0.30	1.01	1.21	0.68	0	1.56	0.32	1.84
Hutong tour	0.14	0.05	0.10	3.79	0.05	2.06	0	1.41
Visiting	0.38	0.06	0.11	1.35	0.03	3.29	0.1	1.11
Tricycling	0.04	0	0	1.69	0	0	0	0
Shopping	0.74	0	0.05	2.07	2.64	1.54	0.07	4.69
Eating at	0.21	0	0.02	0.61	1.18	0.09	0	0.01
Snack in the	0.21	0	0.03	4.11	1.43	0.52	0.01	0
Living in the	0.37	0	0.21	2.26	1.05	0.4	0	0.15
Living in old	0.36	0	0.28	2.06	1.09	1.48	0	0.37
Night cruise	0.07	0	0	1.11	0	0.28	0	0.08
Bar	0.09	0	0	0.21	0.23	0.19	0	0
Watching	0.02	4.65	0	1.21	0	0.21	0	0.08
Floating	0.01	0	1.7	0.03	0	0.01	1.62	0.21
Watching	0.37	4.74	3.09	0.14	0	0.15	4.69	1.18

SPSS was used to analyze the relationship of these influence paths. Firstly, hierarchical cluster analysis was used to explore the clusters. The dendrogram in Fig. 1 showed the approximate relationship of each path using the average linkage method between groups.

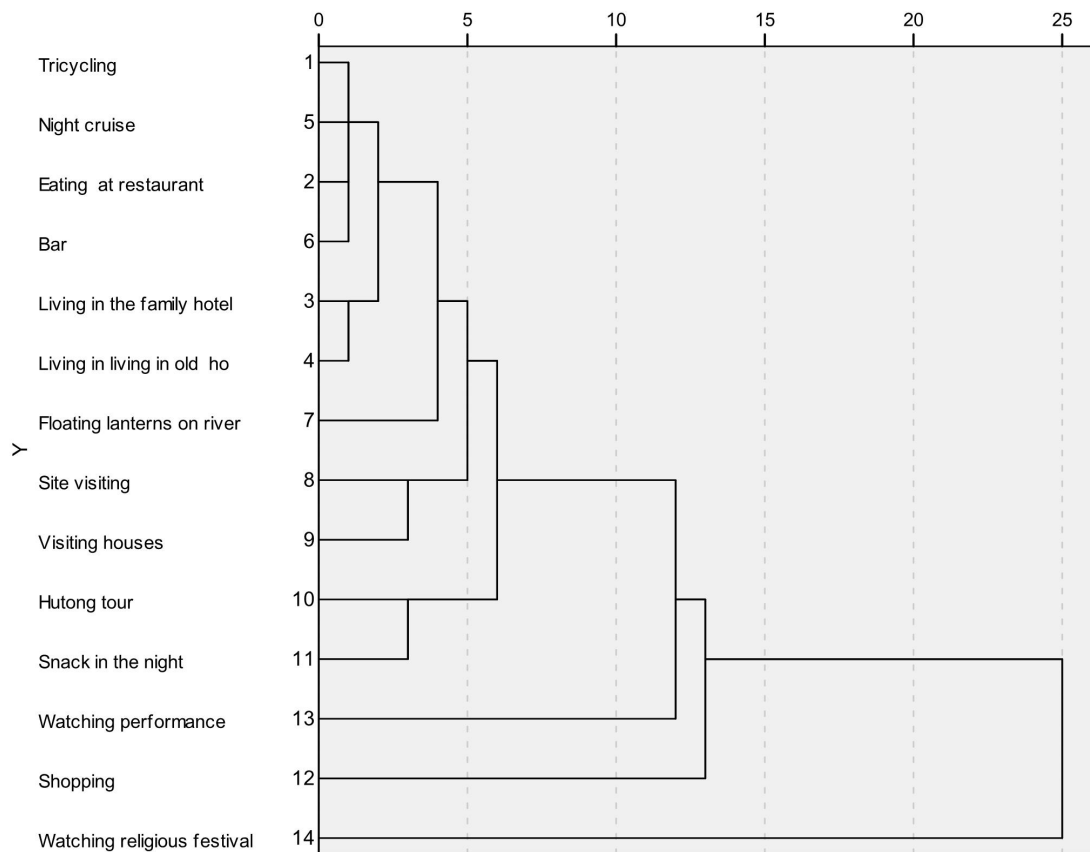


Figure 1 Dendrogram using Average Linkage (Between Groups)

According to the result of hierarchical cluster analysis, K-means cluster was used to divided all the paths into 6 groups, with all the significance levels below 0.1. It means that each group of the path has its own specific characteristic to show the impact of tourist activity on intangible culture. According to the above analysis, watching performance, shopping and watch religious festivals has influence on different aspect of the intangible culture heritage. Combined with the context of the interview, they are all the strong impact paths which have positive impact on different type of intangible culture heritage. For the further analysis, this paper classified them together as one group. Then all the influence paths could be divided into 4 groups. The group members and impact scores are shown in Table 2.

Table 2 Descriptive data of each group

Case Number	Group	Total score	Average	Average
Tricycling	1	1.73	0.22	0.37
Eating at restaurant	1	2.12	0.27	
Living in the family hotel	1	4.44	0.56	

Living in old house inn	1	5.64	0.71	
Night cruise	1	1.54	0.19	
Bar	1	0.72	0.19	
Floating lanterns on river	1	3.58	0.45	
Site visiting	2	6.92	0.87	0.83
Visiting houses	2	6.43	0.80	
Hutong tour	3	7.6	0.95	0.87
Snack in the night	3	6.31	0.79	
Watching performance	4	6.17	0.77	1.64
Shopping	4	11.8	1.48	
Watching religious festivals	4	14.36	1.80	

5.3 Weak impact paths

Though our research we find that the mean impact score of the first group is significant low. That is to say, tricycling, eating at restaurant; living in the family hotel; living in the old house-inn; night cruise; floating lanterns on rive and bar are weak impact paths that tourist behavior could impact local intangible culture.

Tricycles are common transportation in Xitang. The drivers and the riding path are under the strict control of the local travel bureau. So tricycles' riding of tourists doesn't impact local life. Most of the local people would rather like walking than taking tricycles. The old town is still in a walk living way. So, tricycling has little influence on the Water Village atmosphere and the local residents living.

Night cruise on the river in Xitang was in a very quiet atmosphere. When the dark night comes, lanterns on the boat turned on together with the light along the river. The whole town felt in an atmosphere with quite and beauty. Most tourists though it was a magnetic activity full of local culture. Local people thought it had little impact on their lives because all the activity were undertaken in silent. Only part of the interviewee living by the river thought the river would be a bit crowded on holidays because of boats, but they could accept this crowd in vision.

Floating lanterns on river has a relatively larger impact of the activities. Some of the local people felt that floating lanterns on the river is an activity which attached to their religious belief, but the tourists treated it as a pure amusement. They thought because of this activity, their religious belief is

gradually vanished. Some young people in the town also considered floating lanterns on river was just a tourist activity. They did not believe the local traditional beliefs placed in this activity, such as blessings and mourning souls.

From the survey, this research found that all accommodation in Xitang were provided by local residents. The family-run lodgings are about 120, mainly in the core areas of tourism, while modern guesthouse constructions are in the new town outside. All family-run lodging are controlled and registrated by local authority. They can be subdivided into two specific categories. One is family hotel which is like normal people's home, furniture with standard facilities. The other is located in the traditional house and equipped like Ming and Qing dynasty. In our investigation, many residents thought tourists' living in the old town has certain impact on their lifestyles and values. The residents not living in the core tourist area generally felt that the biggest impact is the price rising. While, some residents living in the core area thought that long time mixed with tourists, the simple folk customs and local culture have been gradually changed. However, only parts of the people feel this kind of impact, most of the residents feel neutral when talking about the impact of living in the hotels.

5.4 Visit type of activities

Group two contains two activities which are site visiting and visiting local houses. They are both visit type of activities. Some of the residents thought these visiting activities have certain impact on the cultural traditions and handicrafts. They thought that some of their main attractions are the local culture, arts and crafts. Tourists have the great interest in watching the process of these crafts. This stimulates residents in the town been engaged into these culture fields and therefore rejuvenates the local culture and arts, such as painting and calligraphy. Even for some lost art, such as button making and carvings, people now are trying to revive these special craft from literature and memories. In addition, residents in the town spontaneously established private museum as a tourist attractions which simultaneously preserved many of the best handicraft products.

5.5 Strong Negative impact paths

From the survey, we found that the group three contains the activities which residents consider had the extremely negative impact on local intangible culture. This research named them as strong negative impact paths.

Residents generally considered Hutong tour& snacks in the night influenced their living environment in particularly with the quiet atmosphere attached to their hometown. Hutong tour is a common tourist activity in Xitang. Tourists loved to walk in the lanes and find what they think to be unique here. But their long stay in the narrow lanes caught the little town becoming crowed along with the lost of intangible cluture atmosphere. At the same time as tourists full in the hutongs and alleys, many shops were opened in the lanes too. The residents though their hometown had become a business place with very strong commercial atmosphere. While some of the residents hold the another point of view, they thought Hutong tours flourished the shops selling cultural products and features merchandise which consequently promote the rejuvenating of the local crafts.

Snacks in the night were taken along the river side. Tourists were talking loudly while enjoying their food and the beautiful scenery till the middle of the night. This made nearly all the residents here feel uncomfortable. They thought these activities disrupt their quiet living atmosphere.

5.6 Strong Positive impact path

Based on the interview with the residents, the activities in group four which are watching performance, shopping and watching religious festivals could be concluded as the paths which have strong positive impact on local intangible culture heritage.

Residents there generally felt that watching religious festival and performances play an important role on preservation and revitalization of local intangible culture heritage, in particularly with religious festival. Xitang has some unique religious festivals, such as Qilaoye belief. Residents here used to carry on that local tradition themselves. As time goes by, the younger residents became not interest in such traditional local belief. Thanks to the development of the tourism, the government there increases input to encourage and help local resident keeping their own festivals. Along with the festivals, many of the traditional performing art and village theatrical performance were rejuvenated. The religious belief was enhanced and coming down through times.

Shopping is one of the most popular activities there. Tourists had the great interested in buying local souvenirs, such as yellow wine, button, and all kinds of pastries. The tourist interest arouses many residents engaged in these traditional crafts, which made many crafts on the verge of being lost could prevail again.

6. CONCLUSION

From the above analysis, this paper concluded that tourism could impact on intangible culture heritage obviously. The tourist activities are the paths through which intangible culture heritage could be influenced.

Some of the paths could damage the intangible culture heritage while some of them could rejuvenate the culture. That is why we could not just say develop or restrict the tourism when talking about protect the local culture. As analyzed in the context, the control and management of these path in a different manner according to the impact path group could be a useful method to better protect the intangible culture heritage in Xitang while do not affect the local tourism industry.

In regard with the strong negative impact path, strict control should been put on to restrict the influence. In this research, some of the influence paths like evening cruise and tricycling, which might have negative impact in general knowledge, could have weak influence within strict control. If the similar control been installed in Hutong tour and snacks eating, such as scope and time, the impact could be reduced. While for the positive paths, measures should be carried out to keep their way. These paths could be considered as the way to rejuvenate rather than damage had its own reason. It is because these activities had not been monopolized by commercial organization and foreigner, so the income generated by the tourism industry can help local people to enrich and develop their culture.

The input of the local residents themselves is the reason to rejuvenate and sustain the intangible culture heritage and preventing from vulgarization. The management measures should focus on this pattern and keep this path goes the right way continually. For the visiting path, the impacts are focused in traditions and handicrafts aspect and most of them are positive. The management measure should keep encouraging residents here to engage in these crafts. The prosperous of the arts and crafts, could not only help the rejuvenation of the intangible culture heritage, but also promote the development of the tourism industry. For the weak paths, measures should make sure them are under constantly observed, incase its negative influence could increase as time goes by.

The research also has some limits. First, this research is focus on the local residents. Their attitudes were more concerned with their own lives which may lack in comprehensive thinking. Second, this survey only measured the impact degree in a quantitative way but did not the impact from negative to positive. The negative and positive analysis could only rely on the context of the interview. However, it could a significative exploratory research on the tourism impact on intangible culture heritage. It indicates a path analysis method to measure the impact and control the impact. Researcher could modify this method and discover more interesting findings in the future.

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Diverse Culture: Asset for Culture Village Development

Rosalind Sia Juo Ling,
Zhou Chan,
Wu Bihu,
and
Li Jiong Hua

Centre of Recreation and Tourism Research
Peking University, P R China 100871

ABSTRACT

Dehong prefecture is rich in natural and cultural resources where the tropical rainforest climate is shared among multi-ethnic groups who live with multi-cultures to make up a prefect culture tourism destination at the southwestern border of China. The paper intended to propose for a Dehong cultural village, which taken into consideration the success model case study from foreign country, i.e. Sarawak Cultural Village, to give impetus to the overall future tourism development of Dehong. With qualitative and quantitative survey result, the recommended Dehong cultural village is able to merge the natural and cultural resources to reveal the unique and localized identity of Dehong.

Keywords: Dehong Cultural Village; Sarawak Cultural Village; culture tourism; multi culture; multi ethnic groups

INTRODUCTION

Culture tourism is not new travel pattern in tourism industry. Since the grand tour, the search for different culture and experience had lead the travel industry for centuries. For individual, the desire to travel occurred when people wanted to look for new experience from a different culture, outside their ordinary environment (Knaefsey, 1994) while for host (who received tourist), Robinson (1999) said culture tourism was a channel for regional economic growth, especially in improving domestic receipt and employment opportunities. Culture tourism is difference from other travel pattern as it is not single component but made up of multiple elements which including lifestyle, history, ceremony, technology, handicraft, social, language, political system, museums, theatres, art galleries, individual, group of people etc.

This paper intended to explore the potential of Dehong to develop a theme park type culture village as it possessed the treasured multi-ethnic cultural resources at the southern border of mainland China. Taking the example of Sarawak Culture Village, from Malaysia, the author hoped the proposed Dehong Culture Village is able to leap a big step forward for the culture tourism development in Dehong in general.

RESEARCH METHOD

The combination of qualitative and quantitative survey had been used for this study, in order to have better understanding on the heritage conservation and cultural practices of every ethnic group selected, in both Dehong and Sarawak. In-depth interview, questionnaire survey and participatory observation were used to collect the data needed.

RESEARCH AREA

A) Dehong prefecture background

Dehong, or in full Dehong Dai and Jingpo Autonomous Prefecture, was established 25th July 1953. Dehong prefecture located at the southern boundary of China, with a total land area of 11526km², population of 120 million people, is the home for 5 major ethnic groups at the southern part of China. The ethnic group of Dai, Jingpo, Ahchang, Deang and Lisu live harmony together with other groups in the prefecture since dynasty Han. Through the process of assimilation and tolerance, Dehong had developed into a prefecture of multi-cultural and varies festivals which practice by ethnic groups.

B) Sarawak state profile

Sarawak, located in the world third largest island, i.e. Borneo Island, is surrounded by South China Sea. Sarawak with a total land area of 124 449.51km², is the largest state in Malaysia, with population of 2.4 million in 2010 (Sarawak Government, 2012).

Sarawak as well, is enriched with it multi races and cultural festivals (Munan, 1988; Soo, 1999) which is renowned to the world and made it a well-known international cultural, adventure and nature tourism destination since 1990s. There are 7 major ethnic groups in Sarawak, i.e. Iban, Chinese, Malay, Bidayuh, Melanau, Orang Ulu and Penan, who live and celebrate festival together with merry and joy.

RESEARCH JUSTIFICATION

Dehong of China and Sarawak of Malaysia were selected for comparison because of the justification below;

a. Similarity in topographical and spatial background

Dehong prefecture, located near the topic of cancer, with longitudes of 97°31'—98°43', latitude of 23°50'—25°20', have warm weather and rainfall around the year, is similar to Sarawak in topographical setting, which located at the equatorial with longitudes of 109°36'-115°40', latitude of 0°50'-5°, having rainforest weather with heavy rainfall round the year (Wikipedia, 2012).

Dehong is located at the inland area, which is about 700km away from the capital of Yunnan, Kuming, faced difficulties in transportation system and can only be access via air and road while

Sarawak which located on Borneo Island as well, can only be access by air transport. The limitation in transportation system brings both benefit and threat. The positive impact is easy for tourist arrival statistic tabulation because of single channel of access while the disadvantage is the limitation in number of tourist arrival caused by single access. Taking this limitation into consideration, Dehong and Sarawak has readjust their tourism strategies by focusing in the development of inner tourism resources and attractions, especially the diverse culture to target for high potential, special interest group of tourist.

b. Multi races live harmonically under one roof

For centuries, Dai, Jingpo, Deang, Ahchang and Lisu clan of Dehong and the people of Iban, Bidayuh, Chinese, Malay, Penan, Orang Ulu and Melanau of Sarawak, had been live together under one roof. The people of Dehong and Sarawak had learned the way to live together with tolerance and mutual understanding to build a multi ethnic harmony society, which had become the attraction for tourism development.

c. Unique handicrafts and arts

Art and Craft is the souls of the nation. Every race owned unique arts and crafts. The art of paper cutting and Dai drama of Dai Clan, tea making art by Deang Clan, knife making art by Ahchang Clan of Dehong Prefecture and wood carving & weaving of Iban people, rice wine making art by Bidayuh people, blowpipe making and hunting technique by Penan people, beadwork by Orang Ulu etc of Sarawak, are the handicrafts that inherited by the races, from one generation to other generation. These precious cultures are difficult to be learned by outsiders, therefore it is important to protect and conserve the skills, in order to save it for the future generation. Tourism is a channel for others to learn one's culture and art in an enjoyable way.

d. Multi culture, practice and festivals

The culture, practices and festivals are the major attraction for cultural tourist. Water festival of Dai and Deang Clan, Gawai festival of Iban & Bidayuh people, are well-known cultural occasion which celebrated by local and tourists every year. In addition, colorful tradition and practices such as traditional songs, dances, ritual festival, farming custom, wedding and funeral etiquette etc had been perfectly preserved and practiced by the ethnic group until today. These intangible heritages are the treasure of the people, nation as well good resources for tourism development.

DEHONG & SARAWAK ETHNIC CULTURAL CHARACTERISTICS

A) Five major ethnic group of Dehong

In Dehong, Dai clan had a total population of 349 840 people (28.8%), which ranked second largest group in the prefecture. This followed by Jingpo clan with 134 373 (11.09%), Lisu clan, 31 530 people (2.6%), Ahchang clan of 30 389 people (2.51%) and Deang clan with 14 436 people (1.19%) (Dehong Yearbook Editorial Department, 2010).

Dai clan, which lives in the valley area of Dehong prefecture, owned unique architectural skill that revealed on their wood based dwelling houses. The houses are built in cluster and on stilts. Dai people believed in pali Buddhism and their daily practices & festival occasion are very much related to their belief, such as Songkram festival. Dai clan has their own language and characters, called Dai language, which they also possessed Dai scriptures, such as '*Bei Ye Jing*', '*Hei Meng Gu Meng*' and '*Er Bing and Song Luo*'. In addition, they have Dai calendar, Dai drama and Dai Medicine. Dai women and men are good in singing and dancing, their special Peacock dance, foot drum dance and group dancing '*Ga Yeung*', are very famous among tourist who visited Dehong. The Dai peacock dance, paper cutting art, Dai drama, foot drum dance, water festival and Dai medicine had been recognized and announced as the national intangible cultural heritage list of China in 2006 to 2010 (Zhang & Zhou, 2011; Yang, 2006).

Jinpo clan lives in the mountainous area of Dehong prefecture have their own speaking language, which had been recorded with Latin alphabet and recognized as new 'Jingpo language' in 1957. Jinpo people stayed in bamboo stilt house. Their main festival, the *Munao* Song festival, is held on 15th and 16th January every year when huge crowd of people dance and sing together all night long. The *Munao* Song festival and *Munao Zhai Wa*, a Jingpo myth and literature masterpiece, are listed into the national intangible cultural heritage list of China in the year 2006 to 2010 (Ma, 2006).

Ahchang Clan, which stayed in Lianghe county, Longchuan county and Luxi city, is an ethnic famous in love song singing. They practices freedom in love for young men and women since ancient time and like to sing love song as their favorite pastime to attract attention from opposite sex. Held on 20th and 21st of March, Ahchang people celebrate their main festival of '*Ah Lu Wo Luo*'. In 2006, Ahchang's epic '*Ze Pa Ma & Ze Mi Ma*' which was inherited orally by the clan shaman, from generation to generation and the knife making technique were listed into the national intangible cultural heritage list of China (Mang City Culture & Sport Bureau, 2009).

Deang clan is announced to be the oldest native that lived in Dehong prefecture. Deang people are good in tea production, their '*Deang sour tea*' is very popular in China. Due to the similarity in religion and custom to Dai clan, Deang clan also celebrated water festival. In 2008, Deang's epic '*Da Gu Da Leng Ge Lai Biao*' and water festival were listed in the national intangible cultural heritage list (Dehong Prefecture Tourism Bureau, 2010). In addition to the festival and epic, the women of Deang also good in weaving waist hoop.

Lisu clan practices primitive belief but some of the people converted into Christianity and Catholicism in 19th century. Lisu clan special characteristic is presented on their traditional costume where the women dresses are weaved with colorful textiles, laces and equipped with silver or copper ear piece while man cloths is simple cloth with black hear gear and equipped with sword, crossbow and leather quiver on their waist. The '*Kuo Si*' festival which celebrated by Lisu clan is a festival to show their bravery and team spirit.

B) *Seven major ethnic group of Sarawak*

Sarawak is known as 'heart winning' tourist destination of Borneo as promoted by the Ministry of Tourism Sarawak and Sarawak Tourism Board as a destination for Culture, Adventure and Nature, under the Second Sarawak Tourism Masterplan (State Government of Sarawak, 1993). Sarawak has seven ethnic groups which practices unique traditions and customs that become the most outstanding tourism attraction.

The **Iban** people, is the biggest ethnic group in Sarawak with 693 358 people in 2010 (Wikipedia, 2012), who live in the vicinity of Rajang river and Lupar valley. They lived by the sea in the past therefore they are called '*Sea Dayaks*' by the local. The Iban was once the famous headhunter of Borneo. In ancient time, fighting with enemies and hunting of human head skulls were once a way to prove their bravery, to win the highest honor in the society and to protect their home land (Reed and Tarman, 1998). Iban people live in the longhouse to protect their community member. Longhouse, is a unique architectural building which linked all houses of the community members under one roof. Iban people is talented with hand skills which Iban men are good in wood carving and boat building while the Iban women are good in blanket weaving and beadwork. Iban people celebrated Gawai festival in 1st and 2nd day of June every year for good harvest of their crops.

The second largest ethnic group, the **Bidayuh** with 192 960 people (Wikipedia, 2012), live in the basin region, is called '*Land Dayaks*'. Bidayuh community stayed in longhouse that built on flat land. The bidayuh longhouse always attached with a round 'baruk' hut, which functioned as the community hall for special assembly or celebration today (Remek, 1997). Bidayuh handicrafts are similar to Iban arts, but more emphasized on rattan basket, beadwork and wood carving. Bidayuh people are farmers, therefore, they also celebrated Gawai festival together with the Iban community.

Penan people, is the only nomad community that exist in Borneo. Out of 10 thousands Penan lived in Sarawak, only 200 of them are still lived nomadic life (BBC, 2008) while the remaining choose to settle in a longhouse. Penan people are good hunter and jungle fruit collector, they are skillful in blowpipe blowing technique for animal hunting and self -protection while living in the jungle. They lived in very shabby and simple hut.

Orang ulu, is the collective name for 27 minorities ethnic groups in Sarawak. These minorities groups are Kayan, Kenyan, Lahanan, Punan, Ukit, Berawan, Punan Bah etc. Orang ulu lives in tall longhouse which is coated with black lacquer on the surface of the house. The traditional costume, wood carving technique and painted house pillars/arcs, are among the outstanding piece of arts and crafts by this community. The orang ulu's traditional musical instrument, *sape*, is very famous in Sarawak and represented Sarawak in the World Rainforest Music Festival that held in Sarawak Cultural Village annually since 1997 (STB, 2011).

Melanau people with a total of 119 897 people, according to the 2012 statistical yearbook (Wikipedia^a, 2012), live in the swampy land along Rejang river, the largest rivers in Sarawak. Due to the physical environment constraint, the Melanau house is built on tall stilts and called Melanau Tall house. Melanau people is fishermen and good in shipbuilding, they celebrate *Kaul* festival of Sea God Worship. Today, many Melanaus actively involved in politics and public administrative of

Sarawak. The current Chief Minister of Sarawak, Yang Berhormat Pehin Sri Abdul Taib Mahmud is a native born Melanau.

Malay people are the third largest group in Sarawak, after Iban and Chinese, with a population of 551 567 people in 2010 (Wikipedia^a, 2012). The unique Malay house, is a single family dwelling residential house built on stilts and wood, for the purpose of good ventilation. In addition, the tradition costume, *baju kurung*; traditional games, *gasing*, *congkak* etc; tradition defense art, *silat*, are tourism attraction and the Malay festivals, such as *Hari Raya Puasa & Hari Raya Haji* etc, are celebrated by local and tourist together.

Chinese was the immigrant to Sarawak, however, after the independent of the state in 1963, the local born Chinese is treated as citizen, who also enjoy equal benefit and status like others. According to the statistical yearbook 2010, there were 560 250 chinese, made up the second largest group in Sarawak (Wikipedia, 2012). Most of the Chinese in Sarawak came from the southern provinces of Mainland China, such as Guangzhou, Fujian. Retaining the traditions and customs brought from the motherland, Sarawak Chinese celebrated most of the traditional festival as in Mainland China, which including Spring festival, Mid-Autumn festival, Dragan Boat Festival, Qingming etc.

THE PROPOSAL FOR DEHONG CULTURAL VILLAGE

Dehong tourism industry is still in its development stage. The potential natural and cultural resources had not been fully explored for tourism need. Therefore, proper planning and strategies are needed to move the development a step further. In the other hand, the preservation of indigenous cultural and practice as well as exotic natural resources can be perfectly conserved through the development of tourism, as these resources are important assets to the tourism industry.

The paper intended to take the example of the successful development of Sarawak Cultural Village (SCV) in Sarawak, as a reference for the establishment of a new Dehong Cultural Village for the purpose of cultural preservation through presentation.

The unique development of Sarawak Cultural Village

The development of SCV is aimed to present the beautiful culture of Sarawak to local and tourist (Munan, 2000). SCV, covered a total land area of 17 acres, is situated in the hinterland, 35km northwest of Kuching, the capital of Sarawak. Facing the South China Sea with long sandy beach, taking Mount Santubang as it backbone, SCV is the only successful 'theme park' type model village that introduces local culture to tourist. SCV is a 'living museum' as well as a 'living recreation thriving community' where the tourist can visit for sightseeing while at the same time, the 'staff' live, work, bring up family and practices their culture in it everyday (Reed & Tarman, 1998).

From 'to see Sarawak in one sunny day' to 'explore Sarawak in half a day' (SCV, 2012), SCV had shrink the whole Sarawak state of 124 450Km² into a 17 acres land and presented Sarawak ethnic diversity at a glance. SCV received an average total tourist of 70 000 people per annum.

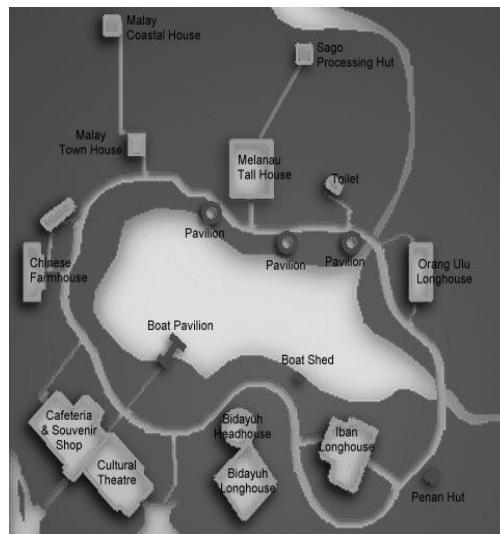


Figure 1: The Layout plan of SCV

(Source: Sarawak Cultural Village, retrieved on 23.3.2012, http://www.asiaexplorers.com/malaysia/sarawak_cultural_village.htm)

SCV main attraction is the seven ethnic traditional houses, i.e. Iban's, Bidayuh's and Orang Ulu's Longhouse, Penan's Jungle Hut, Melanau's Tall House, Malay's Traditional house and Chinese's Farm Houses, are completed with traditional household equipment and 'real' residents. Figure 1 showed the overall layout plan of SCV. Since the establishment of SCV in 1992, after 22 years of development, SCV had development from a simple ethnic houses showcase theme park into a diverse and multi-attraction tourism destination. Instead of visiting the splendid architectural ethnic building, SCV provided a series of by-product, activities and packages that allowed tourist to enjoy their visit. Table 1 showed the by-product, activities and packages that offered by SCV to date.

The development of Dehong Cultural Village

The proposed Dehong Cultural Village should focus on the core attraction of Dehong, i.e. the unique traditional houses of the five ethnic groups in the natural setting. Figure 2 showed the proposal layout plan for Dehong cultural village by the author as part of the result of the study while Table 1 suggested the potential attraction, products and packages for Dehong Cultural Village, by referring to the SCV example and taking into consideration the resources available. More products and packages can be added or expanded by the management of Dehong Culture Village from time to time, to upgrade the performance and presentation of the village while conserving the culture.

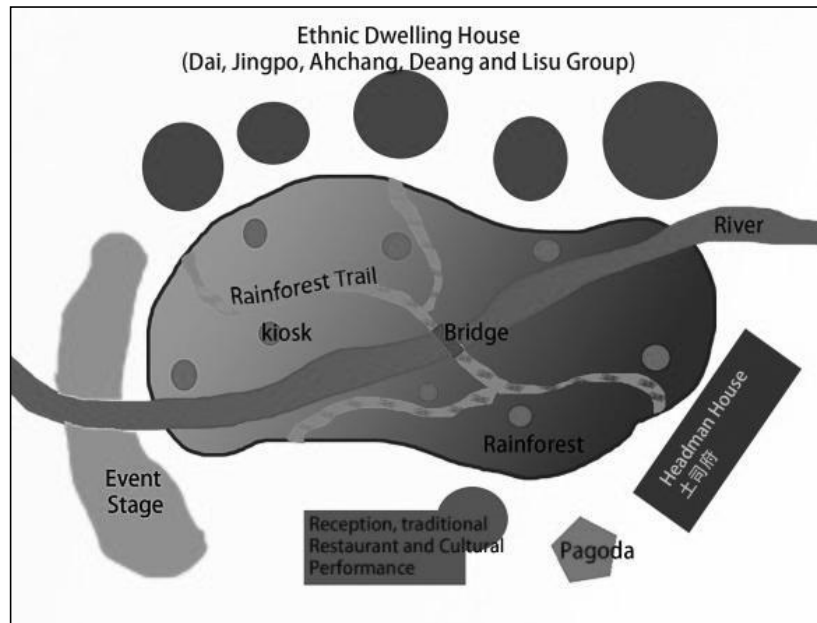


Figure 2: The proposed layout plan for proposed Dehong Cultural Village

CONCLUSION

Dehong is enriched with wonderful natural environment and colorful diverse culture resources that made the important ‘raw material’ for cultural tourism development. The development of Dehong cultural village is able to bring opportunities for regional development, functional idea for culture conservation and sustainable development to the overall development to Dehong prefecture.

Table 1: Comparison of main attraction, by-product and packages offered by SCV and proposed Dehong Cultural Village

	Sarawak Culture Village	Proposed Dehong Culture Village	Brief
1. Main attraction	Ethnic Dwelling House and Lifestyle (Iban’s, Bidayuh’s, Orang Ulu’s Longhouse; Melanau’s Tall House; Penan’s Jungle Hut; Malay’s Traditional House; Chinese’s Farm House)	Ethnic Dwelling House and Lifestyle (Dai, Jingpo, Ahchang, Deang and Lisu Tradition House)	The dwelling house should followed the traditional architectural design and equipped with traditional household furniture, daily activities spaces etc.
	<i>Persada Alam</i>	Traditional Dancing Class	To demonstrate and teach tourist basic steps of traditional dance
	<i>Persada ilmu</i>	Traditional Handicraft class	To demonstrate traditional handicraft and the production techniques
	Rainforest Music House/	Songkram Festival, Manao	Annual Event

	Rainforest Music Festival	Song Festival	
	Penan Nature Trail	Rainforest Recreational Trail	To provide a recreation and relaxation area for tourist
2. Product	Road Show, Cultural show	Cultural Show	Scheduled Cultural performance which including dances, songs, traditional activities etc
	Sculpture Park	Rainforest Garden	To present the natural resource to the tourist
	Theme Party	Theme Party	Traditional theme party on reservation, available for individual or group activities
	Marriage Ceremony	Traditional Wedding Ceremony	Activities on reservation which allowed for ethnic traditional wedding ceremony
	Handicraft Shop	Souvenir Shop	Selling of ethnic handicraft as souvenir for tourist
	Restaurant <i>Budaya</i>	Traditional Restaurant	Serving the traditional cuisine for tourist
3. packages	MICE Package for Creative Outdoor Meeting	Outdoor activities	To provide activities area and services for organization, school, companies day trip and outdoor activities
	Dance like a Pro	Traditional Dance Class	To provide short term charged traditional dancing class from the expert
	<i>Berambeh</i> Theme Village Stay	Theme Homestay	To provide traditional accommodation within the village
	One Fun day	Fun day trip	To provide guided day visit trip by organization, school or companies.

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Model of Event Marketing: Analysis of Service Operation Strategy in Shanghai Expo

Zhang Wenjian,

and

Yin Qian

Tourism College

Shanghai Normal University

ABSTRACT

Shanghai Expo 2010 is the largest event so far in China. It retained a lot of valuable experiences worthy of concluding and learning. Seventy million people of "Expo tourism" can be classified as Convention Tourism, Event Tourism or Activity Tourism, which is actually a model of Event Marketing. Basing on the nature and characteristics of service perspective, the thesis analyzes the great challenges the Expo service is facing. It discusses the success and countermeasures of the service operation and transmission in Shanghai Expo. Firstly, intangibility of the service can be managed with the tangible strategies and evidences related to service process, results and personnel. Secondly, the inseparability of the service can be managed with the differentiation strategy on service behavior management of employees and visitors or the use of high-tech. Thirdly, the perishability of the service can be managed with the adjustment strategies on time, location and reception capacity. Fourthly, the variability of the service can be managed with the control strategy on demand management of different periods or tourists. Fifthly, the simultaneity of the service can be managed with the tourism stream strategy on accommodation and transportation or the Expo passport record services.

Keywords: EXPO, service characteristics, operation and delivery

INTRODUCTION

The Shanghai World Expo 2010, which is successful, splendid, and unforgettable, has set several new records in the history of the World Expo. As one successful case of the event-marketing, "the Expo wealth" retained a lot of valuable experiences worthy of concluding and learning. Service has its own unique characteristics that differ from the traditional products and trigger serial of problems on service operation and management. Those problems are huge challenges for this Expo. Basing on the five major features of the service, this paper discusses the success and countermeasures of the Shanghai Expo on its services operation and transmission.

1. Service Operation and Transmission of the Expo from the Perspective of the Service Features

Western marketing experts explored the nature of the service, concluding that the service has four major characteristics, i.e., intangibility, inseparability, perishability, and variability. This paper adds “simultaneity” as the fifth characteristic.

1.1 Intangibility

Intangibility is the imperceptible quality of the service. Comparing to other products, service cannot be touched, smelled and tasted. There’s also no transfer of ownership after the service is completed. However, the intangible service becomes visible with provide of tangible evidences. Tangible evidences are divided into three categories, i.e. tangible evidences related to service process, results and personnel, according to their nature by French marketing experts. Tangibility strategies were paid high attention during Shanghai World Expo in order to impress visitors with wonderful experiences.

1.1.1 Tangible Evidences Related to the Process of Service

The main facilities in Shanghai World Expo seized eyeballs with more than 200 unique and marvellous pavilions from all around the world. Service is also such bright spots that build a good tangible service environment for visitors.

1. Featured and pleasant environment facilities—3D greenery and LED lighting. Roof greening, 3D greening and indoor greening was utilized by more than 80% venues in Shanghai Expo Park. Roof greening of the Expo Center was over 1000 square meters, the ecological wall in the Theme Pavilion got a greening area of 5000 square meters. The number of LED lamps in the entire park exceeded 200,000. LED Technology was used in more than 80% of the night scene illumination.

2. Convenient public service facilities. Traffic in the Park was a 3D network, operating smoothly and unitedly with the outside city traffic. It transported visitors up to 183 million, providing convenient transportation service for visitors. The core area of the Expo park had reached the goal of "zero emissions" in public traffic with the use of more than 1100 new-energy vehicles. More than 80% of visitors drank water supplied by the park, three different height of the water tap was well-proportioned, meeting needs of adults and children. There were 117 drinking water stations with 1854 taps supplying 149.388 thousand tons of water for tourists. 11,000 toilet seats were adequate enough for visitors². There were separate lavatories for children, elderly and disabled. The non-stop working of cleaning staffs ensured every toilet clean and dry. In the hot summer, the spray cooling facilities became "green air conditioners". There were 256 fixed spray units with 42 thousand nozzles². The automatic spray system sprinkled according to meteorological parameters such as environmental temperature or humidity. The massive waste was disposed in order. The automation system of waste collection and transportation were applied for the premium time in the region of "one axis and four pavilions". Nearly 2000 sanitation workers and more than 200 cleaning vehicles collected and transported trash in the park every day. The garbage weighed totally nearly 30,000 tons.

1.1.2 Tangible Evidences Related to the Result of Service

Service often fails to provide substantial contents because of its imperceptibility. It displays on-site situation, people’s feeling or experience and result only with the aid of auxiliary tools such as pictures, images. People often believe in subjective evaluations by other tourists and tend to experience service indirectly through introductions and imaginations. It shows that service evaluations

are not objective but subjective and physical evidence related to service results are of great importance. The Shanghai Expo provided massive tangible evidences relative to service results. 186,000 media reporters had been admitted to the Park until October 30th, 2010. "Expo" was always the key word for medias like daily television, radio, newspapers and magazines during the 184 days. Shanghai established full communication channels covering all kinds of media such as print media, radio, network, mobile TV, mobile phone, LED screen, volunteer sites video and other types of media terminals. People can watch live broadcast, approaching and experiencing the Expo through every service scene and service result provided by the interviewed service participants.

The internet is also one of the important ways to display tangible evidence of service results. In addition to the official website of Shanghai Expo, websites such as xinhuanet, people, tencent, sina, sohu, ifeng, etc., opened up columns for the Expo. Various types of videos, pictures, texts not only provided on-site news, but also converged feelings of people from all walks of life. Tencent introduced an "Expo Billboard" involving all aspects of the service, such as top-ten National Pavilions, top-ten performances, top-ten moving characters.

1.1.3 Tangible Evidences Related to the Personnel of Service

This kind of tangible evidences including the staff's number, appearance (dress, make-up), behavior etc.. The most impressing in the Expo park was the volunteers wearing green-and- white uniforms. They were called "Cabbages". "World in my heart" was the design theme of the Expo volunteer clothing. Green is the keynote to show concept of the environmental Expo and the theme of "harmonious, clean and innovative". In the park, the "Cabbages" were the symbol of "quality service". As to the number of staff, visitors could see staffs within scope of vision. During the 3-day holiday in May, the staff number was averagely 40,000 everyday. It reached nearly 100,000 including staff working over time. The personnel administration is detailed the charper of "Inseparability".

1.2 Inseparability

The Inseparability refers that the production and consumption of a service, which happen at the same time, cannot be separated. Failure of the service cannot be hidden. But the differentiation strategy attempts to isolate the production from consumption to adjust adverse effects of the inseparability of the service. Therefore, the behavior management of service staff and visitors is particularly important. In addition, the time and space of the service production can not be separated either, while the use of high technology can isolate them to some extent.

1.2.1 Behavior Management of Service Staff

The 79,965 volunteers in Shanghai Expo have won universal praise for their service. Behavior management of volunteer service is worth to conclude.

Human resources management of the volunteers. First, combining screening selection with training. Volunteer training includes general training, special training and post training. Series of evaluations like online testing could detect the effect of training, and were also one of the important references for selection, ensuring service level of the volunteers. Second, building incentive mechanism for the volunteers. All the qualified volunteers would be awarded commemorative certificates at the end of their service period. Some of them would be entitled with honor of "volunteer Star", "Outstanding Volunteer" to encourage the improvement of the average service level. The

Shanghai Expo named the date of July 10, 2010 as The Volunteer's Day. It was honor and incentive for all the volunteers.

The culture management of the volunteers was the key to the success of the service in Shanghai Expo. The volunteer service had been united by volunteers' symbol, slogan and song. In addition, "badge culture" and "lounge culture" were the characteristics of the service culture. The passionate volunteers exchanged badges and had become the designer, creator and disseminator of this new culture. The pictures, texts and photos in the lounges recorded details of the service life of the volunteers, creating a spiritual homeland for them. The culture management of volunteers, enhancing their service consciousness, was the powerful motive for them to service from the bottom of their hearts.

The behavior management of the service personnel is just the same as that of the volunteers. The service had become a beautiful scenery and the smooth operation had been ensured. During the Expo, sounds of the staff with the Expo Hotline "962010" could smile; the police and the security built a "steel barrier" for the Expo; the staff responsible for security check repeated "squat exercise" for thousands of time; drivers took passengers around the Park with their sincerity; cleaning staff was "beauty master "; staff in all the Pavilions were " the best spokesman".

1.2.2 Behavior Management of Visitors

Consumers are not completely passive during the service process. They participate and feel the whole process. Inappropriate participation of the customers affects the quality and efficiency of service. The service quality is also influenced by impact from other customers. For instance, the "problem customer" is particularly worthy of attention. The Shanghai Expo took great efforts on behavior management of the visitors in order to ensure the orderly operation and effective delivery of the service. A serial of public movements boomed in Shanghai for proper manners stimulated effectively the enthusiasm of the citizens early since the 600-day countdown of the Expo. The Official Guide Book provided necessary information for visitors to participate in the service process of the Expo. "The Shanghai Expo Civilization Convention for Citizens" was printed on cards and public welfare announcements posting in communities, buses and other public occasions. The staff would remind those "problem customers" for their improper or disturbing behaviors. It was more effective that ordinary tourists acted as part-time administrators. Lots of community residents formed into Persuasion Teams to advocate visiting the Expo in proper manners. They exhorted actively in face of "problem customers" instead of indifference. Many visitors exposed some improper behavior by use of cameras or personal blogs. These efforts reduced the uncivilized phenomenon and made the "10 hours of ordered queue" a much-told story.

1.2.3 High-tech Separates Time and Space of the Service

The perfect integration of the forefront technology and considerate service improves the service convenience greatly. Online Expo is an excellent example and a revolutionary initiative in the history of the World Expositions. The audience can appreciate the virtual Expo Park with multiple views. The admission to online Expo accumulated to more than 82,340,000 until October 31st, 2010. People could visit the Expo without going out. The online Expo continued to operate without the limitation of time. Visitors could choose, pay and download ticket by mobile phone with the launch of "mobile phone ticket". Visitors could receive immediate service information in the park with the help of

“mobile information expert”. The number of Expo service notification messages sending by China Mobile broke through 175,000,000. In addition, visitors could also experience the next generation of mobile communication business like mobile HD sessions, video monitoring, etc. in the TD-LTE web available in the park. All the high –tech allowed visitors to feel the timely and convenient service.

1.3 Perishability

Services cannot be stored as other products to adjust the contradiction between supply and demand. It was the biggest challenge for the Expo services to balance its capacity with the demand. The Expo tried to match the two aspects by regulating service capacity and managing service demand.

1.3.1 Service Capacity Adjustment

The most perfect embodiment of the Expo reception is that the 1,032,700 visitors has set a new record in the history of the Expo. There were still 30,000 people left in the park although all buses worked overtime when the Osaka Expo set the latest record with 836,000 visitors. In contrast, the "Service Management Solution for Large Passenger Flow" was executed in Shanghai Expo to ensure the service order in traffic organization, entrance management, food goods supply, etc. On October 16th, all the 334 of the subway trains were put into operation, 46 motor vehicle reinforced the traffic in the park, 6 emergency exits were opened for the first time, 6000 meters of hard isolation facilities were adjusted or added with 1000 meters standby. 2 emergency trucks and some emergency communication vehicles were sent into the park. Temporary toilets were equipped in popular venues. Food and commodity supply were sufficient with guide of the organizer. At the same time, all food stores made best efforts to reduce queuing by supplying additional tables and chairs and take-away foods. Service quality was not discounted though the number of visitors was huge. Staff simply ran here and there and delivered bottles of drinking water to the queue. There were 7130 volunteers serviced for tourists in that day with averagely one volunteer in less than 20 meters. These measures had ensured the service operation to be smooth and orderly and met the need of tourists to the maximum.

1.3.2 Application of Demand Management

Demand management includes direct and indirect demand management. Direct demand management refers to the method to adjust service demand by system design in advance. Indirect demand management is the method to transfer service demand from the peak to the off-peak by specific strategy.

1.3.2.1 Direct Demand Management-- Reservation Management and Queue Management

Direct demand management in Shanghai Expo mainly includes the reservation management and the queue management. The organizer provided booking service in order to avoid congestion at entrances of popular venues. The 200 reservation machines near park entrances and those for single popular pavilions were convenient to use. Some venues also could be booked through mobile phone and internet..

Shanghai Expo did a lot to organize queue service as well as possible. Zhang Wenjian and Wang Hu discuss the psychology of a waiting customer and its management strategy in their edition of "Tourism Service Management". It was fully demonstrated in this Expo. First, make the waiting time interesting. The organizer arranged customer interaction, performances and other activities. Visitors,

who used to be strangers, exchanged experience, showed Expo passport and became friends when they were queuing. Second, estimate the waiting time beforehand. Anxiety mood was soothed by striking boards showing "* * hours/minutes queue from here ". Third, keep fairness in queue. There were staffs responsible for queue order in popular venues and persuading improper manners. Fourth, distinguish different kinds of visitors. There are "green access" for VIP, the elderly and the disabled. Fifth, provide better facilities and service. Visitors could sit in queue with additional benches. Emergency channel was convenient for queuing tourists to leave or go to the toilet. Hard isolation facilities were effective to avoid possible confusion. Plastic garbage bags were tied on rails to keep the environment clean and tidy. Visitors felt much cooler with sunshade sheds, umbrellas, electric fan. Volunteers and staff strengthened inspection and patrolling to provide the necessary services. They always paid attention to visitor health status by sending water, fans and other summer small gift, etc. All these measures ensured the queue order and make visitors feel much better when queuing. Queuing has become scenery in the Expo.

1.3.2.2 Indirect Demand Management -- Price Management and Propagation

The main means of indirect demand management includes price management and propagation. Tickets management, i.e. designated day and night ticket, was the main means of demand adjustment in Shanghai Expo. Designated day ticket is a regulatory measure to control the visit date, price and amount on some peak dates according to the visitor flow forecast. The fare of the designated day ticket is 40 yuan higher than the 160-yuan common day ticket. The night ticket, which is 70 yuan lower than the common day ticket, guides visitors to avoid daytime peak and balance the daily flow. Service supply and demand are balanced by raising price in peak time and lowering price during the period of low-ebb.

The Expo did a lot also in propagation and communication. The latest visitor flow was reported every day through TV, radio, Internet, and other media to control the flow effectively. Flow prediction and analysis provided information to visitors for reference to ensure the stability of service demand.

1.4 Variability

The variability of service refers that the service composition and quality level changes frequently and is hard to define.¹ The variability of Expo service mainly manifested in different demand in different periods since the Expo lasted for half a year. Expectation to service quality also differs because of age, sex, education, interest, etc.. The effective management of variation in the Expo strived to make different visitors satisfied.

1.4.1 Variation Management on Demand of Different Periods

Service management variates according to the change of temperature. Movable umbrellas in queue areas were replaced by sunshades in summer. Oscillating electric fans were equipped to improve ventilation. Spray system, cooling fan, sprinkler and big blocks of ice were used to lower temperature. In autumn, public or park media reminded visitors of keeping warm. Hot water supply was added to each information center of the park. Staff and volunteers took thousands cups of boiling water for visitors to avoid scalding them.

In rainy days, variation management are also important. The broadcasting in park reminded visitors constantly that "It's raining, please mind your step". Staff placed many signs of remind, laid

mats within the park and distribute rain gear to those tourists without umbrella. In addition, a lot of the benches and sunshades were removed to make more room for the large visitor flow. Tourists can feel obvious changes although they did not know the high-degree of absorption behind them. The organizer thought for visitors sincerely to make the services more close, convenient and with no constraint of weather condition.

1.4.2 Variation Management on Demand of Different Visitors

The Organizer provided various services timely and adjustably according to visitor's demand and difference. The "easy access" and the selected 9 halal restaurants are good examples. "Sunshine Pavilion of Life" is the first venue for disabled visitors in the history of the World Expo. The lavatory ratio (male : female) was changed from 1:1 to 1:2.5 by considering the actual needs of women. This is known as one of the most humane designs in this Expo.

The official site of "Daily News" in Japan once quoted visitor's view that "toilets in the Park are clean, while children's use of squat closet are not convenient". After that, 89 toilets designed specially for children appeared quietly in Expo. Fence brackets were installed immediately to ensure the safety when the security found that many visitors were used to lean on fence. Improvements on details occurred almost every day in Expo. The organizer strived to provide the most thoughtful, meticulous and comfortable services to the tourists.

1.5 Simultaneity

Unlike material products, service cannot be sold through the logistics because of its simultaneity. It is sold only through the movement of customer's or the customer flow. The accommodation and transport services provided convenience for the visitors of the Expo.

1.5.1 Accommodation and Transport Services

Various levels and types of hotel in Shanghai provided about 550,000 beds. The accommodation problem was solved with support from cities in the Yangtze River Delta. "The Expo Host Family", "The Expo Farm" was the most outstanding features in this Expo. Some residents voluntarily vacated their rooms for reception of tourists from home and abroad. It not only met part of the accommodation needs, but also was a new way for visitors to experience the Expo.

In order to facilitate the tourists to visit the Expo, it offered a variety of transportation choices including 5 subway lines, 16 Expo direct lines, 20 Expo bus lines, 6 Expo suburb lines and 85 regular bus routes with stops around the Expo park. There were also water buses, 4000 Expo taxis service for the tourists. These measures eased traffic problems during the Expo, improved the accessibility and convenience greatly.

1.5.2 Recording Expo Experiences with Expo Passports

The simultaneity of service is also reflected in no transfer of ownership. Unlike material products, consumers only get temporary use right of the service facilities when they purchase services. In other words, what they buy is a kind of experience and feeling. The advent of World Expo passport, the service of stamping made intangible experience visible. Different seals show unique cultures, and the passport is the best tool to collect these stamps. From the beginning of the Expo, the organizer had initiated a theme activity of "stamp the world".

Visitors can experience cultural essence by collecting different seal. They were also a tangible records of the Expo tour. Stamping service strengthened interactive participation of the visitors because they were involving in the form of the Expo passport with seals. Characterized seals were popular in the Expo. Visitors were enthusiastic in "octopus", "millet baby champion", "the little mermaid" and various festival seals. Stamping service recorded unforgettable memory and experience in Expo.

CONCLUSION

The 2010 Shanghai World Expo has left a rich legacy to us. It is of great significance to summarize systematically its service management, especially in the context of increasingly rapid development of the modern service industry in Shanghai. The Expo service will continue to be active and transferrable in Shanghai with the experience and revelation of the Expo.

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New Thoughts on City travel Routes Design

---Based on City Spirits and the Characteristics of times

Yueshi Ju,
and
Jie Sun

Tourism Management Department
East China University of Science & Technology

ABSTRACT

The authors think that a view-seeing travel route without any themes will lead to low tourism benefits based on the research about the current city sight-seeing routes. The best solution for this problem is to transfer to cultural experience with tourism themes. Therefore this paper proposes a new way of designing themed city travel route with both vertical and horizontal manner featured by city spirits in a horizontal level as well as by times characteristics, arising to a new city travel route list which has a clear theme, an abundant content, is advantageous to developing travel extension products and attracting tourists, aiming for an optimized exploitation of urban tourism resources, a popularization of the city image and attracting tourists and uplifting tourism benefits.

Key Words: City Tourism, City Spirits, Characteristics of times, Themed Tourism, Cultural Experience

City tourism is an important component of tourism industry. For a long time city tourism travel route has always been stick to the principle, the least cost, the better, which gave rise to a problem that tourists only took a simple glance of the city ignoring the essence of city culture. Serious impacts have been done on the charms of the city, which cannot meet the contemporary requests. This paper proposes that city tourism should transfer from sight-seeing tourism to cultural experience with tourism themes. The following article comes up with the idea that a new way of designing themed city tourism routes with both vertical and horizontal manner featured by city spirits in a horizontal level as well as by times characteristics in a vertical level, arising to a new city travel route list which has a clear theme, an abundant content, is advantageous to developing travel extension products and attracting tourists, aiming for an optimized exploitation of urban tourism resources, a popularization of the city and attracting tourists and uplifting tourism benefits.

Chapter1. Thoughts based on contemporary city sight-seeing travel routes

The features of contemporary city travel route are: A, Design travel routes based on those scenic spots which have high popularity. B, Design travel routes based on the distance of different scenic spots. The consequences are: isolated scenic spots limit the development of travel extension products;

If we choose B as our way for designing travel routes, the scenic spots along the route will not internally related, without a clear theme, resulting in that tourists only can take a simple glance at the city, staying at the view-seeing level as 70s. The following route is being used right now by a certain Shanghai travel agency, which is unloaded from Internet randomly:

Bund Sightseeing Tunnel, Ocean Treasure Exhibition, the Oriental Pearl TV Tower (on the 263 meters of the main sightseeing floor), Gallery of Historic Urban Development, Pudong New Area, visiting the Hillman Tool Exhibition Center; visiting arts and crafts exhibitions, Nanpu Bridge - a distance glance at the Expo site (China Pavilion), Shanghai Old City Area, the Bund, Chen Yi statue Square, Huangpu Park and Nanjing Road Pedestrian Street (Free Moment).

This kind of travel route has not given travelers the whole image of Shanghai, neither the theme of Shanghai city. Therefore, tourists may have an inconsistent impression of Shanghai, doing harms to the popularization of Shanghai city image, weakening the appealing of Shanghai city and the motivation of cultural consumption, disadvantageous for attracting travelers to stay longer.

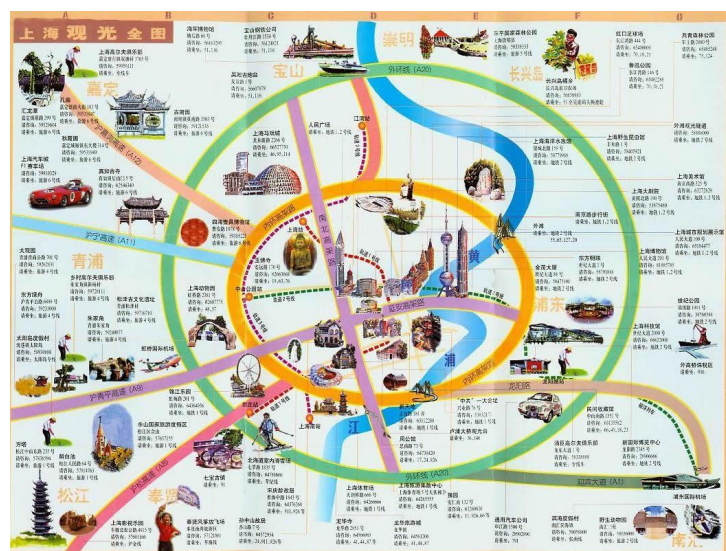


Fig. 1 The tour guide map for a Shanghai travel route without a theme

Actually, all the tourism products including food, accommodation, transportation, travelling, shopping, and entertainment need to take cultural elements into consideration. Travel routes also need to be organized by the contents of scenic spots so that the routes can represent certain themes. By doing this, tourism products have upgraded into cultural experiences with tourism themes, making city culture more attractive and luring more cultural consumption.

This article tries to change the current condition by designing city travel routes in both a vertical and horizontal manner. The horizontal themed travel route takes city spirits as basis, connecting themed travel routes with city spirits. Taking Suzhou for instance, we can classify different Suzhou scenic spots into different categories using city spirits including respecting education, integration, innovation and long vision as main line, then we can generate four travel routes with clear themes.

The vertical themed travel routes are designed according to time sequences, summarizing several typical times characteristics of the city. Taking Suzhou for example, Suzhou can be divided into southern barbarian era, militant era, and the era of scholarly, as well as open era, which can be used as the main line of Suzhou cultural element, so we can get four clear themed travel routes.

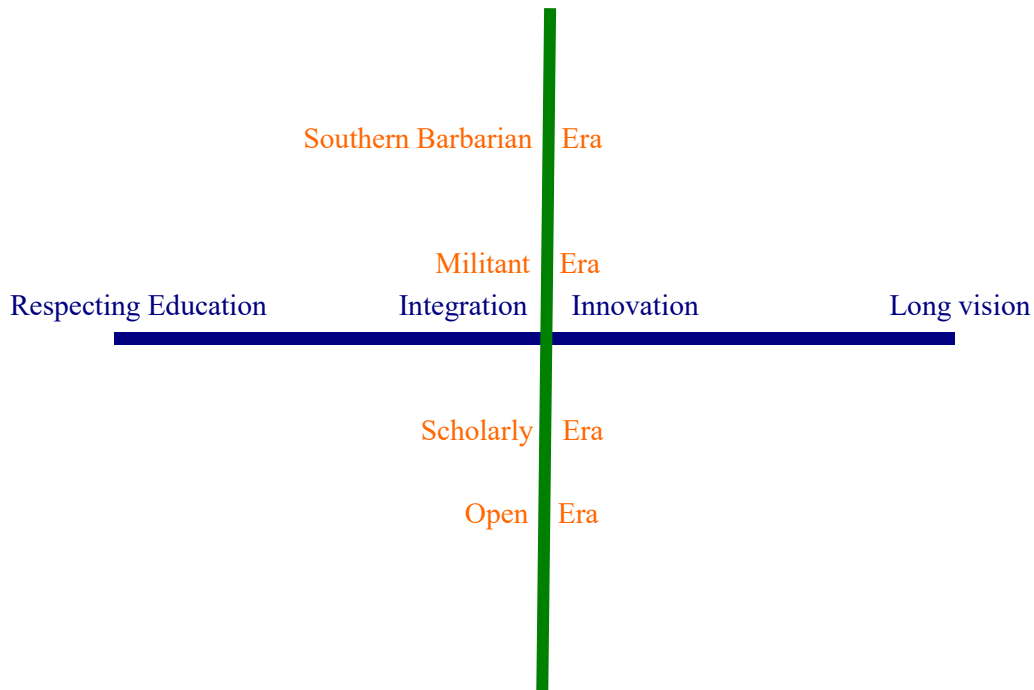


Fig. 2 Designing themed travel routes by both horizontal and vertical manner

The common things about the two manners are to break the isolation caused by designing by space. Use themes to connect different scenic spots to make them internally related so that the irrelevant scenic spots due to space classification can be reduced. Those problems giving travelers an undesirable impression can be effectively avoided, providing tourists some clear city culture themes. The differences between these two manners is that designing travel routes in horizontal way by city spirits totally break the limitation of space and time, that through organizing themed travel routes makes travelers strongly inspired by the several cultural themes of city spirits; Otherwise, designing travel routes by the characteristics of times in vertical way is limited by certain periods, making tourists strongly inspired by the history and culture themes of the time trail of the city development.

Designing travel routes in both horizontal and vertical manner can immensely broaden the content of city travel route, change the disordered situation when it comes to the city tourism resources, and mobilize effectively all tourism resources. Guided by the themed travel routes, the essences of city can be in full display, attaining the goal of enhancing city charm, attracting tourists and publicizing the city.

Chapter 2, Design themed travel routes based on city spirit in horizontal manner----taking Shanghai for instance

German scholar Spencer once wrote to separate a city with another city is not with its range and dimension but its city spirits that has been born with it. It is widely acknowledged that city spirits are the cores of the city. A lot of Chinese cities have already come up with its own city spirits as their cultural identity. Recently the capital city of Beijing has summarized patriotic, innovation, tolerance as well as morality as its spirits, while Suzhou has also summarized respecting education, integration, innovation and long vision as its city spirits. Shanghai has always been exploring its own spirits, which has laid solid foundation for its further development. Thanks to taking city spirits as its cultural identity, it is worthy of discussing the new way of developing city tourism by designing themed travel routes based on city spirits, then connecting scenic spots. The following contexts takes Shanghai for an example, to design Shanghai themed city travel routes according to city spirits, to compare these with the current Shanghai travel routes in order to get the differences between these two.

1. A basic outlook of Shanghai city spirits

The formation of Shanghai Spirits is a dynamic changing process, which went through three phases, farming phase, contemporary phase and modern phase. Shanghai sprits have richer meanings along with each passing day.

Shanghai spirits during farming period---- Diligent and pragmatic, open and co-exist, as well as inclusive

Although Shanghai was named as an administrative system not for a very long time, the history of Shanghai is quite long. Modern archaeological excavations indicated that the sign of Shanghai ancestors of approximately 6000 years ago had been found. It is not difficult to find out that Shanghai ancestors gradually stepped into the humankind agricultural civilization from ancient fishing and picking to agriculture and animal husbandry based on researching on over 20 sites of ancient culture within Shanghai boundaries.

Firstly Xia Yu took control of floods, “Since the three waterways once were unblocked, the Zhenze can never be congested,” which provided a basis for agricultural development. Secondly, new creations of farming methods suitable for local environments greatly improved the productivity. Shanghai aboriginals were fed on by plants they grew, rested and built up their won strength in a diligent and pragmatic attitude in the coastal boundary with vast land and few people.

About 3100 years ago, Tai Bo from Yellow River established Gou Wu Kingdom, which was a product of the combination of Central Plains Zhou Culture and the aboriginal culture. Yue Kingdom was established by the later generation of Yu, so ancient Yue Culture had intergraded with Central Plain Culture. *History of the Southern States Wu and Yue, Biography of Fu Chai* once wrote that *the people of Wu and Yue got along with each other very well and united as an alliance*. People of Wu and Yue adored bravery, *the king of Wu liked swordsman so the folks suffered, while the king of Chu liked skinny girls so the girls in the palace all starved to death*. The military strength of Wu and Yue has been remembered by future generations. People of Wu and Yue were living in a natural environment which did not get enough development and control. Rivers often *had overwhelming floods with horrible noises, and boats knocked over by the terrifying floods with lots of people not*

able to survive. Therefore, it is the environment that makes people of Wu and Yue adored warriors and military. Even when during Qin and Han dynasty, people in this region still attached much importance to military.

People's life has become more and more comfortable as a large-scaled development in Jiangnan Region were carrying on. People turned from worshipping warriors and violence to focusing on getting fame by receiving education. At the end of Song dynasty, Shanghai had already paid much attention to education, *if tenants had enough food and cloths, they would be willing to get their children educated. Talented scholars often came from families which had officers. It was common to see people pursuing higher education and hear people singing.*

The early Shanghai immigrants gave rise to the integration and development of South and North culture, which provided a more specific illustration for the inclusive spirits. The cliff of today's Wu Xi Yuan Touzhu was inscribed of Embedding Wu and Yue. The geographic features of tolerance of Wu and Yue has molded a culturally inclusive spirit of Wu and Yue. Diligence and pragmatic, open and co-exist, and inclusiveness had become Shanghai spirits of the farming period.

(1) Contemporary Shanghai spirits--- Fulfilling duties, Valuing commerce and trustworthy, tolerant to diversity

Starting from 16th century, western civilization had a gradual influence on this remote island near South Sea of China. *A staff of British East India Company Huyh Hamilton Lindsay(1802-1881), along with Karl Friedrich August Gatzlaff(1803-1851) etc. were sent by their company taking Amherst 'sailing from Marco to inspect the businesses and defenses of China East South coast.This was the first time for British customers to come to Shanghai.* Although this visit did not bring mutually beneficial trades, these British businessmen coming far away saw the special advantages of Shanghai in export trade aspect: nice-quality harbor, waterways that were suitable for ships and the diligent people. A perfect match of location and people made Shanghai outstanding from lots of other harbors, so Shanghai became a desirable target. The Opium War invaded long isolated China in 1840. The signing of Treaty of Nanjing made Shanghai one of the first five trading harbors.

In all the modern concessions of China, Shanghai concession not only had the longest history, but also had the most nationals, the strongest conical features, the most complicated administrative agencies, and was the most prosperous and had the most far-reaching influences. After 1915, Yao Gonghe edited the serialized articles on newspaper about Shanghai social features as *Shanghai Gossip*. He wrote that *Shanghai is the place where all the foreigners came to China and is also the place where western culture was brought into China.* The diversity of the population would inevitably bring about the collision and blending of different cultures. The contacts, exchanges and integration between Chinese and western culture in contemporary Shanghai ranged from objects, institutions to spirits. In the late Qing dynasty of Culture Volume of *Shanghai General History*, it demonstrated the sequence of ideas of the spread of western culture in Shanghai, illustrated how Shanghai society respond to the western culture: *in the aspects of objects, from lighting appliance, running water, communication tools, means of transport in modern western world; in the aspect of institutions, from municipal management systems, education systems, work and rest systems to three accounted for from*

the two parliamentary system; in the aspect of spirits, from worshipping liberty, democracy, equality, fraternity to encouraging utilitarianism, sense of competition and concept of evolution.

This kind of multicultural collision was reflected on publications, educations, academies, and religions, even in every aspects of public life, influencing the entire Shanghai and China at large.

Mr Lu Xun once published a famous comment about Beijing and Shanghai: “.....*Beijing is the capital of Qing dynasty, but Shanghai is the concession of lots of countries. Therefore, there were more officials in Beijing than any other places in China while Shanghai had more merchandisers. That's why scholars in Beijing were inclined to be officials, who in Shanghai tended to be merchandisers. Scholars got reputation because of helping officials, and they gained benefits when assisting businessmen doing business so that they can feed on themselves. In a word, scholars in Beijing were the helper of officials and Shanghai scholars assisted merchandisers.*” Shanghai spirits, on one hand, boasted as inclusiveness, openness, and tolerance to diversity. On the other hand, people of Shanghai were identified as shrewd and calculated, gaudy and tawdry, jealousy and sophisticated. These special imprints of Shanghai characteristics still can be found in today's society.

People often say ironically that Shanghai is neither fish nor fowl, neither Chinese nor Western. In other words, it is exactly showing the tolerance and inclusiveness of Shanghai spirits. All culture can be passed on in Shanghai, but at the same time transfer to another cultural form gradually. The fittest survived or absorbed or developed, finally which become what is called Shanghai's.

From industrious, pragmatic and self-sufficiency to fulfilling duties and having the sense of contracts, from having the social mentality of open and co-existence to having the trading principles of paying much attention to commerce and trustworthy, from inclusiveness to tolerance to diversity, we can say that contemporary Shanghai Spirits was the extension and development of Farming Period Shanghai spirits. Although Shanghai spirits in different periods may lead to a gradual change, it always is the same strain of the original city spirits by tracing back to the originals. The essence of modern Shanghai spirits is daring to be pioneers, aggressive entrepreneurial spirit, and having the tolerance to diversity and long vision, and an awareness of adhering to contracts and cooperation, and a way of living of sophisticated as well as pursuing a delicate lifestyle.

(2) Modern Shanghai Spirit---- forging ahead, advancing with times, stepping into a new world

After the founding of new Public of China in 1949, Shanghai transferred to emphasizing industries instead of developing commerce and industry equally, becoming an industry basis from a multi-functional city. Therefore, the immigrants had been hugely decreased. The descending of the mobility of people means the reducing of competitiveness, and the backwards of urban development. This city was open because of lots of immigrants, but now it became conservative and cautious, which still feel an inexplicable sense of superiority due to the past memories. "Cultural Revolution" had confused the traditional judgment of the people of Shanghai, making Shanghai trapped into a man-made chaos.

In 1979, the policy of reform and opening-up woke up the stiff and confused Shanghai people. Especially since 1990s, Shanghai has reformed and innovated, initializing the development of Pudong Area, becoming one of the most important economic centers in China. After 1990, Shanghai loosed the immigration policy, which resulting in a steady growth of immigrants' rate. The injection of new blood and the reestablishment of immigrant society have played a very important role in rehabilitating Shanghai urban vitality.

Since the reform and opening-up policy was carried out 30 years ago, Shanghai went through an all-around development and was marked as a brand-new beginning of modern Shanghai. From the diligent of aboriginals to the sophistication of immigration society, from the tradition of Wu and Yue culture to the diversity of colonial culture, from the stiffness of the early periods of the founding of new China to the chaos in "Cultural Revolution" to the enterprising and reconstruction of the reform and opening up policy, modern Shanghai spirits was inherited and developed during these civilizations transformation. Some of the historic Shanghai spirits got restored, some got upgrades, while others got replaced. Modern Shanghai spirits are the overlap of the three spirits of the historic process.

(3) As contemporary Shanghai, Modern Shanghai also experienced a rapid development thanks to times of change. Modern shanghai boasted as determined to making progresses instead of introverted of fulfilling duties. The sense of emphasizing commerce is growing with each passing day. Modern Shanghai is truly stepping into a new world from being forced to accept new things. Forging ahead, advancing with times, stepping into a new world has become modern Shanghai spirits.

In a word, Shanghai spirits originated from farming periods, took contemporary Shanghai as its main part, were overlapped with several spirits of modern Shanghai. It covered the essence of Shanghai spirits that went through different phases, and at the same time it changed and updated with the times. Shanghai spirit is the soul of Shanghai city, through which we can feel the vitality, warmth and fresh of Shanghai city.

2. Design travel routes with tourism themes showing Shanghai spirits

(1) Travel routes showing Shanghai spirits in farming period

The city spirits of diligent and pragmatic, open and co-exist, inclusiveness and tolerance primarily represents the ancient Shanghai and the beginning of Shanghai early civilization, whose representative figures were Huang Daopo and Xu Guangqi. Songze ancient heritage site was the representative of Shanghai's historical and cultural backgrounds. As for the backgrounds of cultural life, Jiangnan Gardens could explain the way of living of Shanghai early residences in Ming and Qing dynasty. Therefore, this article takes the tomb of Daopuo Huang, Guangqi Garden, Xujiahui, Songze ancient heritage site and ancient gardens etc as spiritual carrier, and connects these scenic spots to be a themed travel route reflecting Shanghai spirits in farming period, making the travel route become a themed line instead of single scenic spots.

The specific route is as follows:

The Qingpu Songze ancient heritage site - the Songjiang Huang Daopo heritage site - Songjiang Fangta Garden and Zuibaichi Garden-, Qingpu Qushui Garden - Jiading Qiu Xia garden - Xujiahui Guangqi Park (Tomb of Xu Guangqi) – Shanghai Old Temple



Fig. 3 Themed Tourism Itinerary Chart of *Shanghai in farming period*

(2) Travel routed themed as contemporary Shanghai spirits

Fulfilling duties, paying much attention to commerce and trustworthy, tolerance were contemporary Shanghai spirits, and the main part of Shanghai spirits. There are lots of tourism resources that can represent modern Shanghai spirits. This paper generated three sub-themed travel routes from three different perspectives, celebrities, national industries and city style, in order to summarize contemporary Shanghai.

A. Shanghai Bund style travel route. Shanghai brings together various styles of architectures all around world, is famous as International Architecture Exhibition. These different styles architectures symbolize the spirit of Shanghai’s tolerance. Middle Huaihai Road, Nanjing Road, Shanghai Bund are typical scenic spots. The travel route can be described as followed: Middle Huaihai Road - Nanjing Road - the Bund.



Fig. 4 Themed Tourism Itinerary Chart of *Shanghai Bund style*

B. Tracing contemporary celebrities travel routes. Contemporary Shanghai had a lot of celebrities, and they were the iconic symbols of contemporary Shanghai. This article takes will Mr Lu Xun as an example to design celebrity themed travel routes. To extend this idea, Eileen Chang, Lanfang Mei, Ching Ling Soong, and even ethnic entrepreneurs, foreign businessmen and so on can also be designed as celebrity themed travel routes. From cultural celebrities to successful businessmen will be connected to be a special contemporary Shanghai celebrity picture with special meanings and features, which will bring the in-depth city experiences to tourists.

Tracing Mr Lu Xun travel route can be described as follows: Duolun Road Cultural Celebrities Street (Lu Xun’s Japanese friends Bookstore) - the former residence of Lu Xun - Lu Xun Park (Tomb of Xun Lu)



Fig. 5 Themed Tourism Itinerary Chart of *Tracing Lu Xun*

C. Travel routes themed as national industry. Contemporary Shanghai was the birthplace of Chinese national industry. The signs of contemporary industry development can be shown in Suzhou River National Industry Region, excellent historical architectures, and well-known national industrialists. National industrialists such as Dong Zujun and Liu Hongsheng highlighted contemporary Shanghai entrepreneurs’ spirits. From them, we can see their spirits of fulfilling duties and trustworthy when Shanghai integrating western civilization. And we also can see the changes brought by Shanghai immigrants, and more importantly the expression of self-improvement and patriotism.

Travel route can be described as follows: Suzhou River National Industrial Area - Jiangnan Shipbuilding Museum - Liu Hongsheng matches (Middle Sichuan Road NO. 33) - Dong Zhujun former residence (Yuyuan Road No.1320) - Jin Jiang Hotel



Fig. 6 Themed Tourism Itinerary Chart of *Shanghai national industries*

(3) Examples of themed travel routes of Modern Shanghai

Forging ahead, advancing with times, stepping into a new world is the modern Shanghai spirits. To be more specific, modern Shanghai spirits are reflected in these aspects, living life by forging ahead, constructing the city by advancing with times, and an open vision of stepping into a new world. Therefore, when designing travel routes themed as modern Shanghai spirits, we should enrich the in-depth experiences and recognition by combining modern Shanghai city landmarks and Shanghai citizens' cultural life. This article is based on the integration of tourism resources of modern Shanghai spirits, takes the entire Shanghai city as the place to experience tourism, and connects the most fashionable city landmarks, and the most updated lifestyles as well as the most unique Shanghai style, to make tourists experience the real Shanghai.

From the perspective of the theme design, combined with elements of science and technology, fashion and life experience, we can interpret the modern Shanghai spirits of forging ahead, advancing with the times, and stepping into the new world. We can get sub-theme routes: Tech-Shanghai, Fashion Shanghai and Culture Shanghai. The routes can be described as follows:

A. Tech-Shanghai: Shanghai Science and Technology Museum - Zhangjiang Hi-Tech Park - the Sunqiao modern agricultural park - Expo site



Fig. 7 Themed Tourism Itinerary Chart of *Technology Shanghai*

B. Fashion Shanghai: People Square Shopping Center - F1 track - Tianzifang - Xintiandi



Fig. 8 Themed Tourism Itinerary Chart of *Fashion Shanghai*

C. Culture Shanghai: Shanghai Museum - People's Park (a glimpse of citizen life) - Suzhou Riverside Museum Belt - Oriental Art Center (which can be replaced by Shanghai Grand Theatre / Concert Hall / Shanghai World etc.)



Fig. 9 Themed Tourism Itinerary Chart of *Culture Shanghai*

We can get the following list of several cultural themed travel routes which can make tourists strongly feel the city spirits:

<p>The spirits of diligent and pragmatic, open and co-exist, as well as inclusiveness</p>	<p>The Qingpu Songze ancient heritage site - the Songjiang Daopo Huang heritage site - Songjiang Fangta Garden and Zuibaichi Garden-, Qingpu Qushui Garden - Jiading Qiu Xia garden - Xujiahui Guangqi Park (Tomb of Guangqi Xu) - Old Temple</p>
<p>The spirits of fulfilling duties, Valuing commerce and trustworthy, tolerant to diversity</p>	<p>A. Shanghai Bund style travel route: Middle Huaihai Road - Nanjing Road - the Bund. B. Looking for contemporary celebrities: Lu Xun (Sun Yat-sen, Soong Ching Ling, Zhang Ailing ...) C. National industries: Suzhou River National Industrial Area - Jiangnan Shipbuilding Museum - Hongsheng Liu matches (Middle Sichuan Road NO. 33) - Zhujun Dong former residence (Yuyuan Road No.1320) - Jin Jiang Hotel</p>

<p>The spirits of Forging ahead, advancing with times, stepping into a new world</p>	<p>A. Tech-Shanghai: Shanghai Science and Technology Museum -Zhangjiang Hi-Tech Park - the Sunqiao modern agricultural park - Expo site</p> <p>B. Fashion Shanghai: People Square Shopping Center - F1 track - Tianzifang – Xintiandi</p> <p>C. Culture Shanghai: Shanghai Museum - People's Park (a glimpse of citizen life) - Suzhou Riverside Museum Belt - Oriental Art Center (which can be replaced by Shanghai Grand Theatre / Concert Hall / Shanghai World etc.)</p>
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Table 1 Summary table for Shanghai travel routes themed as city spirits

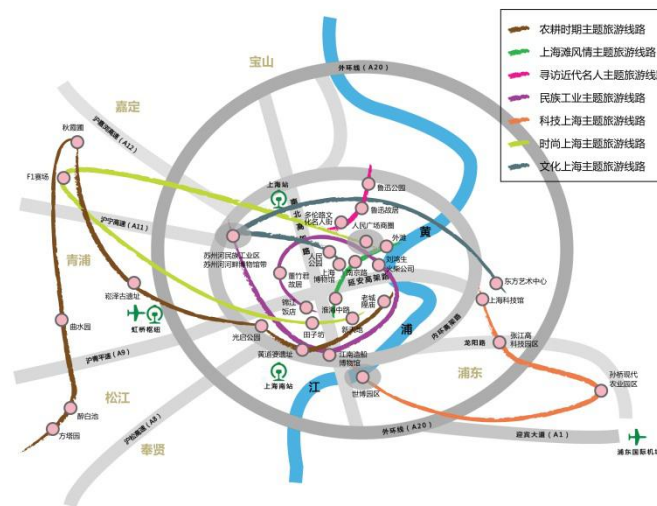


Fig. 10 General chart for travel routes themed as Shanghai city spirits

3. Design city themed travel routes based on the characteristics of times in the vertical manner--- taking Suzhou for example

The essences of cities often can be reflected by several typical periods on the timeline. For instance, Suzhou can be summarized by time sequences as four characteristics of times, which are southern barbarian era, militant era, scholarly era, and open era. If we connect these four categories city cultural elements, we can generate several clear themed travel routes, which are attractive due to their historical features.

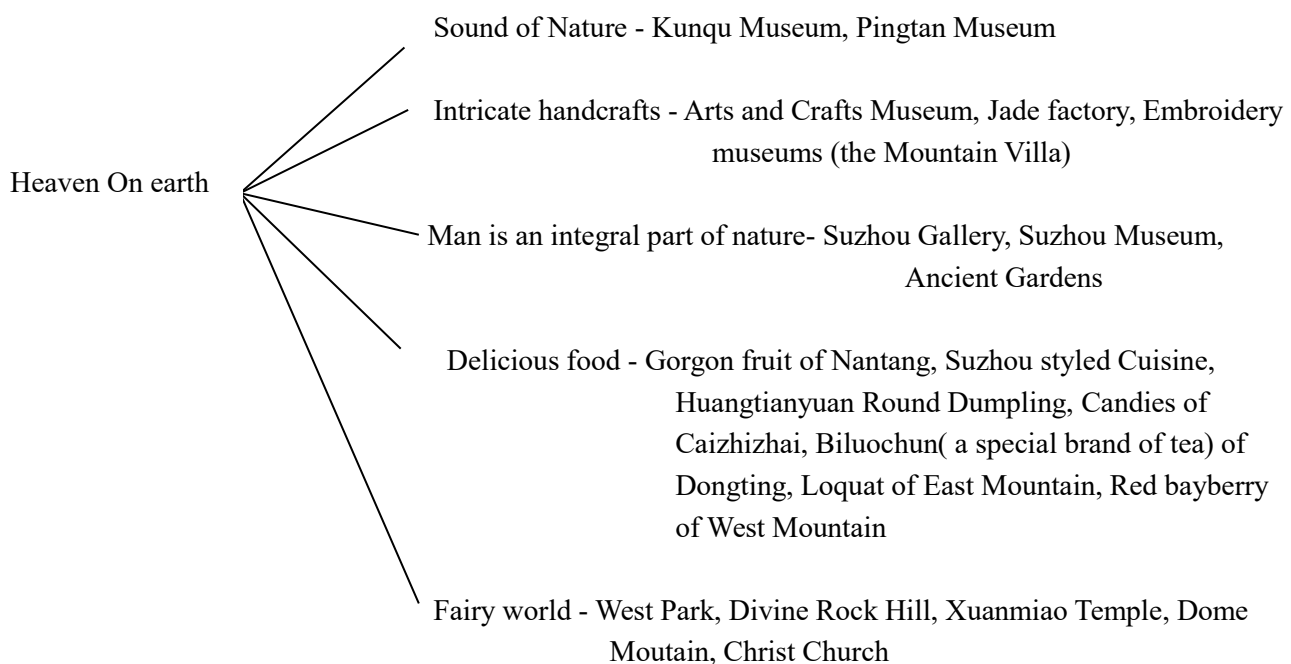
A list for travel routes themed as historical culture that can make tourists strongly feel city development:

<p>Southern barbarian era</p>	<p>Cutting hair short and tattooing one's body (sites of ancient aboriginal residences-Sanshan Mountain, Caoxieshan Mountain)</p>
<p>Militant era</p>	<p>1. Wu scar (Site of Wu Kingdom of Spring and Autumn Period) – Zhuanzhu Lane (where Zhuanzhu stabbed Wangliao), Hemen gate, Xumen gate, and Panmen gate</p> <p>2. Beautiful followers and dark paths of Wu Palace (King of Wu and Xishi) – Base where king was abrogated, Divine Rock Hill and Wanhua Pool, Xiangji</p>

	Aisle, Yijian River, Tiger Hill
Agricultural–business era	1. Having farmer’s fun---Wang Mountain, Shu Mountain, East Mountain, West Mountain 2. Birthplace of Chinese capitalism - Silk museum, Weaving Department, Xuanmiaoguan, Jiaoxie monument 3. Business form – Shantang Street, Pingjiang Road; Wealthy businessmen - the Dongshan carved building, Xijia Garden
Scholarly era	Qionglong Mountain Zhu Maichen, 500 Famous People in Temple of Canglang Pavilion, Garden of the Number One Scholar Wen Zhenmeng, Fan Zhongyan Temple of Tianping Mountain, Suzhou Library academicians Gallery, Suzhou Museum
Open era	Jinji Lake, Industrial Park, Hi-tech Zone

Table 2 Summary table for Suzhou travel routes themed as the characteristics of times

Suzhou is known as paradise, gathering the greatest tourism resources together to design themes as paradise, to emphasizing Suzhou as a land of attractive resources and magical power and a birth place of creative minds and gifted talents, to make tourists feel the beauty of the heaven on earth.



In summary, to design city themed travel routes in both vertical and horizontal manner allows every scenic spots to go to the right category, allows tourism resources to be get full use of, to efficiently show the charming of the city, and at the same time immensely enlarge the scope of developing the extensions of tourism products. Providing optional themed travel routes for tourists in both vertical and horizontal manner can attract different level and demands tourists. Abundant travel routes can increase the chance for travelers to stay in order to attain the goal of increasing the city tourism benefits.

Metropolitan Leisure Park of Andin Town, Beijing

——Redefining ‘State-Collective Organization-Local Farmers Partnership’ in A Rural Area

Li Zi
ATKINS

And

Yan Xiaolu
China Academy of Urban Planning & Design, Western Branch

ABSTRACT:

Since the ‘12th Five Years’ Plan (the most important national plan), the Central Government of China has focused on the organization of public resources between urban area and rural areas. For example, rural landscape around Beijing Metropolis will be formed into a Green Framework for development of ecological protection, suburban leisure industry and other rural services. This will be an important way to integrate resources and investments from urban areas into rural areas. Meanwhile, the unclear status of landownership in rural areas makes it difficult for investors to intervene and implement new projects. It also limits the cooperation between farmers and government (top-down process) as the latter plays a central role in the development of rural tourism and leisure industry. This paper will use the Qianyechang village at Andin Town (south-eastern rural area of Beijing) as an example to redefine the ‘state-collective organization or local farmers’ partnership’. A ‘bottom-up’ approach can answer the landownership and the rights of development issues by providing more responsibility and shared benefits to the local farmers. A dynamic and sustainable environment would then be created for a Green Framework in Andin Town, Beijing.

Key Words: Beijing; Metropolitan Leisure Park; Green police; Bottom-up and top-down; Partnership; Green framework

INTRODUCTION

This paper includes five parts. Part 1 explores the weakness of Green Policies of China from two aspects: how the Beijing municipality coped with the Green Space issue in the last 50 years (1958-2008); and the non-sustainability of current Green Policies nowadays under the policy of land system (1998 Land use Law). The analysis shows that the conflict between eco-protection in the long-term view and local development in the short-term view is the main conflict in Green Policy. Part 2 uses Qianyechang village as a case study and is devoted to analysis of the local community and

site. Part 3 contributes to the Green Framework in different scales. Part 4 discusses the governing and management of Green framework by combining top-down and bottom-up methods for the Qianyechang village. Part 5 is devoted to conclusion of the paper.

BACKGROUND

1.1 Beijing Green Policy and Planning

An idea of a broad zone destined for 'green' spaces started with the Regulating Plan of 1958. The concept derived directly from a planning model very similar to the one used in Moscow. The Beijing Green Policy was confirmed in the 1992 Master Plan. The concept consists of two 'green belts': the inner green belt and the outer green belt. Until now, with the exception of certain isolated experimental tracts, the plan remained on paper. The total area of the inner green belt was still 314 km² in the 1958 Master Plan, but due to urban development, it decreased to 240 km² in the 1992 Master Plan.

The green space is not effectively protected. The most important reason for encroachments of urban development on green space is that there are severe conflicts between real estate development and public interest. Although compensation needs to be paid, this is far less than the economic benefits developers gain from real estate or other business activities. For instance, the financial compensation requested for building over green space with the second ring-road is 6000 Yuan /m², while the price of new residence floor space in this area is about 10,000 Yuan/m². The inter green belt planning has almost failed to be implemented and development has run out of control.

In order to avoid such urban expansion, an outer green belt has been established. Beijing's Green Space Planning 1992 was originally introduced to override the preceding plan. This planning is to cope with a new situation when the 5th and 6th Ring-road was built. Beijing's Green Space Planning tends to integrate with existing planning elements to focus on analysis of common problems in the outer green belt, and to avoid the same mistake on inner green belt. The Green Space Planning area is an important area which connects the Fifth Ring-road to the Sixth Ring-road. It is located within the planning scope of Chaoyang, Haidian, Fengtai, Shijingshan, Tongzhou, Daxing, Fangshan, Mentougou, Changping, and Shunyi districts - a total area of 1650 km².

The Beijing's second green separating regional planning tries to assign areas where construction is limited or even forbidden in order to further prevent urban expanding and to preserve rural land. According to the plan, the proposed green space coverage is 65% and the development space should be not more than 20% in Beijing's second green separating area (outer green belt). However, the existing urban settlements already accounted for nearly 40% of the total area of the outer green belt. They are mainly residential real estate developments, which try to get an extra-benefit from a location surrounded by green areas. In summary, the two green belts have already been fragmented by extensions of settlement areas and the greenbelt areas shown in the planning documents do not conform to reality.

Furthermore, population increases in the future will press severely on green space. From a macro perspective and local organization view, the history shows that Beijing's Green Policy is unsuccessful. Implementation of Green Policy from top-down meet economic difficulties in local community. This is the main reason why existing Green Policy can't continue after the 2008 Olympic Game. There is a big funding gap. The Green Policy adds many burdens to local organizations and the local farmers. The hidden reason is that land ownership and land use rights are not clear. Conflicts between the long-term eco-protection policies assigned by the municipality and the short-term local organization by the farmers are more prominent.

1.2 Conflict between Long-term View from Government and Benefit of Local Farmers

Based on the 1998 Land Law, collective organizations have ownership of the rural land and the farmers have right to develop those land, but the Green Policy from the municipality have conflicted with the 1998 Land Law. By Green Policy, the municipality tried to control land use without ownership. As a result, the unclear divisions of right and responsibility and the lack of local developing opportunities accelerated the local desertification in rural areas.

Taking Andin town as an example, there are very limited benefits obtained from the ecological protection: ecological protection forest occupies farmland with an allowance only 200-300 Yuan per Mu (667 m²) a year. But, if farmers plant fruits there, they will get 700-800 Yuan per Mu a year. Furthermore, if the land is to be developed as residential area, local farmers can get allowance at least 6,000 Yuan per Mu a year. Therefore, one reason Green Policy doesn't work is because it damages local peasant's benefit. Furthermore, those policies reduce local farmers' enthusiasm, and even lead to local officials' abuse of natural resources (Such as digging sand to sell, because they can't develop area under Green Policy and they believe that selling sand maybe the only way to get money from their land).

2 Analysis of Local Community and Site

2.1 Qianyechang Village Situation and Their Dream of the Metropolitan Park

The aim should be organized bottom-up with top-down process to find a balance between long-term eco-benefits of regional scale and short-term economy of local farmers. In fact, the metropolitan park built can meet the needs of local community.

Until 2008, Qianyechang Village had 700 people within. Almost 300 villagers work in agriculture, 200 in the manufacturing industry and 200 in the service industry (e.g. construction of buildings and transport of goods.). The current average income of each villager is about 8900 Yuan per year. Beside the personal income, the collective organization earned 270,000 Yuan last year. The main industry of the village is producing of berries and processing of juice. Recently, the economy of Qianyechang village has improved. With the building of Andin metropolitan park in the future, local peasants look forwards to renting their land to an organization in this park. Furthermore, the park could provide jobs, such as gardener positions. The metropolitan park also can bring profit of countryside tourism industry to local grassroots business.

Take one family for example, Farmer Gao Xueying 's family has 7 members, including her parents, her husband, two daughters and one son. They lived together before, but now her new house has just been finished, and she will soon live with her husband and children as a smaller family separated from her parents. Her husband (46 years old) works in Beijing city and comes back during weekends. Meanwhile, her older daughter (21 years old) works and lives in the downtown area of Andin town, and her younger daughter (20 years old) goes to school in another town far from Andin town. Farmer Gao looks forwards to the construction of the metropolitan park, because all their trees (almost 250 trees) can “lend” the ownership to the metropolitan park with an income of 100,000 Yuan per year as well as be hired as an almost full-time worker to take care of her 250 trees with 80-100 Yuan per day. By this way, the annual profit of her family can more than double (from 67,000 Yuan to 210,000 Yuan).

2.2 Site Analysis

The metropolitan park as part of the Green Framework of Andin town will be located between the 6th ring-road and 7th ring-road of Beijing, 45 km from Tiananmen square (Center of Beijing city) .The dimension of the site is 11.6 km². It locates on an axis of urbanism between Beijing and Tianjin, and it will be under great pressure of urbanism in near future.

Currently, ecological urgencies include:, and rural pollution:

- a. Water security: Over-exploitation of groundwater
- b. Desertification: Abandoned land
- c. Abuse of natural resources
- d. Landscape and special eco-system

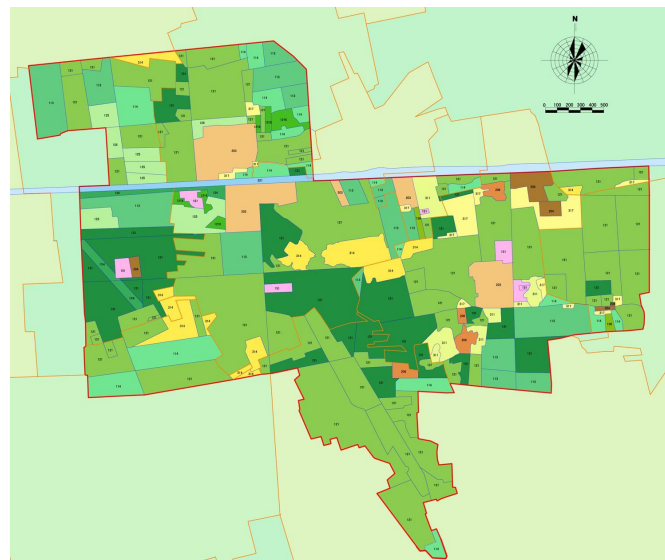


Figure 1
Exciting land use map

3 Green Framework Strategy

3.1 The Scales and Layers of the Green Framework

From the different scales and layers, the metropolitan park will work as a strategy for Green Framework :

- a. At the metropolitan scale, it solves the outstanding ecological problems such as densification and urbanism pressure.
- b. At the town scale, it helps the cooperation of villages by landscape strategies
- c. At the Metropolitan Park scale, it deals with desertification and other eco-problem by eco-recovery strategies, and builds a balance between the municipal control and the local development.

3.2 Water system layer: 1,000 water ways

A thousand water ways make the best of the existent aqueducts, connecting and anti-seepage processes, so as to form a circulating system of the water system in the park. The water system could be classified into mainstream channel, branch water system, landscape lake surface and swamp shallow-water zone.

The principles to manage water include:

- a. to emphasize the economic efficiency of utilizing water resources;
- b. to pay attention to ameliorating the living conditions of animals and plants in the ecological core area
- c. to carry out a functional classification of the aqueducts in the park
- d. to take anti-seepage measures for aqueducts mainly for the function of conducting water sources and take such measures by sections for the central water vein penetrating the park from the east to the west
- e. to ameliorate the edatope of the surface stratum so that the green ecological gallery can come into being much faster.

Four zones form the mechanisms of improving water quality. They are: the zone of improving water quality of the river, the zone of aerated degradation process, the zone of homo-swamp biological purification and the zone of transferring and depositing stored water.

The existing water system of the forest park mainly include the watercourses of the main river and half-abandoned farmland irrigation aqueducts, which has been dried up for years failing to form an entire system. The new water system are as following :

- a. Classify the utilization of watersources according to related state regulations and form recycling system of domestic water, landscape water and irrigation water.
- b. Take into account the integral continuity of the water system landscape, make full use of existing aqueductsand artificial or natural low-lyingareas, and construct the layoutof water system according to the arrangement of the landscape system in the park.

3.3 Network layer: 10,000 paths

The main road is 6 to 8 meters in width, with street trees of a certain width on both sides to form a sightseeing gallery under the greenwood; the second-class paths is 3 to 5 meters in width, with flat gradient meadows and drains on both sides; the third-class road paths is the randomly-built walking macadam with a width of less than 1.2 meters. Meanwhile, different kinds of transportation methods will be applied in the park. The main ring road gives priority to automotive vehicles, and automobiles are allowed to run at a low speed in the restoration and fosterage sections of non-secondary forests in the internal rings. Transportation vehicles with low public hazard are greatly advocated in the park, such as battery travel bus, mountain bike and so on. Interior public transportation system should be established in the park in the middle and long run.

Principles of the layout of the paths system are as follows:

- a. The principle of combining safe convenience with the landscape ecological character

Appropriately organize the moving trend and spatial arrangement of traffic on the road network. Control the width of the road and the size of the parking lot and assembling sites. Take as principle security and usefulness. Meanwhile, avert the driveway from traversing through the secondary forest of the ecological core area. Pay attention to the construction of vegetative landscape community at both sides of the road, so as to form a road landscape with the features of the metropolitan park. To use local photogenic materials with low public hazard for the paving stuff of the roadway, such as flagging road and unpaved road.

- b. The Principle of multi-function

While catering to the tourism service, the road network system should also take into account such aspects as agriculture, water conservancy, tree planting, fire prevention, and the production, supervision and life of residents.

- c. The Principle of respecting the characteristics of the original site

Considering that the geological condition in the park is mostly sandiness mould and that sections with bad geological condition are wide-spread, the construction of roads in the park should make full use of the existing foundation of the road network.

3.4 Forestry layer: 1,000,000 trees

Deliberate planning should be based on firm substances. The vitality and continuity of the Metropolitan Park consist in recovering and cultivating the dune second growth forest and its good growing environment, which have stable ecological structure and self-maintaining capability. If the only dune second growth forest in Beijing area is destroyed, all plans won't be implemented. After researching and analyzing the natural succession course of forest vegetation in this region, there is an opportunity to implement forest recovery plans based on scientific methods, partnership between state, local people and reasonable adjustments of economic structure.

3.5 Projects and programs layers:100 projects

Projects improve the eco-protection as forestry, water recycle, and renewing energy system (Figure 2). In order to develop a countryside tourism industry, projects includes the tourism service area with integrated athletic sports leisure places, the farming culture experiencing area, the demonstration area of industry of fruit-product and the village touring service reconstruction area.

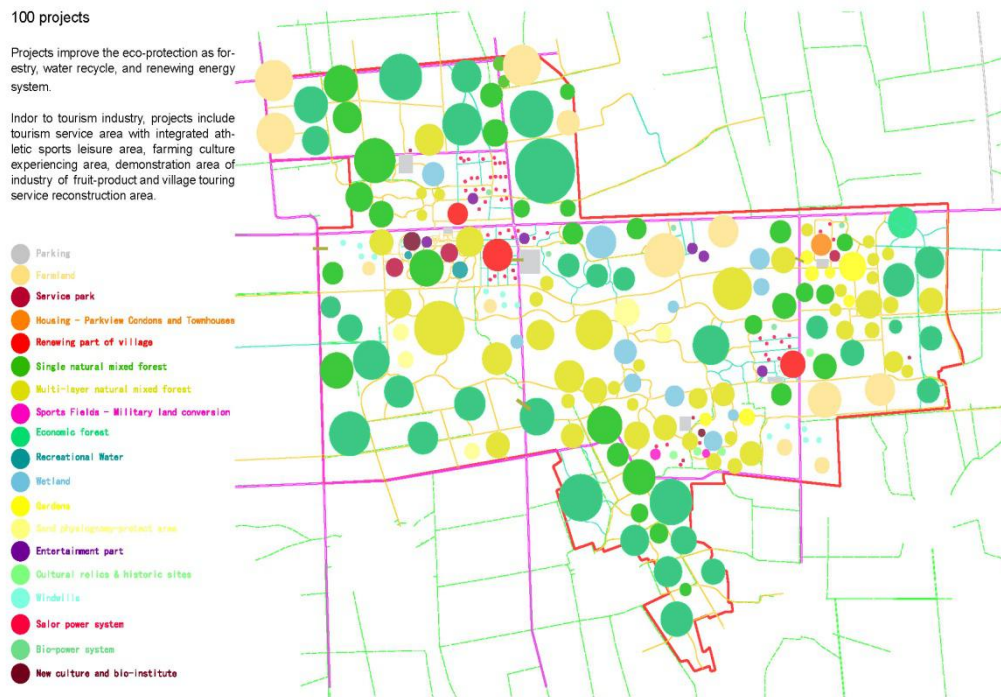


Figure 2

100 Projects improve the eco-protection as forestry, water recycle, and renewing energy system
(Source: author)

4.2 Programs that state-owned companies should develop

The state-owned companies should take responsibilities:

- a. Create a landscape framework that restores ecological function while adequately providing economic alternatives to impacted farmers;
- b. Achieve the City of Beijing's program for having a nature-based refuge for the benefit of citizens and tourists;
- c. Connect the transport of existing systems to Andin town;
- d. Transfer existing Naval Base and other military facilities in history into post-military attractive points;
- e. Develop an open space system that will also support ongoing local and international research regarding desertification of Beijing, community-scale environmental interpretation and education;
- f. Rebuild the water system to make allow for eco-treatment water recycling;
- g. Plan special tourism trip for couple of days for Beijingers and a day trip of cycling for local citizens in Andin;
- h. Build route of cycling and network of public transport system link to other villages.

4.3 Programs that local-collective stock companies could develop

Meanwhile, the local collective stock company can improve in ways:

- a. Use national financial support of 'New village' Program to develop public facilities and infrastructure for tourism town in the future, including :
 - b. Projects of local count-yard renewing with local identity, network of public space, water-system and healthy energy (for example: solar energy and biogas);
 - c. Get investment from bank or other developers to develop tourism facilities (a street with hotels, bars, restaurants and so on in Qianyechang village) and an senior citizen community (in Houyechang village);
 - d. Build facilities of farm resort and agricultural trip to allow local citizens and Beijingers to come to study the agrarian history;
 - e. Support a culinary institute focused on organic culinary arts.
 - f. Provide opportunities for monitor experimental agriculture by other small agricultural research facilities;
 - g. Help local farmers develop agricultural facilities (be invested or cooperate with Dutch agricultural companies and institutes) to develop highly efficient agriculture.

To create a Green Framework using the layers and process described here could integrate projects and programs into Metropolitan Park's own growth, and this depends on how the partnership of state, collective organization and local farms collaborate. '100 projects, 1000 water ways, 10,000 paths and 1,000,000 trees' as strategies could expand to town scale, even in the southern part of Beijing to integrate recourses and shape new economic structure in sustainable way, because the balance of distribution of responsibility and right of land use between different groups should be found, especially to local farmers.

Table1

Land ownership and right of current land development nowadays							
	Framework Land	Fields	Second-growth Forestry Land	Economic Forestry Land	Construction Land	Waste Land Desert	Desertification Land
Area	51.1 ha	191.9 ha	133.6 ha	625.5 ha	90.4 ha	48.7 ha	48.7 ha
The proportion of the total area	4.4%	16.4%	11.5%	46.0%	7.8%	4.2%	4.2%
Ownership	S	CO	CO	CO	CO	CO	CO
Right of land development	S	LF	LF,S and CO	LF	LF and CO	CO	LF,S and CO

Note: State(S) Collective origination(CO) Local Farmers(LF) (Source: author)

Table 2

Land ownership and right of land development in the future

	Frame Work Land	Fields	Second-growth Forestry Land	Economic Forestry Land	Construction Land	Waste Land Desert	Desertification Land
Area	>51.1 ha	191.9 ha	>133.6 ha	<625.5 ha	>90.4 ha	<48.7 ha	<48.7 ha
The proportion of the total area	>4.4%	16.4%	>11.5%	<46%	>7.8%	<4.2%	<4.2%
Ownership	S	CO	S	S	CO	CO	S
Right of land development	S	LF	S	S	LF and CO	CO	S

Note: State(S) Collective origination(CO) Local Farmers(LF) (Source: author)

Table 3

Employment of local famers after land transfer

Farmers' Self-employee	Local people should develop agriculture on fields ,and are encouraged and supported by government to build green houses and other facilities. Furthermore, they should be helped to cooperate with international institutes and companies to develop highly efficient agriculture.
Employed by local collective companies	Local people also can work for local collective companies in service industry as restaurants, constructions, transport, eco-education, public facilities and other programs for tourism.
Employed by state-owner companies or other developers	Local people can work for state-owned companies which construct framework and develop tourism industry there. Local people can be forestry keepers, or work for restaurants, construction, hotels, public facilities and other service industry.

Source: author

5. Conclusion

As mentioned at the beginning of this paper, the main conflict hindering Green Policy is between Municipality government and local community, because Municipality government wants to keep eco-protection in the long-term view, but local farmers focus on improving quality of life in the short-term view. Until now, with unclear land ownership and land use, there isn't a balance between the two. Without a compromise, both the eco-protection and the local development can't be done.

The Green policy in Metropolitan region should be changed, and the partnership between 'state-collective organization and local farmers' is one of main solutions (Figure 3). The new partnership of 'state- collective organization- local farmers' should be built by a new distribution of responsibilities and benefits. The core of this issue is land ownership and land use. The way to gain is to combine top-down and bottom-up method. During the interviews of people from different groups, the author finds that it is still very hard to build new partnerships, because local farmers and even collective organizations are afraid of discussing these issues with the government. The 1978 'Household Responsibility System' is a successful bottom-up meeting top-down case, which gives inspiration during that special period (the rural economy collapsed around 1978). In fact, with fast urbanism pressure in Beijing, the agricultural areas in suburban area are on the changing point. The central government needs to allow more flexibility and bottom-up behaviors than before. By ensuring the government's interest firstly and constructing green framework, a partnership of 'state- collective organization- local farms' can be built.

To build a Green Framework for Metropolitan park, the responsibility of municipality should invest about 477 million Yuan on Green Framework in next 20 years. The unit cost is measured by 86.6 Yuan/m². It's much cheaper than the cost (250-500 Yuan/m²) of construction of green space in an urban area.

There are four steps towards a Green Framework from Metropolitan Park to the south part of Beijing scale Strategies of combining top-down and bottom-up are as follows:

1st step: 'Redefining State-Collective organization-Local farmers Partnerships,' which responds to the ownership of land and development right of land. Government should contribute to basing the Green Framework as the main idea.

2nd step: Promotion of 'Ecological economic cooperation' is focused on the benefits from a sustainable development and rational use of land resources. This cooperation should be considered from regional view, but is acted on locally to improve local communities (i.g. think regional, act local).

3rd step: Improving the mobility environment by planning a park-like network of cycling and footpaths to connect leisure facilities; furthermore, employing a bottom-up approach with regional scope.

4th step: Creating a better spatial quality to support flexibility and opportunities for local farmers to develop their own businesses. This management can guarantee Metropolitan Park to be built in

Andin town. And this kind of landscape strategy can also be used in large scale in south part of Beijing to build green framework.

Finally, those strategies of combining of top-down and bottom-up approaches at Qianyechang village in Andin town will redefine clear land ownership, land use, economic industry, responsibilities of development and benefits shared by local government and local farmers. The change of farmer's living at Qianyechang village during the last 20 years, under the change of municipality 's Green Policy and land law, is an interesting story. Meanwhile, giving back local communities' right to land and landscape is also an important issue currently in China.

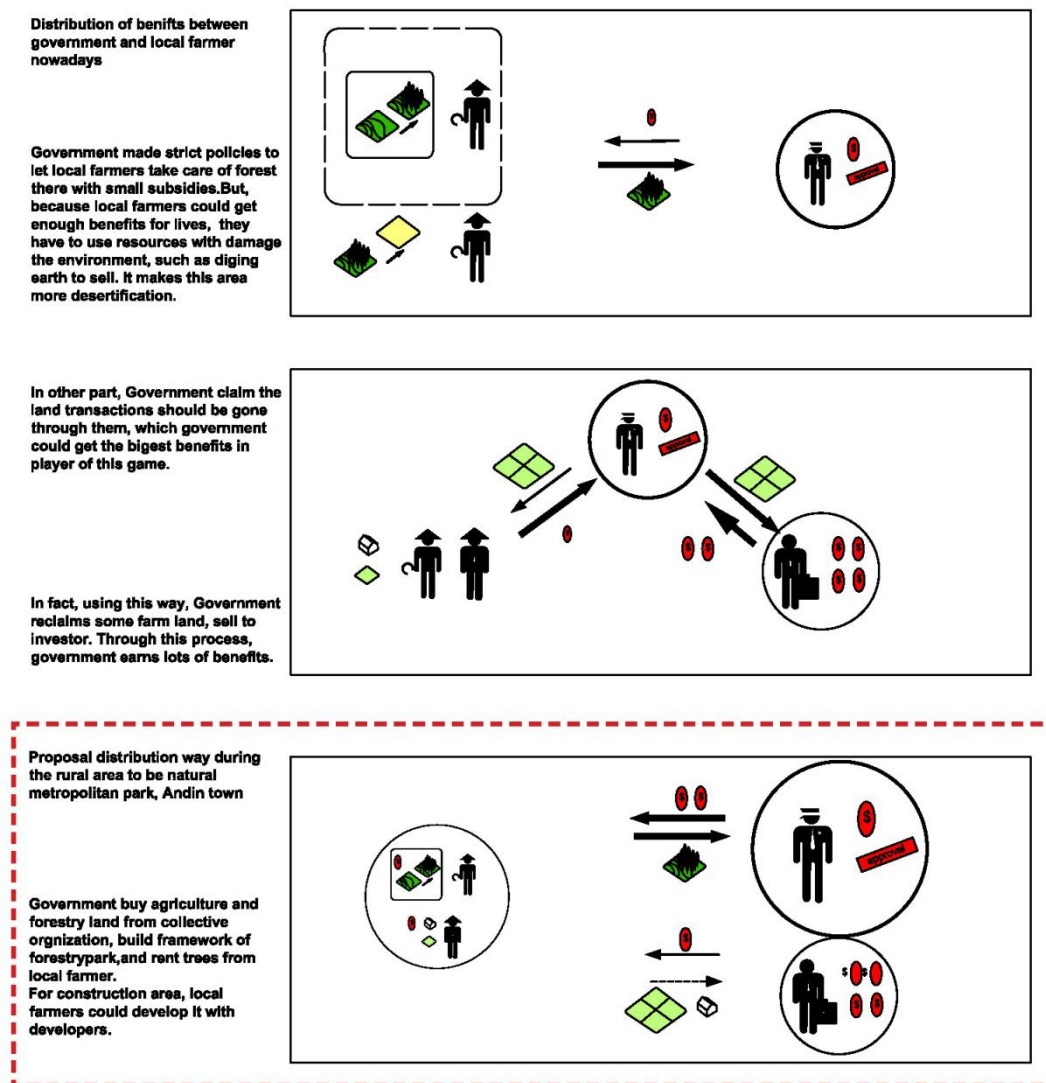


Figure 3

Illustration of old relationship of state-collective organization- local farmers nowadays and the author's proposal in the future (Source: author)

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Cultural Influences on Residents' Perception towards Impacts in Tourism Development: Case Study On Ciqikou, China

HUI Hong
and
CHEN Yixing

Department of Tourism
Chongqing University of Technology

ABSTRACT

Culture background is considered an important factor affecting residents' perception of tourism. This paper shows how the cultural background influences the residents' perception. Based on five cultural dimension ,power distance, individualism, Masculinity, Uncertainty Avoidance, Long-Term Orientation, Empirical studies based on in depth interview of 170 residents in Chiqikou of China are conducted.

Keywords: Tourism, Chinese Culture; Cultural Dimension; Residents' Perception

1 INTRODUCTION

Tourism has become the important means for regional economic growth, social progress. People have enough enthusiasm to develop tourism. But local residents may have different attitudes towards tourism development. There are many factors which will affect residents' perception, such as income(Karen C,1982), length of residence(Lawrence A,1993), resident's age(Renata T,1999) and gender(Mason P & Joanne C,2000; Perdue R,Long P,Lawrence A,1999). Culture background is considered an important factor affecting residents' perception (Sheldon P & Turgut V,1984). Sheldon and Var discovered that whether residents are natives or non-native, and language are important (Turgut V, Kendall K, Tarakcioglu E,1985). Um and Crompton found ethnicity was a factor in attitudes toward tourism development (Seoho U & Crompton J,1987). Brougham and Butler found the significant differences in residents attitudes related to language(Brougham E & Butler R,1981). Most researchers agree that cultural factors are important factors to affect residents' perception towards tourism development, but few researchers studied how the cultural backgrounds influence the residents' perception.

Culture is a complex concept and has been defined in many ways. Hofstede defined culture as "collective programming of the mind that distinguishes the members of one group or category of people from another."(Hofsted G, 1994). He stated 5 culture dimensions to evaluate cultural

difference, including power distance, uncertainty avoidance, individualism, masculinity and long-term orientation which is added according to the characteristics of Confucian society. These cultural dimensions are defined as followed (Hofsted G,2011):

“ Power Distance Index (PDI) that is the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally. “

“ Individualism (IDV) on the one side versus its opposite, collectivism, that is the degree to which individuals are integrated into groups.”

“ Masculinity (MAS) versus its opposite, femininity refers to the distribution of roles between the genders which is another fundamental issue for any society to which a range of solutions are found. Men's values from one country to another contain a dimension from very assertive and competitive and maximally different from women's values on the one side, to modest and caring and similar to women's values on the other. “

“ Uncertainty Avoidance Index (UAI) deals with a society's tolerance for uncertainty and ambiguity; it ultimately refers to man's search for Truth. It indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations. “

“ Long-Term Orientation (LTO) versus short-term orientation: Values associated with Long Term Orientation are thrift and perseverance; values associated with Short Term Orientation are respect for tradition, fulfilling social obligations, and protecting one's face.”

Chiqikou ancient town is located in Chongqing city, one of southwest China's largest cities. The town has its recorded history of more than 1800 years. Ancient history, architecture, distinct cultures and traditions are distinctive features of this ancient town. In Chiqikou the street design prohibits motorists passing through the area. With the tourism trends and the unique heritage attributes which the town possesses, government has developed the tourism since 1999. The town is primarily visited by domestic tourists, also visited by some international tourists. The reason for tourists to visit Chiqikou is to enjoy ancient streets, unique architecture, distinct cultures and special foods. At the peak tourist season Chiqikou may host more than 10,000 tourists per day. The town is inhabited by 18,000 people, 60 percent of the population below the poverty line. 30 percent of the population gained his living by government's subsistence allowances. Although the development of tourism is providing numerous job opportunities, the unemployment continues to run at around 40 percent. All the residents are living in the ancient building. Both the quality and living environment of such houses are fairly poor. According to Regulation on the Protection of Chiqikkou, these houses are not allowed be renovated, even the Local repair must get the permission of government, which are usually expensive and difficult. There are 3 streets in the Chiqikou in the tourists' view, Main Street, Row Street, Huangjue Lane, and Main Street are the busiest streets, the average rental is about RMB 50,000 per shop per year, and Row Street just about RMB 5,000 per year.

2 CHINESE CULTURE

This study chose 5 cultural dimensions raised by Hofstede to find out the mechanism how cultural backgrounds influence residents' perception towards impact of tourism development. According to Hofsted and some Chinese scholars' study (Hofsted G,2011), Chinese has such characteristics on such cultural dimensions.

China has significantly higher Power Distance. This means there is a high level of inequality of power and wealth within the society, and this condition is well accepted by the society as their cultural heritage.

China is a society of men's value, man is the center of power, and Success is measured by material welfare or position.

Chinese society has a lower need for uncertainly avoidance. For example, there is enough room for laws enacted, so people can find some loopholes, and it also gives enough flexibility for law enforcement.

China has the highest-ranking factor in Long-term Orientation, "This Dimension indicates a society's time perspective and an attitude of persevering; that is, overcoming obstacles with time, if not with will and strength".

China rank very low in the Individualism ranking, Chinese always take into serious consideration what others think of them and expect from them (Michailova S & Hutchings S,2006).

3 METHODOLOGY

The study utilized a qualitative methodology, and was based on in-depth interviews and participant observation. Face-to-face interviews were conducted in Ciqikou and areas around Ciqikou, and totally 70 participants have been found based on demographic factor, native, and all of them answered our questions. In interviews, the participants were asked a number of open-ended questions, respondents freely injected thoughts and feelings throughout the interview process, each interview-included questions like "How do you feel about tourism in Chiqikou?" and, "Has your income increased?" Respondents were then asked to explain why they have these feelings.

4 RESULTS

4.1 Impacts of Power Distances

4.1.1 Hierarchical social structures

Community of Ciqikou is formed by such stakeholders, as government, external big investor, external small business person, aboriginal, migrant worker. Aboriginal includes the retired old people, unemployment adults, and local small business person. As some youth who get education can find jobs outside and moved outside. External big investors and small business person rented local houses

to do business. Migrant workers refer to the people who work here or nearby rent the local house to live, including some waiters or waitresses in restaurants, cleaners, so on.

In such community, according to the order of power, such hierarchical social structure is formed: government- external big investor-aboriginal-external small business person-immigrant worker. Stakeholders have different rights on the policy of development of Ciqikou. The governments have the biggest rights on tourism planning, community development planning, traffic planning and management, and even resettlement of aboriginal, so on. When interviewees were asked “How should Ciqikou develop”, 66 percent respondents mentioned it is none of our business. For example, an original who lived on the main street replied, “The development of community is decided by government”; Mr. Li, a small business person from Chengdu said, “the government will make Ciqikou more and more beautiful, so we need think nothing about it”. One officer from the Ciqikou District Office explained, “most of the aboriginal are laid-off workers, poorly educated, so they can’t have good suggestions for the development.” The opinions of aboriginal are often inconsistent, and they always stand for their benefits, so we can’t listen to theirs”

Even the aboriginal who have their own houses do not have the right to decide the demolition of their houses. Now the aboriginal were faced house demolition and relocation, as the government decide to rebuilt some streets for better tourism development. A local resident who lived here for 30 years, said “We of course wish the demolition, because we also want to live in new house, However, the demolition may not be able to come to me”. An old woman, who lived on the main street for 50 years, said that “the location of my house is very good, I am afraid I can’t return my place of origin after demolition, and maybe I will be relocated to some places I do not know”.

As external big investors can impact the performance and economic benefits of officials through investment, they also have greater power. One officer from Ciqikou Management Committee said, “ the planning of course need to consider the benefits of investors, especially some important investor, such as “Chen Ma Hua”, a very famous snack shop. During the latest investigation in Ciqikou, we see an announcement issued by government and constructing corporation jointly, on which “in order to solve the gas problem for majority of business, large-scale transformation of gas pipeline need to be done” is written, in which we cannot see any words about the improving the living condition of local residents. So it is visible that the business can impact the government decision, but the business still need government to achieve their own interests, and the government still has the highest power.

High Power Distances is reflected in the residents respecting the government, and the government also wishes the residents respect his authority. The local residents in Ciqikou respect the authority of government, and they think the development of community depends on the government’s scientific decision and planning. And the government also thinks the residents should follow all the policies issued by government. For example, one local unemployment young man who lived in a very small house on the row street of Ciqikou said, “Whether develop of course depends on the government’s policy.” “The arm is always weaker than the leg. It’s useless to say more.”

4.1.2 Unfairness

Even the aboriginal, external small business man, immigrant worker take the obvious unfair power relationship for granted. Most of them put their own interests in the hands of government. One local resident who enjoy the minimum living allowance for more than 2 years, said “Government should give more consideration to the interests of the grass-roots people. We hope that the Government should concern more about our living conditions.” Community of Ciqikou has not the platform and mechanism for local people to express their opinions, or discuss the development of community. Even the Residents Committee of Community also think “the main task of our committee is to implement the government’s policies”. The officer from Ciqikou District Office stated “residents of Ciqikou should comply government’s policies on the overall situation.”

4.2 Impacts of Masculinity

4.2.1 Material welfare

Material welfare has become the most important sign to measure the Success of one people. In the tourism development, what local residents and government care most is whether they can get economic benefits and get material improvement. 63 from 70 respondents mentioned the “rich”, “money”, or “business”, when they were asked about the “whether the tourism development is good”. For example, one aboriginal, Mr. Li, who lives on the Main Street, replied, “of course developing tourism is good, as many people have earned much, for example, ChunMaHua has become the rich.” One old couple living on Row Street said, “We really wish the government develop tourism, especially expand the scope of tourism area, then my house will be demolished and I can live in new house.” A middle-age woman, Mrs Li, replied, “It is better to develop more, because I can find some business to do if more and more people come here”

When the local residents were asked whether too many tourists would influence their daily lives, 56 of 70 respondents answered that they can bare. For example, a young man who opened a grocery, said that “Certainly influence exists, but as long as profits are made, we can tolerate.”

4.2.2 Weak care

The center of concern is pursuit of successfulness, and the weak can’t get more concern and care. Tourism development of Ciqikou only promoted several star enterprises instead of bringing overall development of residents and large numbers of people remain in extreme property, but most residents think the development is successful.

Mr Xiang, an old aboriginal said, “I like development, anyway, more people are better than fewer people”. Mr. Chen, an old man who lived on Row Street said, “Tourism development can give all people the same chances, for example, Chenmahua, he is not the aboriginal, but he has ability, so he can make so much money”. Mr. Li, an aboriginal replied, “Before tourism development, those poor people were also poor, so it is nothing to do with tourism development”. The officer from Ciqikou Main Street Resident’s Committee said, “We have no way about the poor, as there are several bankrupt enterprises, so there are many laid-off workers. Totally the development of ‘Ciqikou is good”. “There are lots of elderly people, and some disabled, so we don’t have the ability to care.”

4.3 Impacts of Collectivism

China is considered to have the high collectivistic culture. In such culture, people tend to pay more attention on collective interests instead of personal interests.

4.3.1 overall communal benefits

Even the local residents (non-officials), put overall communal benefits on a very important place. In general, the collective interests are above personal interests, so even the general residents get limited economic benefits; they still support the tourism development. An old man, Mr. Wang, who lives with the minimum living allowance, said “I think today Ciqikou is very good, as the total economy has developed”. An unemployment middle-age woman said, “Although I can’t get any benefits from the development, I think the tourism development is good, as it benefits the overall economy of Ciqikou”. Even the tourism development brought residents side effects, residents still are in favour of tourism development. Mrs. Li, an aboriginal replied when she is asked whether there is any side effect, “it is not convenient for grocery shopping, especially for vegetable and meat, but if the government wants to develop, we have to support, as long as we do not move out of the herd”.

4.3.2 Face

To protect their “face”, many aboriginal still remain unemployment. Tourism development brought many jobs for local residents, but it is strange that many local aboriginal still remain unemployment. In the investigation, we found that 85% of the employment in tourism industry is for immigrant workers. Local residents do not want such lower-level jobs, as they fear the familiar neighbors would look down upon them. Mr. Li, an aboriginal living with minimum living allowance, said, “because we haven’t been educated, we can only do so lower-level jobs, but if we do some cleaning, or to be the waiter, we have lost our faces. An old man working at the car parking of Ciqikou, replied when he is asked why there are so many young unemployment people in this district, “young people are especially protecting their “faces”, so they do not want such long-hour jobs, as my job. I need to work from 8AM to 8 PM”. The reason why part of old men(around 50-60 years old) would like to do such lower-salary jobs, such as waiter, cleaners, is that it is pretty good for elder people to find such jobs, so there is nothing about losing faces for elderly people to do such job.

4.4 Impacts of Uncertainty Avoidance

Local residents show high tolerance on uncertainty interests’ distribution system. In our investigation, we found that there still was not any interests distribution system in this community. So only few people can enjoy the economic benefits from tourism development. Although residents do not know whether there would be a specific interests distribution system, people show very high tolerance. 95% of interviewees indicated that they do not know whether there is a distribution system. But we can find people still have positive attitude on the tourism development, although they do not know whether they can get actual economic benefits. For example, Mrs. Li, a local small business

woman, said “We do not think much about it, perhaps there would be some system in the future, anyway, I think now it is good for so many people.”

As people show high tolerance for unknown, so they do not consider building a system to solve the exact problems.

Many local residents are really poor, so they wish their houses can be demolished by government, and then they can have their new houses which they have no economic ability to buy. But residents do not have a clear idea about whether they need agree demolition, whether their houses is planned to be demolished, when will be the demolition. 90% of Residents denoted that they simply do not know what the future would be. For example, one aboriginal said “I really do not know whether there would be demolition. Sometime they say there would be demolition right now, but sometime they would say the old houses would remain”. But the local residents still show high tolerance on such phenomenon. For example, a local resident, Mrs. Huang, said “I do not care whether there is a demolition, as long as they give me enough compensation”. One official of Residents Committee said, “We are not clear about the demolition, you’d better ask the Administration Committee of Ciqikou”

4.5 Long-term Orientation

The long-term orientation is found in China, so Chinese of course has high values on such long-term orientation, which is also shown in residents’ perception towards economic impacts.

Since 1999, the government has made tourism planning for 4 times. Until now, the government is still making new tourism planning. Residents think it reasonable for new planning emerging and the change for planning, although big economic loss has been made by the change. 70% of interviewees think it is necessary to do planning. People have very good patience for the future and they do not wish immediately benefits. One official of Resident Committee of Main Street said, “The planning is of course very important, and it is impossible to earn money when everything is newly built. It would be better later.” Another official said, “The planning need to be renewed, as everything is changing when time passed. The reform is uncertain, so the former planning is inappropriate, we need to change it”. A local resident said, “The new planning and policy mean Ciqikou is improving”.

5 CONCLUSION

Cultural background has played an important role on the residents’ perception of tourism impact in the economy. This study proved this point. More importantly, this study finds out how the cultural background affects the residents’ perception towards the economic impact of tourism.

China is High power distance society. In tourism development of Ciqikou, the highest authority is government. Residents are subject to government policies, even if they cannot benefit from the tourism. Government is accustomed to ask residents obey his authority, and follows all kinds of policies and requirements.

China is a masculine society, so in residents' views. Success of tourism development only can be measured by money. In order to obtain material income, people are willing to endure the deterioration of environment and social values. Unemployed people cannot win sympathy, because residents think it is natural that the people without education or skills cannot find jobs.

China have strong collectivism ranking, almost all the Chinese people including the residents in Ciqikou believe that, in the development of tourism, personal interests must be subordinated to collective ones, the interests of the part to those of the whole. Residents really care a lot about how the neighbours see them. So many unemployment people refused to do what they think is low-level work. Physical labor is thought to be dirty and shameful.

Chinese culture is an uncertainty accepting culture. Residents used to endure the uncertainties in the development of tourism, such as the uncertainty of income apportionment, rules of development, and the uncertainty of tourism policies and rules.

China has the highest score on Long-term Orientation. Residents are accustomed to the long process of the development of tourism in Ciqikou, and they are in no hurry to get the benefits of tourism development.

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第二部分 旅游市场营销

Part2. Tourism Marketing

Examining Structural Relationship of Destination Image, Tourist Satisfaction and Destination Loyalty

Mazlina Jamaludin
Department of Tourism and Hospitality
Politeknik Sultan Idris Shah, Malaysia

Azlizam Aziz
Department of Forestry
Universiti Putra Malaysia

Shazali Johari
Department of Forestry
Universiti Putra Malaysia

Kalsum Kayat
Department of Tourism
Universiti Utara Malaysia

ABSTRACT

The aim of the present study is to investigate the relevant causal relationships on travel motivation, information sources, destination image, tourist satisfaction and destination loyalty during the Visit Perak Year promotional campaign. Data was collected using structured questionnaires that were distributed to the PLUS highway users who were intercepted at several rest areas in Perak. A total of 241 usable questionnaires were returned. The data was analyzed using the structural equation model and all parameters were estimated using the maximum likelihood method. Empirical evidence results indicate that motivation plays a crucial role in destination image building and directly affects destination loyalty through tourist satisfaction.

Keywords: destination image, tourist satisfaction, destination loyalty.

INTRODUCTION

Tourist destinations with multiple attractions have become more important than individual attractions as a result of better highways and state roads for travelers over the past three decades in Malaysia. As a result, short holidays during the weekends seem to be favored by the locals with multiple vacation experiences. Thus, much effort is needed to establish and improve strategic marketing and operating procedures by the managers with the aim to influence and bring in more visitors among competing destinations. To develop strategic and tactical marketing plans, it is crucial for managers to deeply understand the stimulus factors and dimensions of tourist behavior. The understanding of this process is viable to reposition unfavorable destinations and improve higher

demand and supply of repeat visits with the intention to make profit. Constant improvements are made to develop a unique destination in order to deliver satisfaction. To gain satisfaction, tourists have to be satisfied with all the services they should receive. Satisfied visitors will surely repeat their visits to the same destinations. However, visitors' attitudes and behavior are difficult to predict and measure, hence making it difficult to create an effective travel motivations and emotional promotions image. The need to build strong and consistent images as a long term entity will eventually create a strong perception to all destination.

This study attempts to extend the theoretical and empirical evidence on the casual relationship between information sources, travel motivation, destination image, tourist satisfaction and destination loyalty undertaken by the state of Perak through the "Visit Perak Year" campaign. Research hypothesis were proposed to test the study. It is hope that the results derived from this model will serve as the basis for the development of destination marketing strategies. 'Yours to Discover' was the theme coined to create awareness and stimulate travelers to the destinations throughout Perak. Ten icon destinations were identified as the "pulling factors" to Perak by local planners to spur and uplift the image of the state of Perak as the preferred tourist destination in Malaysia. The campaign is aimed to bring in five million visitors with an estimated return on investment of about RM2.5billion.

LITERATURE REVIEW

Information Sources

Understanding how visitors retrieve information to a destination is important for marketing and management decision making among private entrepreneurs and public authorities (Wöber, 2003). Anderck and Caldwell (1993) pointed out information sources acquisition are the processes of consulting multiple sources in advance before making a purchase decision by tourist. Information search propositions are grouped in three sets namely 'how', 'where', and 'when'. Then the search processes take place. The first question of 'how' refers to internal and external sources such as the person's knowledge and experience about the destination that they retrieve from offices, travel guides, brochures, relatives, newspapers, radio, television and friends. Next, the question of 'where' refers to the places where information can be obtained. This means that information can be retrieved both from the media and before arriving to the destinations. However, if the information retrieved is related to 'when', tourist will definitely start collecting information. Some tourists start information searching long before the actual vacation takes place. Many studies have proved that information sources, socio-psychological motivations, image toward destinations influence tourist preferences and intentions (Baloglu, 1999).

Travel Motivation

Travel motivation is the driven internal and external psychological factors in human that enable tourists to travel to fulfill their desired needs (Park & Yoon, 2009). Many researchers stated that people travel because they are pushed by intrinsic (push motivation) forms that predispose people to travel such as the desire for escape, rest and relaxation, prestige and social interaction, while the external forces (pull motivations) are the destination attributes such as weather, attractions and

accessibility, accommodations, and marketing promotion (Park & Yoon, 2009). The study of tourism motivation is classified as multidimensional factor since most tourists select tourism destination for different aspects (Baloglu & McCleary, 1999). Moreover, it is agreed that push factors need to be present first before pull factors to determine the attractiveness of a destinations among tourist.

Destination Image

Destination image is a mental perception made by tourists through multiple sources of information. There are many ways that image is built upon however, there is no specific agreements among researchers since most empirical investigation were derived mostly from factor analysis. Furthermore, the measurement scales of destination image are made up of too many tough factors (Coban, 2012). The literature examination results points out that the principal contents in determining the formation of destination image are innate, attainable, cultural resources, and security cannot be denied to strengthen the result. However, Baloglu and McCleary (1999), Lobato et. al.(2006) and Prayang (2008) claim that there are two main elements of image; the cognitive image and affective image (emotions). Cognitive image was described as the beliefs and information that visitors have about a place. This element evaluates the community who live in that place and the events happening in that place. Affective image evaluates and describes what visitors feel about the place. It is about the like and dislike of the destination. Emotional image that people have about the destination, such as knowledge, beliefs and thoughts can be said to be connected to the cognitive image (Coban, 2012). Hence, the vast differences among destination image are the different uniqueness, culture, and bonded either by human made or natural environment. Fredericks and Salter (1995) view that image is an ingredient of the customer value package that comes in together with price, product quality, service quality, innovations and determines the extent of loyalty. Elskilden et.al. (2004) also concludes that image determines the influence of perceived value, customer satisfaction and customer loyalty. A favorable image is viewed as a critical aspect of a company's ability to maintain its market position in the competitive industry.

Tourist Satisfaction

Tourist satisfaction is defined as the degree of positive feelings' activated from the experience at the destination. The main focus of evaluating satisfaction is the increase in itself when customers compare their sensations to their initial expectations with the "disconfirmation theory" (Yuksel & Yuksel, 2002; Prayang, 2008). This theory reveals that customers would compare between 'performance' of the destination organization and their 'expectations' through information that they have received such as promotions and word-of-mouth. A satisfied tourist would be happy when he perceives a higher service performance than the service expectation. However, if the perceived service performance is lower than the service expectation, it is considered as discontentedness of the customers' experience (Coban, 2012). Literature has proven that satisfied customers will always want to buy more. However, a number of scholars have noticed a high customer defection despite of high satisfaction rating (Oliver, 1999). This phenomena, has led scholars to look into what goes beyond satisfaction. Recently, satisfaction measurement has been displaced by customers' loyalty since it is seen as a better predictor of actual behavior (Chi & Qu, 2008). They also found that there are statistically significant relationships between destination image, overall satisfaction and

destination loyalty. Yuksel (2007), also supported that the existence of tourists' shopping satisfaction has a direct effect on loyalty intention.

Destination Loyalty

Loyalty refers as committed behavior that is manifested by propensity to participate in a particular recreation service (Backman & Crompton,1991). Researchers do agree that destination loyalty emphasizes on longitudinal perspective. It is about looking at lifelong visitation behavior of travelers rather than just a cross-sectional perspective in which today's visitation might not necessarily be related to previous visit. Destination loyalty is desired by destination providers, because it secures the relationship between visitors and destination providers when the visitors are faced with increasingly attractive destination competitive offers, or by their own shortcomings. Loyal visitors are more likely to identify, have trust in, and be committed to the destinations that they prefer when faced with adversity. Further, if there is an error made in the provision of the destination, loyalty travelers or the visitors are willing to give a second chance to the destination provider. According to Weiner (2000) loyal customers will generally attribute service errors to 'unstable factors' (ie. uncontrollable factors) instead of factors that are controlled by the destination provider, thus remaining loyal in spite of dissatisfying experiences by the visitors. According to Lobata et al. (2006), the measurement of loyalty can be classified into two; firstly, it is about tourist attitude on repeat purchasing, and secondly, on tourist tendency towards tourism destination. This is a more complete measurement since it includes the two elements of tourist 'attitude' and tourist 'manner' towards a destination.

CONCEPTUAL MODEL

The formation theory on the determinant of destination image by Baloglu S. (1999) on visitation intention found that information sources is the antecedent of cognitive image and the overall formation of destination image. While, the socio-psychological and the travel motivation factors are considered the antecedent of affective image and the overall formation of destination image. He found that the formation of visitation intention is dependent on the different roles played by the informational, motivational and image elements in the process of where image is the major concept of predicting travel behavior. On the other hand Coban S. (2012) reveals that cognitive image and emotion image is the antecedent of satisfaction and have an impact on destination loyalty. Mahadzirah et. al. (2012) investigated found that the two underlying factors of destination image are natural attraction and accessibility on Malaysia seem to have a strong causal relationship where image directly have impact on satisfaction and on loyalty among foreign tourist that visited Malaysia.

On the other hand a structural model by Yoon and Uysal (2005) supported that destination loyalty has a causal relationship between motivation and satisfaction. Chen and Tsai (2007) also provided an empirical evidence that tourist satisfaction influences behavioral intention. Bigne et al. (2001) also supported that satisfaction does influence the intention to return and make tourists willing to recommend the destination to other future visitors. Lee et al. (2004) found that there was a significant differences between first time visitors and repeat visitors in respect of satisfaction levels where repeat visitors' satisfaction is higher than first visitors satisfaction. Based on the discussions

above there found to be a lack of comprehensive studies that integrates between information sources, travel motivation, destination image, tourist satisfaction and destination loyalty. As a result, a conceptual relationship model of this study is proposed and five hypotheses (see figure 1) are made as follows;

- H 1: Tourist travel motivation has a direct positive influence on destination image.
- H 2: Information sources have a direct positive influence on destination image.
- H 3: Destination image has a direct positive influence on tourist satisfaction.
- H 4: Tourist satisfaction has a direct positive influence on destination loyalty.
- H 5: Destination image has a direct positive influence on destination loyalty.

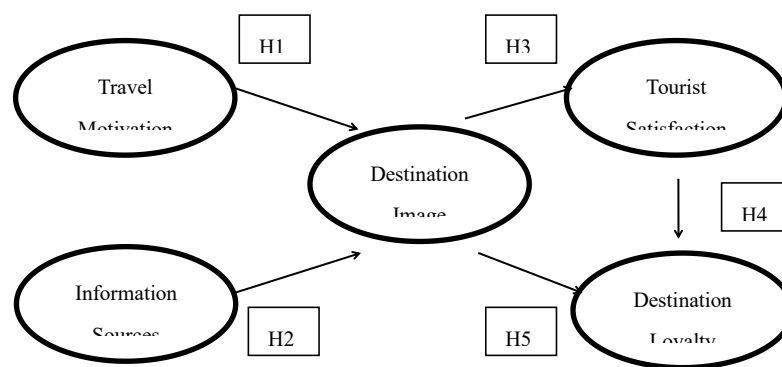


Figure 1.
Conceptual Model

METHODOLOGY

This study employed a causal research design using a cross-sectional sample survey. All these variables involve tourist behavior where by it is difficult to measure directly as it involves attitude, feelings and emotions. Since measuring behavior was difficult, the use of structural equation model (SEM) was considered feasible since SEM could measure all variables simultaneously. All measurement instrument variables were developed on the basis of a review on the related literature and were modified to apply the research objectives and target population. The survey questionnaire consisted of the following major sections: tourist characteristics, information sources, travel motivation, destination image, tourist satisfaction and destination loyalty. The survey questions relating to visitors' indicators used a seven point likert scales from '0' for 'not satisfied/fully disagreed' to '7' for 'very satisfied/fully agreed'.

Questionnaires were distributed to PLUS highway users who were intercepted at two rest areas in Tapah, Perak, namely the north bound rest area and the south bound rest area. All of the respondents have visited Perak as their holiday destination. A two stage sampling approach was used: proportionate stratified sampling was applied to decide on the strata sample size, and systematic random sampling (SRS) was used to select the survey participant within each stratum. Stratified

sampling involved choosing every k th element after a random start. The samples were collected during the weekends and weekdays for a period of seven days during the last week of January of 2012. A total of 241(73%) questionnaires were analyzed out of 330 questionnaires distributed. All questionnaires were screened and cleaned to suit the procedure of normality test.

An exploratory factor analysis (EFA) was employed to determine the underlying dimensions of all investigated variables by analyzing the patterns of correlations among items attributes. Principle component analysis with varimax rotation was employed. All cutoff criteria were used to determine the number of factors derived such as eigenvalues, scree plot, percentage of variance, item communalities and factor loadings (Hair et al., 2010; Kline, 2005). Items with loadings lower than 0.4 and with loadings higher than 0.4 or more than one factor were eliminated (Hair et al., 2010).

The study applied a structural equation modeling using AMOS (version 18) model fitting program to test the result. The study assesses the validity of the measurement model, the confirmatory analysis of the information sources, travel motivation, destination image, tourist satisfaction and destination loyalty. Next, the researchers examine the good fit of the full-fledge. The hypothesis model were estimated using the covariance matrix derived from the data, thus, the estimation procedures satisfied the underlying statistical distribution and yielding estimates of the desirable properties. The study adopted maximum likelihood estimation in generating estimates of the full fledge model. Once a model was estimated, the researchers applied a set of conventionally accepted criteria to evaluate its goodness of fit.

MEASUREMENT MODEL

Descriptive analysis was conducted to test the normality of the variables before testing the measurement variables and structural model. The results showed the skewness and kurtosis to be within an acceptable range, and thus the assumption of normality was not violated. Measurement models are commonly used to assess construct validity. As suggested by Anderson and Gerbinbg (1988), two-step confirmatory analysis was conducted following the descriptive analysis to evaluate each construct separately.

Construct validity is used to involve the evaluation of the degree to which a measure correctly measures what it is supposed to measure (Hair et al., 2010; Malhotra, 2007; Byrne, 2010). To achieve construct validity, convergent validity and discriminant validity must be checked. To examine the convergent validity, the average variance extracted (AVE) is computed by the indicators corresponding to each of the study construct. AVE must be above 0.50 for each construct of the total variance. Discriminant validity is also applied whereby it is used to measure the constructs that are distinctly different from each other. Discriminant validity is established for a construct if AVE is larger than its shared variance with any other construct. The AVE is compared with the highest variance that each construct shares with the other constructs in the model.

After the EFA process, all variables were measured for confirmatory factor analysis (CFA) to establish confidence in the measurement model, as it specifies the expected relationships of the observed variables to the underlying construct. The purification of items was conducted for the

purpose of searching for model specifications (Hair et al., 2010; Byrne, 2010). The process of item purification is applied through multiple iterations of CFA, using maximum likelihood estimation (MLE) method.

The modification was performed by observing the standardized regression weight on the highest modification index (MI) value. Unfitted items were omitted from the measurement model. Modification of the hypothesized model was done using indicators such as modification indices (MI ≥ 4), standardized residuals ($< |4.0|$), path estimates ($\geq .5$: ideally $\geq .7$; and be significant), and squared multiple correlations (reliability $\geq .3$). Modification was done by removing indicators that showed cross loading between them. These indicators were then dropped in the next CFA. These model diagnostics are used to suggest model changes, which are known by specification search, whereby an empirical trial and error approach was used in this study (Hair et al., 2010; Byrne, 2010). The overall result of CFA indicated that eight items were dropped from travel motivation, six items were dropped from information sources, 11 items were dropped from destination image, two items were drop from tourist satisfaction and four items from travel loyalty were drop. The final results of ‘Goodness of Fit Measures’ were recorded in table 1.

Table 1.
Goodness of Fit Measures for the Measurement Model of each construct after modification

Construct	Chi-square	DF	TLI	CFI	GFI	CMIN/DF	RMSEA	AIC
T. Motivation	1.822	80	0.937	0.952	0.929	1.822	0.059	225.758
I. Sources	45.821	19	0.965	0.976	0.949	2.412	0.077	79.821
D. Image	140.990	62	0.939	0.951	0.920	2.274	0.073	198.990
T. Satisfaction	9.282	5	0.984	0.992	0.985	1.856	0.060	29.282
T. Loyalty	4.684	2	0.980	0.993	0.794	2.342	0.750	20.684

STRUCTURAL MODEL TEST

With confidence in the proposed measurement model established, structural equation model was developed to test the model on the collected data. Referring to the Figure 2, and Table 2, the goodness of fit index based on the initial result showed by chi-square value of 63.572 with DF of 31. The result of the model showed that there was a degree of freedom that has fulfilled the recommended ‘fit’ value with over 0.00. The RMSEA(Roots Mean Square of Approximation) at 0.089, was fit as the recommended value which must be less than 0.08 (RMSEA<0.08). AGFI (Adjusted Good of Fit Index) at 0.861, GFI (Good of Fit Index) at 0.911, TLI (Tucker Lewis of Coefficient) at .873, and CFI (Comparative of Fix Index) at .903 values were more than 0.90. Therefore, this proposed model is recommended to be modified to fit the ‘goodness of fit index’.

Hence, modification was performed on the proposed model by observing the regression weight on the highest modification index (MI) value. Indicators that showed cross loading between them were removed. This modified model was better fit as compared to the proposed model after a review was made where, factor 3 (affective) of destination image, factor 5 and factor 4 of travel motivation, item 1 and 5 of tourist satisfaction and item 1, 2, 6, and 7 were dropped out from the proposed model.

Improvements from the proposed hypothesis model were made and the modified model turned out to be better fit. The results showed that the Chi-square(x^2) value was at 149.797, AIC=215.797, RMSEA=0.067, TL=0.928, CMIN=149.797, DF=72, CMIN/DF=2.081, CFI=0.943 (Table 3). This shows that the model is better 'fit' because it fulfilled the recommended value (Byrne, 2010). Given that both the measurement model and the structural model were within an acceptable AMOS-SEM level, the final results were employed to examine the structural relationships among the construct.

FINDINGS OF THE CONSTRUCT RELATIONSHIPS

As presented in Figure 2, the results offered support and showed the relationships on all constructs and confirm the research hypothesis;

H 1: Tourist travel motivation has a direct positive influence on destination image.

Tourist travel motivation (MO) and destination image (DI), both competent exert a direct positive influence, as indicated by the standardized regression coefficient of $\beta = 0.827^{**}$, C.R. =6.470, S.E=0.178. Based on the measurement result, travel motivation at 82.7% is the dominant variable toward the highest value of destination image. The squared multiple correlations for destination image is 0.90, indicating that 90% variance can be predicted from travel motivation and information sources. So, the variance of destination image that cannot be predicted from e_{14} from the regression model, is the estimated value of squared multiple correlations which is 10% ($e_{14} = 1 - 0.90$). The variance of destination image is due to the changes of travel motivation and the overall of variance error of e_3 , e_4 and e_5 . The critical ratio of the travel motivation variance is above ± 1.96 . When travel motivation goes up by 1 standard deviation, destination image goes up by 0.827 standard deviations. This shows that the travel motivation in structural model is significant and is a predictor of the changes in destination image.

H 2: Information sources have a direct positive influence on destination image.

Information sources (IS) and destination image, show a direct positive relationship as indicated by the standardized regression coefficient of $\beta = 0.465^{**}$, C.R.=5.272, S.E=0.160. The variance of destination image is due to the changes of information sources and the overall of variance error e_{12} and e_{13} . When information sources go up by 1 standard deviation, destination image goes up by 0.465 standard deviations. This shows that the information sources in structural model is significant and is a predictor of changes in destination image.

H 3: Destination image has a direct positive influence on tourist satisfaction.

There is a direct positive relationship between destination image (DI) and tourist satisfaction (TSA), as indicated by the standardized regression coefficient of $\beta = 0.511^{**}$, C.R.=5.559, S.E=0.020. The squared multiple correlations for tourist satisfaction was 0.26 indicating that 26% variance can be predicted from destination image. So, the variance of tourist satisfaction that cannot be predicted from e_{25} from the regression model is estimated value of squared multiple correlations which is 75% ($e_{25} = 1 - 0.26$). The variance of tourist satisfaction is the changes in destination image and the overall

of variance error e9 and e10. When destination image goes up by 1 standard deviation, tourist satisfaction goes up by 0.511 standard deviations. This shows that destination image in structural model is significant and is a predictor of changes in tourist satisfaction. This result is similar to the investigation made by Tsung Hung Lee (2009) in his research at Cigu, Taiwan where destination has an impact on satisfaction with a result of $\gamma = .27^{***}$.

H 4: Tourist satisfaction has a direct positive influence on tourist loyalty.

There is a direct positive relationship between tourist satisfaction and tourist loyalty, as indicated by the standardized regression coefficient of $\beta = 0.475^{**}$, C.R.=5.849, S.E=0.081. The variance of destination loyalty is shown by the changes in destination loyalty and the overall of variance error of e15, e16, e17 and e18. When tourist satisfaction goes up by 1 standard deviation, destination loyalty goes up by 0.475. This shows that destination image in the structural model is significant and is a predictor of change in destination loyalty.

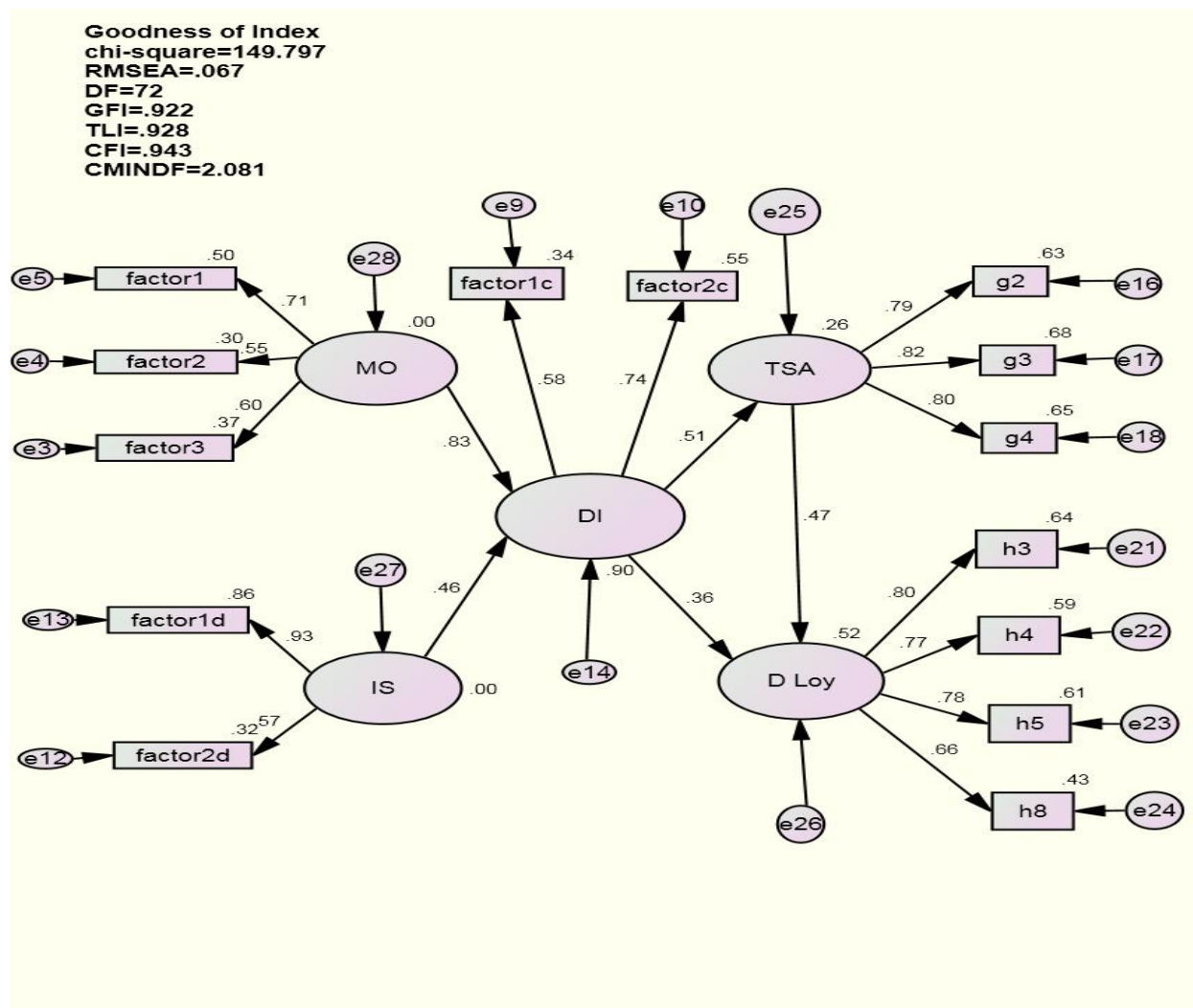


Figure 2
 Modified Structural Model

H 5: Destination image has a direct positive influence on destination loyalty.

There is a direct positive relationship between destination image (DI) and destination loyalty (D Loy) as indicated by the standardized regression coefficient of $\beta=0.475^{**}$, C.R.=5.849, S.E.=0.081. the squared multiple correlations for destination loyalty is 0.52 indicating that 52% variance can be predicted from destination image and tourist satisfaction. So, the variance of destination loyalty that cannot be predicted from e_{26} from the regression model is estimated value of squared multiple correlations which is 48% ($e_{26}=1-0.52$). This shows that the variance of destination loyalty happens due to the changes in destination image and the overall variance error of e_9 and e_{10} . When destination image goes up by 1 standard deviations, destination loyalty goes up by 0.475 standard deviations. This proves that destination image in the structural model is significant and is a direct predictor of change in destination loyalty.

DISCUSSION

The findings confirmed that tourist destination loyalty was enhanced by positive destination image and tourist satisfaction which were consistent with the hypothesis guided in this study. The results of this study provided tenable evidence on the proposed structural equation model designed to consider simultaneously information sources, travel motivation, destination image, tourist satisfaction and destination loyalty. This study proved that customer satisfaction is an important mediating factor of destination loyalty. However, this study revealed that destination image, in addition, executes a strong impact on tourist satisfaction $\beta=0.511^{**}$, C.R.=5.559, S.E.=0.020 as compared to destination image and destination loyalty which were only $\beta=0.475^{**}$, C.R.=5.849, S.E.=0.081. This result indicated that positive destination image would create tourist satisfaction better than destination image towards destination loyalty. Satisfaction was a better predictor towards loyalty as compared to image. Therefore, satisfaction and image were the basis for loyalty. This notion is supported by a study made by Coban (2012). Consequently, it can be concluded that a destination that provides proper facilities such as accommodation and transportation to faithful tourists who repeat periodically, there is bound to have a spin-off effect whereby employments opportunities and economic benefits will be created to the community. It will also contribute to form a solid foundation of destination loyalty in the long-term development of the region.

Table 2.
Goodness -of- fit indices for modified measurement model (N=241)

Goodness of Fit measures	Cut of Value	Theoretical Model (Before)	Model Model 1 Criteria	Model Model Criteria
Chi-square(x^2)	Better smaller	145.223	Good fit	149.797 Good fit
RMSEA	0.08	.089	Poor Fit	.067 Good fit
GFI	0.90	.911	Good fit	.922 Good fit
DF	0.00	50	Good fit	72 Good fit
AGFI	0.90	.861	Poor Fit	.887 Good fit
AIC	Better smaller	201.223	Good fit	215.797 Good fit

TLI	0.90	.873	Poor Fit	.928	Good fit
CFI	0.90	.903	Good fit	.943	Good fit

GFI=goodness of fit index; RMSEA=root mean square error of approximation; AGFI=adjusted goodness of fit; CFI=comparative fit index; DF=degree of freedom; AIC= Akaike Information Criterion and TLI= Tucker Lewis of Coefficient

LIMITATIONS

This study has three key limitations. First, respondents' samples need to be increased in order to have a better understanding of tourist behavior at the rest areas. Secondly, pre-visits and post visits were not shared among visitors and comparison among visitors and non-visitors were also not compared. Thirdly, destination image attributes were based on the literature review only. A series of focus groups and field pretests was not taken into account. It would be more interesting to be investigated. Thus, for future research it is recommended that using a combination of structured and unstructured method (Martin & Rodriguez D. B., 2008; Murphy, 1999) such as an open ended survey question will be more relevant to measure images and unique features (Echtner & Ritchie, 1993; Tasci et. al., 2007).

CONCLUSION

The overall result of the Perak destination image remains positive, but it gives a challenge to the public and private sectors to distinguish itself from other states in Malaysia where specific image of tourist destination has already been in existence such as the wilderness, nature and culture of the indigenous people in Sabah and Sarawak. The result of this study showed that tourist who came to Perak made their decision based on the cognitive image of the destination image rather than the affective image component of destination image when deciding the value of experience that they would receive. The motivating factors such as experience, knowledge, relaxation and socialization are the stimulus that pull tourists to Perak. Indeed, these groups of visitors seem to know and have specific reasons on how destinations are selected. The result shows that visitors who visited Perak are concern and clear about what they want during vacations. The cognitive image of Perak needs to have more strategies in designing higher tourist satisfaction. The commercial advertising campaign should fulfill all promises and expectations to create the desired satisfaction thus, ensuring higher repeat visits and loyalty to all destinations. The marketing share of destination image and tourist satisfaction should be able to increase revenues as a result of the retaining of loyal visitors who make repeat visits to these destinations.

In conclusion, the casual relationship between travel motivation and information sources were regard as important predictors of destination image. This study revealed and confirmed the existing critical relationship of travel motivation and information sources as the crucial factor in contributing to the building up of the first order of causal relationship of the destination images thus, leading to a positive tourist satisfaction and destination loyalty. The second order of casual relationships reveals that destination image is the predictor of destination loyalty through tourist satisfaction as mediating variable. Assessing this model contributes to further the development of previously proposed model by Seyhmus Baloglu on the formation of destination image on the effects towards satisfaction and

loyalty . This study also demonstrated that all variables are significantly and directly affect destination image, tourist satisfaction and destination loyalty. This yields an important finding that can enhance the understanding of causal relationship in tourism destinations. An application of the model to other setting will help to produce reliable indicators and further validate the construct thus, producing a more robust and stable model.

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An Analysis of Wildlife Tourist Experience Based on Content Analysis -- A Case Study of Chengdu Research Base of Giant Panda Breeding

Li CONG,
Bihu WU,
and
Rosalind Sia Juo Ling

Center for Recreation and Tourism Research College of Urban and Environmental Science
Peking University

Abstract

This is a research on wildlife tourist experience. As the development of modern scientific and technology, the web has been used more and more, the increasing tourists shared their experience on web site, which is considered to be the material source that reveals their true motivation, preference and behaviour performance. This paper just use the tourism review published on trip advisor about the trip to Chengdu Research Base for Giant Panda tourism. With the software Nivio 8, this research has finished the content analysis and qualitative coding. This paper used thematic qualitative method to analysis their review. The survey result identified 3 theme of the wildlife tourist experience, the feature of wildlife, the feature of tourists, the feature of setting .The survey showed that the different Giant panda wildlife tourists' experience is varied from each other .however their satisfactory always increased with the close extent interaction with the Giant Panda.

Keywords: content analysis; wildlife tourism; Giant Panda; Nivio 8; Tourist experience; trip advisor

Introduction

The experiencing of wildlife by tourists has become the business of wildlife tourism (WT) (Reynolds & Braithwaite, 2001) . Wildlife tourism can be broadly defined as tourism undertaken to view or encounter wildlife (Newsome, Dowling, & Moore, 2004).It takes place in a range of settings, in natural or artificial environments, where animals are free or captive, and where visitors can interact closely with the animals or merely watch from a distance (Higginbottom, 2004; Newsome et al., 2004; Rodger, Moore, & Newsome, 2007). Wildlife tourism experiences provide opportunities to observe and interact with animals that may be endangered, threatened or rare, and are being offered in an increasing number of destinations world-wide (Cousins, 2007; Orams, 2002; Woods & Moscardo, 2003).One feature of the wildlife tourism is not have the same tourist behaviour feature and they vary from the different country and depending on different species. Wildlife tourist experience is the course of the interaction between human and the wildlife (Higham& Shelton,2011;Oram,2002).There are papers to explore the tourists behaviour characterises all of the world including the visitor for

penguin viewing on the Otago Peninsula In New Zealand (Schaenzel,1998) ; whale watching tourists in Austrian (Catlin & Jones, 2010) Sea turtles in Austria (Wilson & Tisdell, 1999). Stingrays in Gulf of Mexico (Semeniuk, Bourgeon, Smith & Rothley, 2009); Dolphin-watching (Orams, 2000; Constantine, Brunton, & Dennis, 2004). The Florida Manatee (Sorice, Scott & Ditton, 2005) View wild money in Japan (Knight, 2010). At this stage the importance of these interactions to the tourism industry and their impacts on many species of wildlife is not well known. Fewer still examine wildlife tourism in Asia, especially in China rich in wildlife resource (Newsome et al, 2004). There has little information about china wildlife tourism. Especially for the Giant panda which ranked as the top one to see in the world.

2. Literature review

2.1 Wildlife Tourist experience

There are so many literatures about the tourist experience (Ryan, 2002; Quan & Wang, 2004; Uriely, 2005; Rojas & Camarero, 2008; Small, Darcy & Packer, 2012). I don't intend to review the tourist experience research. Here I only focus on the tourist experience in wildlife tourism. Research on tourists' experience is very important for the tourism industry. Recently, the research manifest that tourist experience has been the research focus (Pike & Ryan, 2004; Ryan, 2002). Explore tourists' preference and response behaviour for special destination for certain wildlife, which is help for the sustainable development of the destination (Mazanec & Strasser, 2007). Research aims to identify the distinctive feature of the wildlife tourism in certain destination and provide the theory instruction which might affect tourism supply.

As about in the field of wildlife tourism, there is not very much researchers focus on it; however some researcher did some research. Uriely (2005) identifies four noteworthy conceptual developments in the study of the tourist experience. Orams (2002) gave answer to what is the attraction for tourists: and conclude that the decreasing number of opportunities to interact with nature is one of the important one. Higham & Carr (2003) developed insights into the visitor experience and to understand the viewpoints of visitors regarding the sustainability of wildlife experiences. Ballantyne, Packer & Hughes (2009) explores the perceptions, preferences and conservation awareness of tourists visiting the Mon Repos Conservation Park in Queensland, Australia. Ballantyne, Packer & Falk. (2011) used structural equation modelling to identify factors that best predict the long-term impact of a wildlife tourism experience. Ballantyne, Packer & Sutherland. (2011) examines participants' memories of their wildlife tourism experiences and explores processes through which such experiences can lead to long-term changes in conservation behaviour. Reynolds & Braithwaite, (2001) in their paper towards a conceptual framework for wildlife tourism, six quality factors are suggested to be intrinsic to the situation and capture the essence of quality and richness of the WT encounter for the person experiencing it. Higginbottom (2004) set a model to depict the variables in the interactions between components of the wildlife tourism experience and divided into the feature of the wildlife and habitat, the feature of the visitors, and the feature of the setting and the consequence. however, this model is stay at the step on the theory explore research, lack the empirical research.

Conclude: there is gap in the empirical from the down to top wildlife tourist experience analysis. There is gap in the giant panda tourist analysis. The analysis on the tourist experience is important for the marketing and sustainable development of wildlife tourism as well as the basis of eases the conflicts between economics and wildlife conservation.

2.2 Content analysis of wildlife tourist experience

Content analysis is a research method for making replicable and valid inferences from data to their context, with the purpose of providing knowledge, new insights, a representation of facts and a practical guide to action (Krippendorff , 1980). It was first used as a method for analyzing hymns, newspaper and magazine. Based on the literature advertisements and political speeches in the 19th century (Harwood & Garry , 2003). With the development of web information, the increasing tourists would like to share their experience on the web, which is a good information source for us to analysis their tourist experience. Some previous studies have investigated the pictorial or verbal text contents of materials from the web site to analysis the tourist phenomenon (Choi, Lehto & Morrison, 2007; O'Leary & Deegan, 2005; Stepchenkova & Morrison, 2006 ; Stepchenkova, Kirilenko & Morrison, 2009).

I only find one paper employed the content analysis in the wildlife tourist experience analysis: that is Higham & Carri. (2003) identified eight important aspects of the visitor experience that are discussed within the social and ecological dimensions of wildlife tourism in New Zealand with the Qualitative analysis based on the data collected with participant observations and visitor interviews. Content analysis of relevant Internet sites, national and regional tourism directories, guide books, and magazines was also used as the supplemental method for the conclusion. However in this paper, content analysis is only for the supplemental methods for the participant observation and visitor interview.

With the increasingly rich and readily available text data on the web, qualitative assessments such as content analysis of tourist experience and other tourism phenomena is gaining in popularity. There is gap in the content analysis for the web text for the wildlife tourist experience.

3. Study background and objectives

3.1 Study area:

Chengdu Research Base Of Giant Panda Breeding : Chengdu Research Base of Giant Panda Breeding (CRBGPB) is located in the northeast of downtown Chengdu, covers an area of 36.5 hectares. CRBGPB is a non-profit organization engaged in wildlife research, captive breeding, conservation education, and educational tourism. It was founded in 1987, with six giant pandas rescued from the wild .and by the end of 2011, they have succeeded in breeding 109 birth and totally 161 babies. Research building, open research laboratory, veterinary hospital, beast shed and panda, "swan lake", the giant panda museum, the giant panda hospital, the giant panda kitchen, the collection natural scenery and so on all the facilities combined with the green bamboo comprised the whole suitable environment for Giant Panda. The reason chose the area are for the following three: firstly, It was ranked as the top one of the 127 attractions in Chengdu reviewed by the tourists on the trip

advisor. The CRBGPB has the most people reviewed. Secondly, by 2011, it had 161 panda births, and the captive panda 108 they have variety of giant panda. Last but not the least, the visitor there is both from the domestic tourists and international tourists.

Their goals are to be a world-class research facility, conservation education center, and international educational tourism destination.

The word text from the review of CRBGPB published on the trip advisor was analyzed through both the quantitative (text mining) and qualitative (expert judgment) approaches of content analyses (Singh, Hu & Roehl, 2005). Accordingly, the specific study objectives were to: Identify what is the motivation of giant panda visitors .What motivate people to want to have a wildlife interaction? Analysis the tourists do and response to the giant panda and its setting.What is the essence of the tourist experience?

3.2 Methodology

3.2.1 Word text collection

The sample of websites was selected through an exhaustive search of travel review from trip advisor (<http://www.tripadvisor.com>) from April 17, 2012 to April 23, 2012. TripAdvisor was founded in February 2000, is a travel website that assists customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums. It is the world’s largest social travel network with over 100 million travellers having used it. Chengdu Research Base of Giant Panda Breeding was ranked the top one of the 127 attractions in Chengdu. I got totally 296 reviews and 153 reviews in English written by 151 persons (only two persons publish 2 reviews). Other in Japanese, France, or Chinese and so on. In order to keep the language authenticity, I choose to use the only English one. All together is for 153 reviews and the word content size is 20,717 words.

3.2.2 Coding and analysis

With the help of software Nvivo 8, as qualitative analysis tools, Nvivo explored by Australian QSR Company, with most of the qualitative analysis software, the analysis of the operation is based on grounded theory methodology. Nvivo lies in its strong code (code) function the maximum advantage, in addition to Set, Query, Link, Model, and other functions. Completed opening coding and relational login.

4. Findings

4.1 Demographics

Table 1. Description demographic information of the Giant Panda Tourists (N=151)

Variables	Tourist(151)
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	Frequency	Percentage (%)
Gender		
Male	57	38
Female	45	30
Missing	49	32
Age		
18-24	5	3
25-34	33	22
35-49	39	26
50-64	21	14
Over 65	3	2
Missing	50	33
Country		
USA	33	22
China	23	15
UK	22	15
Austria	21	14
Singapore	5	3
Malaysia	5	3
Others	30	20
missing	12	8

Source: this table is based on the data collection from tripadvisor and draw by the author

From the table 1, we could find that the proportion of male is a little higher than female. As about the age, the people between 35-49 are the most, and accounts about 26%, numbered 39. And then followed by people aged 25-34, and 50-64, they takes up 22% and 14% respectively. They people aged 18-24 and over 65; have the similar proportion, about 2%. It is worth to notice that as the 151 tourists from the 36 counties. The majority from the USA , which accounts about 22%, numbered 33. And then followed by China, UK, and Austria. They accounts for 15%, 15%and 14%, respectively. The people from the other counties are relatively fewer. Less than 10 people. There are 12 people missing their country information. Of course this number only can reveal one aspect of the tourist demographic information for the big part of missing.

Because the limitation of the text source , all the information are from the web site, so we only could find the demographics information as the above three aspects, and including that there are many people 's personal information is blank, so there are plenty of missing part.

4.2 Results

There are all 765 reference points and the free coding is 68.then for the second time for the joint login, We get 18 coding, and then the third step, we conclude the four theme for the content, they are feature of the operator, the feature of the Giant Panda, the feature of the tourists and the feature of the setting.

4.2.1 Feature of the tourists

First the feature of the tourist, it is has been described most, takes up more than half of the content, there are altogether 502 reference points.

In this part, including the tourist's behaviour, motivation, preference, and visiting time, and the trip experience, fellow traveller, and emotional affinity and sensory impression.

Tourist motivation

Compared with the tourist behaviour, there is fewer tourists talk about their motivation. There are altogether for 10 reference points and covers about less than 1%. Just as the fig 1, their motivation varied from each other. In general, there are three different motivations according to the scale they loved panda: such as the huge panda fans, some people mention that "it is a dream come true to this place" and some people went there just because they were in Chengdu and felt they are forced to go there because they were in Chengdu. some people went to the wildlife tourism just because the buzz of the city and escape from the city, and least kill time in Chengdu.

Tourist preference

According to the extent interaction between the giant panda, the tourist behaviour can be divided into three steps, from the see the panda, and hold panda and last the personal interaction with the panda.

As about the panda watching, all people talked about the most important factor influenced the experience quality is the visiting time. And the early morning about 8' o'clock is essential for few people and active panda and panda feeding "Try to get to the Panda Research Base as early as you can". See the nursery is another highlight of tourist experience. There are many baby panda and different age of panda. Such as 5-week old cub in an incubator, and in a bassinet type of enclosure, there was a two-month old and two four-month old twins. I got to see a staff member hold one of the twins and feed her a bottle. It was one of the cutest things I have ever seen!

Also there are many people talk about hold panda. There are about 51 reference points and takes up about 9.19%. Hold panda is the hottest topic and experience the visitors shared with others and mostly recommended it. When talking about the hold panda, they always notice the price, 10,000 is for the donation for the giant panda. Many tourists understood this practice and up for the conservation". Admittedly you only get at the most 5 mins each to sit/ hold a Panda but it's worth every penny believe me. Also there are some tourists' mentions that it is very expensive to hold with panda for the limited 5 minutes or some people opposed this behaviour for the poor organized area. Take photo is often the behaviour of holding panda. Many tourists mentioned their photo taking experience is happened during the hold panda. Some tourists are sensitive about the high price and some feel the opportunities are great. The feeling varies great.

Also there are some people mentioned about the drawback of the experience.

At the deepest close with giant panda is the Observe the panda and learn about the panda As the tourist behaviour towards the Giant panda, besides some holding panda, tourists mention about watching panda and learn about panda, and engage in the project of volunteer program -feed panda. Volunteer program and the volunteer program is the most satisfactory program and according to the visitors, it is the really high recommended experience. And they all give the detailed description, which is considered to be the best way to interact with the wildlife. People engaged in the program can have one day -4 days personal close connection with giant panda, they have to clean the panda cages, prepare food for the giant panda and feed the pandas, as well as observe them as they went about their daily routine. Although the people engage in this program is less that the hold panda and panda watch in, however this part tourists with high satisfactory. there are two reason they mention, besides the whole day close interaction with the panda, and another reason is for the price. Panda Volunteer program only cost RMB600 for one day, which is more penny worth than the five minutes with hold panda.

4.2.2 Feature of the giant panda

Panda behaviour

Many tourists mentioned the behaviour of Giant Panda and the abundance of the giant panda. Vivid feature of Giant panda, they always eat, sleep and only active in the morning and feeding time. And sometime some young pandas are fighting with each other, which is really fascinating. Giant panda spent more than 13 hours on the bamboo eating. Each giant panda consume about 20 kilogram bamboo each day. so many tourists saw the panda eat and eat . Besides eating, the panda spent more time on sleeping. And they even could sleep in the trees. Some tines tourists saw the active panda. Meanwhile a parent was patrolling and plays fighting with some of the young. This is what I came for! It was great to see” .In all, the more active the panda, the more satisfaction they felt.

The abundance of the panda in the canter, just because for the panda endangered living situation, the total number of giant panda in the world is so few that less than 1600, so it is quite luxury to almost one fifteenth panda in the world at the same place. Including three aspects: first the total number. There are Chengdu research base started with 6 pandas and now have more than 100. And secondly, for the different age of Giant Panda: Lots of pandas to see, of all ages. And you could see the different species of Panda: such as the red panda. There are plenty of giant pandas to view as well as red pandas.

Panda conservation

Giant panda is the living fossil of the ecosystem protection. Since the old ape age, there were giant pandas ant they live still today. It is a symbol of wildlife conservation and biology diversity. It is urgent to do some thing for the giant panda conservation. So their living status is another attraction for the tourists . Tourists care about the conservation condition and project.

The pandas have big areas and it is not a zoo at all! The pandas in the centre are well kept and protected. “The pandas are well looked after here and the carers really take care of them. “

4.2.3 Feature of setting

Many tourist Compare the center to the zoo, many think the pandas have big areas and it is not a zoo at all! But also think” “Though they are doing a great job breeding Pandas and securing their survival and all, but it’s kind of boring and looks like any other specialized zoo. The Panda breeding center is done in typical Chinese government style. In that, is has the potential to be something very special; however the PRC has institutionalized it.

They mention about there are three different ways, such as take taxi, metro, cab, take the bus and the tour van. There are varieties of transportation for tourists get there.

Transportation in the park: there are shuttle bus, tram in the park and only cost 10 RMB.

Most tourists depict” The park itself is quite clean and pleasant to walk around,”

“It is large and well maintained and picturesque, full of trees”

As about the facilities, many tourist mention about the panda museum, restaurant/cafe , the swan lake, The tourist center, antenatal clinic, Toilets, shuttle service, best gift shop, movie in the center. Many tourists think :” A world class facility for Pandas” “This facility was so interesting and well-arranged, that I returned to spend a second day there”

Also some people mention there is no ATM in the park, which is not convenient when you want to pay in cash for holding panda. And “the maps of the park are less than accurate.”

Feature of operator

Tourists talked a few about the staff service, and they mentioned the staff are very friendly and serve the English language service and they care more about giant panda. “The staff care more about their few precious bears, than all the tourists put together”

5. Discussion

Reynolds and Braithwaite (2001) identify six quality factors that are necessary for a satisfying wildlife tourism experience: authenticity; intensity; uniqueness; duration; species popularity; and species status. The Giant panda experience scores highly on all of these attributes. Thus, not surprisingly, high satisfaction levels with the Giant panda experience were found across all the reviews. Giant panda is the symbol of China and when talking about the giant panda, people would connect one of its hometown- Sichuan so some tourists said we weren't huge panda fans, but being in Chengdu you feel obliged to make a visit

Giant panda was listed as one of the most endangered species in the world. It was used as the logo of the world natural foundation since it was founded in 1961 the giant panda has become a symbol of the most important species to be protected. Till now, Giant panda is very few in the wild.

The interaction of giant panda is realistic in the captive habitat and seldom could be found in the wild. The giant panda typical about their diet and CRBGPB is a non-profit organization engaged in wildlife research, captive breeding, conservation education, and educational tourism. The breeding center is a little different from the other captive zoo and with its mainly function for Giant panda breeding research, and till now they had made great progress in Giant panda by the breeding center used the freezing semen way to breed, so the interaction for the visitor with the giant panda in the wild maybe different and the feature of the wildlife tourist experience targeting other species also need to studied. This paper is only focus on the giant panda tourism experience, the experience difference between different wildlife species has been unknown and further research suggested to focus on this field.

This paper is based on the tourists review published on the trip advisor, this paper has not examine the relation between different demographic to the feature of tourist experience. For the limitation of the word text from the web, many tourists' demographic is missing, which results in it is impossible to do the quantities analysis.

The research of the text analysis for the wildlife tourism experience just a preliminary exploration, although has the characteristics of a grounded theory, but also not all pure sense of grounded theory, still need to go further empirical research. Whether this word text could stand up the whole international tourists? Through the study, the author testifies the interaction between human and wildlife has four aspects and give the vivid description of the feature of the four aspects. Here is no further research to the tourism experience levels.

6. Conclusion and tourism management implications

The visitor-wildlife encounter comprises the core of a wildlife tourism product (if a commercial operator is involved) or of a wildlife tourism experience (if not) (Higginbottom, 2004), this paper use the content analysis. The findings on the core of the tourist experience is the close to the giant panda which is consistent with the findings on other species, such as the whale watching experience (Catlin, & Jones, 2010; Reynolds & Braithwaite, 2001)

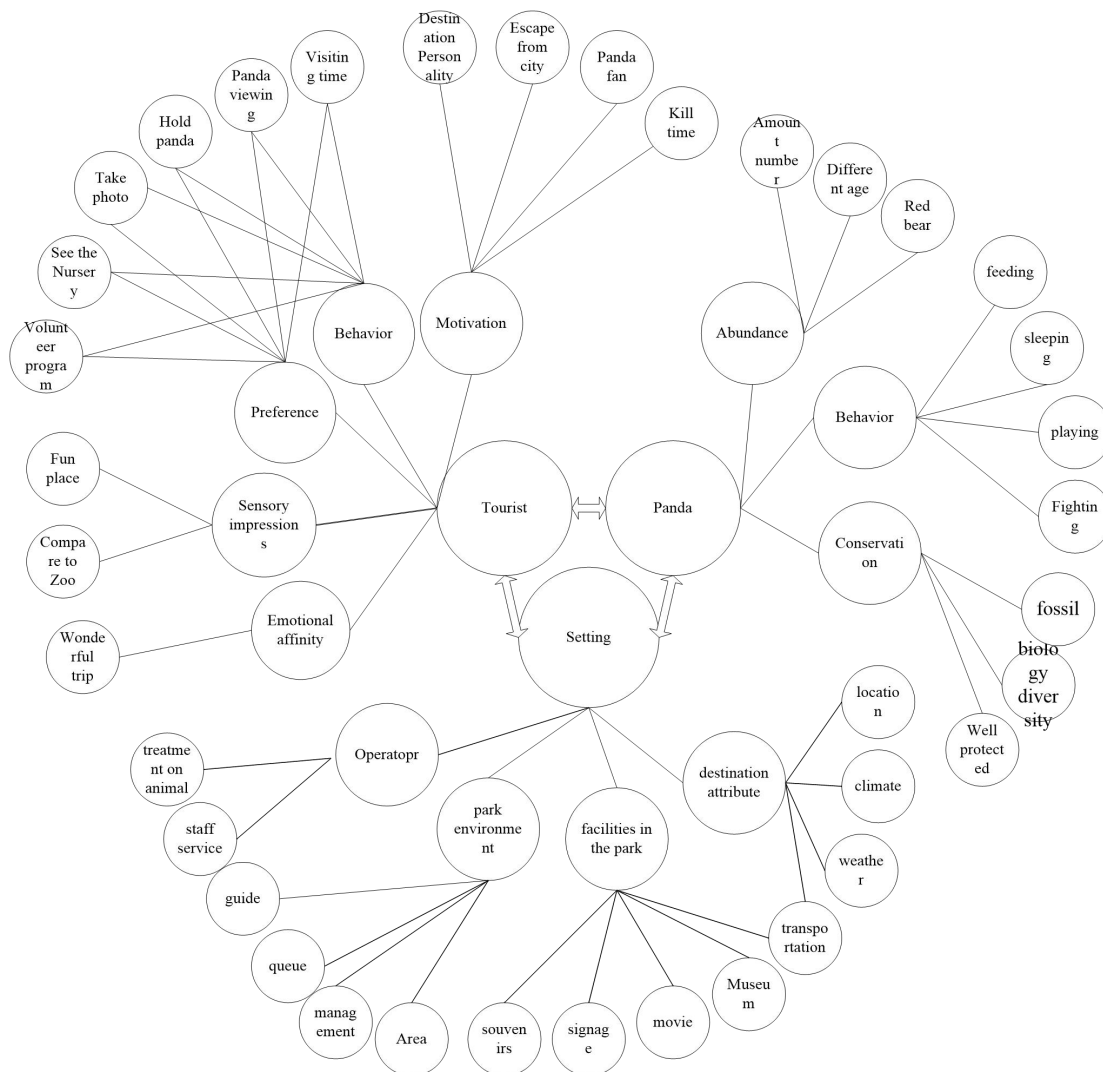


Fig1 : The feature of the wildlife tourist experience in Chengdu Research Base of Giant Panda Breeding

Analysis of visitors' review of their wildlife tourism experiences has shed light on the Giant panda visitors' experience features. Three aspects of tourists experience were identified that reflect visitors' comments from their exceptions about the setting about the target species (Giant panda) and the setting, and the tourists (see fig1). Proximity to the whale shark is central to the entire whale shark experience.

As about the research method, this paper explore the content analysis on the wildlife tourism experience, As about the application research: The findings suggest that, in order to evoke powerful memories, enhance the visitor experience, and encourage visitors to adopt environmentally responsible behaviours in response to their visit, wildlife tourism managers and market operator should:

Pay attention to the market of the volunteer tourism which is a good chance for tourists get close to the animal , enhancing the tourists experience and improve their environmental awareness., and helpful for the wildlife conservation .

Improve the management of the transportation to the canter, especially for the taxi scammers, which is greatly affecting the canter image of .Enhance the management of the photo area. Set the line for tourists' queen waiting for take photos with the giant panda. Maybe could increase the service for take photo for the tourists.

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How do International Tourists Perceive Taiwanese Snack Food?

Yu-Chin Huang

Graduate Program of Sustainable Tourism and Recreation Management
National Taichung University of Education

Yung-Ping Tseng

Department of Leisure Studies and Tourism Management
National Chi Nan University

Cih-Wei Lu

Graduate Program of Sustainable Tourism and Recreation Management
National Taichung University of Education

and

Dinh Thi Thu Van

Graduate Program of Sustainable Tourism and Recreation Management
National Taichung University of Education

ABSTRACT:

This study aimed to examine the relationship between the image of Taiwanese snack food and behavioral intentions of inbound international tourists to Taiwan. Previous studies have found food image can influence a destination's tourists' perception and their behavioral intentions.

A total of 1000 onsite questionnaires were distributed at the departure area of Taiwan Taoyuan International Airport in May 2012. Of these, 820 valid questionnaires were collected and factor analysis and regression analysis were used for examination. The 820 international tourists were categorized into four groups as Chinese visitors, Japanese visitors, Other Asian tourists, and Western visitors. The 19 image items of Taiwanese snack food were produced into three groups by factor analysis and explained 57.36% of the variance. The factors were named as environmental atmosphere, service quality and variety/unique. All of the factor loadings were greater than .65, indicating a good correlation between the items and the grouping they belong to.

The study results revealed that, for all four groups of international visitors, environmental atmosphere does significantly influence behavioral intentions ($p < .000$); for only the other Asian and Western visitor groups, service quality significantly influences behavioral intentions ($\beta = .255$, $\beta = .365$; $p < .001$, $p < .000$ respectively); for only Chinese and the other Asian visitor groups, the variety/unique dimension of Taiwanese snack food image significantly influence behavioral intentions ($\beta = .232$, $\beta = .170$; $p < .001$, $p = .017$ respectively).

Tourists from different countries perceived the image of Taiwanese snack food differently as the study results revealed. The Tourism Bureau of Taiwan should use different marketing strategies to feature its snack food image to various target markets. For all international tourists with various nationalities, environmental atmosphere seemed to be the most important element of image to affect behavioral intentions. However, Chinese and Japanese visitors did not perceive service quality as important factor to influence their future behavioral intentions. For visitors from China and the other Asian countries, the dimension of variety/unique of image did have significant impact on their behavioral intentions.

Keywords: Image of Taiwanese Snack Food, Behavioral Intentions, International Tourists

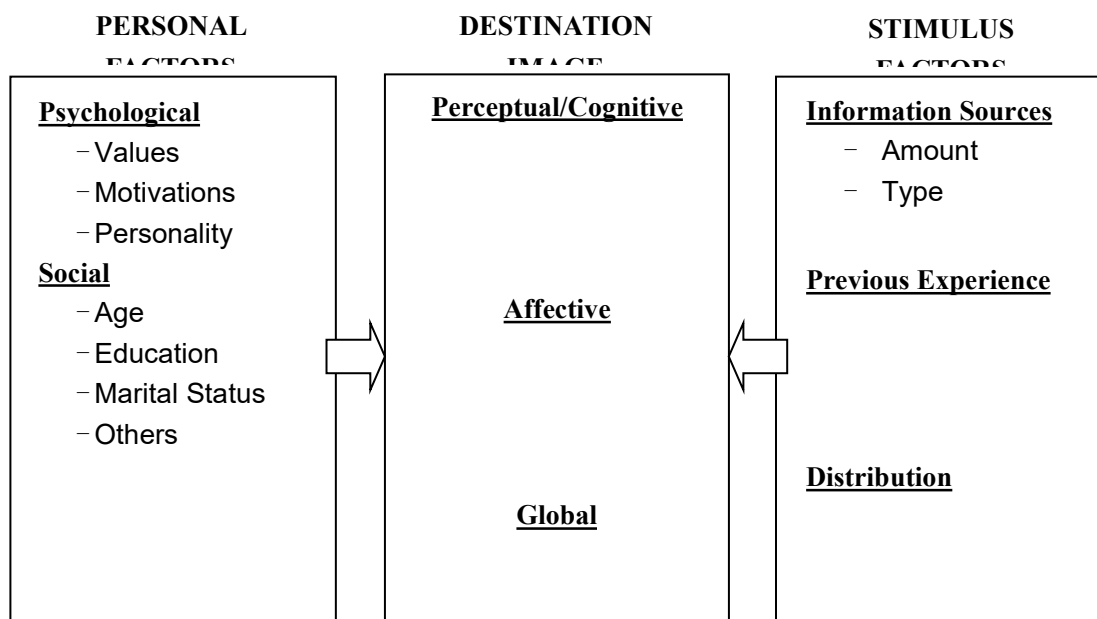
Introduction and Literature Review

Taiwan is rich in its diversified culture and unique natural landscape, same as its food. With its diverse population and natural scenery, Taiwan is not only offering cultural attractions, but also has a wide variety of national parks, distinctive national features, and mild climate. In addition, easy accessibility and the cozy climate make Taiwan a premier destination for international tourists. Most importantly, Taiwan's diverse society comprises three main ethnicities: Hakka, Hokkien, Mainlanders, bringing their own unique identity to showcase Taiwan internationally. Owing to its ethnical diversity, Taiwan has the potential of being a food tourism destination as the country also a melting pot of various food image heritages that have become an invaluable part of a tourist experience that may contribute to the tourism sector.

Early tourism image research established the concept as critical to destination success. The image of Taiwan for many international tourists, it is a place to enjoy delicious food and try something different from their countries. Since the main motivations for tourists to travel are to experience and taste the food that can provide a lasting memory in their lifetime (Wolf, 2002). Travelers would look for a special local food and different experience during their trip (Richards, 2002). Previous studies have incorporated several variables in measuring destination image such as environment, natural, attractions, entertainment, food, infrastructure and others. Past studies confirmed the influence of destination image on satisfaction, perceived quality, and behavioral intentions (Baloglu and McCleary, 1999; Baker and Crompton, 2000; Chen & Tsai, 2007; Chi, and Qu, 2008). It has been generally accepted that image plays a necessary role in affecting an individual's perceived image, choice of destination, satisfaction and behavioral intentions (Chon, 1991; Gallarza, Saura & García, 2002; Lee, C., Y. Lee & B. Lee, 2005). Images that meet tourists' expectation will satisfy them and in turn they will repeat to visit a place and the likelihood of recommendation to family and friends will also increase (Chen & Tsai, 2007; González, Comesaña & Brea, 2007). Destination image was defined as the psychological representation of perception and feeling of a destination (Crompton, 1979). Generally, when perceptions match the on-site experience, tourists' evaluation will be positive and this will lead to inner satisfaction (Lee, C., Y. Lee & B. Lee, 2005). The tendency to re-visit the same destination and positive word-of-mouth is tagged as an indication of destination loyalty in which the tourists' loyalty will be an intangible asset to a tourism destination (Bearden, W.O. & J.E. Teel, 1983).

Figure 1 presents a general framework of destination image formation developed from previous literature (Baloglu & McCleary, 1999). Numerous researchers across different fields and disciplines agree that destination image is mainly caused or formed by two major forces: stimulus factors and personal factors. The former ones are those that derived from the external stimulus and physical objects as well as previous experiences. Personal factors, on the other hand, are the social and psychological factors of the perceiver. Within the dimension of psychological factor, value is an element that will influence destination image. Personal value is highly correlated with culture, and culture is affected by a person's nationality. People with different cultural background will perceive things differently.

Figure 1: A General Framework of Destination Image Formation



(Baloglu & McCleary, 1999)

In the tourism context, repurchase intention manifests itself with the intention to return to a destination (Baker & Crompton, 2000; Kozak, 2001). Ross (1993) confirms that if customers have a more enjoyable experience than expected, they are more likely to return. However, repeat visitation is not the same for all destinations (Kozak, 2002; Kozak & Rimmington, 2000) or in all situations (McCleary, Weaver, & Hsu, 2003). Oppermann (1998) advised that newer destinations have a lower proportion of repeaters than do more mature destinations, while McCleary et al. (2003) found that travelers from different origin countries had different intentions to revisit. To measure behavioral intentions, respondents normally have been asked their likeliness to revisit and willingness to recommend a destination.

Sample design and data collection

A total of 1,000 questionnaires were distributed at the departure area of Taiwan Taoyuan International Airport, of which 820 usable questionnaires were obtained, resulting in a response rate of 82.0%. There were 180 questionnaires unable for data analysis due to incomplete information. The respondents' profile is summarized as Table 1. The great majority of the respondents were aged

between 19 and 39 (62.7%) male visitors (57.2%) were slightly more than female visitors (48.2%). Nationalities of respondents were equally distributed into four groups: originated from Chinese visitors (26.2%) and Japanese visitors (26.2%), Other Asian tourists (25.0%), and Western visitors (21.7%). In all, 75.4% of the respondents had a university degree or higher qualification. More than one fifth of the respondents had “No fixed income” (22.6%), and another group of people whose annual income were less than 9,999USD (18.7%). During this trip to Taiwan, more than half of the visitors were their first time to Taiwan (62.1%) and 36.8% of them reported that they visited Taiwan more than twice, while 44.8% were Independent travelers and others were Group tour (32.0%). Almost half of the respondents (42.0 %) stayed in Taiwan for 4 - 6 days and 36.3% of them reported that they stayed for over one week.

Table 1: Respondents’ demographic profiles

Demographic Characteristics	Frequency	Percentage (%)
Gender		
Male	469	57.2
Female	345	42.1
Region of Residence		
Chinese	215	26.2
Japanese	215	26.2
Asian	205	25.0
Western	178	21.7
Age		
Under 18	55	6.7
19-29	317	38.7
30-39	201	24.5
40-49	120	14.6
50-59	84	10.2
60-69	27	3.3
Over 70	8	1.0
Education		
Junior high school and under	23	2.8
High school and Vocational school	155	18.9
College and university	436	53.2
Graduate school or higher	182	22.2
Marital status		
Single	418	51.0
Single (with children)	81	9.9
Married (No children)	37	4.5
Married (with children)	255	31.1
Other	11	1.3
Occupation		
Legislator, administrator, business executive or manager	86	10.5
Professional	207	25.2

Technician or assistant	50	6.1
Office clerk	102	12.4
Service worker and shop/market sales worker	59	7.2
Agricultural, animal husbandry, forestry and fishery worker	7	.9
Production and related worker, plant/machine operator and laborer	21	2.6
Homemaker	17	2.1
Student	179	21.8
Retired	16	2.0
Other	55	6.7
Individual annual income(USD)		
9,999 and below	153	18.7
10,000-14,999	68	8.3
15,000-29,999	75	9.1
30,000-39,999	52	6.3
40,000-69,999	106	12.9
70,000-99,999	56	6.8
100,000 and above	82	10.0
No fixed income	185	22.6
Type of this trip to Taiwan		
Group tour	262	32.0
Semi-independent tour	58	7.1
Independent travel	367	44.8
Other	122	14.9
How many times for Visiting Taiwan?		
First	509	62.1
Second	120	14.6
Third	35	4.3
Fourth	28	3.4
Five and above	119	14.5
Length of stay (days) for this trip		
Less than 3	160	19.5
4-6	344	42.0
7-9	191	23.3
10-12	32	3.9
12 and more	75	9.1

Dimensions of Taiwanese snack food images

An exploratory factor analysis was performed on Taiwanese snack food image items as suggested by previous destination image studies (Baloglu & McCleary, 1999a; Beerli & Martin, 2004). The factor analysis on image items was conducted on the data set from the responses. Principal component

and varimax rotation procedures were used to identify orthogonal factor dimensions. The latent root criterion of 1.0 was utilized for factor extraction and factor loadings of .40 were utilized for item inclusion (Hair, Anderson, Tatham, & Black, 1992). The 19 food image items all met the cut-off point. Factor scores were computed by taking the average of items within each other. Additionally, the factor analysis of the 19 image items produced three factors and explained 57.36% of the variance (Table 2). The factors were labeled as environmental atmosphere, service quality, and diversity and uniqueness. FACTOR 1 (environmental atmosphere) consisted with six items ($\alpha = 0.907$). FACTOR 2 (service quality) was consisting of nine items ($\alpha = 0.907$). FACTOR 3 (Diversity & Uniqueness) was made up of four features relating to ($\alpha = 0.905$). The three factors were generated with Eigenvalue above 1.0, which is about 57% of the total variance.

Table 2: Image of Taiwanese Snack Food's factor structure table

Item	Mean	Std. deviation	Component			
			Environment atmosphere	Service quality	Diversity and uniqueness	
I18	Comfortable dining surroundings	3.72	0.954	.848		
I17	Appealing to human senses	3.60	0.991	.833		
I16	Can represent the characteristics of the locality	3.63	0.915	.818		
I19	Fresh ingredients	3.78	0.914	.738		
I7	Well presented	3.69	0.768	.570		
I13	There are sufficient information about Taiwanese snack foods	3.89	0.918	.507		
I12	The restaurants/stands of Taiwanese snack foods are located in convenient places	3.88	0.860		.695	
I10	Servers of Taiwanese snack foods restaurants/stands are capable of serving customers quickly	3.40	0.990		.687	
I9	The atmosphere in Taiwanese snack foods restaurants is bustling	3.88	0.856		.627	
I5	Clean to consume	3.69	0.937		.622	
I8	Safe to consume	3.92	0.837		.622	
I11	Delicious	3.94	0.868		.613	
I3	Making good use of local ingredients	3.27	0.950		.547	
I6	Taiwanese snack foods restaurants always crowded (with people), and have long lines of customers	3.87	0.817		.503	
I2	Severs of Taiwanese snack food restaurants/stands are friendly	3.75	0.575		.451	
I1	Reasonable prices	3.42	0.770			.854
I4	Taiwanese snack foods restaurants/stands have special ways in operating and marketing	3.25	1.082			.779
I15	Preparing on-site	3.40	0.961			.712
I14	Taiwanese snack foods provide customers with various choices	3.46	0.951			.501
Variance explained (%)				22.088	20.195	15.074

Total variance explained (%)	22.088	42.282	57.356
Cronbach's α	0.907	0.907	0.905

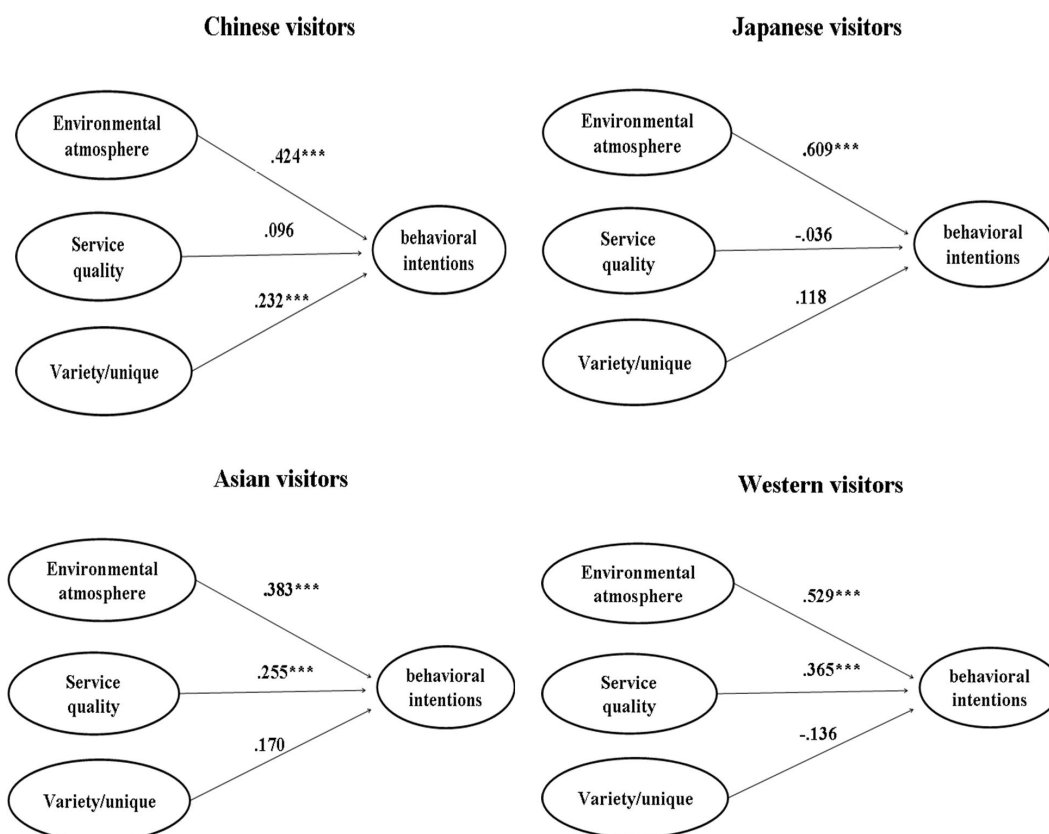
Regression analysis was performed to examine the relationship between Taiwanese snack food image and behavioral intentions. Four models were developed based on respondents' nationalities to examine different dimensions of snack food image could influence travelers' behavioral intentions. Standardized Beta coefficient values of each path were reported in Table 3 and figure 2. The study results revealed that environmental atmosphere (IM1) does significantly influence behavioral intentions ($p < .000$) among four groups of respondents; however, for only the other Asian and Western visitor groups, service quality significantly influence behavioral intentions ($\beta = .255$, $\beta = .365$; $p < .001$, $p < .000$ respectively); for only Chinese and the other Asian visitor groups, the variety/unique dimension of Taiwanese snack food image significantly influence behavioral intentions ($\beta = .232$, $\beta = .170$; $p < .001$, $p = .017$ respectively).

Table 3 : Regression analyses of image of the Taiwanese snack food to intention behavioral with four groups visitor

Variables	Chinese Visitor		Japanese Visitor		Asian Visitor		Western Visitor	
	Beta	t-value	Beta	t-value	Beta	t-value	Beta	t-value
IM1 to BI	0.424	5.507	0.609	7.345	0.383	5.121	0.529	7.308
IM2 to BI	0.096	1.268	-0.036	-0.499	0.255	3.495	0.365	4.953
IM3 to BI	0.232	3.446	0.118	1.655	0.170	2.410	-0.136	-1.829
R square	0.45		0.45		0.52		0.51	
F-value	57.04		57.57		73.50		61.43	
adjusted R square	0.44		0.44		0.52		0.51	

*IM1: environmental atmosphere; IM2: service quality; IM3: variety/unique; and BI: Behavioral Intentions.

Figure 2: Regression Model of Four Visitor Groups



The table 2 showed that the mean scores of the 19 image items of Taiwanese snack food were all above 3.6. Specifically, tourists seem to agree with the image of ‘service quality’, as reflected by the highest mean score 3.89 compared with other images, followed by the tourists’ image of ‘Variety/unique’ which had a mean score of 3.57 and ‘Environmental atmosphere’ with a mean score of 3.54. Study results showed the mean scores of all tourists’ behavioral Intentions items were above 3.6, especially ‘if given another opportunities, I still want to visit Taiwan again’ had a mean score of 4.09.

Conclusions and Discussion

Taiwanese food is renowned for its multiple combinations of flavors and sheer variety. It is a great challenge to stimulate international tourists to enjoy the food and to strengthen Taiwanese’s position as a world class food tourism destination. This study aimed to examine the Taiwanese food image from international visitors’ perspectives, and subsequently assess their behavioral intentions. The study results found that people with different nationalities do perceive Taiwanese food differently, and it further affected their behavioral intentions. The results of this study could help Tourism Bureau of Taiwan to better understand the factors contributing to visitors’ behavioral intentions so that they are able to project appropriate products that accommodate visitors’ needs and wants.

The research found that Sufficient information about Taiwanese snack foods, Fresh ingredients and Comfortable dining surroundings were the highest rated items within the dimension of

environmental atmosphere. Delicious, Safe to consume and the restaurants/stands of Taiwanese snack foods are located in convenient places were the top three rated items within the dimension of service quality. Taiwanese snack foods provide customers with various choices is the top rated item within the dimension of variety and uniqueness. Projecting and constructing a positive food image for visitors is viewed as a crucial element in promoting Taiwanese food worldwide and generating their behaviors, because image has been showed to be an important influence in the selection of a destination (Baloglu & McCleary,1999; Beerli & Martin,2004).

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OTA: Strategy for Online Integration of Tourism Cluster in the Three Gorges Area on the Yangtze River

Mei Yang, Mu Hong

Department of Tourism Management of Management School
Chongqing University of Technology, Chongqing, China

And

PengPai Li

School of International Relations
Sichuan International Studies University, Chongqing, China,

ABSTRACT

This paper proposes the development of the tourism cluster in the Three Gorges area on the Yangtze River and the establishment of the Online Travel Agency (OTA) specialized in the tourism of this area from aspects of syngen, colonies and ecosystem based on the theories of industrial cluster, industrial ecology and low-carbon economy by studying the travel agencies in this area under the guidance of the government. Through online operation based on information and network technology, travel agencies are able to dominate the industrial value chain and achieve integrated reciprocity and symbiosis by integrating the upstream and downstream resources and engaging in niche competition with vertical division of labor.

Keyword: Tourism Cluster, Integrated Symbiosis, Niche, Online Travel Agency, Three Gorges Area on the Yangtze River

INTRODUCTION

One of the key features of modern industries is industrial cluster, which according to Bain's Classification means industries with a CR4 value above 30. However, the tourism industry in China scores a low CR4 value of 16, indicating that this sector is highly competitive and the growth depends on quantity and enterprises, nominally collectivized and in short of economic scale. The industry suffers from vicious competition which leads to profit losses and slow growth.

Tourism has an advantageous syngen but is faced with three fundamental problems: The first of which is how to control the industrial value chain by retaining customers and gaining core competitiveness? Secondly, how to eliminate the chaotic competition among travel agencies by vertical division of work instead of horizontal and reducing niche overlapping? Third and finally, how to enhance the symbiotic quality and efficiency within clusters by promoting the heterogeneous

symbiosis of related industries? These interconnected problems have to be addressed in a whole by figuring out the inherent logic behind them.

RATIONAL

First bringing up the idea of industrial cluster in 1990, Michael E. Porter, an American professor, wrote in 1998 in *Clusters and the New Economics of Competition*: “Clusters are geographic concentrations of interconnected companies and institutions in a particular field.” Researches attest that industrial clusters, compared to “a viscous point in a smooth space”(Makusen, 1996), can boost the competition among enterprises and industrial vitality hence the local economy by spatial concentration, creation of symbiosis network, committed partnerships, share of public resources, knowledge spillovers, frequent online learning as well as symbiosis mechanism based on innovation and synergy.

Symbiosis is defined as the close and mutualistic relationship between different biological species which form symbiotic units (basic unit of symbionts), symbiotic mode (interaction of symbiotic unit) and symbiotic environment, among which reciprocal symbiosis is the most superior where symbionts can benefit from each other.

According to the theory of industrial ecology, industrial systems have specific ecological patterns and the industrial cluster is the social embodiment of biological colonies, bearing a distinct biological stamp, which is composed of biological individuals — enterprises within clusters, biological clusters — enterprises of similar kinds within clusters, biological colonies — regional industrial systems, ecosystem — industrial systems and external environment. Integrated symbiotic mode of an industrial cluster indicates that the symbionts participating in regional tourist cooperation are symmetrically and reciprocally symbiotic in the behavioral mode while integrated symbiotic in the organizational mode.

OTA: STRATEGY FOR ONLINE INTEGRATION

1. The Three Gorges area on the Yangtze River for tourism

The Three Gorges of the Yangtze River, is widely known for its narrow pass which flows from west to east, it stretches 193 km from Fengjie Baidicheng in Chongqing to Nanjinguan in Yichang, Hubei Province, straddling the areas along Qutang Gorge, Wu Gorge and Xiling Gorge where its name originates and five districts and counties including Fengjie, Wushan, Badong, Zigui and Yiling. The Three Gorges Project brought changes to the area which focused on tourism, traffic pattern, towns within its vicinity and the tourist attractions, due to which came the “new Three Gorges tourism boom”.

Areas that are specifically planned for tourism development are always changing and are expected to further expand with the rapid development of tourism in recent years, more so given the wish to conduct regional cooperation, bring into play the planned economy and foster a bigger “Three Gorges area on the Yangtze River for tourism” which in turn would translate to further economic

boom. According to the “Tourism Development Plan of the Three Gorges area on the Yangtze River” by the research group of the six national departments and commissions in 2005, the new core areas for tourism development consists of cities, counties and districts in these areas with water level above 175 meters, and the related boundary areas which include the Wujiang basin, Chishuihe basin, Shennongjia, Yichang City, other districts and counties in Chongqing Municipality, Enshi Autonomous Prefecture, Zhangjiajie City, Xiangxi Autonomous Prefecture and Tongren covering an area of 211.6 thousand square kilometers with 53.7682 million people. The expansion of the said areas, in our opinion, is subject to no administrative division and takes into consideration the cultural and ecological matrices.

2. Tourism cluster and advantageous syngen of the Three Gorges area on the Yangtze River

“Tourism is one of the industries which can successfully accommodate industrial clusters” The tourism industry enjoys its own distinct advantages of concentrated resources and this in turn rubs-off on other industries. There are enterprises providing all the supporting services from upstream to downstream within a certain area, upon which the related industries are developed into a highly competitive clusters. The tourism cluster in the Three Gorges area of the Yangtze River is a hotbed for clusters thanks to the similarity, complementarity and proximity of resources along with their close ties in culture and politics from time immemorial. This has eventually resulted in the formation of a “tourist symbiotic relationship” in this area. The co-evolution ground on ecological competition between symbiotic units plays a positive role in making the clusters thrive.

According to Gollub et al, the value chain reflect the expansion of regional tourism, thus it is at the core of regional tourism cluster which comprises the value chains at output, supply and input levels. The value chain of cluster industries is indeed an output chain where raw materials are transformed into series of end products with increasing added value. In industrial cluster’s, symbiotic units win competitive advantages by the share of resources, complementation of advantages and reciprocal cooperation in various links of a value chain which leads to a win-win situation. The value chain of integrated symbiosis of the tourism cluster in the Three Gorges area on the Yangtze River is illustrated in Fig. 1-1.

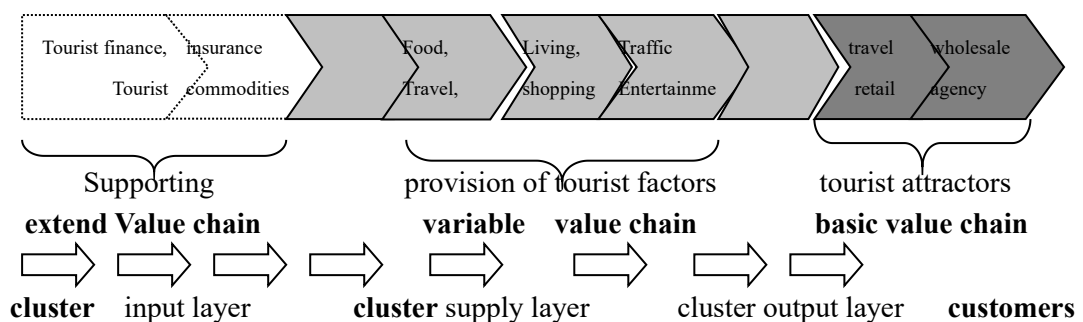


Fig 1 The value chain of integrated symbiosis of the tourism cluster in the Three Gorges area on the Yangtze River

It is seen from Fig. 1-1 that the “symbiosis” of the industrial cluster is composed of numerous tourist companies with opportunities in each link of the industrial value chain. Top-to-bottom partnerships can be forged among vertical production systems, relevant industries and supporting institutions such as travel agencies, the “distributors” of tourist products, the “intermediaries” between the upstream and downstream businesses and the “organizers or integrators” of all tourist resources and therefore resulting in the formation of a mutually rewarding group in the tourism cluster of the Three Gorges area on the Yangtze River. Travel agencies, which are also referred to as “scale operation”, provide quality services to retain customers and on the other end bargain with the service providers for lower costs which help attract more customers. In this way a strong relationship is forged between scale operation, which monopolize the tourist market by dominating its value chain.

3. Status quo and difficulty of traditional travel agencies

So far no large-scale clusters within the Three Gorges area on the Yangtze River for tourism have yet dominated the value chain, thus failing to control the market. According to partial statistics, in 2011 there were 197 travel agencies engaging in the Three Gorges tourism, 57.1% of the total (345) in Chongqing, the center of this area, among which 38.8% were within the One-hour Economic Circle, 14.8% in the northeast and 3.5% the southeast. However, it is simply a large, concentrated group composed of smaller and weaker agencies. Few travel agencies enjoy resource advantages and economies of scale. Chongqing Changjiang International Travel Service, for example, has over 2000 employees, a capital of 100 million Yuan and more than 20 four-star and five-star cruises for state guests titled “Changjing, Changjiang Angel, Changjiang Star and Blue Whale” and so on, and Chongqing Overseas travel agency boasts 1080 employees and a registered capital of 70,418,500 Yuan. Despite their large size, which they have neither being able to yield much benefit from nor take full advantage of apart from being fettered by the horizontal way of labor division as well as rigid business ideas and mechanism. While their small-sized counterparts, which are the overwhelming majority in this field, with similar products and services, have to gain their footing by beating down the prices, which results in limited profits, capacities, resources and scale.

Adding to their woes is the competition from online travel service providers, which render the intermediary sales agencies less important by exclusively offering internet consultation, booking and sales services which were previously conducted by travel agencies. customers are now turning to the online travel service providers for their hotel, air ticket and car bookings and the online industrial chain itself is forking, for instance, Ctrip.com, which had previously focused on online booking of hotels and air tickets has started to shift into business travel management, DIY travel and other new areas with an aim to build “a value chain for service before, during and after the travel” by establishing its own reception system at each destination and perfecting the product chain and off-line service; Baidu.com and Qunar.com are upstream companies on the online travel industrial chain controlling the customer channel. However, Taobao.com, platform for downstream suppliers, introduces in large quantities of downstream wholesalers, which nullifies the price advantages of online travel agencies which can hardly afford commission cut.

Core industries within the industrial clusters (similar to the dominant species in the natural ecosystem), highly mobile and the most consumed, are the driving force for other industries. Cluster

symbiosis bases upon the symbiotic units of the core industries to decide how to cooperate and cultivate the symbiotic mechanism.

How can customers be collected more effectively, key competitiveness won, and industrial value chain controlled? How can chaotic competition be eliminated among travel agencies by vertical division of work instead of horizontal and reducing niche overlapping? How can symbiotic quality and efficiency within clusters be enhanced by setting a model and promoting the heterogeneous symbiosis of related industries? Travel agencies in the Three Gorges area on the Yangtze River for tourism need to seek a breakthrough for their sustainable development.

4. Virtual value chain-based Online Travel Agency (OTA)

Value-added links of the corporate value chain are altering in an information-based world. Typically, the cyber economy incurs increasing returns, which means that the income (value) rises on quadratic terms and average cost drops with the scale expansion (increase of internet users). Jefferey Rayport and John Sviokla proposed the idea of “virtual value chain” in 1995, bearing in mind that any stage (including information collecting, organizing, selecting, combining and distributing) of the virtual value chain is creating profits. Enterprises can link the physical value chain based upon the physical market with the virtual in shortening the links of value chain, adding the value laterally so as to gain a competitive edge.

OTA (Online Travel Agency) based upon the virtual value chain, provides real-time services allowing for online consultation, booking, paying, commenting, complaining and member management, etc. for travelers under the auspices of internet and communication technologies (such as the call center). By satisfying travelers’ needs online and simultaneously reducing costs and increasing sales, OTA are able to control the tourism value chain. This is how the leading companies, Ctrip.com and Elong.com work, keeping close ties with thousands of hotels, airlines and having hundreds of thousands of members in their hands, which enables them to get more discounts from these hotel and airlines and finally monopolize the tourist market with large-scale operation.

OTA have in fact put forward a creative model of management, integrating the resources and enhancing efficiencies within industrial clusters. Hormannand RemireZ (1993), coiner of value chain group management, is of the opinion that the structure of a chain group can be adjusted in time with the roles and relationship between enterprises, suppliers, partners and customers which are ever changing so as to integrate the value chain in a dynamic manner and maximize the benefits of the whole group instead of individuals.

The reason why consumers favor the choice of online services is that they can look up information, seek consultation, book, pay, and find travel tips and the lowest price by comparing on the internet, and even check up the local tourist resources including products and hotels via LBS (Local Based Service) wherever they go. To sum up, it’s the customers’ choice. Google’s research shows that the web travelers make at least a minimum of 2 visits but an average of 15 visits to OTA for travel plan arrangement and this costs them 2 hours and 24 minutes. On the other hand those users who visit for booking average at 26, costing them 4 hours totally. The visits of independent users to

Qunar.com, the representative website of vertical search engine mode, passed the 35 million mark in 2009. Douglas Quinby, Senior Director of Research Business at PhoCus Wright said, “Undoubtedly, travelers have abandoned traditional procedures, and have stayed far away from the offline retailers.” Consequently, traditional travel agencies must acquaint themselves with consumers’ need by adopting the OTA model, renewing the business ideas, reengineering the business process, re-integrating the resources, applying online technologies and introducing information-based integration of online services and management.

5. Vision of OTA in the Three Georges area on the Yangtze River

Considering the soaring online travel, the tourism industry of the Three Georges area on the Yangtze River must switch from traditional models to modern online travel model, which doesn’t mean there should be several OTAs for it is not realistic both in financial and technical aspects. As for the symbiosis evolution, it refers to co-evolution of units in mutual stimulation rather than separate evolutions of various units. New unit patterns or symbiosis patterns or even new material structures may appear during the evolution process under certain symbiosis environment. Our idea is to form one (other than several) OTA similar to Uza.com and Travelzen.com, integrated with all the travel agencies in the Three Georges area on the Yangtze River through capital link, business link and enterprise alliance and specialized in sales of tourist products of the Three Georges of the Yangtze River. OTA of the Three Georges area on the Yangtze River boasts the following main features:

(1) Online vertical division of labor: The OTA of the Three Georges area on the Yangtze River is jointly built by all the travel agencies in the Three Georges area on the Yangtze River through capital link, business link and enterprise alliance instead of a specialized distribution platform packed with the Three Georges tourism resources and developed on national online travel platforms like Ctrip.com. Our current goal is not to integrate all the travel agencies of the entire Three Georges area of the Yangtze River into one OTA but seek to make every travel agency survive and enjoy better development. The OTA of the Three Georges area on the Yangtze River should work like a symbiosis system, in which the leading travel agencies and specialized ones co-exist on the basis of specialization and online integration with large travel agencies playing an active role in tourist products development, tourist market expansion, tourist products purchase, etc. while small and medium-sized travel agencies focusing on local reception and setting up the guarantee system for local reception services of the Three Georges area.

(2) “Four-in-one” multifunction: Accomplished by functions of information platform websites, reservation websites, travel search websites and tourism community websites, which provide individual online travel experience for tourists at any time and any where, including full services like rich travel information and tips, simple search engine for searching related information or services, abundant tourist products of the Three Georges area, specific travel time and schedule, real-time online interaction and call center service, objective tourists’ satisfaction evaluation, huge community resources and user experience with timely tourism interaction, which breaks the “Clicks and Mortar” operating model of traditional online travel booking.

(3) Specialized business: It is a distribution platform specialized in sales of tourist products of the Three Gorges area on the Yangtze River and puts itself a platform characterized by specialization of resources utilization and with positioning distinct from Ctrip.com, elong.com, Uai.com and Qunar.com in order to lessen competition to survive. It involves such types of business as wholesale, agency and retail and businesses like domestic travel, inbound tourism, self-help travel, business travel steward, hotel and ticket booking. Besides, it provides tailored and diversified travel plans so that tourists can make exclusive schedule according to their own needs and enjoy much more freedom and flexibility.

(4) Strict quality control: It is equipped with a set of professional evaluation and elimination system in selection of tourist products and suppliers therefore will not be able to achieve this only with low price and must therefore pass the filed investigation and evaluation as well as several selection criterias. It “purchases” at wholesale price after selection of optimized suppliers, prices and hot travel lines and sells online. Suppliers who fail to meet set quality standards will be rejected.

CONCLUSIONS AND DISCUSSION

The symbiotic units of Industrial clusters in the tourism areas enjoy co-evolution and the two mutualistic parties elaborated in the industrial ecological chain in which “members will supplement and perfect each other (Moore, 1993)” will embrace much more extensive survival and development space through functional complementation. The establishment of OTA in the Three Georges area on the Yangtze River can enlarge the niche breadth, reduce the niche overlap as well as eliminate the unordered competition among travel agencies through differentiated development of homogeneous symbiosis units. In addition, it also can reduce repetition and waste through integrated business of heterogeneous symbiosis and improve the internal economy of the tourism industry and symbiosis ability of clusters on the basis of mutual core ability; and absorb new matters and new energy from the external environment to generate continuous order parameter so as to gear up the innovation of clusters and realize the continuous development of tourism industry.

In general, market play a dominant role in regional symbiotic industrial clusters and the state (government) on the other hand are left with a lesser role to play. Porter in support of this view writes “Efforts should be paid to restrict the development of clusters rather than intervene in the market or distort the competition.” However, at present, the tourism industry of the Three Georges area on the Yangtze River is still in the process of simple, clustered and natural agglomeration and there are many “small interest bodies” in the cluster due to long-term restriction by monopoly, control and segmented benefits of administrative regions; they lack mutual communication and cooperation and compete with each other. Those bodies even compete on price for limited resources and customers, resulting in anti-biosis and “slow growth” of the whole industry. Therefore, it requires the concerted efforts of enterprises, industries and the government by putting in place supporting policies, setting the industrial development priorities and industry norms and regulations to gain full optimization and bring about continuous development of tourism clusters in the Three Georges area of the Yangtze River.

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Evaluation on Chinese Provincial Tourism Destination Information Websites

Li Yunpeng

Department of Tourism Management
Capital University of Economics and Business, 100070
Beijing, China

Feng Chen

School of Tourism and Hospitality Management
Temple University, 19122
Philadelphia, the United States

An Ningci

Guquan Conference Center of Zhongxinguoan, 101207
Beijing, China

Duan Liqiong

Information Center
Tourism Administration Bureau of China, 100740
Beijing, China

ABSTRACT

With the development and widely used of internet in China, digitalization development turns out to be the mainstream in the tourism field. Websites of provincial tourism destinations are warmly welcomed by the tourism administration and organizations which sponsor tourism events, for they are not only regarded as significant ways to sale tourism production, but also the vital channel to collect tourism information for visitors as well as the important platform for government to manage the tourism markets. However, the key is how to evaluate the performance of such tourism websites. The purpose of this paper is to make appraisal of tourism destination websites, which is based on the researches carried out by personal interviews and discussion and achievements of 43 foreign and 20 Chinese tourism learners. Additionally, visitors' suggestions for the 30 provincial tourism destination websites also become a considerable factor in this evaluation system. In conclusion, we consider the evaluation system from four aspects as followed: production information, system management, user-friendly of website, and business services. Based on this evaluation system, among 30 Provincial tourism information websites, the top 5 are Fujian(47), Yunnan(44),Beijing(43), Shandong(43), and Guizhou(39). In general, most of these websites pay more attention to information service and system

management, yet some of them ignore the dimensionality of friendliness, except for Beijing and Fujian. Also, we can get the conclusion from the analysis that websites of Beijing, Fujian, Shandong, Yunnan, and Guizhou are fully developed with all 4 dimensions. Whereas, the websites of the rest provinces' are imbalance for different dimensions.

Key words: tourism destination websites; Provincial Information Website; Evaluation

1. INTRODUCTION

The Internet has become an essential instrument for tourism activities in modern life. The government can implement more efficient management and provide better services for tourists via tourism website. Tourism website is a transport media of tourism information system and a communication window between person and person or person and computer (Zi Lu& Cuiling Bai, 2001). Tourism websites by the government in China can be classified into five levels: national, provincial, city, and attractions. If we divide these government websites depending on functions, they will be separated to government affairs website and tourism information website.

Provincial tourism destination information website is a professional and authoritative platform which is constructed by province government and relies upon internet of things. Its primary purpose should be supply tourism products and services to publicize the brand image of destination. Besides, this sort of website ought to provide sufficient information and service to support tourists in pre-trip or during trip, and it should also include information feedback function.

The evaluation system of tourism website is a tool to analyze and assess functions, web page, contents, and results of advertisement and marketing. It mainly includes names, definitions, and quantities of indexes.

2. LITERATURE REVIEW ON EVALUATION OF TOURISM WEBSITE

2.1 Research of Overseas' Scholars

With the internet development in developed counties, there are a great number of researches of websites evaluation and assessment institutions emerge at the same time, such as Bizrate.com, Gomez.com, and Consumer Reports Online. All of these institutions use online investigation method, internet assessment method, and interview researcher method to service their customers. Evaluation of tourism websites has become one of their businesses.

In the United States, Lathiras, Petros, and Aristotle U Thessaloniki chose three tourism websites whose names are Agrotravel, Guest inn, and Ecotourism to do the theoretical research on evaluation(Lathiras &Petros & Aristotle,2010). A South Korean learner applies BSC and AHP to revise an evaluation tool, determining four points of view to assess tourism websites: friendliness of website, security for visitor, attraction of destination, and reachability of website (YOUNG HOON KIM, 2010) . A researcher also assessed travel agency websites; he formulated six evaluation factors to determine the quality of this kind of websites: Function, quality of information and content, execution and reaction of website, security for visitor, design of website, and friendliness of website. Furthermore, he pointed out that how function, quality of information and content, security for visitor, and friendliness of website obviously affected visitors' assessments (Tsang,Nelson Kee Fu, 2010). Etc.

Not only overseas researchers have showed keen interest in evaluate tourism website, but also many institutions have done well in evaluation practical area, such as Bizrate.com, Gomez.com, and Consumer Reports Online. These companies usually depend on online questionnaire or interview researchers or both of them to acquire feedback. There are two ways can guarantee the feedback is true. One is encouraging the members of evaluated websites to write questionnaires; the other is interviewing the customers who already used the websites to get firsthand feedback. Both of methods

provide rewards that can attract more people to coordinate with these institutions. Meanwhile, parts of institution will relate experts' assessments with feedback to obtain more authoritative result.

2.2 Research on Tourism Website Evaluation in China

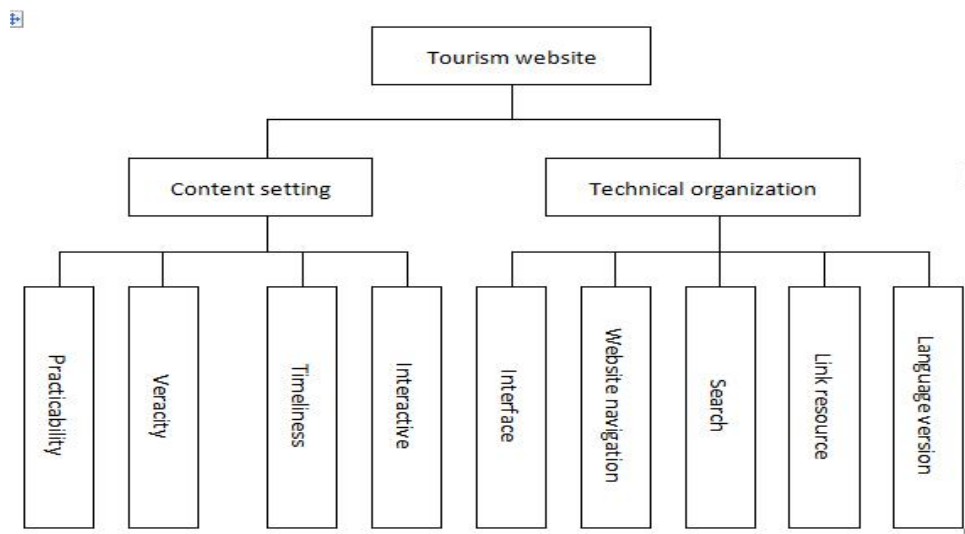


Diagram 2.2-1 Structure of tourism website

For the reason that the development of computer science in China is not so fast as those developed countries, the quantity of this kind of researches is not able to compete with theirs. In Lu Zi's research, there are three indexes to evaluate a tourism website: content setting, technical organization, and prestige of service quality (Lu Zi & Laixi Guo &Cuiling Bai, 2004). Some researchers chose the Moon Mountain as an example to determine technology, exoteric degree, and content of website as indexes to assess a tourism website(Ronghai Han & Hong Chen &Ying Xiong,2010). Moreover, Jing Gao and Jiangnan Xiao combined an evaluation system with characters of tourism to decide content setting and technical organization of information as two important indexes (Jing Gao & Jiangnan Xiao, 2004).

3. CONSTRUCTION OF EVALUATION SYSTEM OF PROVINCIAL TOURISM DESTINATION INFORMATION WEBSITE

3.1 Purpose of Construction Tourism Destination Website

There are two purposes of construction in tourism website if we consider it from view points of destination and visitor. Standing on manager of destination, the website can build favorable image and promote the products and services. Traditional promotion way just depends on paper or TV as medium, so this sort of method is not only unitary but also limited. In conclusion, visitors can't gain information sufficient and timely. However, tourism website is a new media which performs some functions ---interactive and abundant). The speed of updated information offers solutions to previous problems and reduces marketing costs. At the same time, a well performing website serves as an effective approach to exhibit all tourism attractions in the destination to visitors, making them have incentive to go there.

Then, standing on the visitor's view point, the purpose of construction suppose to be change into improve communication between destination and traveler, provide personalize service, and increase service to customer. The intent of website construction should be in order to satisfy customers' information requirement and offer product and service individually. For example, the functions have better include forum and traveler club. Tourism corporations or government can establish relationship with visitors to understand demands of them.

3.2 Principles of Designing the Evaluation System

In this research, the process of the tourism website evaluation system design complies with six aspects:

- Establishing functions and aim of website construction
- Analyzing functions and aim to set secondary measure indexes
- Defining the standard
- Building the system of index
- Weighting the system of index
- Forming the table of tourism website evaluation system

Firstly, we should insist that putting customers in center, setting functions as a foundation, and valuing market requirement as a direction.

“Putting customers in center”---- Actually, the core of tourism website is service to travelers or potential travelers. Thereby, when we consider the indexes of evaluation system, the first thing ought to be taking more convenient to them. For instance, a powerful search engine or a forum in which everyone is able to share his or her travel experience.

“Setting functions as a foundation”---- The reason why people yearn to visit destinations after search websites is probably because of the products and services that supplied by tourism websites. That means creating ample functions is a basic duty for website builders.

“Valuing market requirement as a direction”---- For companies or government, the target of setting up website is building their brand and developing their e-businesses; For visitors, they want to gain available information conveniently. Consequently, it is supposed to be better if we add these all elements which include content, effects of marketing, updates period of information, websites legibility, and website navigation.

Secondly, the most critical step of setting the system is the standard to choose indexes. These indexes will directly decide that if this system is practical and scientific. Although each person probably has his/her own train of thought and means to build the system, the principles are suppose to be uniform:

Principle 1: Both experts’ and website visitors’ suggestions should be considered. In this research, we referred from near 100 tourism learners; meanwhile, some parts of indexes gained via distributing questionnaire to website visitors, and then we analyze data by SPSS method, proving these indexes are useful from travelers’ view point.

Principle 2: Arrangement of the whole system must be clear and logical. The number of levels ought to be appropriate; that means not the more levels the better quality for system. There are three level indexes in our study.

Principle 3: Names of indexes should be exact. That is to say these names shouldn’t make reader confused, and each name has its definition and judgment standard. Otherwise, vague name is able to affect the outcome.

Principle 4: The operation process of construct system ought to be laconic. We utilized clustering analysis and content analysis methods as the base of this research. If the website includes the index, we will mark “1” for it. If not, we will mark “0”. Then, we accumulate indexes to judge the quality of tourism website.

3.3 Method of Construct the Evaluation System

There are several common methods which are used in evaluation system:

Method 1: Researchers tend to interview some experts to ask them fill questionnaire and score for indexes in that they have plenty of experience and professional knowledge of tourism.

Method 2: Doing mass questionnaire to collect information from different people. The key of this method is that these investigated people should be chosen randomly. Afterwards, researchers filter available questionnaire to analyze their attitude for the evaluation factors.

Method 3: Information framework method which means depending on the one kind of characteristic of website chooses style, technology, content and operation management as four dimensionalities to judge the quality of website.

Method 4: AHP (analytic hierarchy process) put forward by T.L.Saaty.

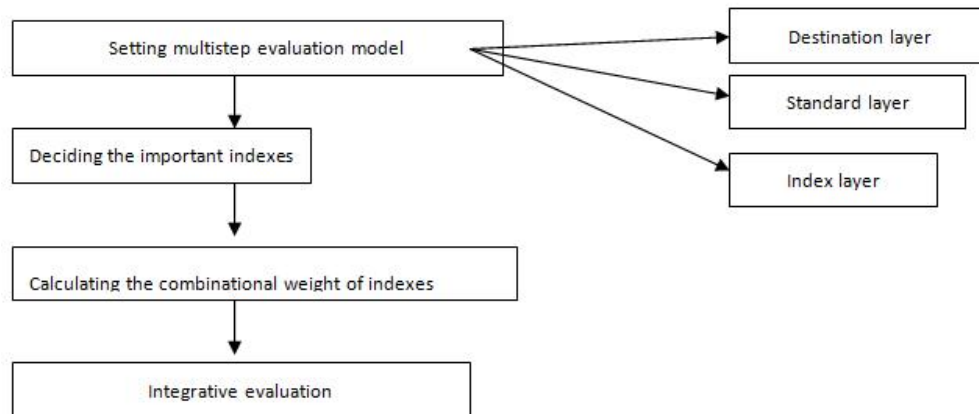


Diagram 3.3-1 route chart for the evaluation

Method 5: Link analysis is that considering the number of link as a sort of quantitative analysis. The common indexes include quantity of web page, internal link, and external link. The advantage of this method is measurable; in addition, it displays the effect of marketing for this website.

The process of construct evaluation system for this investigation as following:

(1) Referring mass number of past researches, checking advice in message boards of tourism information website, setting the second layer index, defining standard of grade, designing index system and marking these indexes, and drawing the final form of this system.

(2) During the research, we used case study, interview experts, link analysis, clustering, and content analysis. Beside of these, we also collected information via visiting 30 tourism websites to acquire assessment of functions.

3.4 Construction of Evaluation System

Depending on all these preparation, we build the system according to four dimensionalities, including information services, system management, friendliness of website, and business services(As show in the APPENDICES).

3.5 Functions of Indexes

Firstly, information service owns the ability to ensure the principle of “market requirement as a direction”. According to the result, from interviewing 8,600 families, of Forrester research, around 75% investigators thought high quality information as a critical factor to assess website. Secondly, friendliness of website can display the principle of “putting customer in center”. The function of this index is stimulating potential visitors produce motivation to go the destination. Thirdly, business service is an initiated purpose of the principle of” setting functions as a foundation”, for the target of destination information website is gaining benefit by providing sufficient information to attract

visitors. If containing enough and practical functions to supply to customers, that will affect purchase of tourism production. Finally, system management is a foundation of all of activities for visitors who will satisfy with the website when they can easier to obtain the information they wanted.

4. RESULT

4.1 Score of 30 Provincial Websites

In the research, we choose 30 provincial tourism information website as samples to evaluate them. The evaluation time is from March 7th 2011 to March 21th 2011 and the speed of board band is 1M (1024 k/s).

Table 4.1-1 Value for the provincial websites

	values of different dimension						values of different dimension				
provinces	A	B	C	D	sum	provinces	A	B	C	D	sum
HN	11	10	0	2	23	SX	9	11	0	3	23
BJ	12	16	3	12	43	GX	14	12	1	7	34
SH	10	9	7	7	33	CQ	15	14	0	4	33
SD	17	12	6	8	43	HB	11	14	0	3	28
ZJ	13	7	0	6	26	HLJ	13	10	0	3	26
GD	6	7	4	7	24	JX	12	11	4	2	29
JS	15	11	2	7	35	NMG	11	14	2	3	30
SC	13	13	0	8	34	JL	16	10	3	8	37
HUB	9	13	0	6	28	XJ	9	7	0	3	19
LN	11	10	0	2	23	HN	16	13	0	4	33
FJ	13	16	5	13	47	GS	15	7	2	1	25
AH	13	15	1	5	34	QH	11	8	0	4	23
S1X	13	9	0	2	24	XZ	15	14	0	4	33
GZ	17	10	8	4	39	NX	12	13	4	6	35

YN	14	15	7	8	44	TJ	11	12	2	4	29
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According to assess the 30 websites, we can conclude that the top 5 high quality provincial tourism information websites are Fujian(47), Yunnan(44),Beijing(43), Shandong(43), and Guizhou(39). In general, most of these websites pay more attention to information service and system management, yet some of them ignore the dimensionality of friendliness, except for Beijing and Fujian.

4.2 clustering for sample websites

Clustering is depending on the similarity among elements to put them together into one department, so that there is obvious discrepancy in the factors in different departments.

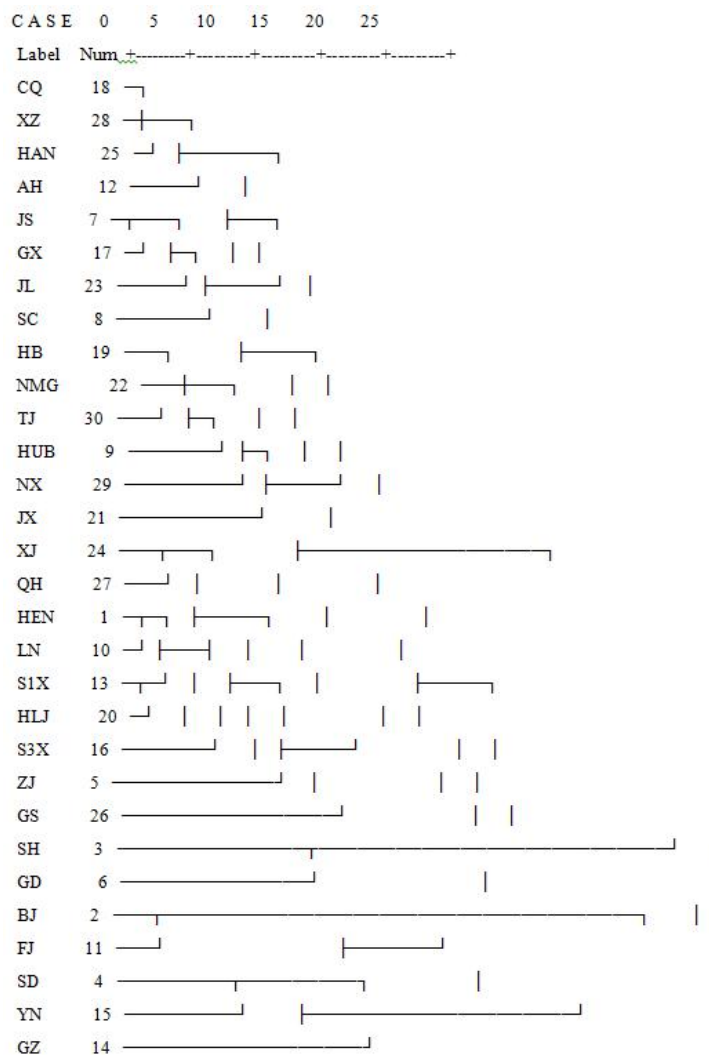


Diagram 4.2-1 cluster analysis

Table 4.2-1 Grading for the cluster of provincial websites

Category	Samples
----------	---------

I (good balance for dimensionalities)	Beijing、Fujian、Shandong、Yunnan、Guizhou
II (average balance for dimensionalities)	Shanghai、Guangdong
III (imbalance for dimensionalities)	Others

We can summarize the result according to the former diagram. The websites of Beijing, Fujian, Shandong, Yunnan, and Guizhou is developing balanced for all dimensionalities. The development situation of Shanghai and Guangdong is in an average level. The websites of other provinces are imbalance for dimensionalities.

4.2.1 Analysis of Grade One Websites



Diagram 4.2-2 Analysis of Grade One websites

In this diagram, it is show that although the qualities of these five websites are better than others, we also can detect that the business service of Beijing tourism website is still a weakness that impacts the whole development of website.

Table 4.2-2 Index for Information service of the websites

	image	video	Flash	Audio	E-magazine	fictitious experience
Beijing	●	●				
Fujian	●	●		●		
Shandong	●	●	●	●	●	●
Guizhou	●	●			●	

Yunnan	●	●				
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p.s.: “●”represents the function can be available in this website

When we change our mind to the information service dimensionality, we’ll surprised find that Shandong province does much better than others, for it applies almost all of mediums to show the destination, including image, video, flash, audio, e-magazine, and fictitious experience.

Table 4.2-3 Index for Business service of the websites

	Route booking	Recommendation booking	Plane ticket booking	Car renting booking	Attractions booking	Tour guide booking	Entertainment booking
Beijing			●				
Fujian	●	●	●			●	
Shandong	●	●	●				●
Guizhou	●	●	●	●	●	●	
Yunnan	●	●	●		●		●

p.s.: “●”represents the function can be available in this website

Table 4.2-4 Index for friendliness of the websites

	Chinese (simplified)	Chinese (traditional)	English	Japanese	Korean	Spanish	Arabic	French	German
Beijing	●		●	●	●	●	●	●	●
Shandong	●	●	●	●					
Fujian	●	●	●	●	●	●	●	●	●
Guizhou	●								
Yunnan	●		●	●				●	●

p.s.: “●”represents the function can be available in this website

4.2.2 Grade Two Websites: Shanghai and Guangdong

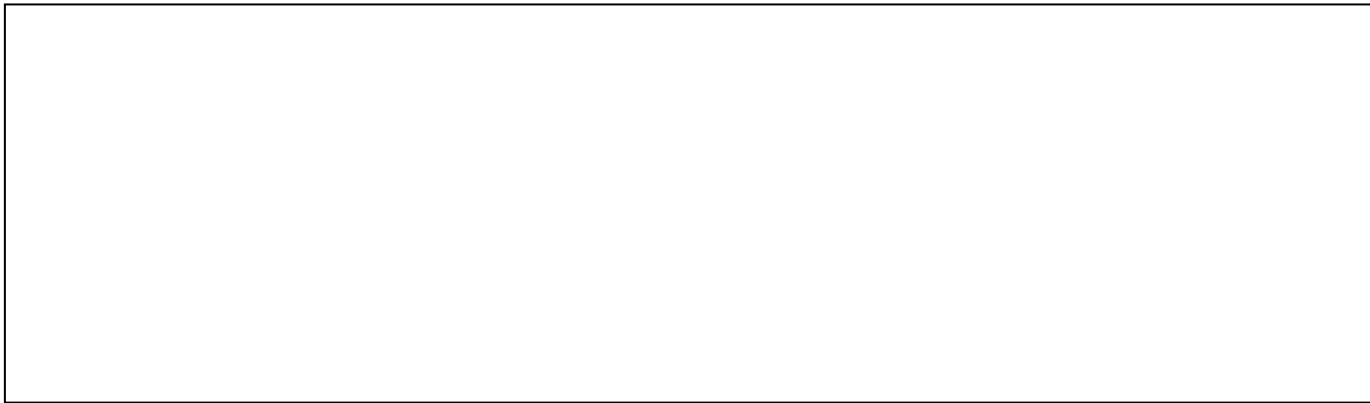


Diagram 4.2-3 Analysis of Grade Two websites

As shown in the diagram, Shanghai and Guangdong, which are also comparatively developed areas in china, earn the second highest scores among all the provincial websites.

4.2.3 Grade Three Websites

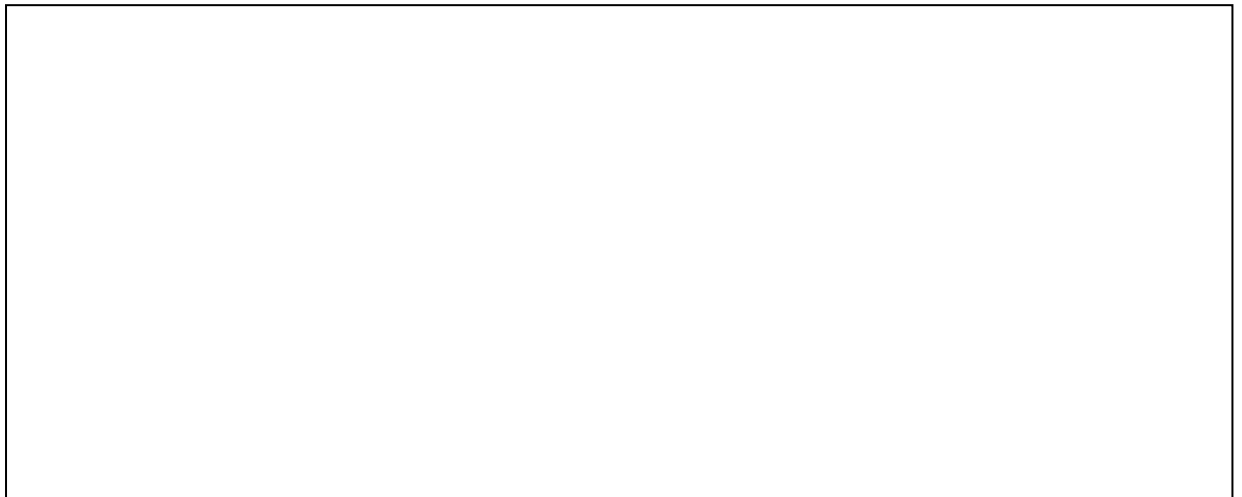


Diagram 4.2-4 Analysis of Grade Three websites

As shown in the diagram, other province like Jiangxi Province, which is comparatively less-developed areas in china, earn the lowest scores among all the provincial websites.

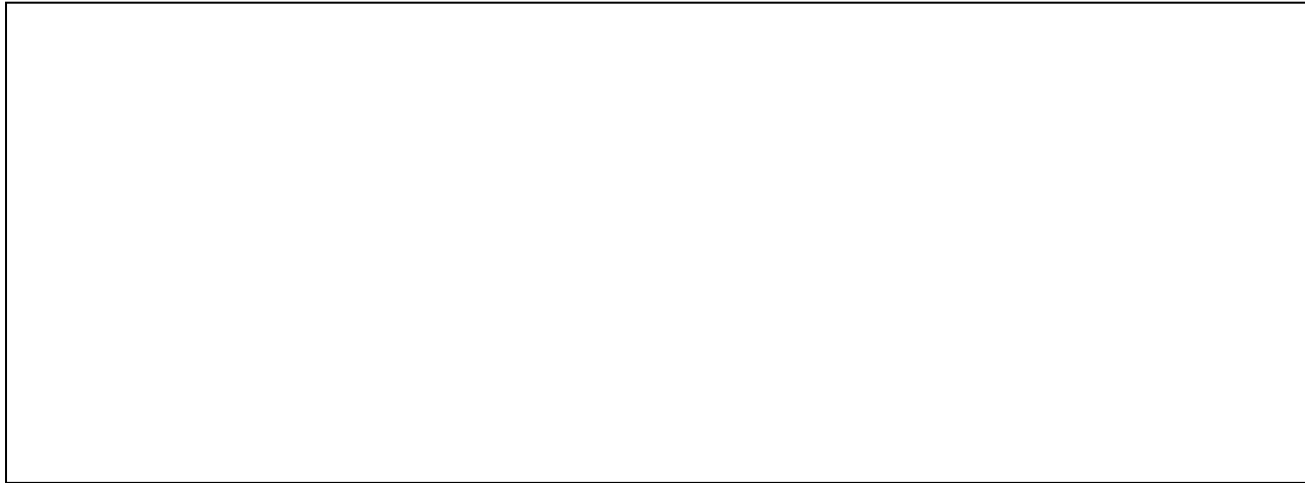


Diagram 4.2-5 Analysis of Grade Three websites

5. CONCLUSION AND DISCUSSION

The total score of the evaluation is 72, but from Table 4.1-1, very few provinces exceed the score of 40, which means 55.6% for the percentage. These provinces are Shandong(SD), Fujian(FJ), Yunnan(YN). For the other 27 provinces, there may have a long way to go to make their websites over the score 40 or 55.6%. Whereas China is a new and prospective destination in the world travel market, the tourism administration authority should pay more attention on their website construction.

Also, for the evaluation index C, most of the provinces earn very low scores below the average scores of 4.5, even for 14 provinces who were scored 0. This phenomenon illustrates that for most of the provinces, information service for tourists is just information related to travel, but no extended service like booking accommodation is provided by their websites. They may ignore the facts that tourists want to be served by “one stop shopping”, although they can make their reservation via other commercial websites.

With the improvement of social information standard and the change of tourists' behaviors, provincial tourism destination information websites in China were constructed increasingly, and they play an important role for the administration to show their tourism policies, to provide governmental tourism service, to display the local tourism scenic spots and to exchange tourism information. But in all, the level of provincial tourism destination information websites in China seems to be a little lower comparing to its economic and tourism development. The reason for that may lie to their ignorance of the importance of marketing functions of their official website, they pay much attention on traditional way to promote their destination and service their tourists. In order to be more internationalized, many provincial tourism administration authorities should keep one eye on their information websites and try to make their own destination more competitive than other destination in China and all over the rest of the worlds.

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APPENDICES

Table: Index for the website

Information service	A ₀ destination introduction		Friendliness of website	D ₁ Chinese(simplified)				
	A ₁ Logo			D ₂ Chinese (traditional)				
	Elements	A ₂ Food		D ₃ English				
		A ₃ accommodation		D ₄ Japanese				
		A ₄ Traffic		D ₅ Korean				
		A ₅ Travel		D ₆ Spanish				
		A ₆ Purchase		D ₇ Arabic				
		A ₇ entertainment		D ₈ French				
	A ₈ Time Service			D ₉ German				
	A ₉ Weather forecast			D ₁₀ downloaded multimedia data				
	A ₁₀ Clothes advice			D ₁₁ interface structure				
	A ₁₁ Terrain			D ₁₂ character adjustment				
	A ₁₂ Geography			D ₁₃ color setting for vision disorder people				
	A ₁₃ interactive column			D ₁₄ reading assistant				
	A ₁₄ update information			D ₁₅ children version				
	A ₁₅ update time			D ₁₆ customized service				
	pattern	A ₁₆ Audio Program		D ₁₇ advanced search				
		A ₁₇ Vedio Program		D ₁₈ error check on searches				
		A ₁₈ Flash		D ₁₉ remind of searches				
		A ₁₉ E-zine		D ₂₀ free consulting				
		A ₂₀ fictitious experience		D ₂₁ complaint hotline				
A ₂₁ Marketing Promotion		D ₂₂ online answering						
System management	B ₁ Search Engine		Business service	C ₁ accommodation reservation				
	B ₂ visitor number			C ₂ flight reservation				
	B ₃ website navigation			C ₃ tour guide reservation				
	B ₄ register of engine			C ₄ travelling route reservation				
	B ₅ Member application			C ₅ car renting reservation				
	Contact way	B ₆ telephone No.		C ₆ entertainment reservation				
		B ₇ Fax No.		C ₇ ticket reservation				
		B ₈ E-mail address		C ₈ payment				
		B ₉ address		C ₉ security				
		B ₁₀ message board						
	B ₁₁ Map for Website							
	B ₁₂ Map for province							
	B ₁₃ Mobile phone version							
	B ₁₄ Website design							
	B ₁₅ Content column							
	B ₁₆ Running speed of website							
	B ₁₇ website stability							
	B ₁₈ links validity							
	B ₁₉ speed of links							

Tourist-Generated Content As a Marketing Tool for Lesser-Known Destinations: The Case of Koh Lipe, Thailand

Chenyan Lu
Department of Tourism
Fudan University, P. R. China

ABSTRACT

This paper aims to investigate the role of tourist-generated content (TGC) as a marketing tool for lesser-known destinations. A case study of Koh Lipe, Thailand, which is a lesser-known destination for Chinese tourists, was conducted. The questionnaire surveys and personal interviews were undertaken for collecting data and the Stimulus-Organism-Response framework was adopted for explanation. The findings show that TGC serves as a stimulus to arouse tourists' desires and intentions to lesser-known destinations. Five factors that may affect TGC's effect on such desires and intentions are identified and a conceptual model comprising these above factors is proposed. The marketing strategies that lesser-known destination management organizations (DMOs) should adopt are also discussed.

Keywords: Tourist-generated content, Lesser-known destinations, Stimulus-Organism-Response, Marketing tool, Koh Lipe

INTRODUCTION

Tourists' travel choices rely heavily on information available to them (Rita, 2000; Vogt & Fesenmaier, 1998; Matloka & Buhalis, 2010). With the emergence of Web 2.0, tourist-generated content (TGC), which is the information created online by tourists themselves, is becoming an essential part of this decision making process. TripAdvisor, one of the most visited TGC website in the world, claims to have 56 million people who use it each month and to feature 11 million candid traveler photos and 75 million user-generated reviews and opinions on hotels, attractions and destinations all over the world (www.tripadvisor.com [accessed on 14.07.2012]). Given the growing importance of TGC in destination marketing, a number of studies have been focused on TGC's impact on tourists' purchase decision making process. However, little research has been conducted, in particular, examining what effect TGC has on tourists' destination choices. Since the marketing of well-known destinations is far easier than that of lesser-known ones, the study on the role of TGC in the marketing for lesser-known destinations is much more worth studying.

This paper presents a case study of Koh Lipe, a small island in Thailand, which is virtually unknown to China's vacation market. Questionnaire surveys and interviews were undertaken to

investigate the role of TGC as a marketing tool for lesser-known destinations. Further, five factors that may affect TGC's effect on tourists' desires and intentions to lesser-known destinations are identified and a conceptual model comprising these above factors is proposed under the framework of Stimulus-Organism-Response paradigm. The marketing strategies that lesser-known destination management organizations (DMOs) should adopt are also discussed.

LITERATURE REVIEW

1. TGC and travel choice

TGC, as a form of information posted online, is usually created by tourists based on their personal experiences (Yang, 2011), including reviews, comments and ratings about destinations, hotels, restaurants and other tourism-related services. TGC can be categorized as a new form of word-of-mouth (WOM) (Ye et al., 2011), which is either positive or negative (Anderson, 1998; Richins, 1983; Yeoh et al., 2012) and positive WOM overnumbers negative one (East et al., 2007; Yeoh et al., 2012). Characterized by a consumer-to-consumer marketing, TGC is perceived to be more reliable than traditional tourist information sources (Gretzel & Yoo, 2008) and therefore, is more likely to affect tourist choices (Akehurst, 2009; Chiappa, 2011). It helps to reduce the advertising and promotional spending (Sweeney et al., 2012) and is regarded as a potentially cost-effective means for marketing (Litvin et al., 2008).

With the rapid development of Web 2.0, tourists seek information online when making travel decisions (Moutinho, 1987; Wong & McKercher, 2011), which helps them solve the problem of information asymmetry, reducing tourists' perceived risk of making a bad decision (Sirakaya & Woodside, 2005). A number of empirical studies have shown that TGC may influence the travelers' decisions. Ye et al. (2011) conducted an empirical study to identify the impact of online user-generated reviews on traveler behavior and their finding showed that TGC had a direct impact on hotel online bookings, with a 10 percent increase in traveler review ratings boosting online sales by more than five percent. Zhang et al. (2010) found that the customer-generated ratings about the restaurants such as the quality of food, environment and service, and the volume of online consumer reviews were positively associated with the online popularity of restaurants.

Destination choice is the key element in the travel decision-making process (Hsu et. al, 2009). While many studies have explored the internal and external factors that may affect tourists' destination choices in comprehensive models, little literature has, in particular, focused on evaluating TGC's effect on tourists' destination choices, especially its effect on tourists' choices for lesser-known destinations.

2. Stimulus-Organism-Response (S-O-R) model

This study is based on the framework of the Stimulus-Organism-Response (S-O-R) model. Woodworth (1928) proposed the stimulus-organism-response paradigm to specify mediating processes in an organism that transmit a stimulus to a response (Fang, 2012). A stimulus refers to something that provokes action (Bagozzi, 1986). The organism is a person's internal process and

structures mediating the relationship between the stimulus and the response, which include perceptual, physiological, feeling, and thinking activities (Fang, 2012). The response is the attitudinal and behavioral reactions. In the setting of tourists' destination choice, TGC can be regarded as an external stimulus, a generating marker (Leiper, 1990) of the destinations that stimulate tourists' visitation. The organism represents tourists' emotional reactions to TGC. The response is tourists' decisions on whether traveling to a lesser-known destination. According to the SOR paradigm, tourists' (O) intentions (R) are provoked by the stimulation of TGC (S).

4. Overview of Koh Lipe

Koh Lipe is a small island in the Southern part of the Andaman Sea. It is located in Satun Province of Thailand, close to Langkawi Island, Malaysia. It is part of the Tarutao National Marine Park, a large group of over 70 islands, and also part of a smaller cluster of islands called the Butang Islands or Adang Archipelago. Tourists can reach the island by ferry from several ports in Thailand and Malaysia. It is possible to walk around the entire island in about an hour. The island has three main beaches, where accommodations from grass huts to air-conditioned bungalows can be found. The calm, clear water makes the Koh Lipe area ideal for diving and snorkeling, with 25% of the world's tropical fish species found in the area (www.en.wikipedia.org [accessed on 14.07.2012]; www.kohlipethailand.com [accessed on 14.07.2012]).

Although Koh Lipe is popular among Malaysia, Thailand, Sweden and Singapore, it is still a lesser-known destination for Chinese tourists, according to Web Search Interest of Koh Lipe on Google in recently 5 years (Figure 1). Compared to Phuket, a well-known island destination in Thailand for Chinese tourists, the products of Koh Lipe have not been available in Chinese tourism market so far, nor are there published travel books in Chinese about it.

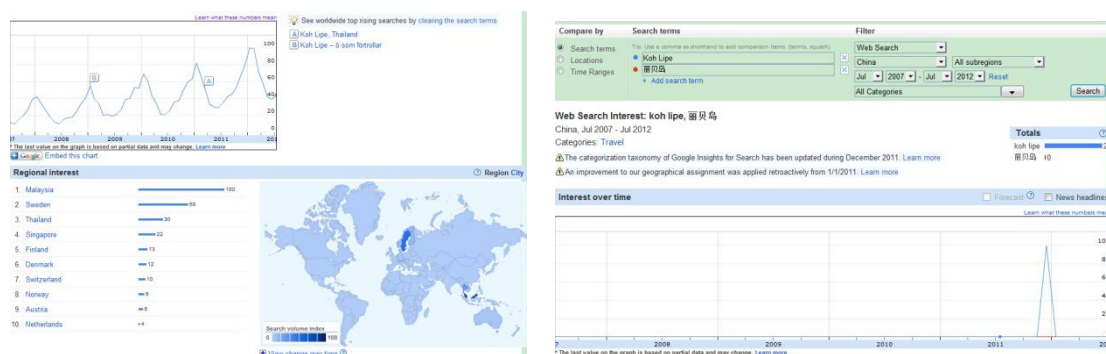


Figure 1
Web Search Interest of Koh Lipe on Google in recently 5 years
(www.google.com/insights/search/ [accessed on 14.07.2012])

METHOD

This study seeks to examine the role of TGC as a marketing tool for lesser-known destinations, in particular, the factors that may affect TGC's effect on tourists' desires and intentions to lesser-known destinations. A mix of qualitative and quantitative research framework was adopted, consisting of a two-phase research process took place in July, 2012.

In the first phase, data were collected using self-administered questionnaires. A total of 100 questionnaires were sent by email through the author's personal contacts. The participants were asked to have a look at a 7-second video clip, an extract of 5 TGC-style passages and an extract of different comments based on these passages, all of which were downloaded from Chinese popular websites in order to create a similar online environment where Chinese tourists could have an access to TGC. They were then asked a variety of questions regarding their awareness, attitudes and intentions, based on their responses to the video and the extracts. Data analyses were performed using SPSS Version 15, which were generally descriptive utilizing measures of frequencies, percentages and standard deviation.

The second phase involved the post-survey interviews conducted individually. 10 selected respondents were interviewed by person or by phone to further seek detailed explanations and additional information about their questionnaire answers. Thematic content analysis was adopted to analyze the interview notes, which supplemented the questionnaire surveys.

FINDINGS

Out of the 100 questionnaires, 74 valid responses were returned. 25 (33.8%) respondents are males and 49 (66.2%) females. The largest age group is between 26 and 35 with 60.8%, followed by age group between 46 and 60 with 20.3%. 61 (82.4%) respondents have annual income between CNY60000 and CNY120000 (Table 1). 51 (68.9%) respondents usually travel independently while 22 (29.7%) take guided tours. Cities and islands are the most welcome destinations among the respondents, with 55 (74.3%) preferring city vacations and 51 (68.9%) preferring island vacations. 58 (78.38%) respondents always or often search TGC online for travel advises, with only 3 (4.1%) respondents never doing this way (Table 2). According to these results, the respondents are the potential target groups for island destinations.

Table 1
Demographic Characteristics

Variable	Frequency	Percent
Gender (n=74)		
Male	25	33.8
Female	49	66.2
Age (n=74)		
18-25	5	6.8
26-35	45	60.8
36-45	9	12.2
46-60	15	20.3
Annual income (n=74)		
<CNY60000	3	4.1
CNY60000-CNY120000	61	82.4
CNY120001-CNY200000	9	12.2
>CNY200000	1	1.4

(1CNY=0.16USD)

Table 2
Travel Preferences

Variable	Frequency	Percent
Type of tours (n=74)		
Independent travels	51	68.9
Guided tours	22	29.7
Other	1	1.4
Type of destinations (n=74)		
City	55	74.3
Rural Area	28	37.8
Island	51	68.9
Adventure	6	8.1
Other	3	4.1
Searching TGC online for travel advises (n=74)		
Always	28	37.8
Often	30	40.5
Occasionally	13	17.6
Never	3	4.1

The analysis of the survey data and the interview notes suggests that TGC serves as a stimulus or “generating marker” (Leiper, 1990), which is the information gathered before departure (Richards, 2002), to arouse tourists’ desires and intentions to visit Koh Lipe, a lesser-known but appealing destination. 69 (93.2%) respondents said they never heard about Koh Lipe before, with only 5 (6.8%) respondents heard about Koh Lipe from families, friends, classmates and colleagues or online forums, blogs and twitters. However, after have a look at the video and the extracts, 58 (78.4%) respondents found Koh Lipe attracting them, 49 (66.2%) further expressed their desires of a trip to Koh Lipe, 57 (77.0%) would consider Koh Lipe as a option when planning future trips, 21 (28.4%) intended to consider Koh Lipe as their next destinations. Regarding their post-survey behaviors, 57 (77.0%) respondents would further search information of Koh Lipe, and 53 (71.6%) are willing to share what they know about Koh Lipe with their friends, etc. (Table 3).

Table 3
Tourists Responses towards TGC of Koh Lipe

Questions	Frequency	Percent
Have you heard about Koh Lipe before? (n=74)		
Yes, I have been there before, and intend to travel there again.	0	0
Yes, I have been there before, but not intend to travel there again.	0	0
Yes, I have never been there before, but intend to travel there in the future.	4	5.4
Yes, I have never been there before, and not intend to travel there in the future.	1	1.4
No.	69	93.2

Where did you hear about Koh Lipe? (n=5)		
From families, friends, classmates and colleagues	2	40
From TV, radio, newspapers, magazines and books	0	0
From online forums, blogs and twitters	3	60
From travel agencies' websites and printed advertisements	0	0
Others	0	0
Does Koh Lipe attract you? (n=74)		
Yes.	58	78.4
No.	16	21.6
Do you have the desire to travel to Koh Lipe? (n=74)		
Yes.	49	66.2
No.	25	33.8
Will you consider Koh Lipe as one of your future destinations? (n=74)		
Yes.	57	77.0
No.	17	23.0
Will you consider Koh Lipe as your next destination? (n=74)		
Yes.	21	28.4
No.	53	71.6
Will you further search information of Koh Lipe after the survey? (n=74)		
Yes.	57	77.0
No.	17	23.0
Will you share what you know about Koh Lipe with your friends, etc after the survey? (n=74)		
Yes.	53	71.6
No.	21	28.4

The effectiveness of TGC as a stimulation to potential tourists is affected by five main factors, three of which relate to the attributes of TGC itself and two of which relate to the tourists and well-known destinations: (1) the proper use of visual representation; (2) the comprehensiveness and richness of the content; (3) the attitudes of TGC's readers; (4) tourists' preferences; and (5) initial images of the similar well-known destinations. Each factor is discussed below and a conceptual model comprising above factors is established based on the SOR model (Figure 2).

1. The proper use of visual representation

TGC plays a key role in setting first impression of lesser-known destinations, causing tourists' strong travel desires. Besides the traditional form of verbal description, the visual representation is considered a new way by which readers could see the destinations through TGC author's eyes. In fact, the form and quality of TGC's visual representation greatly influence tourists' first impression of lesser-known destinations. In this research, nearly 80 high-quality photos were attached in the extracts, and a video clip were recorded that a small boat stayed buoyant along the beach of Koh Lipe, creating a tranquil atmosphere. According to the survey results, most respondents agreed with that the photos are more attractive than the video clip (Table 4). Because the photos act as a "highly selective filter,

eliminating, absorbing, transforming whatever goes through them” (Teymur, 1993; Markwell, 1997), representing what the photographer thought is the most meaningful. Usually, TGC authors are more likely to post online the most beautiful pictures they took of the destinations. Although the form of video may better reconstructed the visible image of the destination than photography, it also detracts reader’s attention and may be interpreted differently by different readers. In the interview, 7 interviewees said the video was so wield that it didn’t attract them at all and they didn’t know what idea the video wanted to express.

2. The comprehensiveness and richness of the content

The TGC’s effect also depends on the content of TGC. The richer and more comprehensive the TGC’s content is, the more information tourists would get, helping them make destination choices. According to the survey results, five most important types of information for tourists were authors’ personal experience and feelings, information on the attractions, restaurants, expenses and accommodations, while information on destination’s location, language spoken and shopping was rated least important in attracting tourists to Koh Lipe (Table 4). One interviewee added that he would not go to Koh Lipe if there were no satisfying hotels there. Another interviewee supplemented that she would like to have more information on delicious local food.

3. The attitudes of TGC’s readers

The comments to the TGC are also crucial in influencing tourists’ destination choices. In particular, the respondents rated the positive comments as very influential to their decisions to lesser-known destinations (Table 4). One of the interviewee commented that, “if many people have negative comments on that destination, I definitely won’t go there.”

4. Tourists’ preferences

Tourists’ preferences, one of the individual trait factors (Mutinda & Mayaka, 2012), includes whether tourists are novelty-seeking oriented or whether they have certain preferences of destinations. Those who prefer novelty-seeking are most likely to be the potential visitors for the lesser-known destinations. Because the lesser-known destinations are characterized by the fact that few tourists travel there, which, however, becomes an advantage compared to those well-known destinations with crowded tourists. According to the survey, among 37 respondents who were willing to choose Koh Lipe instead of Phuket for vacation, the top two reasons were: “I would like to explore the new island before every Chinese tourist know and travel to this place” (67.6%) and “I don’t like a place with crowded tourists” (67.6%) (Table 5). These people are most likely to be affected by TGC, which makes them aware of such an appealing place as an alternative destination choice. However, 16 (21.6%) respondents thought of Koh Lipe as an unattractive destination (Table 3). One of the possible explanations is that each destination has its own characteristics, such as the one ideal for adventures or cultural exploration. Tourists have their own concerns as well, such as safety conditions and visa applications. Some interviewees concerned the personal safety and the flood in Thailand. Others thought that it was easier for Chinese tourists to get an arrival visa in Maldives than Thailand’s tourist

visa. One interviewee added that “Koh Lipe is not attractive to me now, but I may change my mind in the future.”

5. Initial images of the similar well-known destinations

The effect of TGC will fail to stimulate tourists when tourists have had past experience to similar well-known destinations or preconceived ideas about similar types of destinations. Phuket is a so popular destination for Chinese tourists that 74 (100%) respondents had heard about it and 9 (12.2%) had been there before. When asked to make a choice between Phuket and Koh Lipe for an island vacation, 37 (50%) out of 74 respondents preferred Phuket. The most popular reasons were that: “Since there are no travel agencies providing products of Koh Lipe tour and I have not enough capability to travel independently, so I have to choose products of Phuket tour provided by travel agencies” (56.8%); “Phuket has a high reputation and is more well-known than Koh Lipe” (35.1%), “I plan to travel to Phuket first, and consider Koh Lipe as my future destination.” (35.1%); “I know about Phuket very much, but know little about Koh Lipe” (29.7%) (Table 5). Most of these reasons related to the reputation or preconceived image of Phuket. One interviewee said, “I prefer Phuket, because I have been to Phuket last year and spent a great time there. I think Koh Lipe is quite similar to other islands.” Another interviewee commented, “I plan to have my honeymoon in Maldives, so I have looked at too many beautiful island pictures, most of which looks more beautiful than those of Koh Lipe.”

Table 4
Mean Ratings of Effects of TGC Influencing the Destination Choice

Factor (n=55)	Mean	Std. Deviation
Photos	6.58	.700
Experience and Feelings of the authors	5.46	1.418
Attractions' information	5.25	1.469
Restaurant information	5.12	1.439
Verbal description	5.10	1.594
Positive comments	5.08	1.477
Expense	4.83	1.620
Accommodation information	4.83	1.652
Activity information	4.73	1.484
Itinerary	4.69	1.941
Videos	4.56	2.254
Transportation information	4.39	1.848
Other readers' intention to go there	4.29	1.733
Visa information	4.19	1.776
Geographic information	4.10	1.963
Language information	4.00	1.791
Shopping information	3.90	1.658

A 7-point Likert Scale: 7=Very significant, 1=Totally insignificant

Table 5
Destination Choice between Phuket and Koh Lipe

Questions	Frequency	Percent
Have you ever heard about Phuket? (n=74)		
Yes, I have been there before, and intend to travel there again.	4	5.4
Yes, I have been there before, but not intend to travel there again.	5	6.8
Yes, I have never been there before, but intend to travel there in the future.	43	58.1
Yes, I have never been there before, and not intend to travel there in the future.	22	29.7
No.	0	0
If you would like to have an island vacation and have to make a choice between Phuket and Koh Lipe, what will you choose? (n=74)		
Phuket	37	50.0
Koh Lipe	37	50.0
If you choose Phuket, what are your reasons? (n=37)		
Phuket has a high reputation and is more well-known than Koh Lipe.	13	35.1
I know about Phuket very much, but know little about Koh Lipe.	11	29.7
Many of my friends went to Phuket for vacations, but never heard them travel to Koh Lipe.	7	18.9
Since there are no travel agencies providing products of Koh Lipe tour and I have not enough capability to travel independently, so I have to choose products of Phuket tour provided by travel agencies.	21	56.8
I have been to Koh Lipe before, so I prefer to travel to a new place.	0	0
I plan to travel to Phuket first, and consider Koh Lipe as my future destination.	13	35.1
Other	1	2.7
If you choose Koh Lipe, what are your reasons? (n=37)		
The photos and the video about Koh Lipe attracted me most.	14	37.8
I know about Koh Lipe very much, but know little about Phuket.	0	0
I would like to explore the new island before every Chinese tourist know and travel to this place.	25	67.6
I don't like a place with crowded tourists.	25	67.6
I have been to Phuket before, so I prefer to travel to a new place.	5	13.5
I plan to travel to Koh Lipe first, and consider Phuket as my future destination.	4	10.8
Other	2	5.4

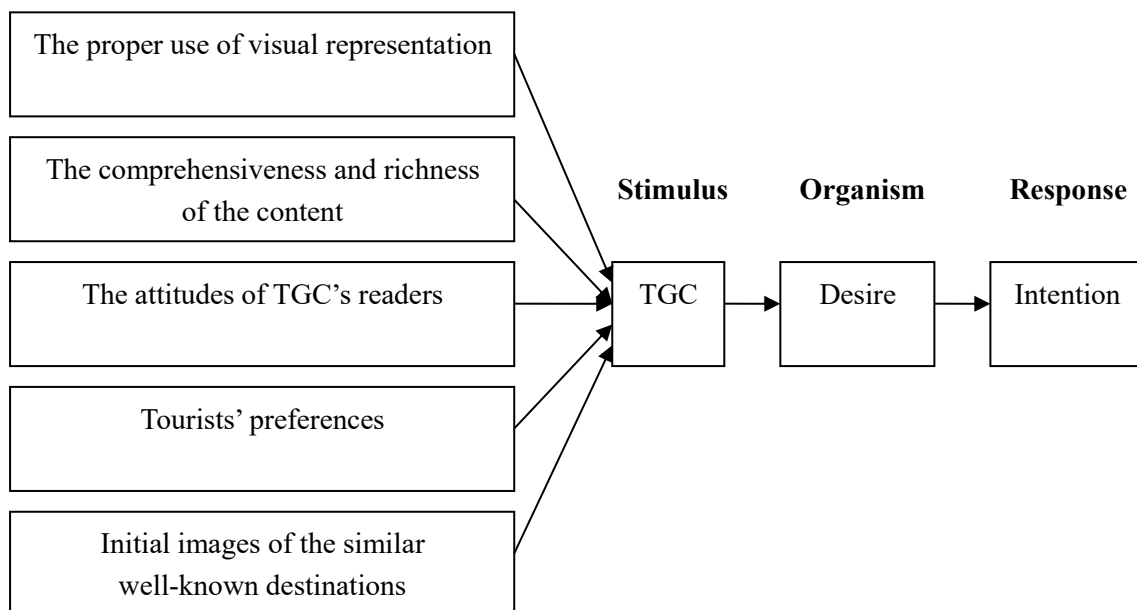


Figure 2

TGC's Role and the Factors Influencing Its Effectiveness in the Marketing of Lesser-known Destination

DISCUSSION

For the marketing of lesser-known destinations, it will be effective when there exist markers stimulate visitation, while it may become defective when no markers are present (Wong & McKercher, 2011). Tourists are motivated to visit a destination by information received from a generating marker that matched their needs and wants (Richards, 2002). Therefore, the results of the case study indicate that TGC can act as a stimulus (or generating marker) of tourists' destination choices. It is also suggested that the effectiveness of TGC as a stimulus for visitation is heavily influenced by five factors. Since TGC has been considered as a more powerful marketing tool that produces better results (Sweeney et al., 2012), DMOs of lesser-known destinations should take advantage of it. Several marketing strategies have been proposed accordingly.

1. Establish a TGC area on the official websites of the destinations, encouraging tourists to share their experience with more people.
2. Use photos and videos as the major form of representation.
3. Provide as much information as possible to let people have an in-depth view into the place, especially the information on local attractions, restaurants, accommodations, expenses, etc.
4. Establish destination reputation on the basis of positive comments.
5. Focus on the target group for marketing.
6. Make use of the substitutive effect to promote the lesser-known destinations. For example, entitling Koh Lipe "the Maldives-style island in Thailand" will produce a good imagination and first impression of the destination.
7. Cooperate with travel agencies to provide holiday packages, which will help to open up less popular destinations (Mutinda & Mayaka, 2012).

CONCLUSION

This case study on Koh Lipe examined the role of TGC and five factors that determine the effectiveness of the TGC as a catalyst for visitation under the framework of SOR model. TGC, as a form of trustful, abundant information, is crucial to arouse tourists' desires and even intentions to lesser-known destinations like Koh Lipe. Therefore, the function of TGC as a marketing tool for lesser-known destinations is such an important research area that needs further study.

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Research on the Traditional Territory Cultural Landscape of Shaoxing Based on Volunteered geographic information

Renjun Zhang
Department of Tourism,
Chongqing University of Technology

and

Qiang li
Department of Tourism,
Chongqing University of Technology

ABSTRACT

Based on volunteered geographic information, such as high resolution satellite images of Google earth and online pictures tagged location, the characteristics and its changes of the traditional Territory Cultural Landscape of Shaoxing in different time (2002 and 2011) are analyzed. this study show that the traditional culture landscape of shaoxing city reduced by 35.68% and mainly distribute in the surrounding the city. the housing demand increase is the main driving force.

Keywords: Voluntary Geographic Information, Territory traditional culture Landscape, Google Earth

INTRODUCTION

Cultural landscape is the synthesis that contain natural and human factors that form a regional characteristic in any specific period of time. Territory traditional culture landscape is existing in certain areas, it has formed in the specific territory culture background and retained, it is a carrier of human activity and culture inheritance , it has important historical and cultural values. The traditional regional cultural landscape has an important role in cultural inheritance and showing regional characteristics. But with the impact of the urbanization, leading to territory traditional culture landscape was suffered great destruction, territory traditional culture landscape pattern is showing a fragmentation, island and miniascape tendency, even the risk of collapse(Wang 2009, 2011).

Research of regional traditional cultural landscape pattern evolution mechanism in the background of urbanization can find out territory traditional culture landscape distribution characteristics and evolution process; Understanding how territory traditional culture landscape is replaced by the modern cultural landscape ; Finding the driving force of the city traditional culture landscape fragmentation, island and miniascape tendency.

Territory traditional culture landscape study involved multiple disciplines, including landscape, ecology landscape, geographical, urban and rural settlement planning, land use, agriculture, etc. : the planning of landscape architecture design research and engineering application directly involved in protection and planning and design of the traditional regional cultural landscape; Some researchers used landscape ecology and ecological planning and design as the breakthrough point, discussing the inheritance and development of cultural landscape where in the design(Wu 1992, Laura 2009); Urban and rural planning scholars emphasized rural landscape planning and regional landscape integrity protection(Arr Iaza, 2004, Zhang,2008); In addition, local culture landscape features and cognitive, traditional cultural landscape faced with the threat of urbanization and tourism impact, the way of landscape protection and management, territory traditional culture landscape pattern fragmentation problem, heritage landscape and tourism leisure industry development ,will get further research(Liu 1998).

The research of territory traditional culture landscape need many periods, landscape data of different places, if checks with the traditional survey method, the time cost and economic cost will be greatly. Therefore, this paper complete landscape data collect and validation based on voluntary geographic information combined with right amount of field work. Voluntary Geographic information is to point that network users for some purposes to release and share the marked geographical information on the network(Goodchild 2007, Sui 2008), common VGI way as Goolge Earth, Openstreetmaps, Wikitrail and everytrail. These VGI provide the global remote sensing image, photos including mass space position information, video, comments or description. They are all high resolution and in different periods. The traditional cultural landscape has been the important content of the VGI, for this project provides a data source.

VGI has got the application in industry, but VGI get less attempt in scientific research as main source data. VGI is becoming a hot research topic in GIS, scholars began to explore the potential application field and its social significance of VGI. In application, early studies focused on the support hardware, software, data structure of VGI, the development of the corresponding technical analysis and application of the great new data source(Wiliams 2009, Mummididi 2008,).

This paper chooses shaoxing city as the sample. Shaoxing city has almost 2500 years' history, it is one of the first Chinese historical and cultural cities, one of the first China excellent tourist cities, its territory traditional culture landscape protect well. This paper uses the VGI as a basic data. Including high resolution satellite images of Google earth in different periods (2002, 2011) of Shaoxing ,E-city three-dimensional city, a large number photos of additional geographical location information (from Google's panaromio, Everytrail, Flickr, etc). In this paper, using the VGI to research territory traditional culture landscape pattern evolution, is actually a research methods from top to bottom, it regard many users as the territory traditional culture landscape sensor, and is convenient to find the traditional regional cultural landscape.

METHOD

For simplicity, choose the research scope of shaoxing within the third area (involving the area of 45.223 square kilometers).

This paper choose high resolution satellite images of Google Earth in the two periods (2002 and 2011) , with Google Earth configured simple mark tools, dividing satellite image 2002 and 2010 respectively into several landscape units according to the landscape type. WangYunCai's landscape classification method is used of reference, landscape classification has eight types .They are commercial space, industrial space, living space, water, urban green space, space, farmland, public service space.

For each landscape unit in accordance with the traditional, non-traditional, archaize as the assignment. Assignment process by the following steps: researchers initially determined traditional landscape unit according to the satellite image shows the visual characteristics and the space structure of landscape features; According to the unit in Google earth landscape, panaromio, Everytrail, Flickr, and other sharing photos of web sites such as BBS, micro blog further define the traditional characteristics of the landscape unit; For the photos of landscape units lack of voluntarily geographic information, through investigation or seek other volunteers uploading photos to be sure. Giving all landscape unit evaluation result to shaoxing local experts to read and appraise, then finally determine the traditional characteristics of the landscape units; Using all kinds of space analysis tools of ArcGIS, analysis the territory traditional culture landscape comparatively in 2002 and 2011 of shaoxing; Summarizes the traditional culture landscape evolution mechanism of of shaoxing.

ANALYSIS RESULTS

In 2002 the traditional landscape distributed more in downtown and less in area around city.In addition, the traditional landscape is less in southern region of shaoxing. The traditional landscape of northeast and southwest are concentrating distribution and its fragmentation is low.

In 2011 the traditional landscape distributed more in the northeast and southwest and less in other areas .The traditional landscape of northeast and southwest are concentrating distribution and its fragmentation is low . The distribution of the traditional landscapes in other areas is broken.

From Shaoxing two years' traditional landscape distribution , traditional landscape in 2011 area substantially reduced compared with 2002; In Shaoxing city center the traditional landscape area reduced to small scale, around the city reducing to a larger extent; The traditional landscape reduced to a larger extent of the area is in the southeast and north; In general, traditional landscape fragmentation in2011 is bigger than in 2002.

Table 1 lists in the number of traditional landscape plaques and plaques area in 2002 and 2011, can be found: the plaques' number in 2011 compared with 2002 increased 10 pieces, the largest plaques area in 2011 greatly decreases compared with 2002 and the rate of reducing about 55.24%, this shows that traditional landscape's concentration 1 of Shaoxing city in 201 decreases and traditional landscape fragmentation increases; the traditional landscape area in 2011 reduces 8.323 square kilometers compared with 2002 and the reduced rate is 35.68%.

Table1
Analysis of Shaoxing Traditional Culture Landscape Plaques

Period	Plaque's number	area km ²			
		The largest plaque's area	The smallest plaque's area	Total area of traditional landscape	Accounting for the statistical area
2002	122	8.448	0.00490	23.324	51.58%
2011	132	3.781	0.00518	15.001	33.17%

Plaques' number and the ratio of the area. Research area can be calculated with the ratio of total plaques' number in to the total area, also can be calculated the ratio of the plaques' number in to the plaques area of all kinds of landscape. The larger the ratio is, the higher landscape fragmentation degree is. Expression is $D_i = N_i/A_i$, N_i is the total plaques' number of the i kind plaque, A_i is the total area of the i kind plaque(Wang 2011). The plaques density index of the traditional landscape in 2002 and 2011 were $D_{2002}=5.23$, $D_{2011}=8.80$ (for easy calculation, the unit of plaques area is square kilometers). $D_{2011} = 8.80 > D_{2002} = 5.23$, declare that the tradition landscape fragmentation in 2011 is bigger than it is in 2011.

Landscape fragmentation index is refers to the degree of landscape divided fragmentation, reflect the complexity of landscape space structure. From the overall regional landscape pattern to see, N_t stand for landscape total patches, N_c is the ratio of study total area in to the minimum plaques area, the regional landscape patch fragmentation index expression is $F_t = (N_t-1) / N_c$; From landscape type to see, M_i is the average plaques area of the i kind plaque, N_i is the plaque's number of the i kind plaques, then landscape fragmentation index of the i kind plaque is $F_i = (N_i-1) / M_i$. The larger F value is, the bigger the landscape fragmentation is .]Because to compare the traditional landscape fragmentation in 2002 and 2011, so use the latter way to calculate the landscape fragmentation index. The traditional landscape

fragmentation index in 2002 and 2011 were $F_{2002} = 632.91$, $F_{2011} = 1152.72$ (for easy calculation, the unit of plaques area is square kilometers).Because of $F_{2011} > F_{2002}$, showed that the traditional landscape area largely decreased in nearly 10 years' time and its traditiona landscape fragmentation also becomes higher.

PAFRAC in landscape ecology main used to determine the complexity of the shape of plaque , with a quantitative description of the landscape pattern, computation formula is: $PAFRAC = 2 \log(P/4) / \log(A)$.

Formula: PAFRAC is fractal dimension, P is plaque circumference, A is plaque area.

The fractal dimensional numerical range is 1.0-2.0 in landscape ecology theory, the closer fractal dimension is coming near to 1, the greater the landscape is under the interference.[14] Thus the fractal dimension of traditional landscape in 2002 and 2011 is $PAFRAC_{2002}= 1.288$, $PAFRAC_{2011}= 1.033$. The traditional landscape fractal dimension is significantly more close to 1 in 2011, show that the geometrical shape of plaque is more simple in 2011 and the traditional landscape is under more interference from human compared with 2002 years. Both of two years' fractal dimension are close to

1. In addition to the factors of the landscape itself, as well as in the division of the cell due to the subjective factors of personal.

CONCLUSION

the traditional culture landscape of shaoxing city reduced by 35.68% and the reduced area mainly concentrated in the surrounding of the city, reducing of the traditional landscape of the city center is to a lesser extent; compared with 2002, the traditional landscape's fragmentation increased and traditional landscape space suffered more interference in 2011 ; decreased the largest is the farmland and living landscape space of traditional landscape, both of them accounts for the 78.1% of total reduced area.

In the process of modernization, the traditional landscape reduction is inevitable, but the reasonable planning is particularly important in the process. Pay greater attention to precious traditional cultural heritage protection, and to retain the integrity of the local traditional cultural landscape. In addition, this paper in the research process has some inadequate: VGI emphasize on the mass collaboration, but this paper pays more attention to investigation method innovation and the number of participants in this study is less, analysis of the information is not deep enough; this article based on the idea of VGI is shared by the trio to complete the evaluation of Shaoxing landscape unit, although it is determined by evaluation principles, but will be subject to the influence of subjective factors lead to the deviation of the results; due to the restrictions of network data, the evaluation of certain areas there may be a distortion.

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第三部分 旅游规划

Part3. Tourism Planning

Tourists' Perception Of Macau'S Linguistic Landscape: Geographical Names

Libo Yan

Faculty of Hospitality and Tourism Management
Macau University of Science and Technology

and

Younghee Lee

Faculty of Hospitality and Tourism Management
Macau University of Science and Technology

ABSTRACT

The general concepts of perception relating to tourists have been applied in the tourism divisions such as the use of cable car, heritage tourism development, tourism innovation, impact of air travel, environmental issue, tourism impact, ecotourism development, tourist destination, safety, risk, hotel service quality, and authenticity of tourist art. However, there is a research gap relating to the tourists' perception of place names. This paper therefore addresses the gap by examining tourists' perception toward the geographical names of Macau. A questionnaire survey was conducted in May and June, 2012. A major finding from this study is that tourists prefer the trilingual (Chinese, Portuguese and English) street signs to the bilingual.

Keywords: Macau, tourists' perception, geographical names, bilingual, trilingual.

RESEARCH BACKGROUND

Relying on a large market with a population of 1.3 billion, referring to mainland China, Macau's tourism and hospitality industry seldom lack their guests. However, to meet its goal of developing into a world center of tourism and leisure, Macau faces a challenge of diversifying its visitors. According to the statistics of the Statistics and Census Service, Macao SAR Government (DSEC, 2011), visitors from Hong Kong, Taiwan, and Mainland account for 88.1 per cent of the total arrivals in 2010, with 9.1 per cent from other Asian countries and 2.8 per cent from continents other than Asia. The statistical data suggest that Macau has a long way to go before turning its dream into reality, i.e. becoming a real international center of tourism and leisure characterized by the diversification of tourist market, and a significant ratio of international tourists (Wang, 2011).

Among the various aspects related to enhancing Macau's status in the international tourism market is the use of English. The examination of English use in a well-known tourist destination

should not be bound to settings like airports, international hotels and restaurants, and other locals related to tourist experiences should be covered. The latter include small and medium tourism enterprises, the linguistic landscape in high streets, and so on. The present study chose to focus on one aspect of the linguistic landscape, i.e. the presentation of geographical names on the street signposts. As noted by Márta (2011), presenting information in English is of significant importance in the tourist settings. In a similar manner, Sun (2009) addresses that in the Chinese context, the bilingual landscape – English and Chinese – is necessary for an international city, and the bilingual landscape reflects the vitality of the city. Among the information necessary for tourists is the geographical names presented in maps and street signposts. In Macau the bilingual street signs have a long history of more than 140 years (Cheong, 2003, p. 73). And today there is a surprising lack of English presence of geographical names in both the tourist maps and street signposts of Macau despite its vision of a world center of tourism and leisure.

The study will address the following research questions: 1) What are the influential factors on tourists' perceptions of Macau street names? 2) What are the tourists' attitudes toward the bilingual and trilingual signposts in Macau? 3) What is the relationship between the understanding of street name meaning and others factors like the usefulness of street signs, interest in street names?

LITERATURE REVIEW

Tourist perception

Perception can be defined as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment, but what one perceives can be substantially different from objective reality (Yeung & Leung, 2007). Perception refers to the sensory or input side of events rather than the response or output side (Rock, 1975, p. 22). Perception is generally not influenced by knowledge (Rock, 1975, p. 560). There are systematic and predictable changes in perception with age. Developmental work on perception thus offers one way to study the relation between sensory systems and perceptual experience (Sekuler & Blake, 1985, p. 12). To see what perception without knowledge might be like, consider one particularly interesting type of agnosia, known as prosopagnosia (Sekuler & Blake, 1985, p. 446). In this condition, a tourist can see street signposts of tourism destination but can not understand the meaning of the street names. Perception is the process of stimulation, sensation and recognition (Lim, 1995, p. 47): this approach of physiological process is based on structuralism. People get information through environmental perception (Lim, 1995, p. 46). Individuals, families and groups have different cognitions, behaviors, and understandings of space; they also sort themselves out differently (Jakle & Roseman, 1976, pp. 191-192).

The general concepts of perception relating to tourists have been applied in the tourism divisions such as the use of cable car (Zhang et al., 2009), heritage tourism development (Yankholmes & Akyeampong, 2010), tourism innovation (Andereck, 2009), air travel's impact (Becken, 2007), environment issue (Lertwannawit & Anuwichanont 2011), tourism impact (Mahar & Bagri, 2010), ecotourism development (Yacob et al., 2011), tourists destination (Qeed et al., 2010; Feng, 2011; Zhang et al, 2009), safety (Batra, 2008; Yuan et al. 2007), risk (Boo & Gu, 2010; Nomura et al., 2004,

Schusterschitza et al., 2010; Wichasin, 2011), hotel service quality (Kuenzel & Katsaris, 2011, Lu & Feng, 2010), and authenticity of tourists art (Maruyama et al., 2008). Based on above discussions, there is a research gap relating to the tourists' perception of place names. This paper addresses this gap by examining tourists' perception and attitude on the geographical names of Macau.

As mentioned above, perception is not influenced by knowledge in general (Rock, 1975). However, according to Yankholmes and Akyeampong (2010), perception reflects knowledge. For instance, the tourists' perception of Danish-Osu is influenced by their knowledge of heritage site. These different perspectives are debatable. Therefore, we try to test the relationship between tourists' perception of Macau's geographical names and their knowledge.

Macau Street Names

While most of Macau street names are presented in Chinese and Portuguese, the trilingual street signs have a certain degree of presence: "In Macau some street signs have the presences of all of the following three languages: Chinese, Portuguese and English. Generally speaking, the use of trilingual signs is to meet the tourists' need." (Huang, 2005, p. 112). The Historical Center of Macau covers eight squares and twenty-two historical buildings, and all has trilingual signposts. The present study attempts to investigate tourists' understanding as well as preference of the bilingual and trilingual street signs in Macau.

Some street names of Macau are based on the Chinese culture, some on the Portuguese culture, and others on the geographical factor, the past social life and the like (Lin, 2002). As the main contents of street signs, street names or their naming conveys information of the past and the evolution of the area. Macau streets were named after various factors (Cheong, 2003, pp. 75-80; Huang, 2005, p.119-134), including commercial activities, historical or religious buildings, surnames of residing families, geographical locations, historical figures and import local personalities, historical events, Chinese and foreign place names, auspicious languages, etc. Bearing rich information, the street names are regarded as the embodiment of the city's autobiography (Cheong, 2003, p. 80) which is helpful for understanding the place. Names on street signs can be regarded as a part of the memory of the past (Cheong, 2003, pp.82-83). The origins and meanings of the street names suggest their potential in enhancing tourists' understanding and appreciation of the history and culture of the city.

The main function of street signs is to perform conveying information (Cheong, 2003). Accepting this statement, the present study will investigate whether the street names in Chinese and Portuguese fulfill the purpose of conveying information to the tourists, as well what kind of information been communicated.

METHODOLOGY

A quantitative method was used for this study. The questions in the questionnaire mainly revolve around tourists' perception of the following aspects: street names in Chinese, Portuguese and English, respectively; preference between bilingual and trilingual street names; the information perceived from street names; the uniqueness of, and tourists' interest in, Macau's street names. A pilot survey with 50

questionnaires was conducted in April, 2012 and the main survey during May 2 and June 14. Four main tourist sites were chosen as interview venues, including Senado Square, Ruins of St. Paul's, A-Ma Temple, and Taipa Village. Four hundred effective questionnaires were collected and the data were analyzed with SPSS 19.0.

FINDINGS

The main function of street signs is the delivery of information. According to the result of frequency analysis, it is assumed that the Macau's street signposts are helpful to get the geographical information for sightseeing (45.1% of respondents agreed, n=400, mean=3.39) and helpful to understand the history and culture of Macau (65.8% agreed, n=400, mean=3.87). 31.4 per cent of respondents reported that the information they received from the street names was geographical only. Tourists' perception of Macau's street names has a sort of relationship with the nationalities of respondents (n=400) at the 5 per cent significance level. For example, as shown figure 1, the tourists from Oceania (60%), North America (41.1%), other Asian countries (except Mainland China, Hong Kong, Taiwan) (36.7%), and Europe (27.7%) better know the meaning of Macau's bilingual (Chinese and Portuguese) street names than the tourists who came from Mainland China (21.2%), Taiwan (17.6%), Hong Kong (16.9%).

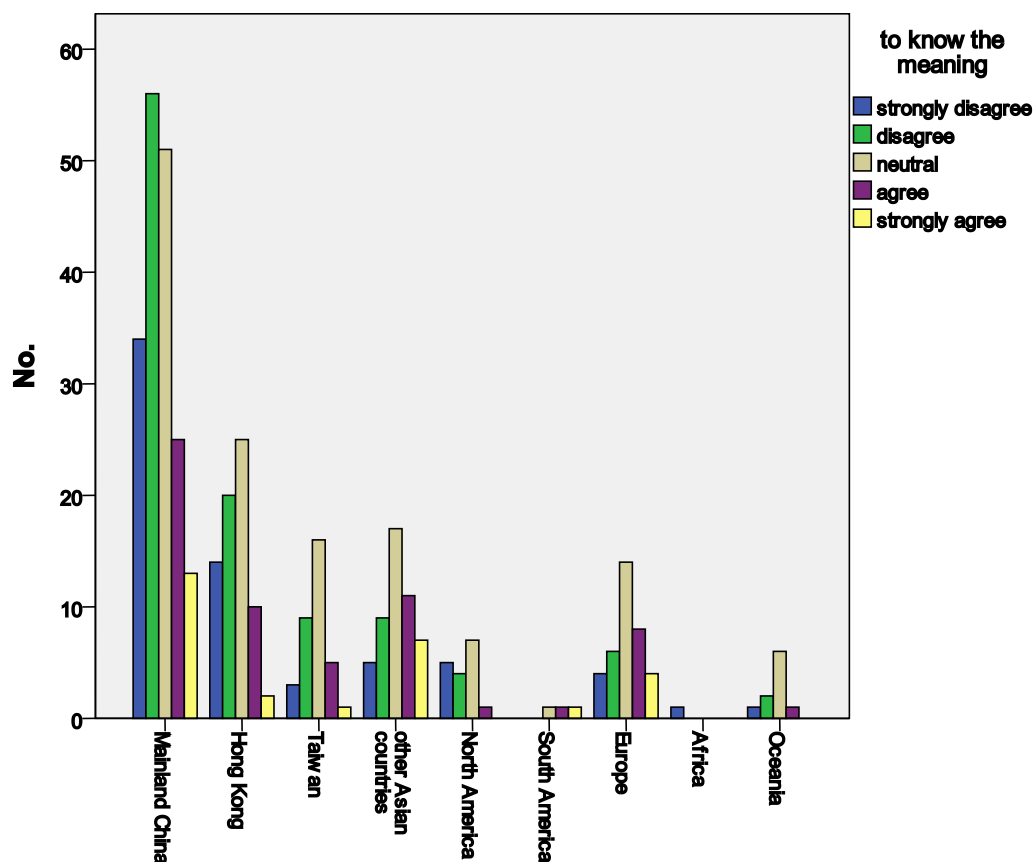


Figure 1

Understanding of Macau's street names

Perception is generally not influenced by knowledge (Rock, 1975, p. 560). However, this argument was not supported in the present study where tourists' perception of Macau street names is influenced by their knowledge. For instance, the major of tourist related to social science is helpful to understand the history and culture of Macau through geographical names based on the result of study. According to the result, the relationship between the major of social science and understanding of history and culture via street names has a positive and significant correlation at the 5 per cent significance level (.115), while the relationship between tourists' major related to art (-.097) and engineering (-.095) and understanding of the meaning of Macau's English street names has a negative correlation at the 5 per cent of significance level.

There is no clear pattern for responses to the question of difference between bilingual and trilingual signs in terms of tourist perception. The ratio of each category (1 to 5, from strongly disagree to strongly agree) is almost the same, approximately 20%. An independent sample test indicated that there is no difference between subgroups (native languages) in terms of perception of the difference between bi- and trilingual signs. However, when it comes to preference of the trilingual street signs, an apparent pattern presents: 68.9 per cent of tourists prefer the trilingual street signs. Interestingly enough, 69.1 per cent of the Chinese speaking tourists share almost the same attitude with the whole sample. This shows a sort of value judgment of the English presence of street names. A paired sample test was used to compare the attitude toward bi- and trilingual signs, and we found that means are significantly higher for preference of the trilingual signs ($M = 3.94$, $SD = 1.17$) than for preference of the bilingual signs ($M = 3.45$, $SD = 1.27$), $t(399) =$, $p < .001$. This shows tourists prefer the trilingual signs to the bilingual.

In the questionnaire, we designed an open question seeking tourist suggestions in the regard of improving Macau's street names to facilitate sightseeing. Based on a content analysis of the 55 valid responses, we found the first place suggestion revolves around English presence of street names (36.4%). The ratio of the suggestion is the largest among all the seven categories of suggestions. In a sense, this is in accordance with the attitude shown in the item of preference of trilingual street signs.

Pearson correlation coefficients were computed to assess the relationship between two or more variables. First, the relationship between understanding of, and usefulness of, street names was examined. We found there was a positive correlation between "understanding Chinese street names" and "helpful for getting the geographical information", $r = .212$, $n = 400$, $p < .001$. Similarly, "understanding Chinese street names" and "helpful for exploring the city" is positively correlated, $r = .107$, $n = 400$, $p = .032$. Second, the relationships between the following three variables: understanding Chinese street names, interest in street names, and desire of visiting were examined. It was found that there was a positive correlation between "understanding Chinese street names" and "interest in street names", $r = .175$, $n = 399$, $p < .001$. And an apparent relatively strong correlation exist between "interest in street names" and "desire of visiting", $r = .436$, $n = 399$, $p < .001$. Third, the relationship between the three variables as below: understanding Chinese street names, knowing meaning of streets visited, and need of interpretation. We found there is a positively correlation between "understanding Chinese street names" and "need of interpretation", $r = .194$, $n = 400$, p

< .001. It shows that despite the Chinese speaking tourist understand the literal meaning of the street names, but they still need further interpretation to help them to understand the history and culture of Macau. There is a negatively correlation between “knowing meaning of streets visited” and “need of interpretation”, $r = -.181$, $n = 400$, $p < .001$.

CONCLUSIONS

Macau bilingual street signs have a history of more than 140 years. The data shows that the majority of tourists agree that Macau’s street names and signs are unique. Tourists’ perception of Macau’s street names also has a sort of relationship with their nationalities. It is interesting to note that a higher ratio of tourists from other territories than those from Greater China know the meaning of Macau street names. As noted by Rock (1975, p. 560), perception is generally not influenced by knowledge. However, in the present study a higher ratio of tourists majored in social science than those majored in others reported that street names are helpful to understand the history and culture of Macau.

There is no clear pattern for responses to the question of difference between bilingual and trilingual signs. The ratios of the five categories of answer are very similar: from strongly disagree to strong agree, each accounts for approximately twenty percent of whole sample. When it comes to the preference of the trilingual street signs, the situation is different: 68.9 per cent of respondents gave a positive answer. By contrast, 52 percent of respondents reported they prefer the bilingual street signs. A paired sample test shows that the respondents prefer the trilingual street sings to the bilingual. In terms of preference of the trilingual street signs, 69.1 per cent of the Chinese speaking tourists share similar attitude with the whole sample. This might show a sort of value judgment of the English presence of street names.

This study examined the relationship between the understanding of street name meaning, and other factors. Most of the street names are presented in Portuguese and Chinese, and most of the tourists are from Greater China. Under this circumstance, it was found that understanding Chinese street names was helpful for getting the geographical information, as well as exploring the city. Understanding Chinese street names are positively correlated to interest in street names. And there was a relatively strong correlation between interest in street names and desire of visiting. These finding shows that to a certain extent the understanding of street names could stimulate interest in, and desire of visiting certain streets. There was also a positive correlation between understanding Chinese street names and need of interpretation, and a negatively correlation between knowing meaning of streets visited and need of interpretation. This suggests that appropriate interpretation be helpful for understanding the meaning of street name, but once tourists know the meaning, they do not need any further interpretation.

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A Study On Commercial Of Leisure Street of Shanghai: Case for XINTIANDI

Gu Chenying
Tourism Planning and development
East China Normal University, Shanghai

and

Lou Jiajun
Tourism Planning and development
East China Normal University, Shanghai

and

Gao Yiqing
Tourism Planning and development
East China Normal University, Shanghai

ABSTRACT

Leisure Street, in Shanghai, is not only an important leisure place for residents but also an important resource of urban tourism. Commercial network within commercial cluster of Leisure Street, which provides service to customers, the development of the state and form of the leisure street, will have a major impact. This paper selects Xintiandi as the research object, field research, from the perspective of commercial gathering of leisure street to study its status quo, commercial network's type and characteristics of spatial distribution, and then to analyze the degree of correlation between the commercial network of internal business outlets, leisure street commercial gathering mode. And hope it can give some suggestion about deepening and developing method for Leisure Street of Xintiandi.

Key words: Leisure Street; spatial distribution; Xintiandi

1 INTRODUCTION

1.1 Shanghai commercial of leisure street development overview

Shanghai has many different styles of Leisure Street and has a long history of development, due to the special geographical location, Shanghai Leisure Street heavily influenced by Western civilization. This leisure the unique charm of the street has been attracting domestic and foreign tourists and local residents to stop and visit. Shanghai leisure Streets can be divided into five stages of development, namely infancy, initial development period, a rapid development period, stagnation period, and flourishing period.

1.2 Review of the Literature

Christaller (1933), raise the center of geographical theory. Through a lot of research on the southern Germany city and center of settlement, he found a certain area of the center with a certain regularity in the form of functions, size and spatial distribution on the center of spatial distribution is subject to market, transport and the impact of the three principles of the administrative and the formation of the different systems. He discussed the cities and towns within the region level, size, and

number of functions between the regularity of the relations and their spatial structure and hexagonal schema to be summarized in the town level and scale relations. Tony Hernandez, David Benison, Sarah, Cornelius (1998) discussed the nature of the problem of the retailer site planning and decision-making, while building a framework of factors affecting the location and organization of the impact retailers node set.

Wu Yunliang (2004) pointed out that the four models of the business cluster Commercial Street cluster, the market cluster, the shopping center clusters, and specialized mall cluster of four modes. Commercial Street, the cluster is most important and most common, most basic model, the main form of the central commercial street, community and commercial street, specialty commercial street. Hu Wenjia, Tu Manman (2008) comparative analysis of the difference between commercial clusters and industrial clusters, the authors noted that the difference between commercial clusters and industrial clusters has a function complementary, enterprise mobility, business clusters and commercial cluster performance in economies of scale. Song Changhai, Lou Jiajun (2007) study of Leisure Street in Shanghai city, using the methods of empirical research, hackles and on the basis of multi-angle and multi-level analysis, Industry structure of Shanghai leisure Street commercial outlets, according to the specific characteristics of Shanghai's urban development, further optimization of the leisure Street commercial outlets, targeted recommendations. Chu Youfu (2000) divided commercial Pedestrian Street into three categories: first, the blocks of the bustling business services, functional position to operate an integrated business. Second is the history of traditional neighborhoods, the main function of positioning the restaurant. Third are the industry characteristics of neighborhoods, the functional position in professional goods. Song Changhai (2007), by the format of the leisure Street classification standards, divided the leisure block into three types commercial and entertainment street, culture and leisure street, entertainment and leisure street. According to the actual investigation and the development of Leisure Street, the author will divide that into an integrated commercial leisure district, entertainment Leisure Street, historical and cultural leisure street and experience the creative leisure street.

2 COMMERCIAL CLUSTER of LEISURE STREET RESEARCH

2.1 Data collection

The type of leisure district of commercial networks structure is a leisure district commercial gathering of visual expression. And the types of commercial network reflect the leisure recreational functions of the block configuration, which reflects the level of service capability of the leisure street either. So the mainly business scope of the commercial network as the main divide, and the particularity of the large-scale commercial networks of the forms of commercial network as the basis of the secondary divide. Therefore, this article will be leisure street commercial network is divided into 5 major categories and 18 kinds as shown in table 1.

Table 1
Shanghai Leisure Street Commercial Networks Classification

Major categories	Catering class	Shopping class	Entertainment category	Offices and residences class	Public service class
Subdivision	Food &snacks	Souvenirs & special local product ;Clothing & Accessories; Daily necessities; Large commercial buildings	Beauty club; Bookstore, audio and video; Recreation &fitness; Bar& tearoom;	Residential housing; Commercial buildings; Hotels	Pharmacy clinics; Bank &postal; Photography ; Other

			Attractions sites		
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Source: Based on Song Changhai. Leisure space and street layout research [D]. Shanghai: East China Normal University in 2007, the research of 38 modifies production.

There is lots of Leisure Street in Shanghai, so the author choose sample by typical principle, and Xintiandi to be the one. Xintiandi reflects the development of contemporary leisure street. Xintiandi, started construction in early 1999, was basically completed in June 2007, which shows special home improvements and unique business model. From the table 2, we can know the background about Xintiandi, Shanghai.

Table 2
Overview of Xintiandi Characteristics

Category	
Location	Huangpu District
Type	Entertainment creative
Tourist market	Local residents; Other provinces and cities tourists ; International tourists
Consumer orientation	High-end

Source: Author's self - made according to the research.

2.2 Data summarization of samples leisure street commercial network's type

The dates come from the author's actual investigation, when September 2011. And some from web set, like http://www.xintiandi.com/xintiandi/cn/brand_square.asp. Then the author statistically analyzed the data to obtain first-hand information. The collection is shown in Table 3.

Table 3
The Summary of Type of Leisure Street in Xintiandi, Shanghai *Unit: piece*

Store Type	
Souvenirs & special local product	8
Clothing & Accessories	31
Hotel	1
Food & snacks	37
Pharmacy clinics	1
Residential housing	0
Fitness and Recreation	4
Bank& Postal	1
Large commercial buildings	1
Daily necessities	8
Beauty club	7
Bar& tearoom	18
Bookstore, audio and video	0
Attractions sites	3
Photography	0
Commercial buildings	6

Other	0
Total	126

Source: According to the author's field research data gathered from

2.3 The analysis of leisure street commercial network's type

Xintiandi, located in Huangpu District, Shanghai, which is a set of old Shanghai Shikumen building based recreation, tourism, shopping, dining, entertainment and other leisure street. On the basis of field research, the author combines the information of the official website of Shanghai Xintiandi, collating 123 commercial outlets (except 3 historical sets).

There has 12 categories commercial network, the main network including, 37 stores about food & snacks ,31stores about clothing & accessories, 18 stores about bar & tearoom, 8stores about souvenirs & special local product,8stores about daily necessities. So the commercial networks in there are wide variety. Network classification statistics is shown in table 4.

Table 4
The Summary of Industry Structure of Commercial Network in Xintiandi
Unit: piece

Type	Number	Percentage (%)
Souvenirs & Special local product	8	6.5
Clothing & Accessories	31	25.2
Hotels	1	0.81
Food & Snacks	37	30.08
Pharmacy clinics	1	0.81
Bank & Postal	1	0.81
Large commercial buildings	1	0.81
Daily necessities	8	6.5
Beauty club	7	5.69
Bar & Tearoom	18	14.63
Total	123	100

Source: According to the author's field research data gathered from

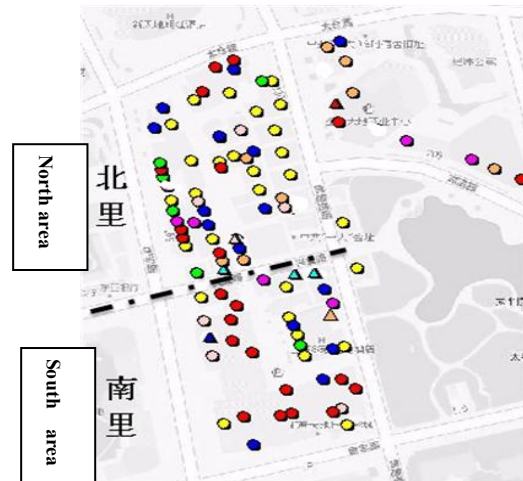
The main commercial networks in Xintiandi are food & snacks and clothing & accessories, and at the same time, it also has other types, like beauty club, daily necessities. For this reason, Xintiandi is to be a comprehensive leisure district. Because of the 12 types' network, all different kinds can improve them serves to suit for different customs. In there, not only Shikumen buildings and other tourist attractions, but also different kinds of restaurants, bars and other leisure and entertainment place. This makes Xintiandi not only to attract foreign tourists, while able to meet local residents to leisure consumption.

However, the rate of commercial building and clothing & accessories has a slight increasing. The main point is due to the expansion of Xintiandi south area. Be different network type like restaurants, bars in Xintiandi north area, the main network structure is large commercial buildings, and clothing & accessories are including its. And leading to the network types of restaurants, bars are relatively reduced, so we can say Xintiandi commercial networks more and more comprehensive. This also reflects the large format casual buildings can provide a richer leisure services to meet a wide range of leisure consumption of tourists and local residents.

2.4 Agglomeration features of commercial networks in Xintiandi

Leisure street type of commercial network structure reflects its operational characteristics on the characteristics of business types, meanwhile, the analysis by agglomeration features shown the present situation of commercial networks gather in space.

Xintiandi, located in the south of the Huaihai Middle Road, the land between the South Huangpi and Madang Road, from geographic conditions, Xintiandi in the center of Shanghai high cost of land lots, therefore, Xintiandi overall positioning favor of high-end market, is an international high level of blocks as shown in Figure1.



Souvenirs & Special local product	Clothing & Accessories	Hotels	Food & Snacks	Pharmacy clinics	Residential housing	Recreation and Fitness	Bank & postal	Large commercial buildings
Daily necessities	Beauty club	Bar & tearoom	Bookstore, audio and video	Attractions site	Photography	Commercial building	Other	

Figure 1

Commercial Outlet Maps in Xintiandi

Source: According to the author's field research data gathered from

Xingye Road separate Xintiandi in two parts, one is in south, the other is in north. In the beginning, north area is developing early than south, so there are different kinds of commercial networks in the two parts. From figure 1, there are lot of restaurants & bars. So in early stage, food & snacks and bar & tearoom play the role of rapidly driven by the popularity.

In the other hand, from the perspective of architectural form, north area composed by Shikumen buildings which are unique historic buildings in Shanghai. And the development of high-end restaurant and bar don't need two many showcases, in one hand the development reflects the point of view of Western integration, shown the high-end image, in the other hand it play the role of the protection of historic buildings. Still south area also has the commercial network like food & snacks and bar & tearoom, but the clothing & accessories is increased significantly.

This is mainly due to different building categories. There are large-scale commercial construction area 25000M2 shopping, dining, entertainment and leisure, in south area. Visibility, large-scale commercial classes of clothing & accessories networks with more obvious attraction.

3 CORRELATION ANALYSES

3.1 Method

Firstly, on the basis actual investigation, using Mapinfo Geographic software and reference map network in Shanghai (<http://www.shanghai-map.net:8080/shmap/>), then draws the sample block of commercial network to block on the map. (See Figure 1)

Secondly, determine the spatial correlation of basic unit of analysis. Related research scholars are according to their own object location area and its own set of basic research plot area, to achieve the best results. By comparison, the author believes that basic research plot area is 100mx100m the most appropriate, able to render blocks the most comprehensive industry analysis of spatial correlation. On this basis, Xintiandi carved out 11 basic research plots.

Thirdly, rejecting out those in a basic plot, there are only 1 or 2 of commercial networks in fundamental research plots, which means only exist in a single basic block at least 3 research plots and commercial network of more than 3. To do so is to avoid because the basic plots of data and statistics behind the shop too small a quantity to produce greater deviations. Therefore, Xintiandi includes 10 basic research plots finally.

Finally, separately collect different blocks within the different basic plot of variety and quantity of the commercial networks, which subtotals for each block in how many different types of commercial networks and the number of each type of dot. Collect data for calculation of the degree of associated industries of space behind.

3.2 Step

A block on the internal, a type of commercial networks and other types of commercial network of associated industries space calculation as follows:

First step, internal statistics out of the blocks A with a study on the basic types of commercial network blocks B type in the number of commercial outlets, recorded as Q1.

Second step, statistical number of commercial network within the blocks all type B is recorded as Q2.

Third step, a study on the basic types A of commercial network block B by dividing the number of types of commercial network blocks all type B commercial networks within the number recorded as Nab, namely:

$$Nab = \text{错误! 未找到引用源。}$$

This means that the block within the Nab class B commercial networks exist in a class A commercial network of research plots.

Nab reflected within this block, type B's commercial network in the space on the location and type of A commercial network of associate degree. Nab can do a certain extent reflects A type of commercial networks ability to attract the type B commercial networks. Therefore, people could calculate the blocks within all types of commercial networks and other types of commercial zoning space correlation.

Four step, commercial zoning space correlation organize and intensity grading. Consider to the size range of blocks and commercial outlets, such as the number of actual problems, author had to divide the associated strength of five levels, namely strongly correlated ($x \geq 80\%$), strong associations ($80\% > X \geq 60\%$), general association ($60\% > X \geq 40\%$), weak correlation ($40\% > X \geq 20\%$) and weak associations ($X < 20\%$).

4 RELEVANCE of THE Xintiandi SPACE

Different types of commercial networks in the Shanghai Xintiandi associated industries space distribution statistics are as follows, as shown in Table 5.

Table 5
Xintiandi Commercial Network Industry Associate Distribution Statistics *Unit: piece*

	Souvenirs & Special local products	Clothing & Accessories	Hotels	Food & Snacks	Recreation and Fitness	Bank & Postal	Large commercial buildings	Daily necessities	Beauty club	Bar & Tearoom	Commercial building
Souvenirs & Special local product	—	6	0	15	0	1	0	2	3	7	3
Clothing & Accessories	7	—	0	20	1	1	0	5	5	10	4
Hotels	0	0	—	5	0	0	0	1	0	3	1
Food & Snacks	4	19	1	—	1	0	0	6	6	13	4
Recreation and Fitness	0	5		1	—	0	0	0	2		1
Bank & Postal	3	1	0	0	0	—	0	0	0	1	0
Large commercial buildings	0	0	1	5	0	0	—	1	0	3	1
Daily necessities	2	7	1	14	0	0	1	—	1	9	3
Beauty club	4	15	0	17	1	0	0	2	—	7	3
Bar & tearoom	4	10	0	16	0	0	0	2	4	—	2
Commercial building	2	8	0	5	1	0	0	2	3	3	—

Calculated through the relevant data associated with the different types of commercial zoning space strength are as follows, as shown in Table 6.

Table 6
Xintiandi Commercial Network's Table of Space Associated *Unit: %*

	Souvenirs & Special local product	Clothing & Accessories	Hotels	Food & Snacks	Recreation and Fitness	Bank & Postal	Large commercial buildings	Daily necessities	Beauty club	Bar & Tearoom	Commercial building
Souvenirs & Special local product	—	26.1	0	53.6	0	100	0	25.0	42.9	38.9	50
Clothing & Accessories	87.5	—	0	71.4	100	100	0	62.5	71.4	55.6	66.7
Hotels	0	0	—	17.9	0	0	0	12.5	0	16.7	16.7
Food & Snacks	50	82.6	100	—	100	0	0	75.0	85.7	72.2	66.7
Recreation & Fitness	0	21.7	0	3.6	—	0	0	0	28.6	0	16.7
Bank & Postal	37.5	4.3	0	0	0	—	0	0	0	5.6	0
Large commercial buildings	0	0	100	17.9	0	0	—	12.5	0	16.7	16.7
Daily necessities	25.0	30.4	100	50	0	0	100	—	14.3	50	50

Beauty club	50	65.2	0	60.7	100	0	0	25.0	—	38.9	50
Bar & Tearoom	50	43.5	0	57.1	0	0	0	25.0	57.1	—	33.3
Commercial building	25.0	34.8	0	17.9	100	0	0	25.0	42.9	16.7	—

Xintiandi of clothing & accessories, hotels, recreation & fitness, daily necessities, bar & tearoom, commercial buildings, commercial building and beauty club class also have a strong spatial commercial network formed association with food & snacks. See Table 7.

Table 7
The Zoning Space Correlation Level of Xintiandi Commercial Network Blocks

	Strongly correlated ($x \geq 80\%$)	Strong associations ($80\% > X \geq 60\%$)	General association ($60\% > X \geq 40\%$)	Weak correlation ($40\% > X \geq 20\%$)	Weak associations ($X < 20\%$)
Souvenirs & Special local product	Clothing & Accessories	—	Hotels; Bar & tearoom; Food & Snacks	Bank & Postal; Daily necessities; Commercial building	Hotels; Large commercial buildings; Recreation and Fitness
Clothing & Accessories	Food & Snacks	Beauty club	Bank & Postal; Food & Snacks	Souvenirs & Special local product; Recreation and Fitness; Daily necessities; Commercial building	Bank & postal; Hotels; Large commercial buildings
Hotels	Food & Snacks; Large commercial buildings; Daily necessities	—	—	—	Souvenirs & Special local product; Clothing & Accessories; Recreation and Fitness; Bank & Postal; Beauty club; Food & Snacks; Commercial

					building
Food& Snacks	—	Clothing & Accessories; Beauty club	Souvenirs & Special local product ;Bar & tearoom	—	Hotels; Recreation and Fitness; Bank & postal Large commercial buildings; Commercial building
Recreation and Fitness	Clothing & Accessories; Food& Snacks; Commercial building; Beauty club	—	—	—	Souvenirs & Special local product; Hotels; Bank& Postal; Large commercial buildings; Daily necessities; Food& Snacks
Bank & Postal;	Souvenirs & Special local product; Clothing & Accessories	—	—	—	Hotels; Food& Snacks; Recreation and Fitness; Large commercial buildings; Daily necessities; Beauty club; Bar & tearoom; Commercial building
Large commercial buildings	Daily necessities	—	—	—	Souvenirs & Special local product; Clothing & Accessories Food& Snacks Recreation and Fitness; Hotels;

					Commercial building; Bar & tearoom; Bank & Postal; Beauty club
Daily necessities	—	Clothing & Accessories; Food & Snacks	—	Souvenirs & Special local product Beauty club; Bar & Tearoom; Commercial building	Hotels; Recreation and Fitness; Bank & Postal; Large commercial buildings;
Beauty club	Food & Snacks	Clothing & Accessories	Souvenirs & Special local product Bar & Tearoom; Commercial building	Recreation and Fitness; Daily necessities	Hotels; Bank & postal; Large commercial buildings
Bar & Tearoom	—	Food & Snacks	Clothing & Accessories ;Daily necessities	Souvenirs & Special local product Hotels; Beauty club	Recreation and Fitness; Bank & Postal; Large commercial buildings; Commercial building
Commercial building	—	Clothing & Accessories; Food & Snacks	Souvenirs & Special local product Beauty club; Daily necessities	Bar & Tearoom	Hotels; Recreation and Fitness; Large commercial buildings Bank & postal;

Source: According to the author's field research data gathered from

However, souvenirs & special local product, recreation and fitness, bank & postal, daily necessities, food & snacks and business building and other types of commercial outlets and clothing & accessories apparel categories of commercial network formed a strong industry association. Categories indicate that food & snack, clothing & accessories for other types of commercial network in Xintiandi played a strong role in attracting.

Visible, dining and shopping is the most important part of commercial networks in Xintiandi. In addition, clothing & accessories, food & snack, recreation & fitness and beauty club, these class business shop strong industry association. Beauty Club commercial network on Xintiandi of business agglomeration played a unifying role. Beauty Club commercial network of the main consumption groups more inclined to local residents, which from a certain degree reflects the new world of consumption of tourist focused more on local casual consumers, but also highlights the comprehensive service capabilities of Xintiandi.

5 CONCLUSIONS

Shanghai leisure street development of commercial cluster by the congregation to gather in the gradual strengthening of synergies between the various outlets, therefore, in the process of development, in addition to the clear commercial network types, also taking into account their spatial distribution, and commercial gathering. Meanwhile, with the leisure block transform and upgrade the various blocks should be emphasis in building its own characteristics, pay attention to the surrounding environment, to find the mode for their own development.

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Study on the Evaluation of Recreationalization in Shanghai

Fu Lixia

Tourism Planning and development
East China Normal University

and

Lou Jiajun

Tourism Planning and development
East China Normal University

and

Hu Sang

Tourism Planning and development
East China Normal University

and

Zhu Jingyan

Tourism Planning and development
East China Normal University

ABSTRACT

Along with the further development of urbanization, recreation has been presented as the latest development trend globally. In China, the concept of “Leisure City” is widely accepted. The paper chooses Shanghai as the research object since Shanghai is one of the most urbanized and developed cities in Mainland China. In this study, we used the database from Shanghai Statistics Yearbook during the year from 2000 to 2009, to construct an evaluation index system of recreationalization. The implementation of TOPSIS in the evaluation index system reveals the ranking of Shanghai’s recreationalization quality from 2000 to 2009. Thus, we demonstrate the development trend and characteristics of Shanghai’s recreationalization from 2000 to 2009. From the result we find the underpinnings among the system which contributed to the recreationalization most. According to the findings, we also give some suggestions to improve the recreational development of Shanghai. This article also provides an evaluation of empirical findings of TOPSIS method from urban development perspective.

Keywords: Urban recreationalization; Leisure City; Shanghai; TOPSIS

1. INTRODUCTION

Since the beginning of the new millennium, the urbanization of Chinese cities has been deepened with the flourish of leisure activities in the cities. Leisure is regarded as a symbol of people’s ever-improving life. Thus, more and more Chinese cities, in order to meet the call of “Endeavour to construct the Leisure City” by the government, take “Leisure City” as a development goal and model. Meanwhile, the researches on the leisure are booming. We can see various evaluation systems come out in both academic circles and research institutions. The outcomes of these evaluation systems are

still remained to discuss because of the complexity of defining system index and different methodology. Based on the background, the paper takes Shanghai as an empirical study to focus on the leisure in progress in a city, try to find out the characteristics of leisure development by building up an evaluation system, furthermore, to provide the suggestions and advices to city's leisure development.

In the empirical portion of the paper, we try to reveal a systematic development happened in Shanghai. In retrospect, we can find that cities in China tend to be blindly duplicated among each other: take internalization as the first goal, soaring high-end consumption, similarity of products, westernized architecture and buildings, etc. It's obvious that people have misunderstanding of Leisure City's building, thus, there is probability that cities development are under the risks. Hence, this paper is seeking to frame an evaluation system which is in line with China's condition and domestic economy transformation, is able to promote unban's harmony.

Some previous research has examined and studied the issues of urban leisure and recreation. In Leisure City building literature, Iso (1980) examined the Leisure City Building and citizens' life satisfaction and they have positive correlation between these two. Christopher (2009) found that the leisure is the best forecast index factor for the satisfaction of the whole society. Weiermair & Mathies (2004) studied on the role the government is playing in building up a Leisure City. They pointed out that the government can have effect in three levels: policy making, urban planning and industry guiding. The research about Leisure City in China came in vogue after Hangzhou; the capital of Zhejiang Province targeted itself to the 'Leisure City', which made 'Leisure City', this title more and more popular. Later on, this title was conceptualized and came into academics' view. In resources and spatial literature, Chen (2009) took Kaifeng, Henan Province as empirical case, found out the leisure places in the city and optimal allocation of resources. In study on evaluation system literature, Shan (2005) evaluated the Leisure City's from the perspective of cities' leisure development process. The paper established a Leisure City evaluation system model with 45 index through the methods of expert scoring method, tourist investigation and used SPSS as statistic tool. Wang (2010) established a evaluation system with four parts: urban environment power, urban basic power, urban core power (Hard power / Soft power).

2. THEORY

2.1 Define Leisure and Recreation

Leisure is spare or free time that we happen to have at our disposal and the time we tend to spend in our own characteristic style. Recreation is voluntary participation in leisure activities that are meaningful and enjoyable to the person involved. In this paper, we would like to take recreation as our study object, because it has narrow definition, which underlines the joyful and relaxing activities and it stresses the voluntary of people.

2.2 Recreationalization

Currently, there is no definition for 'Recreationalization' in academic. Recreationalization is a dynamic development, a trend. Cities will finally become a Leisure City after the recreationalization. Therefore, recreationalization is an evolution from present status to Leisure City. In this paper, we pointed out that recreationalization should be based on the effective recreation functions, have the goal of improving people's life standard.

There are four characteristics for recreationalization: systematic, political, regional and economic. 'Systematic' refers to that urban development covers various elements, recreation education, recreation concept, recreation limitation, urban environment, recreation consumption and recreation resources, etc. Each of them is a sub-system and they are correlated with each other. 'Political' means that government has a main role in the urban recreationalization and in Socialism countries government's influence is very significant. 'Regional' means that there are numbers of factors leading

to the differentiation of cities' recreationalization due to the regional culture and geography conditions. 'Economics' refers to that the economy is still a dispensable development engine for cities' recreationalization, which is the backbone of cities' infrastructure construction and public service system.

3. METHODOLOGY

3.1 Evaluation System Establishment

After reading related statics Yearbook in various fields, investigation report, authorized research outcomes, we built up a three-layer index system. The system was testified by five rounds of experts' brainstorms and discussions and the system was modified as follows:

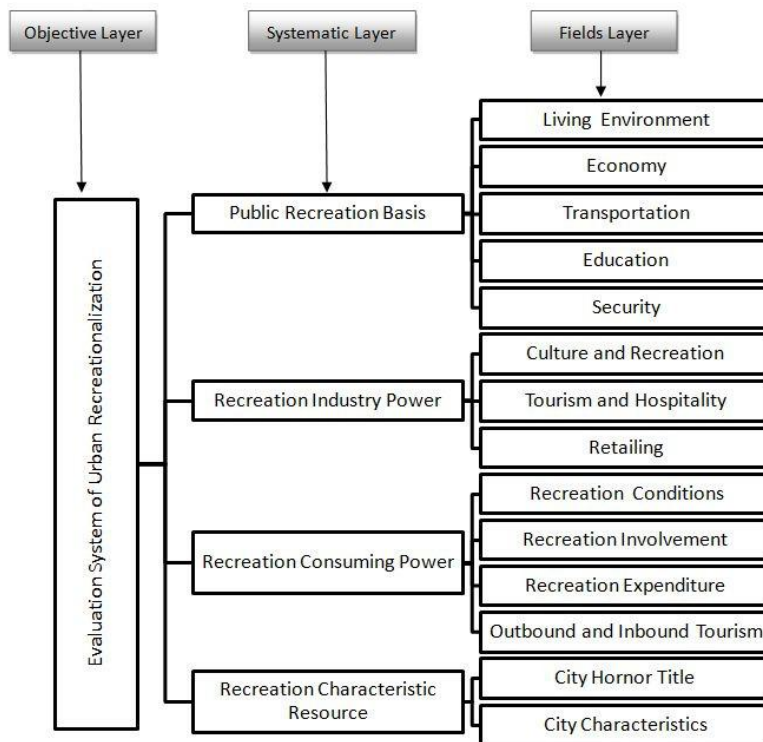


Figure 1
Evaluation System of Urban Recreationalization

Resource: Author Made

3.2 Data Processing

Before giving weights to all the indexes, the collected data should be processed to keep data consistent and dimensionless. Then, we use Objective Weighting Method, Coefficient of Variation method to weight the indexes. The bigger the degree of variation, the more information the index could contain, thus, it should be given heavier weights, vice versa.

Assuming there are n objects being evaluated, each of them has m indicators to describe, and the series of indicator variables' variations are noted as:

$$v_i = \frac{\sqrt{S_i^2}}{\bar{X}_i} \quad (3.2.1)$$

\bar{X}_i is sample mean of each indicator:

$$\bar{X}_i = \frac{1}{n} \sum_{j=1}^n X_{ji} = \sum_{j=1}^{10} X_{ji} / 10 \quad (3.2.2)$$

S_i^2 is Sample variance:

$$s_i^2 = \frac{1}{n-1} \sum_{j=1}^n (X_{ji} - \bar{X}_i)^2, (j=1, 2, \dots, 64) \quad (3.2.3)$$

Weights of indicators W_i :

$$w_i = \frac{v_i}{\sum_{j=1}^m v_j}, (m=64) \quad (3.2.4)$$

3.3 TOPSIS

We use TOPSIS (Technique for Order Preference by Similarity to Ideal Solution) to determine how recreationalization is developing in Shanghai. TOPSIS is a multiple criteria method to identify solutions from a finite set of alternatives based upon simultaneous minimization of distance from an ideal point and maximization of distance from a nadir point. TOPSIS can incorporate relative weights of criterion importance.

Firstly, obtain performance data for n alternatives over m criteria. Raw measurements are usually standardized, converting raw measures $x_{ij} (1 \leq i \leq m, 1 \leq j \leq n)$ into standardized measures x_{ij} . Then,

develop a set of importance weights W_j , for each of the criteria. The basis for these weights can be anything, but, usually, is ad hoc reflective of relative importance. Scale is not an issue if standardizing was accomplished in the first step. Identify the ideal alternative (extreme performance on each criterion) U^+ (3.3.1). Identify the nadir alternative (reverse extreme performance on each criterion) U^- (3.3.2).

$$U_0^+ = \left\{ \left(\max u_i(j) \mid j \in j^+, \left(\min u_i(j) \mid j^- \right) \right) \mid (1 \leq i \leq m) \right\} \\ = (u_0^+(1), u_0^+(2), \dots, u_0^+(j), \dots, u_0^+(n)) \quad (3.3.1)$$

$$U_0^- = \left\{ \left(\min u_i(j) \mid j \in j^+, \left(\max u_i(j) \mid j^- \right) \right) \mid (1 \leq i \leq m) \right\} \\ = (u_0^-(1), u_0^-(2), \dots, u_0^-(j), \dots, u_0^-(n)) \quad (3.3.2)$$

Develop a distance measure over each criterion to both ideal (D^+):

$$D_i^+ = \sqrt{\sum_{j=1}^m [u_i(j) - u_0^+(j)]^2}, i=1, 2, \dots, m \quad (3.3.3)$$

and nadir (D^-):

$$D_i^- = \sqrt{\sum_{j=1}^m [u_i(j) - u_0^-(j)]^2}, i=1, 2, \dots, m \quad (3.3.4)$$

For each alternative, determine a ratio C equal to the distance to the nadir divided by the sum of the distance to the nadir and the distance to the ideal,

$$C_i^+ = \frac{D_i^-}{D_i^- + D_i^+} (i=1, 2, \dots, m) \quad (3.3.5)$$

4. FINDINGS

In this chapter, we will demonstrate the ideal solution and negative ideal solution from 2000 to 2009 of Shanghai's urban recreationalization development, which got from TOPSIS method (Table 1).

Here we must notice that because all the data were processed to consistency, so all the indicators are maximum and the indicators are the bigger, the better. Formula (3.3.1) should be modified into:

$$U_0^+ = (\max u_i(j) | j \in j^+) = (u_0^+(1), u_0^+(2), \dots, u_0^+(j), \dots, u_0^+(n)) \quad (4.1)$$

Likewise, the modified formula for negative ideal solution's collection (the collection of minimum values) is:

$$U_0^- = (\min u_i(j) | j \in j^+) = (u_0^-(1), u_0^-(2), \dots, u_0^-(j), \dots, u_0^-(n)) \quad (4.2)$$

With formula (3.3.5), we got the close-degree of each year from 2000 to 2009, as showed in Table 2. The close-degree displays the rankings of Shanghai's recreationalization development.

Table 1
Ideal solution and Negative Ideal Solution

Variables			Variables		
X1	0.001384	0.00117	X33	0.001372	0.001139
X2	0.003923	0.002286	X34	0.005575	0.002887
X3	0.045995	0.004282	X35	0.002179	0.001505
X4	0.007178	0.00258	X36	0.010127	0.004687
X5	0.001091	0.000918	X37	0.006144	0.003228
X6	0.000723	0.000662	X38	0.017052	0.002608
X7	0.002904	0.001992	X39	0.002122	0.0015
X8	0.008199	0.003582	X40	0.006284	0.002875
X9	0.012069	0.003827	X41	0.017494	0.003539
X10	0.00816	0.003545	X42	0.006487	0.003001
X11	0.001762	0.001376	X43	0.01103	0.003977
X12	0.001091	0.000933	X44	0.003474	0.002375
X13	0.000473	0.000441	X45	0.016706	0.003714
X14	0.021872	0.002249	X46	0.006293	0.002934
X15	0.004492	0.002262	X47	0.001713	0.001347
X16	0.004955	0.002766	X48	0.000375	0.000353
X17	0.010983	0.00339	X49	0.00914	0.003714
X18	0.005524	0.003362	X50	0.009816	0.004015
X19	0.002561	0.001868	X51	0.001675	0.001319
X20	0.002976	0.002163	X52	0.024126	0.005045
X21	0.016198	0.003923	X53	0.010459	0.003385
X22	0.038514	0.001951	X54	0.008323	0.00353
X23	0.004822	0.001894	X55	0.005244	0.002622

X24	0.001711	0.001369	X56	0.015589	0.003382
X25	0.001184	0.000988	X57	0.007693	0.003154
X26	0.001337	0.001101	X58	0.000792	0.000717
X27	0.004625	0.002863	X59	0.018259	0.002377
X28	0.000813	0.000712	X60	0.004106	0.002526
X29	0.000499	0.000463	X61	0.011052	0.003012
X30	0.001399	0.001159	X62	0.000802	0.000716
X31	0.001623	0.001289	X63	0.003809	0.00254
X32	0.012496	0.002642	X64	0.010602	0.004241

Resource: Author Made

Table 2
Outcome of Shanghai Recreationalization Development 2000-2009

Year			TOPSIS Close-degree	Ranks	Growth Rate of close-degree
2000	0.073635	0.0104566	0.1243481	9	—
2001	0.0710448	0.0092909	0.1156512	10	-0.06993959
2002	0.0678774	0.0139796	0.1707807	8	0.47668741
2003	0.0635901	0.0206571	0.245196	7	0.435735848
2004	0.0573163	0.0301032	0.3443538	5	0.404402561
2005	0.0538058	0.0253523	0.3202745	6	-0.06992608
2006	0.0502859	0.031737	0.3869287	4	0.208115852
2007	0.0429072	0.0435664	0.5038118	3	0.302078987
2008	0.0367488	0.0561991	0.6046301	2	0.200111199
2009	0.0232829	0.0704528	0.7516111	1	0.243092365

Resource: Author Made

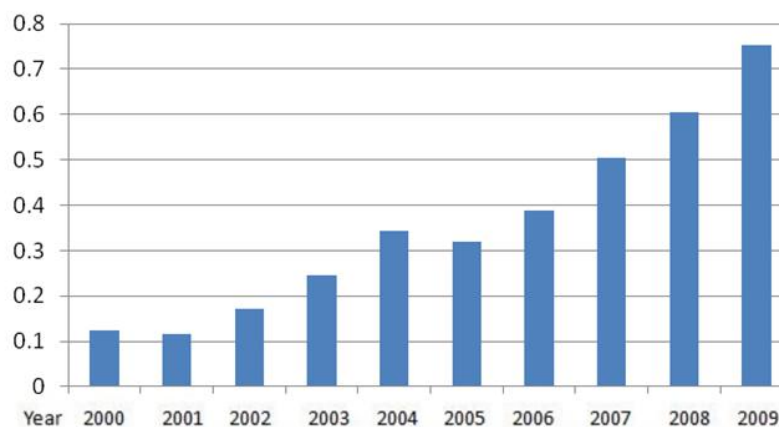


Chart 1
Evolution of Shanghai's recreationalization

Resource: Author Made

Chart 1 demonstrates the overall evolution of Shanghai recreationalization. Overall, Shanghai has a positive and stable development with the year goes on, the recreational standard is improving. Only

2001 and 2005 have a very tiny negative growth, approximately 0.07%. Meanwhile, 2003 had the largest growth. After comparing the data between 2002 and 2003, we found that SARS in 2003 hit tourism badly and led to a huge revenue drop in catering industry. But SARS didn't impact city's total recreational level too much. Furthermore, 2004 had the biggest growth. Comparing the data between 2003 and 2004, we catch the sight that, in the post-SARS period, tourism acted as a booster to the revival of city's recreationalization. Four hospitality related indicators: outbound travelers, inbound travelers, revenues of Star hotels and travelling agency all have the biggest growth in 2004.

5. DISCUSSION and SUGGESTIONS

5.1 Discussion

According to the result of the overall evaluation, we can easily notice that Shanghai's recreationalization developed steadily from 2000 to 2009 with some small-scope fluctuations. In order to indentify the influence factors, we used Euclidean Distance to calculate the matching degree of General Level and three subsystems: Recreation Basis, Recreation Industry and Recreation Consuming. Generally, if the matching degree is higher, the development of the subsystem is in conformity with the General Level, conversely, the factor might be the weakness of the development. We calculated the distance between each subsystem and the general level if the distance was closer that means the matching degree was higher.

Euclidean Distance:

$$\rho = \sqrt{\sum_{i=1}^n (X_i - X'_i)^2} \quad (i = 1, 2, \dots, n) \quad (5.1.1)$$

ρ is the distance between each subsystem and the general level. X'_i is Shanghai's Recreationalization level of year i . X_i is the rank of each subsystem of year i .

With formula (5.1.1), we rank the distance between general level and each subsystem as Table 3.

Table 3

the Rank of the Distance between General Level and Each Subsystem

Type	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
General Level	9	10	8	7	5	6	4	3	2	1
Recreation Basis	9	10	8	7	6	5	4	3	2	1
Recreation Industry	10	9	7	8	5	6	4	3	1	2
Recreation Consuming	10	9	8	7	2	6	5	4	1	3

Resource: Author Made

Assume the Euclidean Distance between Recreation Basis and General Level is ρ_1 , the Euclidean Distance between Recreation Industry and General Level is ρ_2 , the Euclidean Distance between Recreation Consuming and General Level is ρ_3 , then we got:

(1) Matching Degree of Recreation Basis and General Level:

$$\begin{aligned} \rho_1 &= \sqrt{\sum_{i=1}^{10} (X_i - X'_i)^2} \\ &= \sqrt{(9-9)^2 + (10-10)^2 + (8-8)^2 + (7-7)^2 + (6-5)^2 + (5-6)^2 + (4-4)^2 + (3-3)^2 + (2-2)^2 + (1-1)^2} = \sqrt{2} \\ &\approx 1.41 \end{aligned}$$

(2) Matching Degree of Recreation Industry and General Level:

$$\begin{aligned} \rho_2 &= \sqrt{\sum_{i=1}^{10} (X_i - X_i')^2} \\ &= \sqrt{(10-9)^2 + (9-10)^2 + (7-8)^2 + (8-7)^2 + (5-5)^2 + (6-6)^2 + (4-4)^2 + (3-3)^2 + (1-2)^2 + (2-1)^2} \\ &= \sqrt{6} \approx 2.45 \end{aligned}$$

(3) Matching Degree of Recreation Consuming and General Level:

$$\begin{aligned} \rho_3 &= \sqrt{\sum_{i=1}^{10} (X_i - X_i')^2} \\ &= \sqrt{(10-9)^2 + (9-10)^2 + (8-8)^2 + (7-7)^2 + (2-5)^2 + (6-6)^2 + (5-4)^2 + (4-3)^2 + (1-2)^2 + (3-1)^2} \\ &= \sqrt{18} \approx 4.24 \end{aligned}$$

Apparently, $\rho_1 < \rho_2 < \rho_3$, that means Recreation Basis matches General Level best which is the stable factor of Shanghai's recreationalization. Meanwhile, Recreation Industry and Recreation Consuming contribute limited to Shanghai recreationalization, which means urban recreationalization effected by the market. Chart 4 showed the evolution of each subsystem of Shanghai's recreationalization.

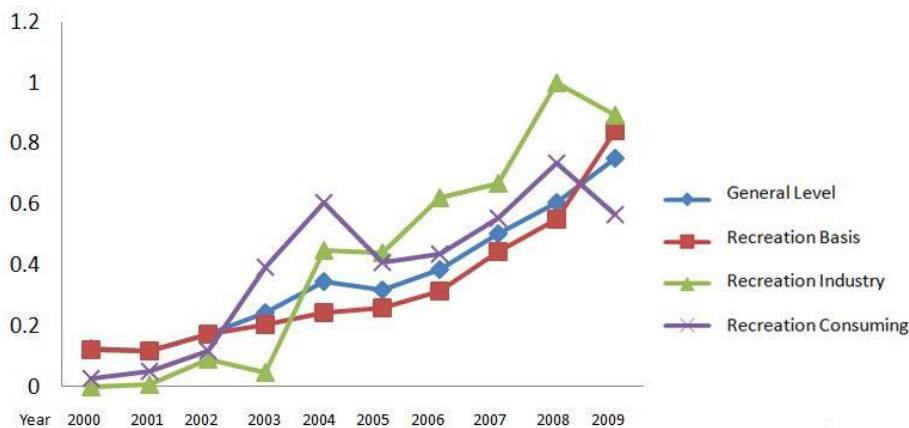


Chart 4

The Evolution of Each Subsystem of Shanghai's Recreationalization

Resource: Author Made

Chart 4 showed that the recreation consuming and the recreation industry had notable fluctuation in two variation ranges: 2002 to 2005 and 2008 to 2009. Then, we would discuss these two ranges in detail.

(1) 2002 to 2005

According to Chart 4, we can see that from 2002 to 2003, the recreation industry declined apparently while the recreation consuming increased sharply which could be the main power to push Shanghai's recreationalization increase in this period. And after 2003, the recreation consuming increased dramatically at the same time the recreation industry kept increasing. There three reason cause the fluctuation.

Firstly, the ways of consuming had changed. During SARS, people decreased their activities in public area and rent cars became the main way of transportation. In this period, the sales of rent cars had increased. Because of the decrease of the outdoor activities, suffering on the Internet became popular which also made online shopping became popular at that time. So from 2002 to 2003,

although the recreation industry decreased, the consuming wasn't affected by the disease and even changed the ways of consuming.

Secondly, the government had taken positive methods to encourage the domestic recreational consuming. After the disease, the government in order to recovery the economy, In 2003, Shanghai government launched "Rainbow" plan to increase the overseas publicity and combine Jiangsu and Zhejiang province and Shanghai to co-promote, complement rescors and market, which helped the recreation industry and consuming to resurgence.

Thirdly, the consumer psychological factors lead the consumer rebound after SARS. During SARS period, the fear of infection inhibited the leisure consumption such as travel, dining and go to karaoke bars. After the remission of SARS, the pent-up consumers break out their passion in the short term, and then restored to normal level, that explain the changes of the recreation consuming from 2003 to 2005.

As a result, the recreation consuming increased sharply during the SARS and kept the obviously after SARS then came back to a normal level. The recreation industry grew up after the disease with the help of the stimulation from the government and the market.

(2) 2008 to 2009

In this period, the recreation industry and consuming became decreasing, but under the force of recreation basis, the general level of the recreationalization still increased. There were two key factors which were economic crisis and EXPO.

The world economic crisis impacted the recreation related industries a lot, especially tourism industry and entertainment industry. The star hotel's room occupancy rate and revenues declined more than 10% during this period. In addition, the decline also reflected in the travel rate of urban residents, the domestic tourists in 2010 sample survey showed that in 2009 the Shanghai urban residents travel rate was 77.53%, much lower than in 2008. In 2009, Shanghai received domestic tourists 1.24 million, local residents in the local tourism 38.77 million and the outbound travel 860,400. The statistics showed that the travel demand of Shanghai urban residents was large, but there was still unbalance.

On the other hand, Expo had impacted Shanghai's public recreation basis significantly. In 2009, Shanghai government completed a total investment of 62.321 billion Yuan, 14.7 percent than 2008. The urban green area increased from 34,256 hectares in 2008 to 116,929 hectares in 2009. In addition, the number of public toilets increased 50 percent. The number of safety, public order cases dropped of 18.12%. Overall, during the preparatory process of the Expo, Shanghai's urban public recreation basis improved largely and promoted Shanghai Recreationalization.

The combined effect made the general level of Shanghai's recreationalization finally ascend. From this period's change, we can also find that the recreation basis also can be a key point of the urban recreationalization.

5.2 Suggestions

According to the research, we find out that the recreation consuming would be the core point of Shanghai's Recreationalization because consuming can promote the process of recreationalization and the demand of recreation of Shanghai residents is large. And the recreation basis should be the base of the recreationalization. To drive the further recreationalization in Shanghai, here would be three suggestions for further development.

Firstly, the public recreation basis as a steady factor in urban recreationalization is the basis and recreation industry and consuming are the power to promote the recreationalization. At the beginning,

the development of the facilities of recreation basis should be the major task. And during the further development period, how to initiate the demand of local residents would be a wise choice.

Second is to establish the goal of Leisure City. With the development of Shanghai, the local residents' recreation consuming demand will be bloom which is the key power to promote the urban recreationalization. Leisure City should meet the demand of the residents which need to be treated as a livelihood project.

In addition, we need the government and the market to promote the urban recreationalization. The government's strength is to improve the recreation basis and we also need the market to initiate the motivation of the recreation consuming. And the changes of the recreation industry and consuming showed that they also need the government to provide a health environment to support. So how to combine the force of the government and the market can be an important issue.

6. CONCLUSIONA and LIMITATIONS

This paper calculated and ranked Shanghai's recreationalization by TOPSIS. Through comparing the findings and hypotheses, we find the impact factors of Shanghai's recreationalization. The result of Euclidean Distance showed the exact influence of each subsystem and gave us the clue to find the solutions. The main conclusions of the research are that Shanghai has shown the recreationalization preliminarily and has the foundation to develop the urban recreation. And we should use the force of the government and the market to improve the recreation basis and industry and stimulate the demand of the recreation consuming.

The index system of urban recreationalization also needs to be improved. The next research might need including the data of sport which also a part of urban recreation. Another is in this research we just used 10 years data, but with the development, further tracking is also very important and may give some new idea.

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Research on Wealth Effect of Asset Reorganization in Tourism Industry: Case Study Based on Holistic listing of Overseas Chinese Town Group

Liu Tingli

School of Economics and Management

Beijing University of Technology

and

Yang Songling

School of Economics and Management

Beijing University of Technology

and

Zhang Wei

School of Economics and Management

Beijing University of Technology

ABSTRACT

Based on Overseas Chinese Town Group, focused on holistic listing of enterprise group, this paper analyses the wealth effects of assets reorganization of OCT Group by means of event study method and financial ratios. Research finds that complete listing infuse new vitality into value creation of enterprise. The paper also explores the ways to promoting value for completed listed companies. The reference meaning for other companies lies in that industry chain enrichment and development is resource of value creation, at the mean time, capital operation is the important way for value promotion.

Key words: holistic listing; wealth effects; value; Overseas Chinese Town

RESEARCH BACKGROUND

The twelfth five-year plan for national economy and social development of the People's Republic of China clearly state that take the promoting service industry development as the strategic emphasis of industry upgrading. According to The state council opinions on speeding up the development of tourism published on Dec. 2009, tourism was promoted to national strategy in China and clearly put forward to cultivating a group of competitive large tourism enterprise group. Future more, the twelfth

five-year plan for national tourism development of People's Republic of China indicated that the basic direction of development of tourism in China is to cultivating large tourism enterprise group with clear primary business, developing route and competitive advantages. We can safely infer that the tourism group will play the activity and deceive role in the process of constructing strong tourism country. Whether the tourism enterprise groups have the sustainable value creation ability is the determined factor that whether the Chinese tourism enterprise groups grasp the opportunity to develop tourism national brand and realize rapid development.

Overseas Chinese Town (OCT) group is one of large-scale state-owned enterprises in China. The major business of OCT is tourism, till the end of 2009, OCT already has received 150 million tourists which made OCT is the first brand of tourism industry in China. OCT exclusive launched the Shen zhen OCT holding co. and listed on Shen zhen securities market in 1997 (stock referred to OCT A). As the listed subsidiary, OCT A provides a platform for capital operation of OCT group. The main business of OCT group realized whole listing on capital market in Dec. 2009, which made OCT group has better value creation dynamic mechanism and more clear appeal for value growth. OCT group took the lead in whole group listing in tourism industry in China, so the asset reconstruction mode and the economic effects of whole listing has reference and demonstration effects to other large-scale tourism groups.

This paper adopts case study method, by means of both capital market and financial performance view point, analyses the wealth effect of tourism asset reconstruction and discuss the realization route for value promotion. The research conclusion attributes to tourism enterprise integrating quality resources via capital operation and realization sustainable growth of value.

THEORY BASIS FOR HOLISTIC LISTING AND VALUE CREATION

Different from the west developed countries; Chinese capital market began at the transition period. In order to fulfill the listing condition, state-owned enterprises usually adopted spin-off method and listed the partial sound assets on capital market. The function of capital market continuously improved as the equity division reform is completing, especially the convergence of interests of major shareholders and small-medium shareholders. Under this background, more and more listed companies intend to increase the scale and competitive ability of business, thus arise the whole group listing.

Holistic listing refers to the whole business of state-owned enterprise were reconstructed as a joint stock company and publicly offering stocks, meanwhile, withdraw the original enterprise (Huang, 2004). The document of The State-owned Assets Supervision and Administration Commission on promoting the capital adjustment and restructuring of state-owned enterprise clearly pointed out supporting enterprises with sound assets and major business to achieve whole group listing on capital market, encouraging the listed state-owned companies to absorb the whole main business by means of increasing endowment spread and acquiring assets. After the reform of non-tradable shares, the theme of M&A in Chinese capital market is major shareholders' assets injection into listed company and even whole group listing of parent company (Jia & Li, 2010). The special phenomenon caused the attention of scholars, for example, Guan (2008) analyzed the advantages and disadvantages of whole group listing, Zhang (2009) explored the realization route of whole group listing based on boundary theory, internal capital market theory and the financial management goal, OuYang & Tang (2010) made empirical research on forty companies that finished whole group listing and found the whole

group listing contributed to the performance promote and stock raise. However, Zhu et al. (2008) found that additional stock issue for major shareholder may be the tunneling channel based on case study.

Modern enterprise has different sections with different investment opportunities, in order to maximize the total interest, the headquarter need one visible hand to allocate resources such as labor, technology and capital to improve the investment effectiveness. For group enterprise, the two paths to increase corporate value are much money effect and spare money effect, the former refers to the subsidiary of group enterprise can acquire more external capital than as if it was a independent enterprise; the latter refers to group enterprise can allocate the limited capital in different projects. Whole group listing help the internal capital market realize the two functions, by means of these functions, group enterprise owns bigger financing platform, enhances the capital effective and avoiding expropriation of listed company by major shareholder, thus benefit the long run development of group enterprise.

Holistic listing also benefits to promote corporate value from the scale-effect and synergistic-effect. The internal scale economy lies in adjustment and supplement of assets through whole group listing; the external scale economy lies in overall strength enhancement, consolidating market shares of enterprise, providing comprehensive professional service and thus satisfied different market needs (OuYang & Tang, 2010). From the viewpoint of diversification strategy, holistic listing contributes to adjustment of assets and decrease diversity operation risk. From the viewpoint of vertical integration strategy, whole group listing benefits to integrate the value chain companies into one trade platform, by which reduces transaction costs.

Based on principal agent relation, private offering helps to increase the equity of major shareholders and convergent the interests of major shareholders and corporation, which benefits to alleviate the agent problem and promote corporate value (Wruck, 1989). Myers and Majluf (1984) pointed out that private offering may be viewed as a signal that managers believed the market value higher than the intrinsic value due to managers have more information about the company, so the rational investors may reduce the evaluation of corporate value when private offering announcement published, thus induce the negative market reflection. Zhang (2007) insisted that the market reflection to whole group listing via private offering to major shareholder was better than other mode of private offerings because the controlling shareholder have motivation to invest sound assets and project to listed companies. According to the information hypothesis (Myers & Majluf, 1984; Hertzels & Smith, 1993), the more possibility of underestimation of current assets value or investment opportunities, the more information effect, thus the market reflection will be stronger.

THE HOLISTIC LISTING MODE OF OCT GROUP

OCT A issued stock publicly in Shenzhen stock exchange at 10, Sep. 1997. OCT group successfully invested the owned shares of Shenzhen WINDOW of the WORLD, Shenzhen SPLENDID CHINA Co., Shenzhen HAPPY VALLEY Co. and Changsha WINDOW of the WORLD into OCT A after OCT A listed on stock market. OCT A became a holding company specialize in to the theme park as the core of the tourism industry and its relevant industry operation. OCT group invested the 40% shares of HUA FANG Co., one sub-company professional engaged in the real estate business, into the OCT A at twice in 2000 and 2001, from then on, OCT A gradually formed the comprehensive advantage of combination of tourism and real estate businesses, correspondingly, the

sales income of OCT A was relatively single and tourism was the main source of income before 2006, the sales income of real estate and hotel gradually increased after 2006. Now, OCT A has been preliminary formed the “tourism plus real estate” operation mode and become the major economic growth point of OCT group. The essence of the mode lies in to improve the environment and promote the land price based on theme park; rapid recovery of real estate in turn helps to provide development capital for theme tourism business.

OCT group was the sole non-tradable shareholder of OCT A before the reform of non-tradable shares. In 2006, major shareholder of OCT A came up with the scheme of “every 10 shares send 2.8 shares”, thereby, realized the full circulation of OCT A shares. Whole group listing can help OCT A to meet commitment that promised in the reform of non-tradable, to better protect the interests of shareholders and listed company, to improve the operational mechanism of OCT group and listed company, to promote the development and construction of large scale project, and finally achieve the goal of group and listed company.

The model of whole group listing can be divided into three types: the first model is Reverse acquisition model, that means the listed company acquires the assets of group; the second is Merge between listed holding corporations, the premise of this model is that there are two or more listed companies in the group and the parent company has almost no operational business; the last model is group company acquires the listed company and conduct IPO. Compared with the above models, the third model has higher requirements for Group Company including meet the listing conditions and experience long examination and approval procedures. In practice, the first model is more simple and feasible, and OuYang &Tang (2010) statistics found that this model accounted for 95% of whole group listing in China.

Reverse acquisition model is a feasible way for OCT to finish the whole group listing in a short time because OCT group has only one domestic listed company. Figure 1 shows the business construction of OCT group before whole group listing.

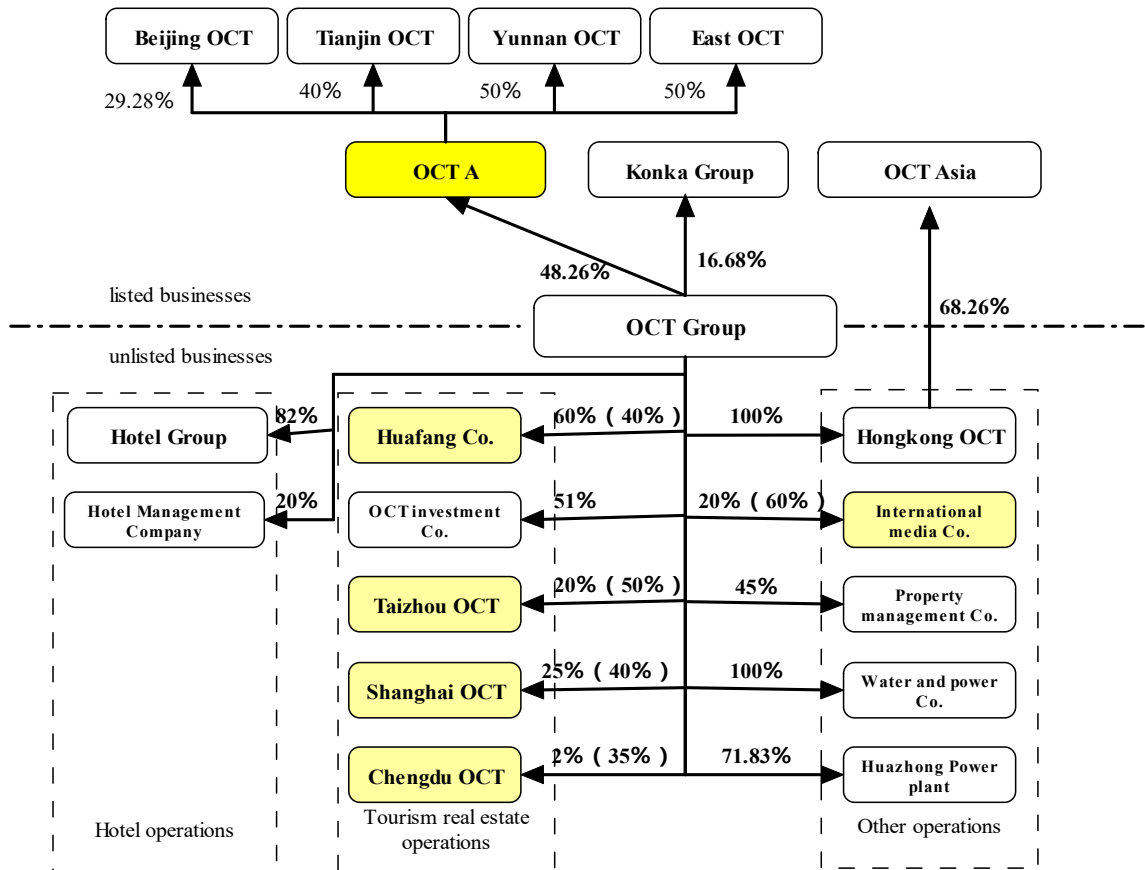


Figure 1

Business structures of OCT group before reconstruction

(Notes: The hatched section shows the companies controlled by OCT A before reorganization; the numbers in brackets represent shares owned by OCT A)

Through privately issued to group company, OCT A purchased three kinds of assets from 12 companies controlled by Group Company including tourism real estate, hotel and other relevant business. The shares marked on the unlisted companies in the figure 1 were purchased by OCT A during the reconstruction. OCT group sold all the operational assets to listed company and became Holding Company after the asset reconstruction. The equity ratio hold by OCT group increased from ante reconstruction 48.26% to 56.36% and the controlling power wasn't changed. OCT group has more clear and integrity business construction after whole group listing, as the holding company, OCT group directly control two listed companies and OCT A have five boards of businesses including theme park, tourism real estate, hotel, paper packing, and other business.

THE SHORT-TERM WEALTH EFFECT OF OCT GROUP HOLISTIC LISTING

Wealth effect refers to the wealth of financial assets holder increase or decrease as the asset price up or down, in turn to stimulate or suppress consumption (Li, 2001). The change of share's wealth is the mirror image of corporate value trend. The price change of stock before and after asset restructuring as well as corporate performance change provide sound research basis for wealth effect.

The short-term wealth effect of the paper focuses on the stock price and return fluctuations raised from asset reorganization, while the long-term wealth effect concern the change and trend caused by asset reorganization. The table 1 shows the process of asset restructuring of OCT. A

Table 1
The process of asset restructuring of OCT A

Time	event
19, May. 2009	Sidecar Announcement for significant asset restructuring
8, Jun. 2009	Pass the Agreement on issuance of stock to purchase assets
9, Jun. 2009	Official launch announcement and restore trade
11, Nov. 2009	Private offering shares began trade, restructuring completed

This paper selected 9, Jun. 2009 as the event day of the whole group listing and the widow period of event were each 20 days before and after event day, together 41 days. The reason for relatively longer window period is that some event information had been leaked before 9, Jun. 2009. Figure 2 shows the change trend compared between OCT A stock returns and Shenzhen Compound index A returns during the window period, from which we can see that the change trend of OCT A similar to that of the big board, but the amount of variation of OCT A is bigger and returns of OCT A is higher than those of Compound index A.

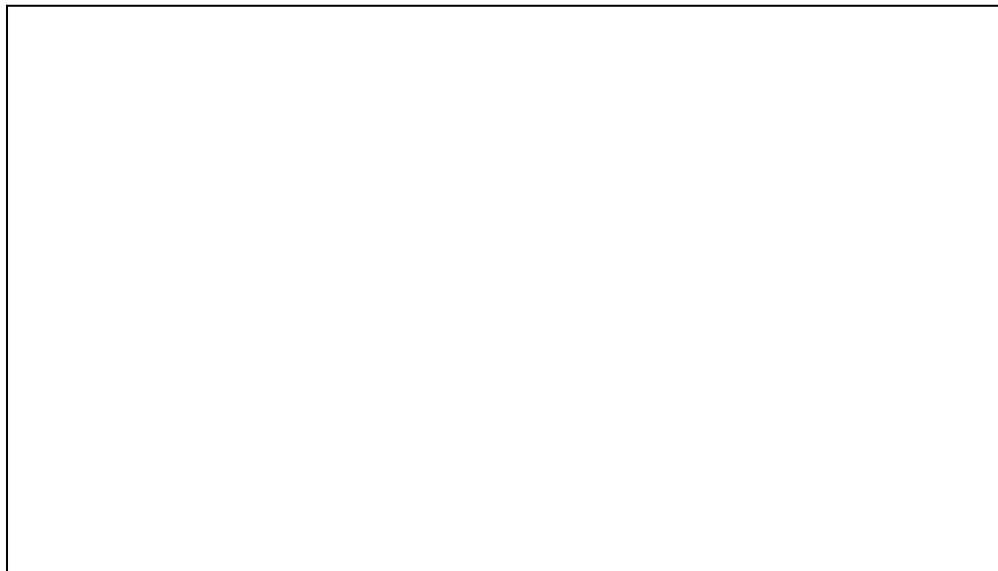


Figure 2
Returns change trend of OCT A during the window period

In order to explore whether the whole group listing brought extra returns for listed company, the paper selected 120 trading days as forecasting period and adopted market model to simulate the abnormal returns of OCT A. The model is following formula 1.

$$AR_t = R_t - \alpha - \beta R_m \quad (1)$$

In the above model, AR_t is the abnormal return of firm i in day t ; R_t is the reality return in day t , the natural logarithm of the ratio of closing price; α and β were obtained from regression on return data of estimated days; R_m is the market return.

The regression outcome is following formula 2.

$$R_t = 0.001 + 0.924R_m \quad (2)$$

Based on formula 2, the abnormal returns for some key point are listed on following table 2.

Table 2

Abnormal Returns of OCT A

Trading period	Window period	AR	t-value	Sig. (2-tailed)
4.20-7.8	[-20, 20]	0.01	1.894	0.065*
4.27-7.1	[-15, 15]	0.134	2.257	0.031**

It can be inferred from the table 2 that the average abnormal return is 1% for the event window period [-20, 20] and pass the T-test of 10% of the significant level, the abnormal return reach up to 13.4% during the window period [-15, 15] and pass the T-test of 5% of the significant level. In addition, the paper also calculated the accumulative abnormal returns for each observation period, which all significant in statistic. We can draw a conclusion that the market reacted to the information of whole group listing positively and thus increased the short-term wealth of shareholders.

From the above evidence, we can infer that whole group listing event transferred information to market that quality assets had been invested into listed company and controlling share of major shareholder increased, which have positive significance and market gave positive reflection.

LONG-TERM WEALTH EFFECTS OF OCT GROUP HOLISTIC LISTING

Assets of OCT A increased by 110.49% since the Restructuring and the liquidity asset has a sharp rise with increased by 407.85%, at the same time, increase in the proportion of long-term debts and decrease in the proportion of interest-bearing liabilities contribute to the corporate liquidity and lighten the burden of debt repayment. The sound asset structure in turn promotes income structure more reasonable and the tourism real estate mode more outstanding. Table 3 list the major value creation index.

Table 3

The major value creation index of OCT A

index	2010	2009	2008
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Sales volume (RMB billion)	17.32	10.96	8.66
Growth rate	(58%)	(26.6%)	-
Income before tax (RMB billion)	4.35	2.38	1.96
Growth rate	(82.8%)	(21.43%)	-
Net profit belongs to shareholders (RMB billion)	3.04	1.71	1.43
Growth rate	(77.8%)	(19.6%)	-
Earnings per share (RMB/share)	0.98	0.55	0.46
Growth rate	(78.2%)	(19.6%)	-
Return on equity	25.71%	17.08%	16.24%
Growth rate	(50.5%)	(5.2%)	-

The objective of corporate financial is to maximize the value of stockholder, from the comparative analysis; we can see that the major value indexes in 2010 are all better than those in 2009. In order to compare OCT A with other companies under the same industry, according to the industry division issued by CSRC (China Securities Regulatory Commission), this paper selected 19 companies as the comparison sample (as shown in table 4). From the financial data comparison under the tourism industry, we can infer safely that the value creation ability of OCT A is the industry leader. The table 4 also reflect that the difference between OCT A and industry average is narrow year by year, which illustrate that OCT A still need to consolidate and develop the new value growth and give full play advantages of whole group listing.

Table 4
Value creation index comparison under industry

index		2010	2009	2008
Net profit margin	OCT A	19.2%	17%	33.5%
	Industry average	14.1%	6.3%	1.5%
Earnings per share (RMB/share)	OCT A	0.98	0.55	0.46
	Industry average	0.38	0.21	0.13
Return on equity	OCT A	25.71%	17.08%	16.24%
	Industry average	10.7%	7.4%	4.8%

Table 5 show the sales sources and composition of OCT A. It can be inferred that the main sources of revenue are tourism and real estate business. With high gross margin, tourism and real estate constitute the core business of value creation. Besides, paper packaging as the new business plate is the new economic growth point fostered by the group. Year 2010 was the first whole business year, from the table 5, we can see that the proportion of real estate income increased obviously and the high gross margin contributed to form value creation leverage effect. The reason of high gross margin of real estate is that relatively lower land cost for tourism project construction compare to pure city real estate development.

Table 5
Sales sources and composition of OCT A. after the asset Restructuring

	sales		percentage		Gross margin	
	2009	2010	2009	2010	2009	2010

Tourism comprehensive income (RMB billion)	7.06	9.44	86.5%	54.8%	42.36%	47.72%
Real estate income (RMB billion)	3.25	7.03	29.8%	40.8%	58.06%	59.45%
Paper packaging income (RMB billion)	0.604	0.76	5.5%	4.4%	11.38%	12.02%
total (RMB billion)	10.91	17.23	1	1	45.82%	50.94%

According to the above data and analysis, it can be inferred that OCT A is a capital operating platform for OCT group asset Restructuring that make the listed company has more clearly business constitute and high ability of value creation. Indisputably speaking, OCT A keep the industry lead.

CONCLUSION

Holistic Listing Provides Optimized Value Creation Platform

Holistic listing of OCT Group injects new motivation for value creation and helps shareholders to share in long-term and short-term wealth effects. In the short term, capital market reacted positively to the event of whole group listing and created significant positive abnormal returns. In the long term, ability of value creation for shareholders is relatively high both on basis of horizontal and vertical analysis. The intrinsic reasons for corporate value promotion are as following.

On the one hand, the business boundary of Group Company becomes clear through whole group listing. During the development process of OCT group, formed many subsidiary companies which have business connection but belong to different listed company, thus induced a lot of related transaction and vague the transaction boundary. For example, there are 5 sub-companies of OCT group had connected transaction with OCT A. Whole group listing makes these assets become an integral part of whole and contribute to sustainable development of public company.

On the other hand, holistic listing broadens the financing channel for Group Company. OCT A indirectly control OCT Asian Co. via controlling the sub-company Hong Kong OCT, which helps to constructing a sound financing channel on oversea capital market and realize complete control on real estate business in the OCT group, as well as avoid competition between sub-companies belongs to one group.

The Path of Promoting Corporate Value through Holistic Listing

Relying on “tourism + real estate” double drive mode, cultivating paper packaging business as new economic growth point, OCT A has been forming relatively clear value creation path.

The value creation mode of OCT A can be summarized as: based on development of tourism projects and brought theme park brand into full play to realizing the maximize margin effects of tourism development. Meantime, the OCT A also mine and cultivate the new value contribution point and form the sustainable value growth.

OCT A also constructed the sound theme park industry chain including tourist attraction, hotel, culture performing and digital entertainment. Real estate is extension and expansion of theme park industry value chain. The proportion of hotel business and real estate business have been raised since the whole group listing, which strength both internal and external industry chain. The replicability

feature of business mode of OCT in favor of leverage effect of value creation and increased the value volume through scale effect.

Inspiration of Case Study

This case study has positive reference and enlighten for other tourism group companies: the source of value creation is perfect and expansion of industry chain; the major method of value promotion is capital operation.

The value growth of OCT group can be divided into three stages. The first stage from the company foundation to year 2006, the tourist industry development with the core of theme park construction laid the industry leading position and gradually formed the internal industry chain of tourism. The second stage from year 2006 to year 2009 before whole group listing, the real estate business increased rapidly and brand effect enhanced obviously in this period, accompany with tourism industry chain were expanded outwardly and gradually formed the double drive mode of “tourism + real estate” that internal and external linkage. The last stage began from year 2009 after the whole group listing, the assets of OCT group started to be operated in one capital platform, and thus the factors including management structure optimization, broaden financing channel, reduced by affiliated transactions and competition between sub-companies in one group provide shareholders with more reliable value creation sources.

In the framework of Group Company, take tourism business as core and extend to relevant industry, actively participate in capital market, thus finally to promote the value creation ability of Group Company, which may be one solution about the strategy development of Group Company.

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Challenges and Contemporary Solutions for Tourism Destination Planning, Development and Marketing

Huda Farhana, M.M
Vivien Laykian, L

Department of Tourism Management
Faculty of Hotel and Tourism Management
University Technology MARA (UiTM),

ABSTRACT

The United Nations World Tourism Organization (UNWTO) Tourism 2020 Vision forecasted that international arrivals are expected to reach 1.6 billion (worldwide) by the year 2020 from 694 million in 2005. This scenario indicates that ecotourism is a fast growing industry and not only produces economic benefits for the stakeholders especially the host communities but also safeguard the integrity of the ecosystem thereby encouraging its conservation. As such, ecotourism has been used as a sustainable development strategy that raises national income, employment and living standards to the stakeholders. As ecotourism benefits the stakeholders directly, it is important that their perspectives and inputs are taken into account when developing ecotourism affairs. The study focuses on the stakeholders' perceptions of the economic and environmental impacts of ecotourism development within the Penang National Park (PNP), Malaysia. This paper also aims to explore the relationship between the degree of exposure of the stakeholders to the ecotourism industry and their perceptions of the ecotourism impacts. The data was obtained from face-to-face interview using structured questionnaires among 244 respondents in the five villages in Teluk Bahang, Penang, Malaysia. Since the establishment of the PNP in 2003, the host communities have experienced both positive and negative impacts. Generally, greater attention must be emphasized by the local authority to preserve the quality of life of the stakeholders before embarking on any ecotourism development.

1.0 INTRODUCTION

Penang National Park (PNP), a pristine site previously known as the Pantai Acheh Forest Reserve harbors a wealth of 417 flora and 143 fauna species. Pantai Acheh Forest Reserve was declared the Penang National Park in April 2003, and it is the smallest national park in Malaysia (Tourism Malaysia, 2010). PNP is the only national park in Peninsular Malaysia with a coastal habitat. In July 2008, international recognition was given to Penang when George Town was declared a UNESCO World Heritage Site and it is completely transforming local perception. Since that, ecotourism segment has been growing in Penang and indirectly promote Penang National Park (PNP) to the local and international tourists as new ecotourism products. This was indicated with the inception of the National Ecotourism Master Plan in 1997 where Pantai Kerachut in Penang National Park has been listed as one of the important ecotourism products among the 52 others project areas.

Penang National Park (PNP) was specifically set up to conserve and protect flora and fauna as well as aspects with geological, archaeological, historical, ethnological, and other scientific and scenic interests. This is the only park in Malaysia which contains six different types of habitats including a Meromictic Lake (a lake in which some water remains wholly unmixed with the main water mass at circulation periods), wetlands, mangroves, mudflats, coral reefs, and turtle nesting beaches.

Ecotourism is one of the sustainable development strategy, protecting the ecosystem and at the same time serving as an income and employment for the stakeholder. It is expected to grow at a level of 4.0 % per year over the next ten years, creating an opportunity for every country in the world to be part of this process and to share the benefits (The Worldwide, Travel & Tourism , 2009). The United Nations World Tourism Organization (UNWTO) Tourism 2020 Vision forecasted that international arrivals are expected to reach 1.6 billion by the year 2020 from 694 million in 2005. Yet, local people are the main focus of this study as they are the ones who receive direct and indirect impacts. The main goal of any developing tourism industry (in a public area) is maximizing selected positive impacts (increased household income and job satisfaction). Along with minimizing the potential of negative impacts especially on the natural environment (Wang, Biele and Harril, 2009).

Ecotourism at PNP is expected to expand further and retain its position as a popular destination in the state of Penang, Malaysia. Since the host communities are the direct recipients of ecotourism, it is important to identify stakeholders' perceptions of the impacts of ecotourism development. This could be achieved by the Department of Wildlife and National Park (DWNP) in facilitating the stakeholders in terms of human resources and capacity building (Amat & Abdullah, 2004). Although activities has been carried out to improve the local well-being, a study on the stakeholders' perceptions towards the impacts of ecotourism development at PNP is still important.

2.0 LITERATURE REVIEW

There are limited studies being conducted on this topic in Malaysia. Mohd Rusli et al. (2008) assessed impacts of ecotourism development in Marine Park, while Pazim et al. (2009) concentrated on the socio-economic impacts of island tourism in Langkawi, Pangkor, Tioman and Perhentian Island, Malaysia. Apart from that, Shuib (1994) investigated on the total economic impact of tourism development by focusing only on local income and employment in Malaysia National Park, Pahang. Kreag (2001) claimed that the impact of tourism falls into seven major categories including economic, environmental, social and cultural, crowding and congestion, services, taxes, and community attitude. The impact of ecotourism has been recognized as positive or negative and each impact differs, based on the context of its community (Kreag 2001).

Ming and Wong (2006) carried out a research on the coastal zone of North-East, China stated local people or the respondents agreed that tourism had brought a positive economic impact, increasing interaction between tourism and the other sectors and life quality improvement. On the contrary, there were general negative effects perceived by home stay operators such as physical environment deterioration, beach degradation, sea water pollution, and an interruption to the quiet life.

Similarly, according to Thermil and Sheaffer (2004), the Haitians in rural Haiti considered three main ecotourism impacts namely economic, social and environmental. In Hawaii, tourism brings economic, socio-cultural, and ecological impacts to the local people (Liu and Var, 1986). The majority of the residents strongly agreed on the job opportunities created for the Hawaii's residents (95% agree). Local people in Honolulu strongly agreed on the socio-cultural impacts. The items in the socio-cultural aspects included variety of entertainment (92% agree), valuable experience meeting with the tourists (91%), and need for sufficient numbers of historical and cultural exhibits (87%). However, respondents were not happy about the ecological effects. They stressed that tourism caused congestion and inconveniences related to the increasing number of tourists in their area.

Further, tourism development in Riga, Latvia has revealed that the community impact has been categorized into economic, social, and environmental aspects (Upchurch and Teivane, 2000). According to the Butler's tourist life cycle theory, tourist development in Latvia is still in the initial stages of development. Therefore, the residents of Riga indicated a decrease in the price of goods and services in their community regardless of the tourism activity. In terms of social impacts, there were a few impacts such as prostitution, theft and burglary, and the usage of alcohol and drugs indicated by the residents and identified as both positive and negative. Surprisingly, the residents pointed out that there was a reduction in the number of negative effects in the area.

Generally, the ecotourism development may have positive or negative effects. Therefore, it is an advantage for ecotourism to increase the awareness of the local people on the local culture and environment. Meanwhile, through ecotourism, conservatism of the local environment can be promoted. In the long run, ecotourism definitely helps to bring money to any stakeholder even though an unusually sharp increase in visitors and money can disrupt the normal routine of life of the community.

3.0 OBJECTIVES

This study explores stakeholders' (refer to the residents or hosts communities) perceptions on the impacts of ecotourism development at Penang National Park (PNP). It focuses on the positive and negative evaluation of impacts regarding economic and environmental issues. It provides an assessment of the relationship between the degree of exposure of the stakeholders to the ecotourism industry and their perceptions of the impacts.

4.0 METHODOLOGY

4.1 Sampling Frame

The sampling frame in this study comprised of hosts communities (over 18 years of age) and those living more than a year in PNP. A stratified random sampling method was employed to select the samples.

4.2 Data collection

The study covers five main villages in Teluk Bahang area, Penang, Malaysia. The five villages are the nearest village to the PNP main entrance gate and assumed to have larger impacts than other villages. These villages are Teluk Awak, Pekan, Bangsal Rawai, Masjid and Tengah Resort. The total numbers of respondents involved in this study were 244 households with 73.3 % response rate. The interview session involved face to face approach with the host community in order to seek the validity of the respondents' answers. Personal interviews and questionnaire surveys were concurrently carried out to increase potential for understanding of the research problem and data validity (Pallant, 2007). Relevant and important variables were identified and taken from previous studies (Brunt, 1999; Akis, 1996; Alhasanah, 2010; Andereck, 2005; Faulkner & Tideswell, 1997 and King et al., 1993).

The respondents in the study answered each statement based on five scales. The value of each response for these items on the questionnaire was as follows: 1 = strongly disagree 2 = disagree 3 = not sure 4 = agree 5 = strongly agree. In terms of the negative statements, scale was reversed (1=5, 2=4, 4=2, and 5=1) to generate composite mean values for consistency of direction in interpreting the results.

"Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are." Joppe (2000) (p.1). The statements for economic and environmental impacts were tested for their reliability by using Cronbach's alpha methodology. Hair et al. (2007) strongly urged that reliability is compulsory in order to evaluate the consistency of the research findings. Result of reliability test from the survey indicated that $\alpha = 0.72$ (12 items) is acceptable. The Cronbach's alpha coefficient value indicates that all items in the questionnaire are reliable enough to measure the variables identified in the study. A total of 12 attitudinal statements comprising of important categories such as economic and environmental were taken in the study.

5.0 RESULTS AND DISCUSSION

The analysis in this study is divided into two main sections. First section analyzes the host communities' perceptions of the ecotourism development in PNP pertaining to economic and environmental impacts. Next section determines the relationship between the degree of exposure in the ecotourism industry and their perceptions of the economic and environmental impacts in PNP.

5.1 The study sample

Majority of the respondents (30%) were between 48-57 years old. The host communities with age 38 -47 years old were 22% , aged 28-37 were 18% and 15% of them were age 18 -27 and above 58 years old. The percentage of male was 60% and the female (40%). This study is consistent with Suhaila's study (2008) which indicates that the male respondents who are involved in the social activities in the villages are contributing more upon giving their opinions and ideas compared to the female respondents. The host communities in Teluk Bahang involved in private sector employment (28%) as their main occupation and 21% of the respondents are interested in handling their own business. The unemployed groups (students, housewives and retired persons) represent 28% of the total respondents. In addition, there are only 9% of the total respondents who are involved in jobs related to the ecotourism industry.

About 38% of the hosts earned RM 501 - RM 1,000 and the rest earned more than RM 1,001 and above. In other situations, 23% of the host has a lower income and earned less than RM 500 per month. Most of the hosts (93%) have lived for more than 10 years in the village. On the other hand, 6 hosts (3%) responded that they live in Teluk Bahang for less than 5 years. In fact, 65% of the host communities lived nearer to the PNP entrance gate (less than 2km), while the rest of the host communities (35%) lived more than 2 km from the park. The physical distance had a significant effect on how the costs and benefits of ecotourism impacts were evaluated (Jurowski & Gursoy, 2004).

Table1: Mean Scores of stakeholders' perceptions towards economic impacts

<i>Economic statements (n=244)</i>	<i>Mean</i>	<i>Std. D</i>
The ecotourism development at PNP provides an opportunity to increase my family income	3.63	1.00
The ecotourism development in PNP makes the prices of goods and services become higher in my community (rental for boat services/taxi/tour guides).	3.87	0.75
Ecotourism creates job opportunities for people at PNP.	3.41	1.15
Ecotourism increases the cost of living at PNP	2.61	1.03
I have more money to spend because of my work in ecotourism industry at PNP.	2.20	1.09
POPULATION MEAN	3.14	

In terms of economic impacts as indicated in Table 1 which shows that, due to the ecotourism development in PNP, the prices of goods and services increases in their community (M=3.87). These include higher prices for boat services rental, taxi rate and tour guides services. However, some of the respondents verbally mentioned that ecotourism in PNP give them an opportunity to raise their family income through running small businesses like food stalls, working as a private guides and part timer boat drivers. Similarly, findings from Dahl (1980) stressed that tourism can create jobs for the local people and bring money to the country. However, the lowest mean (M= 2.20) is indicated in statement " I have more money to spend because of my work in ecotourism industry at PNP". Some of the respondents claimed that due to the increase number of family members (more than 5) and the cost of living in Penang, they felt that earnings from ecotourism industry and businesses are not enough for them to survive.

Table 2: Mean Scores of stakeholders' perceptions towards environmental impacts

<i>Environmental statements (n=244)</i>	<i>Mean</i>	<i>Std. D</i>
The ecotourism development in PNP causes noise pollution in my village (motorcycle/boat/taxi/car engine, loud music).	2.58	1.30
The ecotourism development at PNP improves the natural environment.	4.08	1.00
Due to the ecotourism development at PNP, tourists interrupt the quiet life in my village.	2.75	1.03
Tourists trample vegetation on beach.	2.12	1.13
Increased traffic jam in the villages' area.	2.02	1.25
Due to the ecotourism development at PNP, the increase of transportation vehicles exacerbate air pollution.	2.30	1.10
Tourists activities cause sea-water pollution.	4.37	1.13
POPULATION MEAN	2.89	

Mean scale; M= 1.0 - 1.8 = Strongly disagree ; 1.9 -2.6= Disagree ; 2.61-3.4 = Average/Moderate ; 3.41 - 4.2 = Agree; 4.21 - 5.0 = Strongly agree

Table 2 shows the Mean Scores of stakeholders' perceptions towards environmental impacts. Kreag (2001) stated that tourism can also degrade the environment. Visitors generate waste and pollution (air, water, solid waste, noise, and visual). The results seem consistent with the studies found by Kreag (2001) and Andereck (1995). Table 2 shows highest mean (M= 4.37) goes to "tourists activities cause sea-water pollution" and overall the host communities admitted that ecotourism gave negative environmental impacts to their hometown. The hosts agreed that uncontrolled visits or overuse by visitors can degrade landscapes, historic sites, and monuments at their "home". Indirectly, due to the issue that water is scarce; tourists can create problem to the available supply (Kreag, 2001). The study shows that host communities expressed that generally ecotourism development brings more positive than negative effects to their society (M= 3.77; S.D= 0.83).

5.3 Relationship between the degree of exposure in the ecotourism industry and their perceptions of the economic and environmental impacts in PNP

In order to measure the degree of exposure on tourism, length of residency, physical distance from the tourist activities, and host communities' frequency deal with tourists (outsider) were included in the study. To achieve the research objectives, multiple regression analysis was employed.

5.3.1 Relationship between the degree of exposure in the ecotourism industry and host communities' perceptions of the economic impacts in PNP

Table 3: Multiple regression analysis of economic impacts of ecotourism development on degree of exposure characteristics (n=244)

Independent variables <i>(Degree of exposure in the ecotourism industry)</i>	Beta	R	R ²	F
Length of residence	-0.08			
Distance of residence from park	-0.10			
Frequency dealing or communicate with tourists	0.16**	0.31	0.08	6.29** *

Significant beta

*P<0.10, **P<0.05, ***P<0.01, ****P<0.001

¹Employed in the tourism industry: Yes =1, No =0

The discovery of significant findings (Table 3), enabled the rejection of the null hypothesis. These findings were: (1) those who frequently deal and communicate with the tourists viewed tourism more positively than those who did not deal similarly (p(0.05), (2) the period of length and distance of residence from the park did not influence residents' opinions of tourism. Contrary, Teye et al. (2002), the long term host community tend to demonstrate more support to the ecotourism development. Allen et al. (1988) and Jurowski and Gursoy (2004) argued that long term host communities are more negative (less supportive) towards ecotourism.

5.3.2 Relationship between the degree of exposure in the ecotourism industry and host communities' perceptions of the economic impacts in PNP

Table 4: Multiple regression analysis of environmental impacts of ecotourism development on degree of exposure characteristics (n=244)

Independent variables <i>(Degree of exposure in the ecotourism industry)</i>	Beta	R	R ²	F

Length of residence	0.34			
Distance of residence from park	-0.24*** *			
Frequency dealing or communicate with tourists	0.23****	0.4 4	0.1 9	14.01** *

Significant beta

*P<0.10, **P<0.05, ***P<0.01, ****P<0.01

¹Employed in the tourism industry: Yes =1, No =0

The results in table 4 show that there is a significant difference related to host communities' distance of residence from the PNP and employment in the tourism industry on the perceived environmental impacts. Instead, the results of the F test show that (1) residential areas of hosts which are close to the ecotourism area or destination attraction are likely to have more negative view of environmental impacts, (2) those who regularly deal and communicate with tourists have greater positive opinion regarding environmental impacts of ecotourism.

The results in Table 4, validated the study by Madrigal (1993) and Pizam (1978) which argued that hosts who are living close to the ecotourism areas are more negative about the environmental impacts. The present findings (Table 4) also did support previous research from Liu and Var (1986); Allen et al. (1988); Ryan and Montgomery (1994); Bonimy (2008) as they agreed that length of residency period is one of the factors that have an influence on residents' perceptions.

In Penang National Park, the host communities acknowledged the ecotourism socio-cultural benefits such as the village becomes more cheerful with the arrival of tourists, while recognizing the negative impact of economic and natural environmental impacts. This finding should not be considered uncommon for an emerging destination (Wang et al., 2009). Residents believed that social and cultural life in PNP had improved, but were negative toward the prices of goods and services, sea-water pollution caused by ecotourism. Host community felt that PNP authorities involved in planning and managing ecotourism are not giving much consideration to include hosts in their decision-making.

The local authorities need to know that by understanding the stakeholders' opinions of tourism it will give management implications as it shows the stakeholders willingness to support the tourism industry. Otherwise, marketing opportunities may be missed with regards to the positive views held by the host population which may translate into an improved tourism product.

The results have highlighted significantly different findings by e.g. Weaver and Lawton (2001); Gursoy et al. (2002); Jurowski and Gursoy (2004) regarding host interpretations of the ecotourism impacts. Firstly, the closer the hosts' residential areas to the ecotourism area or destination attraction, stakeholders have negatively view on the environmental impacts (see Table 4). This suggest that host communities may indeed learn to live with ecotourism. In future, the close-in hosts may evaluate the benefits higher because of the increase opportunities for employment. In addition, this

group would benefit most from improvements in infrastructure and public services (Jurowski & GURSOY, 2004).

Secondly, those who regularly dealt and communicate with tourists are more likely to feel positive towards ecotourism impacts (see Table 4, 5 and 6). This is confirmed by (Snaith & Haley, 1999) that the importance of communicating with the public (tourists) may raise hosts' awareness of the ecotourism issues. Indirectly, the communication between hosts (stakeholders) - guests (tourists) will market the value of ecotourism in the destination area and the stakeholders feel the importance of their roles in the industry.

Few recommendations are needed to boost the ecotourism development in PNP and assist the fulfillment of PNP's strategic objectives for ecotourism:-

- 1) Wider research and dialogues are needed to remain informed on the actual impacts of ecotourism to the hosts communities through internal programmes. Local governments should increase frequencies of special events surrounding the park and strengthen cooperation with the hosts communities and electronic media to highlight these events,
- 2) Host communities should be involved in an integrated ecotourism system. This strategy could reduce conflicts between local governments, host communities and the DWNP.

6.0 CONCLUSION

This article presents the data set that confirms that the residents in most destinations, either undeveloped, developed, or developing, can identify both positive and negative impacts of tourism development. The following conclusions can be drawn from the study. Data analysis supports the evidence that there are positive and negative economic and environmental impacts of ecotourism development at PNP. The findings of the present study could help us to understand the relationship between host communities' perceptions of economic and environmental impacts and community support on ecotourism development.

A few of these negative impacts of tourism development have started to appear and it is interesting to identify in the early development stage of PNP. For example, hosts have noticed a higher price of goods and services provided in PNP and the sea-water pollution due to the tourists' activities. Finally, hosts' reluctance to embrace the ecotourism industry calls for more research attention to tourism, safety, and security.

Indeed, understanding the stakeholders' perceptions and incorporating the views of the host population may enlighten the park as a favorable destination area. The attention given by the park management to the hosts' needs will delight the hosts in PNP as the best place for work, play and living experience.

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Community Participation in Tourism Planning and Decision-Making: An Approach to Achieve Sustainable Tourism

Lizhi Li,
The University of Queensland.

ABSTRACT

As an important approach to tourism planning, community based decision-making process is closely associated with the sustainable development in a destination. In fact, community based approach to tourism decision-making is a contributor to sustainable tourism, for the reason that respect residents interests and needs can improve the harmony between destination and tourism industry. In particular, community acceptance of tourism plan helps to smooth the implementation, and the suggestions and proposals from native people could ensure development project practicable. Most importantly, tourism benefits could be maximized by enhancing the involvement of host community, with preserving environment resources and social-culture. On the other hand, it would hinder the achievement of planning project and even whole tourism system with a sort of disadvantageous chain reactions, if residents failed to involve in. Although it is theoretically ideal to achieve sustainable tourism by considering community participation as an important approach to tourism planning, it is still extremely difficult in practice, especially in less developed countries. This paper reports importance of community based tourism planning and decision-making by evaluating academic literatures and typical examples, and analyzes various impediments of implementation in less developed countries including the high level of centralized politic system, economic needs outweigh the sustainable awareness, as well as the huge knowledge gap and weakness of civilian organizations. Also, several strategies are proposed at the end of the paper to ensure tourism development decisions under the control of indigenous people. Firstly, improving local awareness and right of democracy might be the groundwork, but since this is largely relevant to the reform of whole politic system, the more practicable recommendation is to respect natives' ownership of tourism resources and facilities at any time. Moreover, the communication gap needs to be diminished through constructing an unblocked bridge between tourism authorities and local residents. In addition, sufficient financial support, professional knowledge of sustainability philosophy in terms of tourism development, and folk organizations with strong forth are of necessity for host community to make the appropriate tourism plans.

Key words: community participation; tourism planning; sustainable tourism; less developed country.

INTRODUCTION

On a worldwide basis, the concept of sustainable tourism has played a significant role in the tourism industry in recent years. Thus, an increasing amount of research has focused on the harmony between the host community and tourism development. It is clear that, as an important approach to

tourism planning, community based decision-making process is closely associated with the sustainable development in a destination. In the other words, the achievement of community participatory tourism gives rise to the positive outcomes economically, environmentally and social-culturally. On the other hand, it would hinder the achievement of planning project and even whole tourism system with a sort of disadvantageous chain reactions, if residents failed to involve in. This report will argue the importance of community based tourism planning and decision- making by evaluating academic literatures and typical examples, and the impediments of implementation in less developed countries will be analyzed. Also, key recommendations will be mentioned at the end of the report.

Sustainable tourism and community participation

This concept aims at the malpractice of the conventional mass tourism; putting forward a new model focusing on the harmony of economic development and environmental protection as well as the social-cultural conservation in local community. In contrast with the conventional tourism model, sustainable tourism is not only maintaining ecosystem, but also balanced the economic viability and social justice in an indefinite time.

Most importantly, in terms of sustainable tourism, the role of local community should be emphasized. Specifically, as the subject of tourism development, local residents are absolutely playing a core role in sustainable tourism. There are several reasons for this argument. Firstly, Simpson (2001) argued that stakeholder needs involving in tourism planning and satisfaction with the consequences might be the main factor of sustainability. Thus, as a key stakeholder of whole tourism system which regarded as the linkage between the public sector, local tourism industry and tourists, the power of host community can not be underestimated. Secondly, In terms of the relationship between tourists and hosts, we simply cannot ignore the importance of host attitudes. Doxey's Irridex model which is studied about different attitudes is very relevant to sustainability of a destination (Swarbrooke, 1999). Indeed, positive attitudes give rise to strengthen the friendship between tourists and residents and satisfaction to destination. Accordingly, these advantages contribute to sustainability. In contrast, some social problems and issues may occur due to negative attitudes such as irritation and conflicts. At the same time, tourists' experiences and competitive advantage at natives decrease inevitably; as a result, local tourist industry is likely to decline. Thirdly, local people's recognition of the principles of sustainability is also makes contribution to achieve goals. For example, in some community-based tourism destination, residential population is closely bonded with tourism industry, and overwhelming majority of tourist employees are local people. Therefore, whether or not their awareness and behaviors are coinciding with environmental and social-cultural conservation affects the implementation of sustainable tourism directly. Thus, if the local community failed to involve in tourism development, a variety of problems will resulted in inevitably; such as isolated island, enclave tourism, neo-colonialism, etc (Mao, 2008). So far, there are various international organizations have noted the important role of local community in sustainable tourism development. According to "Charter for Sustainable Tourism", which is formulated by the World Conference on Sustainable Tourism in 1995, tourism activities must balance the environmental, economic and social-cultural impacts on a host community and ensure the interest of residents considered as the heart of the process of tourism planning and management, especially in less developed countries. At the same time,

an action plan highlighted the importance of enhancing public participation in tourism development. Furthermore, “Agenda 21 for the Travel and Tourism Industry” (1997) pointed out that resident participation must be viewed as a key link in the process of sustainable tourism, while caring their benefits in practice.

Community participation in tourism planning and decision-making

A community approach means residents are encouraged to involve in development process by identifying their needs and utilizing local resources actively, as well as decide to select the appropriate means to participate (Stone, 1989). In general, there are four main different means associated with the concept of “community participation”, including tourism planning and decision-making, economic activities related to tourism, environmental protection and social-cultural preservation. But in many cases, excepting the form of economic activities, other aspect are still insufficient or ignored (Hu & Zhang, 2002). In particular, contrary to the conventional planning method, which is dominated by the authorities and tourism industry, community approach to tourism planning is a more practicable and effective way to achieve sustainable development. There are several reasons can support this argument, but in general, they come down to 3 major ones.

First of all, giving the opportunity for indigenous people to involve in the process of making decision can ensure the implementation of planning going smoothly without some evitable conflicts. It has argued by many scholars. For example, Murphy (1985) concentrated on how to make tourism planning from the view of local community and argued that through respecting the rights of residents to offer their own voice can eliminate the negative attitudes and conflicts between local residents and tourism industry, thus, it can helps to the implementation of tourism plan. On the contrary, ignoring locals’ needs could hamper the cooperative relationships with community stakeholders, which might result in environment deterioration, economic chaos and even traditional culture damage. For example, a case study of Cyprus demonstrated that, a tourism planning that purely pursuit economic outcome and environment protection rather than considering requires of residents met a stiff resistance from indigenes. And finally this development program ended up in smoke (Ioannides, 1995). The worse case is Goa—a coastal destination in India. Since discontent with a lot of inconveniences brought by huge wave of tourist flows, some organizations that consist of local students and workers started to distribute unfriendly leaflets to travelers. Eventually, natives put pressure on government to object to tourism development (Liu, 2000).

Secondly, a large amount of native resources are likely to be utilized and allocated more effectively if host community participating in exploiting actively; this can be regarded as the other advantage of community approach. In other words, the satisfaction of local people with the exploitation project and the subsequent effects can drive them make extensive use of local resources for tourism development. Inskip (1991) points out that it can inspire them to maximum participation in tourism management. Particularly, a common goal identified and accepted by host community and industry through negotiation or consultation do helps to enhance local awareness of sustainability, thus environment protection and social-cultural preservation can be achieved while boosting tourism income.

Last but not least, native suggestions and recommends based on actual situations are essential to make plan program accords with fact and more feasible. Obviously, without the support of current and necessary information from natives, it would be difficult to make plan program practicable.

The Thai village of Klong Khwang might be a good example. With the assistance of a Training and Technology Transfer Program (TTTP) which is conducted by a Canadian university, Klong Khwang community established a public consultation team, including the village headman, public health volunteers, a village committee, local administration organization and a youth representative. This group organized meetings to discuss issues involving tourism planning. The first step is to identify the purpose of tourism development, and then they recognized the common goals which would be a general principle to guide subsequent process. Also, tourism products and services were defined by key community members, the potential issues and effects of tourism activities were predicted and evaluated. Most importantly, maintaining environment and social-culture were emphasized by residents. Due to guiding the main direction of tourism development through public decision-making, the following processes were ensured under the control of host community. For example, community cooperation was strengthened, tourism related facilities and services were promoted, as well as tourist income were distributed to villagers fairly. Furthermore, the attitude of residents towards tourism switched positively. Sunalai(2006) points out that Klong Khwang has promoted tourism industry, and it should be seen as a strong inspiration for achieving long-term benefits by community participation in tourism planning.

Impediments to community participation in tourism planning

Many experts doubt that although it is theoretically ideal to achieve sustainable tourism by considering community participation as an important approach to tourism planning, it is still extremely difficult in practice, especially in less developed countries. No one can deny that, participatory tourism planning “seems not to be considered in detail” (Tosun, 2000). Tosun points out that, in may less developed destinations, the concept of community participation in tourism is just regarded as the economic assistance that gained from tourism activities, such as advocating natives engage in tourism business and giving them employment opportunities related to tourism services, but the rights to give a voice in the process of making decision are always ignored.

The impediments to implement the community participatory tourism planning into practical work in developing countries are always bound with the political, cultural, and economic issues. In order to identify these factors, a comparison of the tourism nature of the developing countries and western countries might offer some implications and suggestions. In the first place, the centralized political culture which is short of democratic mechanism could be viewed as one the most important factors. In general, residents in less developed countries have less opportunity to involve in decision making process, due to the fact that social decisions and developing plans are largely dominated by central government or local authorities. Thus, not only lack of right to have a say, host community but also tend to lack of the awareness of democracy gradually. Accordingly, it seems often unfeasible to enable residents make an actual decision on tourism planning. Tosun(2000) noted that the high level of autocratic public administration system would hamper community participate in tourism decision-making process at the operational level. In contrast, with the high level of democratic rights,

community participation has become an instituent part of a planning project in many developed countries. For example, with regard to a certain planning strategy, some approaches such as public hearings, consultation committees, community surveys, environment evaluation, etc. has been widely used in Canada (Zhang, D., Liu, J.,& Peng,S,2002). Although some developing countries are accelerating the process of democracy, they still have a long way to go.

Secondly, the passive participation in terms of the ignorance of long-term outcome, a sort of negative chain reactions would be generated which will hinder sustainable tourism. In fact, tourism industry is more likely to be the only means to gain economic benefits for local community in a poor destination. So, rather than emphasized on preservation of traditional culture and protection of environment, local residents tend to be pursuit the improvement of economic income. As a result, in the process of formulating tourism planning, they would give less critical suggestions, and would not hold the opposite view even the planning is unpractical or at the expenses of environmental contamination. This is exemplified by a case study of Yulonghe village in south China (Bao & Sun,2006). The interview survey of residents' attitudes towards balance of pollution and tourism founded that more that 80% villagers prefer to tourism income, and they hold the view that as long as poverty problem can be solved, some environment pollution could be accepted. Consequently, when participating in making decision, the sustainability of destination tends to be ignored. On contrary, community participating in tourism decision-making actively and critically can contribute to sustain their homeland. The country of Prince William in UK can be seen as a good example (Hawkins & Cunningham,2004) Since consider that the Disneyland development project poses a threat to local culture and environmental resources, a civil group organized by 20 local peoples strongly protested against the tourist developers, as a result Disneyland have to cancel the previous development program.

Moreover, the weak of folk forces due to lack of information, education and network can be seen as another challenges. In most developing countries, there is a big "knowledge" and "communication" gap between host community and decision makers (Tosun, 2000), as a result of information asymmetry, so it would be infeasible for indigenous people to get sufficient tourist data and insight the related current situation unless facilitated by an outside organization such as TTTP. Also, non-government organizations who can organize as committees and representatives native interest are still limited both in numbers and professional skills in less developed countries. Consequently, these limitations above result in that local community is in the disadvantaged condition in the process of sustainable tourism planning.

CONCLUSION

All in all, community based approach to tourism decision-making is a contributor to sustainable tourism, for the reason that respect residents interests and needs can improve the harmony between destination and tourism industry. Ideally, the local people being involved in tourism plan helps to smooth the implementation, and the suggestions and proposals from native people could ensure development project practicable. Most importantly, tourism benefits could be maximized by enhancing the involvement of host community, with preserving environment resources and social-culture. As a result, the triple bottom line could be achieved sustainably. However, there are

still various impediments to practice community participation in many destinations, especially in less developed countries, due to the weak position of host community in decision-making process, including the high level of centralized politic system, economic needs outweigh the sustainable awareness, as well as the huge knowledge gap and weakness of civilian organizations.

In order to enhance the community involvement in the process of tourism planning and decision-making in practice, several strategies are expected to be implemented.

First of all, improving local awareness and right of democracy might be the groundwork, but since this is largely relevant to the reform of whole politic system, the more practicable recommendation is to respect “natives’ ownership of tourism resources and facilities” (Simmons,D.1994) at any time. For example, governments need formulate related regulations to ensure different form of participation such as public consultations, local negotiations, hearings or opinion surveys to be an instituent part of every development planning. Moreover, the communication gap needs to be diminished through constructing an unblocked bridge between tourism authorities and local residents. From recognizing the common goal of sustainable tourism development, defining the forms of tourism products, discussing the tourism income distribution system, to evaluating the real effects of tourism activities, the opinions and requests from host community should be emphasized. Therefore, local residents are more likely to have a say actively and effectively. In addition, sufficient financial support, professional knowledge of sustainability philosophy in terms of tourism development, and folk organizations with strong forth are of necessity for host community to make the appropriate tourism plans. Only in this way, can tourism development decisions under the control of indigenous people.

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Establishment of an Environmental User's Fee System for Tourist in Bali Province,

Indonesia

Made Antara

Researcher at Research Center for Culture and Tourism

Lecturer at Doctoral Program in Tourism

Udayana University, Bali

ABSTRACT

Goal of the research is to establishment of an environmental user's fee for tourist who visit Bali. Result of the research shows that from two hundred interviewed tourist respondents, 60% state that they are willing to pay (yes), and 40% stated not willing to pay (no). From the visitors who are willing to pay, they are ready to pay between US\$ 2 – US\$ 25, and the average willingness to pay is US\$ 13. If it is using an approximate value of willingness to pay is US\$ 13.0 per person of each visit to Bali, and by using visitors data visiting Bali in the year 2008 totally 1.968.892 people, therefore Bali has a potency of revenue from environmental fee are US\$ 25,595,596 (Rp. 250.595.596.000) per year. Generally visitor respondents agree to contribute to the environmental fees through Visa on Arrival (VOA) mechanism including Air Port Tax.

Key words: tourism, environmental, user's fee.

INTRODUCTION

The Bali's economic structure has unique characteristic compared with other provinces in Indonesia. The economic pillars which were built through the superiority of tourism economic as a leading sector have opened various opportunities which may support economic activities and develop community work's performance. The dimension is figured from the spread of working opportunity, the highly level of society income, widely spread of a network that including local borders up to national level, even more, it's up to international level. By a great support of tourism, it caused other related sectors such as trading, hotel and restaurant, transportation, finance and services give lots of distribution to form the PDRB (Average of Regency Gross Revenue) of Bali province and the economic of Bali itself.

For Indonesia included Bali, the importance of tourism had been strongly stated in the 1998's national guideline (or GBHN. 1998). It is stated, "Tourism development is directed as mainstay tourism development in its widen meaning that potentially becomes one of reserves resources support the economic growth, increase the regional income, empowering community economy and increase the national recognition and its marketing in term of increasing the people wealthy by consistently maintain the nation identity, religious values and sustainability of function and quality for

environment “. It is clearly dictated that tourism is developed to become a main sector in the national economic development; while at the same time maintains the national identity and environmental sustainability.

Tourism is wide spanning, in the sense that it consists of various service industries related to the facilitation of travelers, such as restaurant, accommodation, transportation, and souvenir (Yoeti, 1996; Anonym, 2003). As such, labor absorbed by this sector is significantly high, with a close correlation with the development of tourism service industries, tourism infrastructures, and tourism attractions. The number of labor used in tourism sector at the end is associated with the number of tourist arrival and expenditure. According Antara and Pitana (2009), the economic impact of tourists’ expenditure on the creation of employment s every one quintillion rupiah (Rp 1,000,000,000,000) tourists’ expenditure will create 27,750 job opportunity in tourism sector and 67,560 job opportunity in overall economic activities in Bali. Thus, the share of tourism on employment creation in overall economy reaches 40.56%.

The number of tourist visiting Indonesia in 2008 reaches 6.4 M, with a significant increase compare to that of 2007 (5.5 M). The arrival of 2007 itself is an increase of 13.02% compared to that of 2006. Seen from nationality, ASEAN countries, especially Singapore and Malaysia, are the main sources of tourist visiting Indonesia (Depbudpar, 2007).

Bali as a prime tourist destination in the world, the protection and management of coastal and marine resources is essential in sustaining tourism, and consequently, will effect to the local economy in Bali Province. While tourism contributes to the local and national economy, the increasing number of tourist arrivals poses a challenge in sustainable coastal management and environmental in Bali such as increasing volume of wastes, higher demand for food, pollution of air and water, high traffic, increasing freshwater extraction and other associated issues.

An essential aspect of promoting sustainable development is the availability of resources to ensure sustainable management of the increasing population and influx of tourists. To assist the local governments in raising local revenue to support necessary environmental services, this research will look into the possibility of establishing an Environmental User’s fee (EUF) for tourists in Bali Province, including the legal basis, social acceptability and economic viability.

The objective of this research is to establishment of an environmental user’s fee for tourist who visit Bali, through willingness to pay, as a means of financing priority environmental services.

RESEARCH METHODS

The research use survey method and scope of survey area covers mainly tourist resorts in Bali where many foreign tourists visit namely Ubud as International village, Kuta, Sanur, Nusa Dua,

Tanjung Benoa and Jimbaran. This location is determined with purposive method, where these tourist resorts are chosen purposively because there are many tourists visit these places every day.

Target of population becomes respondent are around 200 tourists who come from five different regions such as from Europe, Middle East, Asia, North America, Latin America, Australia including New Zealand. All total of those respondents are considered to represent all of the tourists who visit Bali and it's also due to limited budget to do the research. By taking respondents from various regions so it is expected to represent the opinions of tourists who visit Bali from all over the world related to environmental user's fee survey. Due to total of tourist populations are not well recorded, so the method of taking the samples of respondent use Non Probability Sampling Method (see: Jennings, 2001), and good sampling method for this research is accidental sampling, means that any tourists who accidentally be met in tourists resort may be used as respondent.

Kind of data collected are quantitative and qualitative data. The quantitative data are willingness to pay. Qualitative data are impression about Bali, satisfaction, interested environment aspect, concern environment aspect, etc. Method of collecting data is interview with respondent tourists. Analysis of data use descriptive statistic, where this tool can explain descriptively about the object of research, especially environmental user's fee through willingness to pay for tourists who visit Bali. According to Pease and Turner (1990), Turner et al. (1994), and Young (1996), Willingness to Pay (WTP) is one method that can use to determine the price of goods, where the goods price is not known or if the goods has not market price, e.g. noise, pollution or timely forecasts from the national meteorological service. This method used to determine the price that peoples or tourists are willing to pay for the goods of environment in Bali.

Practically to know willingness to pay for tourists: (i) interviewer explains quantity, quality, time, location of goods that can used in certain time, in this research is environmental goods, (ii) start to be ask for willingness to pay; if yes → upgraded till he/she is willing to pay, then (iii) lower it till he/she is willing to pay; (iv) it is called as converging approach or focusing or other word person is asked: How much is better to pay instead of goods lost.

RESULT AND DISCUSSION

Impression about Bali

Bali was chosen as the most favorite tourist destination in the world in 2007 of course based on foreign tourist perception who ever visited Bali and got experience about having a journey in Bali, feel the security, comfort, people friendliness, the beauty of panorama, the uniqueness of culture, social and religion of Balinese people.

The impression about Bali were asked to 200 tourists, as respondent from four level of impression, those are excellent, good, moderate and poor. 73% of them said good, 24, 5% said excellent and 4% said moderate (Table 1). We do not exactly know whether the respondents only joke to give opinion about something poor or it was actually good thing said by respondents. However if it

is linked to respondents who repeat to visit Bali where they had been to Bali more than once, the impression of Bali is actually true as they said.

Table 1
Impression of Respondent Tourists on the Establishment of Environmental User's Fee System about Bali, 2009

No	Impression about Bali	T o t a l	Percent
1	Excellent	49	24,5
2	Good	146	73,0
3	Moderate	4	2,0
4	Poor	1	0,5
	T o t a l	200	100,0

Satisfaction

Satisfaction is obtained by a person including tourist after consuming goods including environment at a destination ever visited. Even, in this matter, environment is not only environment related to panorama, but also culture and custom's environment of society. In Bali rice field panorama environment and uniqueness of farming is product of agrarian creation for Balinese society. Furthermore, custom is product of Balinese society related to social behavior from human to human relation, from human to the God, from human to nature called TRI HITA KIRANA. Experience of consuming goods including environment goods is expressed in level of satisfaction such as satisfied or unsatisfied.

Expression of tourist satisfaction after visiting Bali or consuming environment goods in Bali is tried to be caught through two levels of question, those are satisfied (yes) or unsatisfied (no). Of 200 respondents statement, 96,5% said satisfied (yes) and only 3,5% said unsatisfied (no) when visiting Bali (Table 2). This fact strengthens that previous fact most tourists who visited Bali more than once and got satisfied and therefore they repeat them. However 3,5% of tourist respondents who said unsatisfied when visiting Bali by saying some reasons such as:

- Too much garbage on the beach, streets from local people
- Rubbish during rainy season, pollution various with traffic, and too much plastic
- Pollution
- Car and motorbike pollution
- Air pollution

Table 2
Satisfaction of Respondent Tourist 'Study on the Establishment of Environmental User's Fee System' Visit to Bali Tourism Destination, 2009

No	Satisfaction	T o t a l	Percent
1	Yes	193	96,5
2	No	7	3,5

	T o t a l	200	100,0
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Willingness to Pay

Survey approach of willingness to pay (WTP) and willingness to accept WTP use assumption that price of goods and services are different depend on change of environment quality prepared. Assessment is based on willingness to pay (WTP) group of better goods or better environment quality and willingness to accept (WTA) if obtain thing or service more interior or worse environment quality (equivalent variation). Willingness to pay and total people who willing to pay has negative relation, so approached by demand curve than compensated by income, so that it is called income compensated demand curve, means that only few persons who willing to pay more.

Tourism who come to Bali directly or indirectly have consumed goods environmentally in public whether in form of panorama environment (tangible) social, cultural and custom environment (intangible). Other effect of tourists consuming environment goods in Bali, unrealized tourism also produces waste and pollution, and if it is not well handed it will produce more waste and pollution.

Handling the waste and pollution need lots of fund and should be claimed to tourists who visit Bali as environment consumers during they stay in Bali. It is indeed, by now days both domestic and international tourists are not charged for special environment user's fee. Before the environment fee really claimed to tourists, so a survey of willingness to pay is conducted to tourists who visit Bali in 2009. When willingness to pay is asked to 200 tourists as respondents, so 60% of them say that they are willing to pay (yes) and 40% of them are not willing to pay (no) (see Table 3).

Table 3

Willingness to Pay of Respondent Tourist 'Study on the Establishment of Environmental User's Fee System' Visit to Bali Tourism Destination, 2009

No	Willingness To Pay	T o t a l (respondent)	Percent
1	Yes	120	60,0
2	No	80	40,0
	T o t a l	200	100,0

Several of reason made by tourists respondents who are not willing to pay, such as: 25% of them say they have no money, 13% of them said there is not enough money for it, including in VOA (8,75%). I do not make pollution, Balinese people make pollution, they should clean up their own city (5%) and Balinese people should take a care about this (2,5%), I have already paid all is 2,5% and have more money to visit Bali. While the reasons are shown on Table 4. So, there are lots of arguments expressed by the international tourists who visit Bali for unwillingness to pay for environment fee.

Of 120 persons (60%) of tourists respondents, those who are willing to pay, when they were ask for amount of payment they are pleased to pay for environmental fee after consuming environment goods in public in Bali, it amount is around US \$ 2 – US \$ 25. If we take the last three

points on Table 5, the model follows the function demand where get less tourists who willing to pay more, or other word, the more expensive of environment goods price (willingness to pay), so the less tourists who willing to pay. On environment goods priced US \$ 15, the only 53 tourists (44%) who willing to pay on price of US \$ 20, there are only 13 tourists (11%) tourists who willing to pay. This facts can be illustrated on compensated demand curve that links between willingness to pay on horizontal I axis (axis X) that identically with a thing and total of tourist who willing to pay on vertical axis (axis Y) as presented on Figure 1. However, goods that make happy that some tourists (60%) of respondents are wiling to pay environment goods they consume during their visit to Bali tourism destination.

Based on 60% of respondents who wiling to pay for environment fee of around US \$ 2 – US \$ 25 and total tourists who are willing to pay the fee a around 6 – 53 persons, so, it can be calculated average rate is able to use as base of calculating potency of environment revenue fee for Bali tourism destination that basically form total of tourist visit to Bali (Table 6).

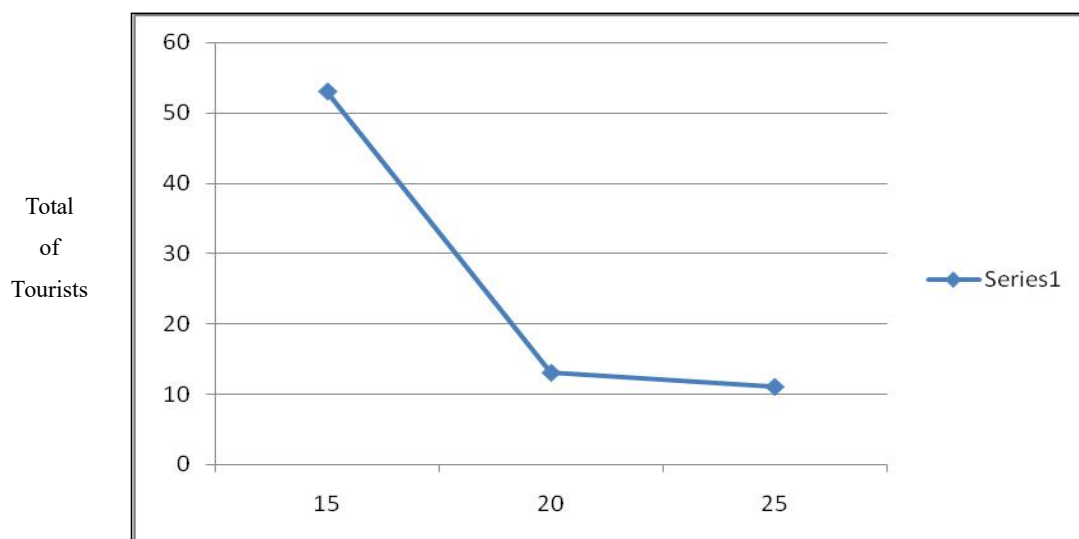
Table 4
Reason of Respondent Tourist on the Establishment of Environmental User's Fee System Visit to Bali Tourism Destination, 2009

No	Reason Why They Don't Willingness to Pay, 2009	Sum	Percent
1	Because we paid airport tax already or include the tax	5	6,25
2	No enough more money for this	11	13,75
3	Enough to pay more	3	3,75
4	have spent a lot of money	1	1,25
5	No have money	20	25,00
6	Already spent more money	1	1,25
7	should be included in taxes we pay coming into country	1	1,25
8	Departure tax already	2	2,50
9	The responsible government	1	1,25
10	Indonesian corruptor	1	1,25
11	Government must responsible	1	1,25
12	I do not pollute, Bali people pollute, they should clean up their own city	4	5,00
13	Panorama, food, local people	1	1,25
14	Because I have work a lot of	1	1,25
15	It's not my business	1	1,25
16	Balinese people should take care of this	2	2,50
17	I have paid	1	1,25
18	It's already good	1	1,25
19	I don't have enough money	1	1,25
20	Go to Bali to business so don't have to pay anything	1	1,25
21	I have already pay all	2	2,50
22	Include in VOA	7	8,75

23	Have spent more money	1	1,25
24	Not get enough money	1	1,25
25	He want to pay in airport tax	1	1,25
26	To much to pay anything	1	1,25
27	Depend if the money less than US 15	1	1,25
28	Responsible of Balinese people, has paid	1	1,25
29	No willingness to pay	1	1,25
30	Have more money to Bali	2	2,50
31	To much money	1	1,25
32	No money, Indonesia is corruption	1	1,25
	Total	80	100,00

Table 5
Range of Willingness to Pay of Respondent Tourist ‘Study on the Establishment of Environmental User's Fee System’ Visit to Bali Tourism Destination, 2009

No	Willingness to Pay (US\$)	Total (person)	Percent
1	2	6	5,0
2	3	6	5,0
3	5	22	18,0
4	10	9	8,0
5	15	53	44,0
6	20	13	11,0
7	25	11	9,0
	T o t a l	120	100,0



Willingness to Pay

Figure 1

Relation between Willingness to Pay with Total of Tourists who willing to Pay, can expressed inform *Compensated Demand Curve*
 (Graphic made based on three point namely point 5, 6 and point 7)

If use the data of willingness of tourist to pay such US \$ 13 per person for every time visiting Bali and use the data of tourist visit to Bali in 2008 totally 1.968.892 persons (see Data Bali Membangun, 2008), so Bali has potency of revenue for environment fee US\$ 25,595,596 (=Rp 250.595.596.000) per year. This amount is relatively a lot, and more than enough to maintain the sustainable for environment, mainly from effect of degradation due to the existence of tourism. It is important to know that tourism does not only give positive impact of improving the society wealthy especially those who live in Bali but at the same time also arisen negative externality to environment.

The damage as result of pollution is an externalities diseconomies or negative externality so that it causes social cost or external cost that invisible in administration (revenue and expenditure) for tourism businessman and government. So, the way out of this externality is internalizing external cost, where as calculating all external costs into internal costs of tourism companies by using economic assessment technique, like cost of employee or capital cost into calculation of production cost. If can also conducted by charging environmental fee to the tourists who visit Bali and have consumed public environmental goods, that indirectly also support the handicraft business people and garment produce more for tourists. Many of rivers and rice field are polluted by chemical waste of garment industry in effort to prepare more and vary. In the future the problem for tourism will be water pollution, air pollution, land food resource with organic chemical content, increase of drinking water resources, forest and environment degradation and traffic jam. This problem must be over come by province and regency government so that Bali can be a sustainable tourism destination.

Table 6

Average of Willingness to Pay per person from 120 Respondent Tourists Study on the Establishment of Environmental User's Fee System' Visit to Bali Tourism Destination, 2009

No	Willingness To Pay (US\$)	Tot a l (person)	Total (US\$)
1	2	6	12
2	3	6	18
3	5	22	110
4	10	9	90
5	15	53	795
6	20	13	260
7	25	11	275
	T o t a l	120	1560
	Average Willingness to Pay per person	-	13

Concerns of Environmental Problems

In relation with research study on the establishment of environmental user's fee system for tourists who visit Bali tourist destination, the questions are not only about the interested environmental aspect, but also asked about concern of environmental problem through an open question and the tourists give his/her own comments in accordance with environmental problem met during to visit in Bali. Information of concerns of environmental problem is really important for any executive in provincial level in Bali as a base to maintain the environment that consider as problem for tourism.

Of 200 international tourists as respondents of study on the establishment of environmental user's fee system, most of them (43,5%) said that the main problem of environmental in Bali is about rubbish on the beach, road, river, city, tourism objects. And other environment problem respectively are pollution (water, air, plastic) 12,5% tourists, traffic/too much traffic / over transport (motor bike), traffic in all the street in Bali by 9,5% tourists (landscape crowded by 7,0% tourists, clean up 3,0% tourists, and hole and rubbish in the street 2,0% tourists. Other statements related to environment concerned by tourists presented on Table 7.

It is clearly that the most serious problem for tourists, who visit Bali, environmentally is rubbish and pollution. Of course, the statement about rubbish from respondents is not arguable because factually rubbish is every where in Bali. Rubbish is not only produced by daily house hold waste but also by Balinese Hindu custom's activities conducted every and the collapses of household waste on Galungan world tourist destination, so all parts must take concern to the rubbish.

People must behave to stop throwing the rubbish freely, and they should sort the type of rubbish and recycling household rubbish. Government must be care of cleanliness of streets and markets, so the impression about city and market is always clean.

The pollution problem that becomes a concern for international tourists must also become the government concern in Bali tourist destination. Even tough the air pollution is still at tolerance limit from now the strategy of minimizing he pollution must be taken, because next time the motor transportation always get more so the air pollution will increase whilst water pollution must also becomes the government concern, because farming intensification up course area that use chemical materials will pollute other resources at down course water.

Table 7

Concerns of Environmental Problems of Respondent Tourist on the Establishment of Environmental User's Fee System' Visit to Bali
Tourism Destination, 2009

No	Concerns of Environmental Problems	Sum (Person)	Percent
1	Rubbish (at the beach, on road, in river, city, tourist destination)	87	43,5

2	Pollution (air, water, plastic)	25	12,5
3	Traffic/too much traffic/over transport (motor bike), traffic in all the street in Bali	19	9,5
4	Landscape crowded	14	7,0
5	Clean Up	6	3,0
6	Nothing	4	2,0
7	Hole in the street and rubbish	4	2,0
8	People smoking in public area, rubbish	3	1,5
9	Healthy of human	1	0,5
10	Too much smoke, lot of dog, many tourist building	2	1,0
11	Over development	1	0,5
12	Mass tourism in some places	1	0,5
13	Throw away plastic bag	1	0,5
14	Too much vehicle	1	0,5
15	Not recycle	1	0,5
16	Much clean the beach more often	1	0,5
17	Restaurant in Jimbaran who serve shark soup, etc	1	0,5
18	Rubbish, beggar	1	0,5
19	Crowded/to much fee illegal	1	0,5
20	Don't know	1	0,5
21	Place to put trash	1	0,5
22	Pollution and a lot of people	1	0,5
23	Fixed the road	1	0,5
24	Blank	22	11,0
	T o t a l	200	100,0

Environmental Aspects for Sustainable Tourism Destination

If previously recorded opinion of tourist's respondents related to concerns of environmental problems, so in this study will also want to know tourists' perception about environmental aspects for sustainable tourism destination. The Meaning, according to the tourists what aspects of environment must be concerned for continuity of Bali Tourism Destination. The questions are open questions, so that there are variations of answers, but the researcher in this study conducts an effort to group the opinions which look almost similar.

Of 200 respondents, there are about 28 variation of opinion related to environmental aspects for sustainable tourism destination as presented on Table 8. However, the most opinion concern about clean up the rubbish. It is recommended by 44% of respondents. Conserve or tradition and culture are recommended by 9% respondents, improve/clean Bali's street and beaches are recommended by 5,5% of tourists respondents.

Thus, in an effort to continuity of Bali tourist destination, the main and most important suggestion from respondents are still related to previous environment discussion, that is clean up the rubbish. The tourists indirectly have delivered a message to government and all level of Balinese

society to clean up the rubbish and maintain the cleanliness if Bali wants to be a sustainable tourist destination.

Table 8
Perception of Respondent Tourist on the Establishment of Environmental User's Fee System'
Visit to Bali Tourism Destination about Environmental Aspects for Sustainable Tourism
Destination, 2009

No	Variation of tourists response about environmental aspects for sustainable tourism destination	Sum (Person)	Percent
1	Clean up the rubbish	88	44,0
2	Conserve of tradition and culture	18	9,0
3	Discipline on the road	8	4,0
4	Organized the landscape	6	3,0
5	Improving the break road	8	4,0
6	Clean the beach, keep river unpolluted	6	3,0
7	Conserve agro-tourism and ecotourism	2	1,0
8	Preparing the special planning town	2	1,0
9	People don't throw rubbish anywhere	2	1,0
10	Build the health centre in tourism area	3	1,5
11	Depend on government	3	1,5
12	Balance between clean and natural run off i.e. water from the creeks and river	1	0,5
13	Keep originality of Balinese food, culture and landscape	2	1,0
14	Stop smoking in restaurant	2	1,0
15	Improve, clean Bali/streets and beaches	11	5,5
16	Clean up the rubbish and fix the street	1	0,5
17	Clean environment, no waste, infrastructure, clean water	1	0,5
18	Take care of rubbish, education tourist and Indonesian people	1	0,5
19	The best rubbish treatment	4	2,0
20	Don't smoking in public area, clean up the rubbish	3	1,5
21	Improve the road and Clean up the rubbish	2	1,0
22	The best rubbish collection especially plastic	1	0,5
23	Conserve the panorama in Bali	2	1,0
25	Put more trash garbage in the tourist area and fix the road	1	0,5
26	Don't smoking in public area	1	0,5
27	Don't know	6	3,0
28	Blank	15	7,5
	T o t a l	200	100,0

Mechanism of Environmental Fee Collection

By now days, Government of Bali Province do not charge environmental fee to international and domestic tourist, this research could be the way to go to that direction. We also do not exactly know the mechanism of charging the environmental fee if the environmental user's fee is applied to the tourists. Therefore, in this study some mechanism alternatives are proposed to do including the tourists' opinion through the open question.

From three type of mechanism and one open question to the tourists about environmental fee, so mechanism to include the environmental fee in to airport tax is mostly agreed by 53% of tourists. The fee is included on Visa On Arrival is agreed by 40,5% of respondents, The fee is charged through special counter at the airport is agreed by 4,0% tourists as respondents, and other 2,5% of respondents recommend to charge the fee through some other mechanisms such as included in tourist objects, tax on drinks, do not collect, ask local people to keep Bali clean in the village, and pay in aero plane ticket. Thus, in general it can be generalized that 97,5% of tourists as respondents agree with mechanism of charging the environmental fee is included in Visa on Arrival or at the airport tax.

In the future, if Bali province is willing to apply the environmental fee to international tourists who visit to Bali, so the government may choose one of both recommended mechanism whereas included in Visa On Arrival or airport tax.

CONCLUSSION AND RECOMMENDATION

Conclusion

1. Impression of respondents' tourist about Bali that 73,0% respondents say good, there are 24,5% say excellent, and 2,0% say moderate, and only 0,5 % of them say poor.
2. Expression of respondents tourists satisfaction for those who visit to Bali or consume environmental goods in Bali, There are 96,5% stated that they are satisfied (yes), and only 3,5% of them say unsatisfied (no).
3. Of two hundred interviewed tourists related to willingness to pay, 60 % say they are willing to pay (yes), and 40% of them are not willing to pay. Various of reason told by tourists who are not willing to pay such as; 25% say they do not have money, 13% say they do not have more money enough for this, including in VOA (8,5%), I do not pollute it, Balinese people pollute it, they should clean u[their own city (5%), Balinese people should take a care of this (2,5%), I have already paid all (2,5%), and have more money to Bali.
4. Of 120 tourists as respondents who willing to pay, when they were ask for amount pleasantly to pay the environment used after consuming public environmental goods in Bali, the amount they are willing to pay between US\$ 2,00 – US\$ 25,00 and average of tourists who willing to pay was US\$ 13,00.
5. If it is used the value of tourists who willing to pay of US\$ 13,00 per person every time they visit to Bali, and use the data of tourists visit to Bali in 2008 were 1.968.892 tourists, so Bali has potency of environmental fee revenue totally US\$ 25,595,596 (Rp. 250.595,596,000) per year.
6. From open question proposed to 200 tourists as respondents about interested environmental aspect, totally 41,5% tourists say that they are interested to beach environment, 37,0% of them say that they are interested in panorama environment, 23,0\$ say that they are interested in social, culture,

tradition, art and performance environment, and 8% of tourists are interested in food, view and social environment, and the rest in a small percentage number spread in various answer.

7. Of 200 international tourists as respondents, totally 43,5% tourists say that the main problem for environment in Bali is rubbish at beach, on road, in river, city, and tourists' objects. Then the environment problem respectively are pollution (water, air, plastic) stated by 12,5% tourists, too many traffics/over transport (motor bike), traffic in all street in Bali stated by 9,5% tourists, landscape crowded stated by 7,0% tourists, clean up stated by 3,0% tourists, and holes in the street and rubbish stated by 2,0% tourists. And the rest in a small percentage number spread in various answer.
8. Of 200 international tourists as respondents, there are about 28 variation of opinion related to environmental aspects for sustainable tourism destination. However, the most opinion concern about clean up the rubbish. It is recommended by 44% of respondents. Conserve or tradition and culture are recommended by 9% respondents, improve/clean Bali's street and beaches are recommended by 5,5% of tourists respondents. And the rest in a small percentage number spread in various answer.
9. Of three type of mechanism and one open question to the tourists about environmental fee, so mechanism to include the environmental fee in to airport tax is mostly agreed by 53,0% of tourists. The fee is included on Visa On Arrival is agreed by 40,5% of respondents, the fee is charged through special counter at the airport is agreed by 4,0% tourists as respondents, and other 2,5% of respondents recommend to charge the fee through some other mechanisms such as included in tourist objects, tax on drinks, do not collect, ask local people to keep Bali clean in the village, and pay in aero plane ticket. Thus, in general it can be generalized that 97,5% of tourists as respondents agree with mechanism of charging the environmental fee is included in Visa on Arrival or at the airport tax.

Recommendation

1. The government of Bali Province should actually start to think of charging environmental user's fee to tourists who visit to Bali tourism Destination, because most of tourists' respondents (60%) are willing to pay with the average of US\$ 13,0 per person every time visiting Bali.
2. In effort to increase the region's revenue in term to maintain the environment sustainability, the government of Bali should find out the potency of region revenue that is not found yet with totally US\$ 25,595,596 (Rp.250.595.596.000) per year, if it uses the data of tourists visit to Bali in 2008 were 1.968.892 tourists. The more tourists visit to Bali, the more potency of region revenue from environmental fee.
3. In term to have sustainable of Bali Tourism Destination, so the most important recommendation from tourists' respondents related to environmental is about rubbish. The tourists indirectly have delivered a message to government and all level of Balinese society to clean up the rubbish and maintain the cleanliness if Bali wants to be a sustainable tourist destination.

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Incorporating Local Community's Sense Of Place Into Tourism Development Policy:

A New Approach To Tourism Planning?

Luh Micke Anggraini

Bali Tourism Institute

University of Western Sydney Australia

Introduction

Tourism planning and policy making are dynamic, socially constructed activities that involve a wide range of agents and organizations characterized by varying degrees of interest and commitment to tourism. Therefore, it is important to ensure that the inevitably wide range of different values and ideas are mediated in planning and policy processes. Principally, tourism planning involves both tangible and intangible resources which overlap and intersect with the everyday life of local (host) communities. As a result, a range of intended and unintended consequences and effects need to be critically examined and managed. One of the important omissions in most tourism planning processes is the neglect of intangible aspects such as a local community's sense of place, that is, the emotional relationship between people and their place. Bali, a prominent international tourist destination has experienced a wide range of socio-cultural and environmental impacts of tourism on local communities. The effect on sense of place has not previously been investigated. On the whole, tourism development in this island has been geared to satisfy the industry's quest for growth which overlooked the Balinese people's sense of place. This paper critically evaluates the current practice of tourism planning in Bali. It begins with an examination of the role of sense of place for a local community's quality of life as well as for a satisfying tourist experience. The consequences of planning that does not account for a local sense of place is examined as are the undesirable socio-cultural and environmental impacts that have arisen. The challenges of incorporating local sense of place into tourism development policy will be discussed as well as ideas about how such strategies may be actioned. This paper concludes by suggesting that tourism planners and policy makers should address a local community's sense of place in tourism development policies in Bali. This approach is thus recommended as a strategy for tourism development in Bali because of its potential to improve the quality of life of local communities as well as to enhance the quality of the tourist experience.

Developing tourism destination with a sense of place approach

Most planning models have paid limited attention to non-economic factors and do not integrated the social factors into wider development process. Particularly in developing countries, practices have adopted tourism planning from those developed in 'Western societies' that have very different political environments. Timothy (1998) and Wall (1996), among the numerous studies on tourism planning in developing destinations suggests that more research is needed on local and indigenous

approaches to tourism planning in a variety of socio-political contexts. Since tourism¹ is complex and dynamic, and may lead to economic, social, cultural and ecological changes, tourism planning and policy should encourage local community participation in order to identify and mitigate the potential issues of development (Dredge & Jenkins, 2007; Getz, 1986; Murphy, 1983). The recent literature on social representation of tourism planning also calls for the local community's participation. For example Moscardo (2011) revealed that destination residents play only a minor role, and are typically excluded from tourism governance from both the private and public sectors and the focus on tourist needs are dominant in tourism planning. The common objective of tourism planning has been to enhance the outcomes for tourist and tourism businesses rather than for destination residents.

It is important to underline that tourism, from both supply and demand perspectives, has not been distributed evenly and seamlessly throughout the destination (either an island/ a country or a place), but rather is concentrated into relatively small, quite distinctive geographic areas or tourist precincts². The tourist's experience is most commonly one of moving between these areas, later indicated as 'tourist places' in this paper, in search of the destination's highlight. From the studies of tourist precincts in Australia and London, Hayllar, et al. (2008) suggested that a distinctive sense of place was fundamental to the tourist experience and on the other hand the serial production of standardised tourism zones would lead to placeless and inherently unappealing environments for tourists. The term 'sense of place' is being coined here as a reaction to the feeling of 'placelessness' identified by Relph (1976), that further advocates the notion of 'local distinctiveness'. The theme of 'sense of place' is also emerging in recent studies of heritage, as highlighted by Bushell and Staiff (2012), due to the refocusing of attention in the discourse of heritage 'from monuments and objects to places and people' which contributes to the enhancement of the academic and empirical discussion not only of heritage but also in regards to community and tourism subjects.

Like tourism, the theme of sense of place itself is multi-disciplinary. There is a significant body of literature on this topic across the fields of human geography (Relph, 1976; Tuan, 1977), architecture (Jonathan, 1986), social impact assessment (Vanclay, 2008), environmental psychology (Jorgensen & Stedman, 2001; Steele, 1981), urban design and planning (Arefi, 1999; Hayllar, et al., 2008), and many other 'place-related' disciplines (Eyles & Williams, 2008; Farnum, Hall, & Kruger, 2005; Kianicka, Buchecker, Hunziker, & Muller-Boker, 2006; Schofield & Szymanski, 2011; Williams & Stewart, 1998). However, the potential of applying sense of place as a method in tourism

¹ Tourism is the phenomenon caused by the departure and return of human beings from their place of habitual residence, for reasons that can be revealed or concealed. It presupposes hospitality, encounters and communication with other people, companies which offer services and technology so that the act of coming and going is possible. It generates sensorial and psychological experiences as well as positive and negative effects on the economic, political, environmental and socio cultural environment. See Netto, A. P. (2009). What is Tourism? Definitions, Theoretical Phases and Principles. In J. Tribe (Ed.), *Philosophical Issues in Tourism* (pp. 43-62). Clevedon: Channel View Publications.

² Tourist precinct is a distinctive geographic area with fairly definable boundaries, characterised by a concentration of tourist-related land uses, activities and visitation. It generally possesses a distinctive character of their mixture of activities and land uses, such as restaurants, attractions, their physical or architectural fabric, the historic buildings, or their connection to a particular cultural or ethnic group within the city. Such characteristics also exist in combination (Hayllar, et al. 2008).

planning and development needs to be investigated, as suggested by Bushell et.al (2005), Bushell (2009), Kerstetter and Bricker (2009), and Anggraini (2011). Despite being a topic of interest over the last 50 years, the definition of 'sense of place' as a construct is frequently found in recent western literature. Sense of place is a central concept in humanistic geography, intended to describe the particular ways in which human beings invest their surrounding with meaning (Hubbard, Kitchin, & Valentine, 2004, p. 351). Similarly, according to Foote & Azaryahu (2009, p. 96) sense of place refers to

“the emotive bonds and attachments, both positive and negative that people develop or experience in particular locations and environments. It is also used to describe the distinctiveness or unique character of particular localities and regions”.

In a more specific description, Schofield & Szymanski (2011) provide cultural perspective signifying that

“sense of place is a personal matter; it is what individuals think matters most, and what it is that characterises as a neighbourhood, it is something people feel strongly about, where people respond individually to locality and the culture with which they are familiar helps to enlarge, diminish, shape or transform the meanings of place as people bring with them a set of associated values (for instance spiritual and religious values)”.

From both definitions it can be inferred that a sense of place approach in tourism planning should be applied in smaller geographical boundaries. Characteristics of the particular environment and the way in which locals engage with the physical setting shape the 'manner' in which locals are able to construct narratives and practice the sense of place that informed place identity (Sampson & Goodrich, 2009). This also aligns with the need of varied analysis and perspective of place according to diverse geographical context as pointed out by Arefi (1999). In other words, by acknowledging the varying challenges of every place, the strategy for mitigation and adaptation should not be standardised (Relph, 2008).

Developing a tourism destination with a sense of place oriented approach will offer advantages for both a local community's quality of life and satisfying a tourist's experience. This method responds to the fact that tourism destinations have been developed primarily as centers of consumption of goods and services (Urry, 2005). Consequently, 'places' are reconstructed to make visitors feel 'at home', but 'home' relates to the tourists and not the sense of 'being home for locals'. Since too many destinations have, in fact, become 'any place' - communicated by marketing clichés which claim themselves as 'a great place to work, live, and play' - so many tourist destinations promise a multitude of experiences and products, and they lack any stand-out features in our changing world (Morgan, Pritchard, & Pride, 2011).

Research shows that sense of place can have a significant role in determining quality of life³ of local people (Bushell, 2009; Eyles & Williams, 2008). Bushell (2009) argues that quality of life of a place will determine the likelihood of people's preference for a place to live, to work or to visit. Bushell (2009) in relation to tourism and wellness also underlines that quality of life includes the physical and social attractiveness of a place, relating to both individual and social wellbeing in relation to a place's functional status, access to resources, opportunities offered, and includes both tangible and intangible values of the place. In an environmental and psychological perspective, a poor sense of place' as a result of a poor mixture of physical, social and personal factors as argued by Steele (1981), can create the feeling of 'dis-ease and of being out of place', which, it is argued, can influence people's stress level. In general, sense of place satisfies the domain of quality of life as suggested by World Health Organization (1997, 2004) since this concept embraces psychological wellbeing, social relationships and environmental support.

Studies in tourism planning suggest that it is important to involve communities in the planning process, those who will be the most affected in tourism development. In this research, community refers to location based communities who share their 'sense of inhabiting a common spatial life world' (Delanty, 2010). Local community, in this paper, denotes 'destination community', those who geographically live in tourism affected areas as the so-called 'hosts', or refer to small towns or units of an urban centre such as suburbs, where the membership is continually changing, evolving and developing (Beeton, 2006). Stemming from their individual's sense of place, it is expected that the local communities (who live in a tourism destination) will communally contribute in determining the identity of the place they inhabit (Vitiello & Willcocks, 2011). But in current destination marketing practices, as described by Govers and Go (2009), place identity is (re) assembled, (re)positioned and (re)formulated to create destination brands often by external agents.

The potential contribution of sense of place approach to tourism planning in Bali

*"Balinese people believe that everything in Bali has their own soul. This life is offering. Everything we do in our life is offering to God, to other human being and also to the environment"*⁴.

As an important international tourist destination, Bali⁵ has experienced many economic, socio-cultural and environmental effects of tourism that challenge its cultural and spiritual integrity. Tourism now overlaps and intersects with the current everyday life of Balinese communities, since it involves the production and consumption of a range of tangible and intangibles resources as numerous

³ World Health Organization (WHO) defines quality of life as individual's perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns (World Health Organization, 1997). It is a broad ranging concept affected in a complex way by the person's physical health, psychological state, level of independence, social relationships, personal beliefs and their relationship to salient features of their environment.

⁴ A narrative of Made Mangku Pastika, the Governor of Bali, in an Australian television program, see Brown, M. (May 15, 2012) Bali They Paved Paradise,. *Foreign Correspondent*: ABC News.

⁵ A province of Indonesia known as a notable tourism destination, a small island of 5634 square kilometers, inhabited by 3,522,375 in 2010 (Bali in Figures, 2011). Total foreign tourist arrivals (Diparda Bali, 2011) was 2.756.579, a 10.57% increase from the previous year's figure of 2.493.058.

tourist facilities and products, inducing the mobility of people by providing tourist experiences for consumption.

Being economically reliant⁶ on tourism with rapid increases in the number of tourism businesses, as revealed in several studies, Bali has been facing the negative socio-cultural environmental outcomes from tourism development on the island (Brown, May 15, 2012; Cassrels, 2011; Hitchcock & Darma Putra, 2007; Hitchcock & Wesner, 2008; Manuaba, 1995; Marshall, 2011; Picard, 2003; Raka Dalem, 2000; Shaw, 2000). Most of the persistent problems were previously indicated by The Bali Human Ecology Study Group in 1990 and include competing demands on limited resources such as land and water, environmental pressures, economic inequity, cultural dislocation, poor management, weak coordination and financial shortages because of the strong dependence on external investment. The Bali Sustainable Development Project team in a workshop in 1989 (Martopo & Mitchell, 1995) decided that sustainable development in Bali should be interpreted to include ‘not only the continuity of natural resources but the continuity of cultural resources’.

Tourism, which is growing inseparably from mobility, modernity and technological development, inexorably forces changes to the cultural landscape in Bali, and this can be observed in its most developed areas. Some indications of this are the mobility of workers both Balinese and non-Balinese within, from, and to the island as observed by Wall (1998), Cukier (1998), and Picard (2006). The local people’s awareness of possible long-term implications of development and being overwhelmed by the desire of short-term economic gains is also evident (Wall, 1995). The changes to the cultural landscape is intensified by the increasing ownership of land in Bali by non-Balinese and the decision of both public authorities and private sectors to change the local landscape to satisfy national and international standards and expectations (Picard, 2006; Vickers, 1989). Greer et.al (2008) made an important note that the notion of cultural landscape as indicated in tourism studies is mostly the ‘symbolic landscape’, however, ‘the insiders’ (host community, someone who occupies a landscape) will experience this landscape differently from the visitors. The local communities in this regard, always see themselves as a part of the landscape itself (Cosgrove, 1984), because place is embodied with a personal and social meaning.

In most studies about tourism in Bali, the constructed place identity is mostly concerned with Bali’s island-wide identity. Very few both Balinese and non-Balinese researchers delve into how Balinese as individuals (indigenous residents) are *emotionally* attached to their local environment or particularly with their places of habitation. The current practice of constructing of identity in Bali mostly addresses the protection of Balinese identity as ‘the island’ identity (which is, to some extent, a political advantage), and this perspective leads to the homogenisation and standardisation of Balinese identity. In fact, every single place in this island has its own distinctiveness, thus requiring different strategies for planning and development. The planning of tourist attractions, facilities, businesses and precincts which did not account for a local sense of place in Bali, has led, observably to undesirable consequences. For example, a number of projects remain unfinished in Bali, or if they

⁶ Tourism-related activity is a primary source of local revenue through the creation of job opportunities, taxes, infrastructure development as well as an improvement of people’s welfare accounting for 46.16 percent of the province’s Gross Domestic Products. Source: *Bali Tourism Satellite Account 2007*. (2009). Jakarta: Statistic Indonesia and Department of Culture and Tourism.

are completed and opened, they are not likely to stay flourishing. The reasons, as Balinese would believe, are not merely economic and political, but also socio-cultural (and spiritual), which is much associated with the locality (place-based).

Considering the sense of place related issues in tourism development in Bali, this study introduces the potential of sense of place as a new approach to tourism planning in Bali, that, additionally, supports the cultural tourism⁷ development policy. Sense of place, despite not being explicitly formalised⁸ in the cultural tourism policy, has been a concern to Balinese indigenous people and those who appreciate the Balinese cultural landscape. Local philosophies such as *Sekala Niskala*⁹, *Tri Hita Karana*¹⁰ and *Desa Kala Patra*¹¹, all producing Balinese place-related concepts, are fundamental in establishing the notion of a Balinese sense of place. As individuals, Balinese respect their surroundings through a set of values drawn from local philosophies such as (but not limited to) natural, socio-cultural, historical, commemorative, symbolic, aesthetical, and spiritual values.

Based on local philosophy, Balinese possess one of the principles in *Tri Hita Karana*, namely *Palemahan*, which has a close correspondence in meaning to sense of place: to establish a harmonious relationship between humans and the environment. However, the philosophy of *palemahan* only provides the ‘big umbrella’ conceptually and does not stipulate the personal emotional attachment, ‘something people feel strongly about’ their place, and it needs to work more specifically to look at the different values and meanings imbued by local people and which are situated behind this relationship.

For Balinese communities which live within tourism areas, the issue of a local community’s sense of place becomes important because the impacts of every development of tourism infiltrate into

⁷ A tourism development policy was issued through a Bali Provincial Government regulation as *Peraturan Daerah (Perda) No. 3, in 1991, on Pariwisata Budaya* (cultural tourism). The policy aimed to safeguard the richness of Balinese culture from the undesirable impacts of tourism development that potentially harm in the socio-cultural aspects.

⁸ According to Perda No. 3, 1991 on Cultural Tourism, Chapter 6, section 16, the buildings in tourism areas in Bali should adhere to Balinese architectural principles. This regulation emphasises the symbolic values of ‘Balinese identity’ in the physical environment to promote the desirable cultural landscape.

⁹ In Balinese Hinduism, *Sekala Niskala* can be explained through symbols of the spiritual world within the sphere of the physical world or something that you can see (*Sekala*), and its relation with the metaphysical world or something that you cannot see (*Niskala*).

¹⁰ *Tri Hita Karana* is Balinese-Hinduism values on the three sources of happiness in life, which can be achieved by maintaining the harmonious relationships between human and God (*Parahyangan*), human relationship with other human being (*Pawongan*) and between human and their environment (*Palemahan*). This philosophy is clearly included in cultural tourism policy in Bali.

¹¹ *Desa Kala Patra* or the Balinese ‘place-time’ concept is a way of putting human activities in the context of the universal and of nature and to understand human activity as an interaction with forces greater than the individual. This concept provides a ‘sense of place’ at both the social and metaphysical levels. The trilogy of *Desa* (place), *Kala* (time), and *Patra* (occasion) guides Balinese people in determining the best way of doing daily activities. The fundamental idea in keeping with *desa kala patra* is to avoid anything being out of context either socially, spiritually or ecologically.

the community and begin from every single tourism business located within the setting of a Balinese customary village or *desa adat*¹². The uncontrolled growth of tourism businesses within this smallest geographically bound community unit, if ignored, may lead to the broader changes to the Balinese landscape in the island and which can further undermine the sense of Balinese place.

Since the physical and phenomenological settings are central to place making for Balinese communities, *desa adat* is an important traditional institution serves as the elements of communal living to constitute a Balinese cultural landscape. One of the common physical village features is the village center called *pampatan agung*, located in the town or village's grand crossroad. The *pampatan agung*, as believed by Balinese-Hindus, is the place where all directions meet physically and spiritually such gods and demons and greeted by human beings, as a reason that *banten* or ritual offerings are also placed in the center of a crossroad to cater for the accumulation of physical and spiritual elements.

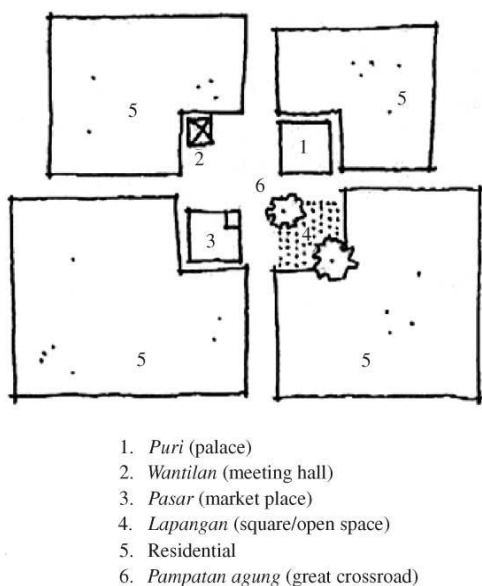


Figure 1: Typical Balinese town center setting (Samadhi, 2001)

Figure 1 illustrates important Balinese landmarks such as *puri* (palace), *pura* (temple), *griya* (the priest's house), *wantilan/ bale banjar* (public meeting hall) and *pasar* (traditional market). Where there is no *puri*, the space will be occupied by *pura*. In addition to this setting, a Banyan tree may grow in a corner of *pampatan agung*. It is thought that arranging these places in the surrounding areas of the *pampatan agung* is a way to accumulate 'power' in one place: religious, socio-economic, political and environmental (Samadhi, 2001, 2004). Such relationship between the Balinese and

¹² *Desa adat* is a traditional community unit of Balinese Hindu which governs the Balinese conduct with *awig-awig* (village rule) and bonds community to the respected three village temples located within the village called *Tri Kahyangan* (Perda No. 06, 1986). *Tri Kahyangan* (three village great temples) consists of *Pura Puseh* (central/ navel temple), *Pura Desa* and *Bale Agung* (village temple) and *Pura Dalem* (temple of the dead) each of which constitutes an indiscrete unit, exist all over Bali. Thus, the socio-cultural and moral unity of the village domain is represented conceptually by this triad of temples. The Balinese-Hindus in Bali, in addition to their kinship, each usually has the obligation to only one *desa adat*, and performs the *Tri Kahyangan* temple's *piodalan* (festival) once every seven months. Bali currently has 1,483 *desa adat* across the 8 regencies and 1 municipality (Bali Province, 2012).

pampatan agung as one of the Balinese places provide an example on how local community's sense of place is expressed in the construction of place identity. This conception embraces the individual's perception of places that have significant meanings to them and signify the local community's attachment or emotional relationships with their physical places (often with intangible characteristics), and expressed through personal narratives.

A research in exploring the Balinese sense of place in relation to tourism planning and development is currently being conducted, to identify the local community's place attachment¹³ or emotional relationships with their physical places and the intangible characters that make their place special or the spirit of place¹⁴, through the personal narratives about identity of the place, individual responsibility and contributions¹⁵ to their place with support from western theorisations (Farnum, et al., 2005; Kerstetter & Bricker, 2009; Vanclay, 2008). This study observes the significant places in Balinese everyday life as traditional community members of *desa adat*, with Jimbaran and Kuta as the study areas. Local community's sense of place is captured through their visual and narrative expressions with ethnographic methodology by investigating how Balinese construct and reconstruct the meanings of place they live within *desa adat* after living with tourism. Qualitative research methods have been employed including participant observation, visual ethnography¹⁶ (photo-elicitation), semi-structured interview, focus group, networked community and document studies.¹⁷

The construct of local community's sense of place will advance the cultural tourism policy through the stipulation of locals' aspirations on Balinese cultural landscape¹⁸ and place identity from the emotional relationship between the Balinese and their traditional places. This approach can potentially contribute to a tourism planning process in Bali especially if tourism is developed within

¹³ For more conceptions about place attachment see Altman & Low (1992); Lewicka (2011).

¹⁴ See Tuan (1977), Steele (1981) Vanclay, Higgins & Blackshaw (2008) for the perceived spirit of place

¹⁵ Termed as place identity, place commitment and place making in western literature

¹⁶ For theory and practical examples, see Bryman (2009), Stedman et.al (2004) and Harper, D (2002)

¹⁷ In a fieldwork in Jimbaran, a *desa adat* known as a traditional fishing village and tourist place in Bali, the selected research participants were interviewed based on the photographs of places that have special meaning to them to reveal the meaning of place individually and communally. In an indirect way, a similar research has been conducted in Kuta, a *desa adat* where the well-known tourist place 'Kuta Beach' is located. The local community's sense of place is analysed through the ongoing discussions about people and place cited from 'Kuta Facebook Community', an online social network of Kuta indigenous community and those who have concerns about development in Kuta. The researcher joined this group since August 2011 and obtained the permission from the village empowerment body to collect data from this group. This is a closed *Facebook* group with 852 active members and 566 photos (as on 14 July 2012). Data including photographs and commentaries from local communities have been collected through this group. The inclusion of online community in this research is intended to enrich the source of data in researching the expression of sense of place, by recognising the social network as an important phenomenon.

¹⁸ The meaning of cultural landscape 'does not only symbolise power relations', but also serves as an 'instrument of cultural power': the ability to shape places, events, and perceptions Knudsen, D. C., Soper, A. K., & Metro-Roland, M. M. (2008). *Landscape, Tourism, and Meaning: An Introduction*. In D. C. Knudsen, M. M. Metro-Roland, A. K. Soper & C. E. Greer (Eds.), *Landscape, Tourism, and Meaning* (pp. 1-7). Hampshire: Ashgate, Mitchell, W. T. (2002). *Landscape and Power* (Second ed.). Chicago: University of Chicago Press..

the *desa adat* to facilitate the local community to participate in developing and shaping a cultural destination.

Incorporating the local community's sense of place into tourism development policy

The process of policy-making in tourism requires critical engagement with other public policy, by acknowledging the notion of tourism as multi-sectoral and multi-actor (Dredge & Jenkins, 2007; Jenkins, 2001), to understand how different values and ideas are facilitated in planning and policy processes. The inclusion of a local community's sense of place to improve the current cultural tourism policy, as previously discussed, will satisfy the criteria of meaningful community participation. Sense of place as a local community discourse, as suggested by Reed (2000), will include more deeply engaged community dialogue in attempting a more effective tourism policy. Methodologically, local community's sense of place is feasible to be explored in a particular area. In the case of Bali, it should not be investigated within island-wide perspective. With this method, every place in Bali will show their distinctiveness, through the sensuous place experience and attachment expressed by the locals.

Despite its significance, the intersection of sense of place with many aspects is also acknowledged resulting in ambiguity because this concept is intangible, elusive, difficult to measure and multidimensional in nature. As a result, exploring the local community's sense of place would require multivalent-methods. Another concern is the absence of local term in formalising the discourse of sense of place, therefore the construction of an equal lexicon to 'sense of place' in Balinese language and *Bahasa Indonesia* is recommended by this study. The formalised discourse of Balinese sense of place will advance tourism development policy through its capacity of illuminating the concept of *Pariwisata Budaya*, which drawn from the practices and processes in everyday life of indigenous communities. This approach also conforms to what is known as values-based planning approach by Bushell et al. (2005), by providing the locals opportunities to participate in the process of community consultation, in this case, the local communities express their sense of place based on the ingrained Balinese values. With the inclusion of sense of place approach in constructing place identity in Bali in term of cultural tourism, Bali as tourism destination will be developed in a stronger place attachment especially for locals who perform the Balinese culture in their everyday practices and processes in particular area. In other words, this concept satisfies the notion of sustainable tourism and community-based tourism. The local community's support for tourism development further will also contribute to the success of destination (Beeton, 2006; Bushell, et al., 2005; Dredge & Jenkins, 2007).

Concluding Remarks

The local community's sense of place would be a plausible approach to restructure the place identity in a cultural tourism destination, in order to strengthen and to (re)construct the innate characters of a place as well as to enrich the place experience. This aligns with what Ashworth's (2008) suggestion that place, (in this case the places in a destination) should be planned with the objective of revealing, preserving, enhancing or inventing the local place identity. The current practice of place identity creation for destination marketing purposes should be revisited and integrated with local community to represent their locality. Sense of place in this regard is important to help retain and enhance the local identity with a bottom-up and values-based methods. Tourism planners and policy makers in Bali therefore should perceive a local community's sense of place as an opportunity to advance the cultural tourism, to be addressed in tourism development policies. To make it actionable, a comprehensive scheme to transform the individual expressions into collective

understanding is required as well as the specific local term with equal meaning with sense of place should be constructed.

While a number of concepts deliver the uniformity and standardisation in managing Balinese traditional community life in the island-wide context, the sense of place approach will effectively reveal the richness of every single place with its natural, spatial, cultural, and spiritual significance. In tourism planning perspective, this strategy will provide the opportunity to local communities to determine their cultural landscape, which is considered as a necessary prerequisite for the governance of more sustainable approaches to tourism.

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Tourism Policy And Local Economic Development In The United Kingdom

James Kennell
Department of Marketing, Events and Tourism
University of Greenwich

ABSTRACT

This paper examines recent developments in the relationship between government tourism policy and local economic development in the United Kingdom. The economic contribution of the tourism industry in the United Kingdom is discussed and the ways in which the tourism policies of the previous thirteen year labour party government attempted to harness this for local economic development are critiqued. The tourism policy of the United Kingdom's new coalition government is then analysed in the context of the global financial crisis. In addition, the place of tourism within the Government's new flagship Local Enterprise Partnerships is explored, as well as the impact on tourism of the new national Regional Growth Fund on tourism development.

Keywords: Tourism Policy, local economic development, global financial crisis, sustainable development

INTRODUCTION

Often, research into tourism and economic development focuses on macro-economic issues such as balance of trade payments, foreign exchange receipts and tourism as a driver of broader economic development within a country or region, especially in the developing world (e.g. Williams & Shaw 1998, Mihalic 2002, Vanhove 2010). Research into the economic impacts of tourism at the local level has tended to focus on specific aspects of local impacts such as multiplier effects (Saayman & Rossouw 2011), employment change (Rosentraub & Joo 2009) or the growth of specific tourism sectors (Andrew 1997). This article examines tourism development in the United Kingdom in terms of theories of Local Economic Development (LED) which view economic development holistically, as a contribution to sustainable development within a locality. In particular, this article situates the relationship between tourism and LED within the UK's contemporary economic context and makes suggestions for how this relationship can be adapted and exploited to contribute to sustainable economic growth in a country emerging from economic crisis and recession.

TOURISM AND LOCAL ECONOMIC DEVELOPMENT IN THE UNITED KINGDOM

Directly and indirectly, tourism contributed US\$5754.96bn to world GDP in 2010, and in the European Union the figure was US\$1227.10bn. In the United Kingdom, the tourism industry is responsible for the employment, directly and indirectly, of 7.6% of all workers, more than 2.3m

people. It generates 6.9% of GDP for the UK, approximately US\$160bn per annum in 2010 (WTTC 2011).

Analysed regionally, tourism makes a significant contribution to the economies of every part of the United Kingdom, with the highest concentration of tourism expenditure taking place in London and the South East of England, the major tourism and transport hubs. Despite this concentration of expenditure, tourism makes a major contribution as a percentage of GVA in all of the regions of the UK and its constituent nations:

Table 1 - Regional economic contribution of Tourism in the United Kingdom

Nation	Region	Total Expenditure (£bn)	Tourism % Contribution to GVA
England	East Midlands	5.2	5.1
	Eastern	9.8	6.3
	London	20.7	8.2
	North East	2.8	6.0
	North West	7.9	8.3
	South East	18.2	8.0
	South West	7.6	8.9
	West Midlands	6.3	6.2
	Yorkshire & The Humber	5.2	5.6
Total England		183.7	7.3
Northern Ireland		1.9	6.7
Scotland		8.5	5.2
Wales		4.0	7.9

(Adapted from Buccelato et al 2010: 47)

It is clear from the table above that Tourism makes a significant contribution to the economy of the United Kingdom. As an industrial sector, it is the 5th largest in the UK economy, larger than construction, and as an export sector, it is the third largest after Chemicals and Financial Services (DCMS 2011).

Tourism, like the financial services industry, is an invisible export industry that does not require a product to be moved from one place to another. However, unlike financial services, the consumer consumes the tourism product, in the majority of cases, in the location where it is produced (Wall & Mathieson 2006). Notwithstanding the presence of a number of multinational companies in tourism, this means that tourism presents a valuable resource for Local Economic Development. If the economic benefits of tourism can be harnessed within a destination and these can be developed in a sustainable way, then tourism offers a place-specific industrial option

for many areas, including those that have faced the decline of traditional industry. Indeed, the relics of previous industrial phases can become part of a new tourism product, as we have seen with the growth of, for example, industrial tourism or the conversion of former industrial areas into new tourism destinations.

Given the economic significance of the tourism industry, and its potential as a generator of place-specific economic activity, it is vital that its economic impacts are understood within the framework of Local Economic Development, so that the positive economic impacts of tourism in a location can be maximised in a sustainable way.

Although Gross Domestic Product (GDP) is still the most frequently and widely applied measure of growth, there is an increasing tendency to explore other measures of growth that account for non-economic factors, or which use different economic measures. Amongst these are the United Nations Human Development Report, which ranks countries according to their progress against a range of socio-economic indicators (UNDP 2011), measures of happiness that have been placed on the government agenda in the UK by the new coalition government there (Cameron 2010) and implemented recently as the key measure of growth in Bhutan, or the consideration of a 'dashboard' of indicators proposed to the French Government by the former World Bank Chief Economist, Joseph Stiglitz (Stiglitz et al 2011). Contemporary models of Local Economic Development are a part of this trend towards more sophisticated measures of sustainable growth.

The new economics (Boyle & Simms 2009) comprises of a range of innovative methods for growing economies and implies a new set of relationships between the public, private and third sectors. Under the new economics, financial institutions and economic policy serve broader goals of increasing human welfare within limits that are ecological and social in nature. This model recognises that the old economics did not pay sufficient attention to its environmental and social impacts and seeks to address this through a concentration on localities within a globalised world and appeals to the human capacity for cooperation, rather than individualism.

The challenges posed by thinking about the new economics force us consider the future of the tourism industry in terms of economic impacts and sustainability in a much more profound way than has been the case up until now. The logic of the experience economy is now being extended beyond the business world, with some authors talking about the 'festivalisation' of everything or the 'experience society' (Carmago 2007). In this way of thinking, tourism has a much greater role to play in the public and third sectors as well as the private sector, as a means to achieving a diverse range of social outcomes including community cohesion, educational development, support for families and regional development. New thinking about economic development within the contexts of sustainability and glocalisation (Smith 2003) (the inter-penetration of the global and the local within tourism destinations, in which local characteristics and global corporations and influences are mixed together to create tourist products), suggests yet more innovative of thinking about the relationship between tourism and Local Economic Development.

O’Sullivan & Jackson (2002), identify three distinct approaches to Local Economic Development, whose key characteristics are summarised in the figure below:

Figure 1 -Three Approaches to Local Economic Development

Conventional LED	Community LED	Sustainable LED
<ul style="list-style-type: none"> Within formal economy Inward Investment and Promotion Construction of new workspaces Supporting new growth sectors Supporting skills training 	<ul style="list-style-type: none"> Links between formal and informal economies Long-termism Inter-generational equity Community Participation Community ownership Socio-economic balance 	<ul style="list-style-type: none"> Support for community enterprise, including social enterprise Capacity building an training Improved local access to credit and capital Support for sustiable business growth Labour market intervention

A second characteristic of Local Economic Development approaches is their relationship to the dominant economic engine of market forces. Whilst O’Sullivan and Jackson’s (2002) categorisation examines interventions in local economies by, primarily, state actors, Gomez & Helmsing’s (2008) analysis, splits LED into three approaches in terms of their relationship to the market:

Figure 2 - Market orientations in Local Economic Development

Firm-driven LED	Competition -driven LED	Alternative LED
<ul style="list-style-type: none"> Emphasis on firm performance Local investment to support firm growth 	<ul style="list-style-type: none"> Emphasis on competition with other localities Destination competitiveness enhanced through private / public / third sector partnership 	<ul style="list-style-type: none"> Emphasis on complementary economies Often deals with severe market faliture Third sector and socially-driven

Currid-Halkett & Stolarick (2011) conducted a comparative study of Local Economic Development in America, comparing policy, practice and academic research across a representative sample of US cities. This allowed them to generate a list of key areas of top-down contemporary LED activity:

- Support for clusters
- Creative economy initiatives
- Business Incubators
- Enterprise Zones
- Site selection assistance
- Job creation
- Tax credits
- Micro credit
- Industry-targeted tax breaks
- Tax Increment Financing

Clearly, this is not an exhaustive list of areas, but it does provide a useful overview of contemporary LED practice. This can be combined with the two categorisations above to produce a new model of Local Economic Development that shows three distinct modes of LED. This paper will then critique the relationship between tourism policy and these three modes of LED in the United Kingdom, and make suggestions for how this relationship can be developed in the current economic context.

Table 2 - Modes of Local Economic Development

Mode	Actors	Economic factors	Spatial aspects	Sectoral aspects	Examples of techniques	Outcomes
Orthodox LED	State and Private Sectors	Market drivers Competition Private investment	Clusters	Any growth sectors	Enterprise zones Fiscal stimulus Planning Inward investment promotion	Economic growth
Community LED	State and Third sectors	Linking formal and informal economies Public sector funding	Localism	Third sector growth Local job creation	Community ownership Skills development Grant funding	Long term regeneration
Progressive LED	State, Private and	New Economics	Glocalism	Knowledge economy Local	Complementary currencies Micro-credit	Sustainable growth

Third Sector	production and consumption	Education R&D Support for local entrepreneurship
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This categorisation is not self-exclusive, and clearly many economic development schemes contain elements of all three approaches, however there is an identifiable set of tools and concepts attached to each model, with specific planned outcomes for each.

The relationship between tourism and Local Economic Development in the UK has primarily been in the orthodox mode of LED, with Community LED being influential when tourism has been part of attempts at urban and rural regeneration.

In 1999, the UK government published a tourism policy document called ‘Tomorrow’s Tourism’ (DCMS 1999). Throughout this document, a concern with orthodox economic development is dominant. Although the policy does contain a section on “wise growth” (ibid: 65) that is more aligned with the community LED mode, economic growth is still foregrounded in this section and mentions of sustainability are mainly concerned with the preservation of the natural environment and of built heritage. There is no discussion of the role of the third sector in tourism, but frequent reference to the government working in partnership with the tourism industry. The role of government, in this first tourism policy of the New Labour period, is to create the conditions for increased private sector investment in tourism through attracting inward investment, reducing regulation on the tourism industry, streamlining planning processes for tourism “facilities and infrastructure” (ibid: 15) and encouraging new links between tourism and the innovative financial services sector. Market mechanisms are seen as sufficient to promote the growth of successful tourism enterprises, with the state intervening at the local level in cases of severe market failure alone and, in these cases, through the newly created Regional Development Agencies, institutions that embodied this orthodox approach to development. In terms of Local Economic Development, tourism was conceived of as one industry amongst many others; the benefits of growth in the tourism industry would ‘trickle-down’ to local economies through the creation of jobs and the attraction of investment.

In 2004, the government updated their tourism policy, now called ‘Tomorrow’s Tourism Today’ (DCMS 2004). If anything, this revision aligned government policy more fully with Orthodox LED than before. The focus of the policy is even more on the state than in 1999, with “industry and the public sector working together” (ibid: 1). The majority of the policy document itself is taken up with outlining the restructuring of state-sponsored tourism organisations and in the plans for the implementation of a state quality assurance scheme for tourism providers. Again, there is emphasis on enabling business to become more competitive, putting “businesses in a position to promote the very best products and services to the customer” (ibid: 1). In ‘Tomorrow’s Tourism Today’, tourism is still conceived of as a contributor to overall economic performance, rather than as a phenomenon in its own right; an instrumental view of the industry

that neglects the *specific* socio-economic impacts of tourism and so cannot adequately propose a role for tourism in Local Economic Development that goes beyond that envisaged for any other form of economic activity: job creation and trickle-down economics. There is one mention of the voluntary sector as participants in a tourism industry conference in this policy, but the community mode of LED is not part of government tourism policy at this point.

In 2008, the government's new tourism policy 'Winning: A tourism strategy for 2012 and beyond' was published. In 2005, the UK had won the bid to host the 2012 Olympic and Paralympic Games and this dominated government thinking about tourism at the time this policy was written. This is the first recent tourism policy in the UK in which the relationship between tourism and Community LED becomes discernable. The policy emphasises the orthodox economic impact of the tourism industry at the start: "The UK's flourishing tourism industry generates over £85 billion a year for the British Economy. It is one of our biggest employers, directly responsible for 1.4 million jobs." (DCMS 2008: 7). A core theme of the document is how investment in tourism businesses and in developments associated with hosting the 2012 Olympic Games will generate economic benefits for the industry and for the nation, in the long term, but it does not generally consider issues of locality or sustainability in anything other than purely environmental terms: "With increasing public concern about climate change and the impact of tourism on the environment, we must do all we can to improve the sustainability of the industry" (ibid: 71). In the section on sustainability, however, there is one section on "Maintaining and enhancing community prosperity and quality of life" (ibid 73) in which considerations of LED consistent with the community mode are mentioned, including the well-being of the community, support for local businesses and local employment and developing local uses for tourism facilities. Written before the economic crisis of late 2008, this policy offers little support for anything other than Orthodox LED using tourism, at a time when the government was forecasting continuing private sector investment in tourism and steady business growth.

THE ECONOMIC CRISIS AND TOURISM IN THE UNITED KINGDOM

The global financial crisis that began in 2008 and continues to play out with dramatic consequences, has had significant impacts on the global tourism industry. In the developed economies, business and consumer confidence is low and both demand and investment have been suppressed by government austerity programmes and expectations of further economic shocks in the near future. Tourism has experienced greater falls in spending than other industries, impacting negatively on the economic contribution that tourism makes to destinations (Sheldon & Dwyer 2010). By the first quarter of 2009, global tourism arrivals had dropped by 8% and in Europe, international arrivals were down by 10% (Smeral 2010). In the UK, a drop in domestic tourism receipts of £184 million was partially offset by a rise in inbound tourism receipts of £142 million in 2008/09, as the weakness of the UK economy enhanced its competitiveness as a destination (Webber et al 2010). Although the tourism industry in the UK is positioned to be one of the few 'winners' in the UK economy in the current context, the scale of the public sector's role in developing and promoting the UK's tourism industry has become unsustainable in the light of the government's austerity programme.

In the United Kingdom, a coalition government was formed in the wake of the financial crisis, who began to implement not only an austerity programme that aims to remove £81bn from annual government spending (approximately 7% of the total), but also a programme of structural reforms of the public sector. Currently, the UK economy is growing at around 0.1-0.5%pa, reflecting not only the impacts of government spending cuts, but a depressed private sector.

The two areas of public sector reform that most impact the relationship between tourism and Local Economic Development in the UK are the abolition of the Regional Development Agencies (RDAs) and their replacement by new Local Enterprise Partnerships, and the wide ranging reforms to the public governance and support of tourism.

When the current UK government came to power in June 2010, ‘localism’ was a key strand in their policy programme, with an inherent critique of the lack of genuine local devolution in the previous administration’s policies. One of the first acts of the new governing coalition was to announce the abolition of the RDAs and their replacement with new ‘Local Enterprise Partnerships’ (LEPs) (DCLG 2010). These new bodies would be formed as partnerships of local authorities and other public bodies and would be led by the private sector. The new LEPs would take over responsibility for economic development and regeneration at a local level, replacing the previously regional structures. Other than the emerging low carbon economy, the only other area of industrial focus for these bodies highlighted by government at this early stage was tourism (Kennell & Chaperon 2010). Although these new bodies are at an early stage of their development, there is a distinct lack of tourism focus in their planned activities and the winding up of the Regional Development Agencies has removed their funding from regional tourism bodies who are now expected to raise funds from the private sector for their operations. This is leading to them becoming less engaged with issues connecting tourism and Local Economic Development, and taking a stronger focus on marketing and product development, where their future existence is financially sustainable at all. As Sheldon & Dwyer (2010) point out, this period of crisis presents new opportunities for the tourism industry and “a restructuring of the industry is a necessary outcome from this crisis, and an opportunity for strategic reflection and re-visioning of the tourism product by both private and public sectors is evident. The industry is known to be resilient and has recovered from many crises in the past” (4).

The next section of this paper will examine the UK government’s new tourism policy. The economic models that sustained Orthodox and Community LED over the last thirty years are now broken; private investment and growth has slowed dramatically and public funding for community initiatives is no longer being provided at levels that have been made available in the recent past. The analysis below will explore whether the government’s new tourism policy has taken the opportunity to support a more Progressive mode of LED, or whether it continues in the vein of the its predecessors

THE UNITED KINGDOM GOVERNMENT’S 2011 TOURISM POLICY

The new tourism policy does not mark a significant break with the policies of previous administrations, in that it identifies the same potential for growth within the industry and many of the same barriers in terms of regulation, planning, the outbound / inbound imbalance and the need for skills development within tourism. Where it is innovative is in addressing the scale of public sector involvement in the tourism industry and the structural reforms that it proposes to reduce this.

A key element of this new policy is the desire to “reduce the sector’s dependence on taxpayer funding” (DCMS 2011:8). The main way that the government plans to achieve this goal is by increasing the role of the private sector in the governance and marketing of tourism at the national and local levels. Visit Britain, the national tourism body, is to be restructured as an industry-led organisation, with its (reduced) public funding matched by industry contributions and with two core responsibilities: marketing Britain overseas through a new £100 million per year industry-funded campaign and also encouraging and supporting the tourism industry to improve its productivity to make the UK more competitive as a destination. At the local level, local public sector tourism boards are being reconfigured as Destination Management Organisations (DMOs) that are industry-led and independent of the state, with variability in terms of structure and goals depending on local circumstances and business needs.

Generally, this policy continues to promote a relationship between tourism and Local Economic Development in the Orthodox mode, with a concentration on firm competitiveness, state / industry partnership and a reduction in regulation to enable economic growth. However, there is also a strong focus on skills development local distinctiveness that could promote Community LED. However, there is no indication of state funding to support this. Coupled with the lack of private sector investment necessary to promote orthodox growth, it is clear that the government and industry will struggle to meet many of the economic goals of this policy, when their thinking is constrained by models which will not function in the current economic climate.

Despite this, there are elements of this most recent government tourism policy that demonstrate an awareness of the need for new approaches to harnessing tourism for Local Economic Development, and which are aligned with the elements of Progressive LED. There is clearly a new role for the third sector within the restructuring of tourism governance. Although this idea is underdeveloped, there are mentions of including the third sector in the new local DMOs, and of giving the tourism industry a voice in the process of awarding funding from the new Regional Growth Fund, the government’s flagship new funding stream for regional development. There are repeated mentions of local variability in the governance and development of tourism which, although they can be critiqued as neoliberal, market-driven proposals, do suggest that individualised tourism development responses can be developed to address local needs. Tourism is seen within this new policy as having a *specific* contribution to make to Local Economic Development as “a particularly effective vehicle for regenerating run-down neighbourhoods, using relatively small amounts of new investment...festivals and cultural connections can be equally powerful...which then acts as a catalyst” (DCMS 2011: 12). There is some discussion in the document of how tourism development can build on cultural and

community assets as well as physical assets, and it makes links to quality of life issues and sense of place. However, the concept of *sustainable development*, which was significant in previous policies, has been replaced with a concept of sustainability that relates primarily to the economic sustainability of the tourism industry in terms of its perceived over-reliance on public funding. In this policy, environmental and social issues are sacrificed to economic growth.

The UK's new coalition government is a centre-right government that is committed to pursuing neoliberal policies, and this policy reflects that orientation. Despite this, the government's commitment to the promotion of localism, coupled with a new (if hesitant) emphasis on the third sector as partners in the tourism industry and recognition of the specific role that tourism can play in local economies and communities, is creating the conditions in which the growth of the tourism industry in the United Kingdom could be linked to a Progressive mode of Local Economic Development. In conclusion to this paper, I briefly suggest three ways in which these conditions could be exploited maximize tourism's contribution to sustainable growth through Progressive LED.

TOURISM AND PROGRESSIVE LOCAL ECONOMIC DEVELOPMENT

New Economic Models

The dominance of orthodox economic models in this policy hinders its capacity for promoting progressive LED. So long as the measure of the contribution of tourism to LED is defined in narrow economic terms, its wider socio-economic contribution will be missed.

Social Return On Investment is a modelling technique that accounts for broader aspects of the value created by investment than those produced by standard accounting models. It shares much in common with 'triple bottom line' and 'social accounting' methods in that it considers the social and cultural impacts of spending and it is increasingly being prompted within the fields of social enterprise and public policy. SROI is based on principles that emphasise the specificity of the local socio-economic context of investment and aims to produce data that can improve decision making and evaluation, by measuring the value of social impacts created by an organisation or initiative and providing a monetised indicator of this value. Making use of SROI models alongside standard techniques for measuring growth (such as GDP / GVA), would allow a more comprehensive accounting of the socio-economic impacts of tourism, in line with a Progressive LED, by capturing data on cultural, community and social aspects of the tourism industry. SROI techniques would contribute to the standard tourism economics literature which concentrates on multiplier effects and input-output modelling. Measuring the social (and other non-economic) contribution of tourism will allow policy makers to create new instrumental rationales for tourism investment and for the industry to develop closer links with a growing third sector in tourism in general, and with the phenomenon of social tourism in particular – aiding Progressive LED.

Glocalisation and local distinctiveness

Within the new tourism policy, there is reference to improving tourist signage, especially in terms of providing multi-lingual signage for local attractions. This simple point can be extended and developed in line with the contemporary reality of glocalised destinations. Tourism policy in the UK has always emphasised, on the one hand, local distinctiveness and, on the other, the marketing of the UK to diverse international markets. Recently, this has included a new emphasis on the emerging markets of Brazil, Russia, India and China (the so-called BRIC nations). Milne & Atlejevic (2001: 73) refer to this as a recognition of the ‘global-local nexus’ in tourism destinations, that destinations reflect and respond to changing international developments. For this new phenomenon of glocalisation to become harnessed for Progressive LED, tourism destinations at the local level need to be developed with this in mind, not only in their signage but also creating new events, attractions and services for these new markets, reflecting the global economics of tourism at a local level to harness their local distinctiveness to new engines of growth.

Creating events

Large scale economic development projects in the United Kingdom that have involved a significant visitor economy / tourism component have recently included the publically subsidised construction of conference centres, art galleries and museums and sporting facilities, including the 2012 Olympic and Paralympic Games. The capacity for the state to invest on such dramatic scales has diminished in the wake of the economic crisis and it is unlikely that a return to such models of growth will take place in the short-medium term. However, the mechanisms through which the tourism industry can impact on Local Economic Development remain constant – the benefits of local skills development, participation, secondary spending and tourism sector growth that have been crucial elements of these projects can still be harnessed for a Progressive LED through a shift to the state support of events as a tourism development strategy.

As Richards and Palmer (2010) note, events offer cities and towns the ability to respond creatively and flexibly to the challenges of globalisation and to create tourism products that also improve the cities for residents and business. Event programming, which is often out-sourced, offers a technique for growing the tourism industry in a particular location without the need for large scale capital investment and brings the benefit of being adaptable and scalable, allowing for tourism development to take place in turbulent economic circumstances. The links between newly-created events, public spaces, community festivals and local distinctiveness can be exploited to create sustainable celebrations that both attract visitors and support Progressive LED.

CONCLUSION

In turbulent economic times, it should not be surprising that government tourism policy is based on a mixture of old approaches and new thinking about the relationship between tourism and Local Economic Development. The UK government’s new tourism policy is an example of this transition period between old and new economic models. Concerns for economic growth dominate and tourism is seen as an engine of growth for the UK that can, paradoxically, rely on increased numbers of customers in a downturn as visitors from more prosperous economies take

advantage of their comparative affluence to choose the UK as a newly affordable holiday destination. However, the lack of a *sustainable development* strategy within the new tourism policy undermines the potential of the tourism industry to contribute to a more Progressive mode of Local Economic Development. Despite this weakness, the policy does create the possibility of an environment that is more supportive of Progressive LED through the increased involvement of the third sector, new local partnerships to grow tourism and the non-economic impacts of tourism development. This paper has highlighted these areas and made three practical suggestions for how the government could harness the significant potential contribution of the tourism industry for Progressive Local Economic Development.

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第四部分 旅游研究

Part4. Tourism Research

A Structural Study on Eco-tourism Destination Image, Tourist Satisfaction and Destination Loyalty: Case of GEOPARK Mount Yuntai

Qiao Guang-hui

School of Management,

Henan University of Technology

ABSTRACT

This study will make an integrated approach for understanding destination loyalty and examine the theoretical and empirical evidence on the relationships among tourism destination image including cognitive and affective images, tourist satisfaction, and destination loyalty under the background of an eco-tourism destination. 569 samples were analyzed in total. Validity and reliability tests were completed by using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). The structural equation model (SEM) analysis and T-test/Anova are used to test the hypotheses. AMOS program is adopted to reveal that eco-tourism destination image (cognitive and affective images) has positive effects on tourist satisfaction, and tourist satisfaction also has a positive effect on destination loyalty. At the same time, eco-tourism destination image (cognitive and affective images) has positive effects on destination loyalty as well. In the end the insufficiency of this study is put forward and recommendations on the future study are also given.

Keywords: Eco-tourism; Destination image; Cognitive and affective; Satisfaction; Loyalty

INTRODUCTION

At the present time, tourism is the world's largest industry and is one of the sectors that provide the largest contribution to the economic development of countries (Kandampully, 2000). As such, it has a major and increasing impact on both people and nature. Thus, tourism is considered an extremely interesting phenomenon for both academics and practitioners. On the other hand, effects can be negative as well as positive. Inappropriate tourism development and practice will degrade habitats and landscapes, deplete natural resources, and generate waste and pollution. Some improper development has destroyed the tourism environment and natural and cultural resources. Particularly, natural tourism destination has been polluted by some wrong behaviors. In contrast, responsible tourism can help to generate awareness of and support for conservation and local culture, and create economic opportunities for countries and communities. China is taking action to reduce negative impacts, and to encourage responsible tourism that enhances not only the quality of life, but also natural and cultural resources in destinations. In this sense, eco-tourism recently has become a popular topic since H. Ceballos-Lascurain proposed this vocabulary in IUCN in 1983. Eco-tourism encourages the protection of the tourism industry by promoting a sustainable development. Within the overall context of tourism, eco-tourism has experienced rapid growth over the past decade.

This study intends to achieve the following purposes: first, the study will help to identify and aim to explore the underlying dimensions of GEOPARK Mount Yuntai distinct image attributes, including both eco-tourism destination cognitive image and eco-tourism destination affective image. Second, it is designed to probe into the relationship between eco-tourism destination cognitive image and tourist satisfaction; the relationship between eco-tourism destination affective image and tourist satisfaction; the relationship between eco-tourism destination cognitive image and destination loyalty; the relationship between eco-tourism destination affective image and destination loyalty and the relationship between tourist satisfaction and destination loyalty.

LITERATURE REVIEW

Eco-tourism

When the term 'eco-tourism' (or sometimes 'ecotourism') first began to appear regularly in the English language academic literature in the late 1980s, no one could have predicted the prominent position that this then obscure niche product would come to occupy 20 years later within the tourism sector and more specifically as a topic of investigation within the field of tourism studies. Eco-tourism is now offered as an elective or core subject within many university and college tourism programs, and occasionally as a concentration or degree in its own right. These subjects and programs are supported by an expanding array of textbooks both general in scope (Fennell, 2003; Page & Dowling, 2002) and addressing specific eco-tourism topics (Black & Crabtree, 2007; Zeppel, 2006).

Relationship between tourism destination image and tourist satisfaction

Tourists' behavior is expected to be partly conditioned by the image that they have of destinations. In addition, destination image exercises a positive influence on perceived quality and satisfaction. More favorable image will lead to higher tourist satisfaction. In turn, the evaluation of the destination experience will influence the image and modify it (Ross, 1993). Kotler, Bowen & Makens (1996) established the following sequence: image - quality - satisfaction. In this model, image would affect how customers perceive quality—a more positive image corresponds to a higher perceived quality. Perceived quality will in turn determine the satisfaction of consumers Kozak & Rimmington, 2000), because satisfaction is the result of customers' assessment of the perceived quality.

Relationship between tourism destination image and destination loyalty

Previous studies (e.g. Baloglu & McCleary, 1999a,b; Chon, 1990, 1992) showed the relationship that destination image will influence tourists in the process of choosing a destination, the subsequent evaluation of the trip and in their future intentions. A positive image deriving from positive travel experiences would result in a positive evaluation of a destination. Tourist satisfaction would improve if the destination has a positive image. Destination image also affects tourists' behavioral intentions. More favorable image will lead to higher likelihood to return to the same destination. Court & Lupton (1997) also found that the image of the destination under study positively affects visitors' intention to revisit in the future.

Relationship between tourist satisfaction and destination loyalty

There are many practical reasons for studying tourists' satisfaction levels. Numerous studies have also examined the link between satisfaction and negative/positive WOM. Oliver & Swan (1989) found that as satisfaction increased, WOM activity increased. In contrast, Anderson (1998) noted

highly dissatisfied and satisfied customers tend to engage in the most WOM activity, as compared to customers that are less extremely dissatisfied or satisfied. In addition, extremely dissatisfied customers engage in slightly more WOM activity than extremely satisfied customers. A tourist's satisfaction or dissatisfaction with a destination will influence his subsequent behaviour (Kotler, Haider & Rein, 1993). A satisfied tourist has a higher probability of choosing the destination again and he/she is more likely to engage in positive WOM behaviour.

Introduction of GEOPARK Mount Yuntai

The GEOPARK Mount Yuntai is located north of Jiaozuo City, Henan province of China, in the southern foothills of Taihangshan Mountains. With a total area of approximately 556 km², the Geopark is characterized by its rifting tectonics, and spectacular landscapes formed by hydrodynamic processes, in combination with its natural ecologic and cultural relic scenery. Karst topography is its most unique feature. Mountain Yuntai is among the first group of world geology park, and it is the only scenic spots combines many names together in Henan province, like national geology park, national forest park, national water conservancy tourist attraction, national macaque protection zone, national first group natural heritage.

RESEARCH DESIGN AND METHODOLOGY

Questionnaire Development

This study employed a research design using a cross-sectional sample survey, which aimed at describing the tourism image of GEOPARK Mount Yuntai based on the perceptions of visitors from the image's two perspectives-cognitive and affective. The original instrument in Chinese is translated into English, Korean and Japanese. The survey questionnaire consisted of the following major sections: questions that measured the following constructs—destination cognitive image, destination affective image, tourists' attribute satisfaction, overall satisfaction, destination loyalty, and questions designed to gather tourists' demographic information. In the field of destination image studies, the self-administered survey questionnaire has been the most popular instrument used to assess destination image (Baloglu & Grinberg, 1997). Therefore, this study also used a self-administered questionnaire, which consisted of five sections. The literature and survey instruments developed by past researchers provided the basis for developing the questionnaire for this study.

Survey and Data Collection

GEOPARK Mount Yuntai is visited throughout the year, and communications with GEOPARK Mount Yuntai administrators informed the researcher that a five week period from 15th January to 19th February 2011 would provide the greatest exposure to both foreign and domestic visitors along with the greatest number of tourists during the winter season. This research period was also timely for park staff to assist the researcher with logistics and transportation within the park. As a result, a total of 600 questionnaires were distributed. 589 were received, and excluded questionnaires with no response and insincere response, 569 usable samples were used in final analysis of the study, resulting in a response rate of 94.8%. Once the data is collected from the questionnaire, SPSS 15.0. and AMOS 7.0 are used to analyze the data.

Research hypotheses

From a theoretical point of view, the hypothesis is assumed as follows:

- H1:** Eco-tourism destination image positively influences tourist satisfaction.
- H1-1:** Eco-tourism destination cognitive image positively influences tourist satisfaction.
- H1-2:** Eco-tourism destination affective image positively influences tourist satisfaction.
- H2:** Tourist satisfaction positively influences destination loyalty.
- H3:** Eco-tourism destination image positively influences destination loyalty.
- H3-1:** Eco-tourism destination cognitive image positively influences destination loyalty.
- H3-2:** Eco-tourism destination affective image positively influences destination loyalty.
- H4:** Tourist satisfaction will be different depending on demographic variables.
- H5:** Destination loyalty will be different depending on demographic variables.

RESULT

Respondents' demographic profile

The information of respondents' demographic profiles was collected. Respondents' demographic profiles included gender, age, marital status, original location, education, occupation, and monthly income (Table 1).

Table 1

Respondents' demographic profiles

Content	N	(%)	Content	N	(%)		
Gender	Male	289	50.8	Sales management	102	17.9	
	Female	280	49.2	Tourism service	61	10.7	
Age	Less than 20	37	6.5	Occupation	Governmental employee	90	15.8
	21-30	209	36.7		Student	70	12.3
	31-40	113	19.9		Professional or technical	140	24.6
	41-50	99	17.4		Private company	19	3.3

	51-60	88	15.5		Education	67	11.8
	More than 61	23	4.0		Others	20	3.5
Marital Status	Single	317	55.7		Less than 2000USD	9	3.7
	Married	252	44.3		2001-3000USD	33	13.4
Educational Level	Senior High School	79	13.9	Monthly Income* (Inbound Tourists)	3001-4000USD	46	18.7
	College	239	42.0		4001-5000USD	57	23.2
	University	186	32.7		5001-6000USD	70	28.5
	Graduate School	65	11.4		More than 6001USD	31	12.6
Original Location	South - Eastern Asia (including Hong Kong, Macaw and Taiwan)	61	10.7		Less than 294USD**	51	15.8
	Korea	78	13.7	Monthly Income* (Mainland Chinese tourists)	295-440USD	63	19.5
	Japan	33	5.8		441-586USD	87	26.9
	US and Europe	52	9.1		587-730USD	73	22.6
	Mainland Chinese tourists	323	56.8		731-880USD	33	10.2
Others	22	3.9	(N=569)		More than 881USD	16	5.0

* Monthly income includes two parts in this study: Inbound Tourists (n=246) and Mainland Chinese tourists (n=323).

** For mainland Chinese tourists, during the survey duration (15th January-19th February 2010) the currency exchange rate is about 1USD=6.82RMB.

Exploratory factor analysis

Based on a cutoff value of an eigen-value of 1.0 or above, six eco-tourism destination image factors were obtained. These factors explained 69.88 percent of the variance and were labelled as 'social setting and economic environment', 'cultural resource', 'natural resource', 'general, tourist and

leisure infrastructure', 'affective image' and 'atmosphere'. All items had factor loadings over 0.40. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's Test of Sphericity Chi-square were 0.776 and 6025.592 ($p < .01$), and Cronbach's Alpha reliability scores were higher than the suggested 0.60 threshold recommended by Bagozzi and Yi (1988), ranging from 0.718 to 0.864. Respectively, the results indicated the sample in this study was adequate for an EFA. Table 2 showed the items and the six factors that remained after the elimination of two items.

Based on a cutoff value of an eigen-value of 1.0 or above, two factors for tourist satisfaction and destination loyalty were obtained. The two factors explained 61.26 percent of the variance and were labelled as 'tourist satisfaction' and 'destination loyalty'. All items had factor loadings over 0.40. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's Test of Sphericity Chi-square were 0.795 and 1384.157 ($p < .01$), and Cronbach's Alpha reliability scores were higher than the suggested 0.60 threshold recommended by Bagozzi and Yi (1988), ranging from 0.658 to 0.854. Respectively, the results indicated the sample in this study was adequate for an EFA.

Table 2
Factor analysis of eco-tourism destination image

Factors and items	Factor loading	Eigen value	Variance Explained (%)	Cronbach's Alpha
<i>Factor 1: Social setting and economic environment (CF1)</i>				
*Safe tourist environment	.864			
*Clean	.844	3.122	14.19	.864
*Hospitable and friendly local residents	.838			
Moderate prices/costs	.720			
<i>Factor 2: Cultural resource (CF2)</i>				
*Colorful tourism activities, events, exhibitions	.874			
		2.854	12.97	.852
*Delicious local food/drink	.855			
*Historic value	.840			

Famous historical remains	.714			
Factor 3: Natural resource (CF3)				
*Rich mineral resources	.797			
*Attractive natural resources	.795	2.765	12.57	.846
*Unique ecological environment	.780			
Unspoiled eco-systems/Wildlife	.771			
Factor 4: General, tourist and leisure infrastructure (CF4)				
*Beautiful ecological protection district/Park	.829			
*Lots of recreational facilities or activities	.805	2.675	12.16	.825
Holiday resort	.778			
*Variety of accommodations	.738			
Factor 5: Affective image (AF)				
*Arousing place	.848			
*Exciting place	.839	2.003	9.10	.729
Pleasing place	.660			
Factor 6: Atmosphere (CF5)				
*Pleasant climate	.827			
*Adventure or outdoor activities	.765	1.955	8.88	.718
Tranquil environment	.735			
Total variance explained			69.88	
KMO= .776 Bartlett's test of Sphericity = 6025.592 df=231 Sig.= .000				

* Items are reused by CFA

Table 3 showed the items and the two factors that remained after the elimination of one item: 'overall satisfaction' because of the item's loading value or communality value less than 0.4. The factor of 'tourist satisfaction' explained 45.29 percent of total variance with an eigen-value of 3.171 and it composed of five items: 'promotion', 'transportation', 'information', 'attraction' and 'service'. Next factor represented as 'destination loyalty' which included two items: 'recommend GEOPARK Mount Yuntai to other people as a good eco-tourism destination (WOM)' and 'visit again GEOPARK Mount Yuntai in the future', and it accounted for 15.97 percent of total variance with an eigen-value of 1.118.

Table 3

Factor analysis of tourist satisfaction and destination loyalty

Factors and items	Factor loading	Eigen value	Variance Explained (%)	Cronbach's Alpha
<i>Factor 1: Tourist satisfaction (SF)</i>				
Promotion	.863	3.171	45.29	.854
*Transportation	.850			
Information	.815			
*Attraction	.727			
Service	.700			
<i>Factor 2: Destination loyalty (LF)</i>				
* WOM	.733	1.118	15.97	.658
*Visit again GEOPARK Mount Yuntai in the future	.699			
Total variance explained			61.26	
KMO= .795			Bartlett's test of Sphericity = 1384.157	df=21
			Sig.= .000	

* Items are reused by CFA

Confirmatory factor analysis

Table 4**The result of confirmatory factor analysis**

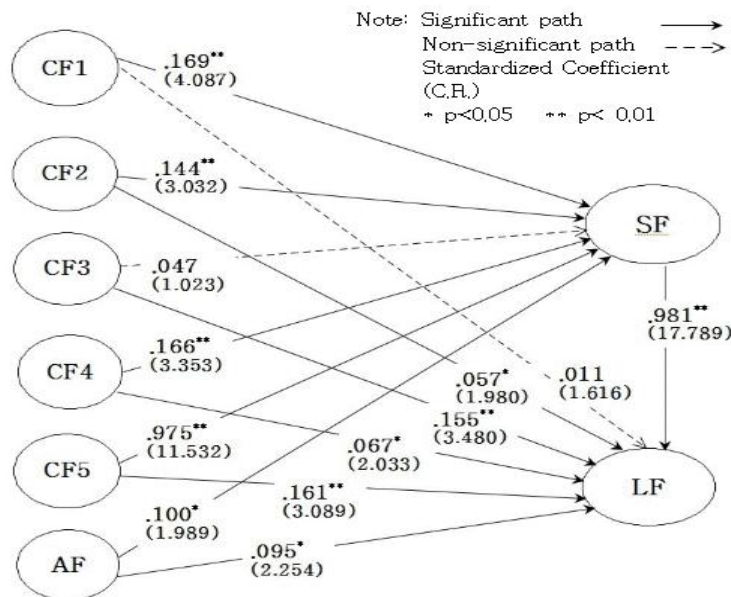
Factors	Before CFA	After CFA	Non-standardized Coefficient	Standardized Coefficient	S.E.	C.R.
Social setting and economic environment	4	3	1.000	0.785	-	-
			1.202	0.880	0.057	20.560
			1.267	0.839	0.062	20.982
Cultural resource	4	3	1.000	0.779	-	-
			1.146	0.915	0.056	20.377
			1.021	0.770	0.054	18.918
Natural resource	4	3	1.000	0.729	-	-
			1.176	0.870	0.063	18.687
			1.068	0.830	0.058	18.290
General, tourist and leisure infrastructure	4	3	1.000	0.752	-	-
			1.010	0.739	0.064	15.772
			1.040	0.820	0.063	16.474
Affective image	3	2	1.000	0.719	-	-
			1.007	0.845	0.171	5.872
Atmosphere	3	2	1.000	0.762	-	-
			0.837	0.704	0.067	12.568
Tourist satisfaction	5	2	1.000	0.732	-	-
			1.162	0.868	0.062	18.809
Destination loyalty	2	2	1.000	0.664	-	-
			1.633	0.935	0.100	16.400
Goodness-of-fit Indices	$\chi^2 = 732.934$; $df = 252$; $\chi^2/df = 2.908$; $GFI = 0.903$; $CFI = 0.902$; $AGFI = 0.897$; $RMR=0.048$; $PGFI = 0.623$; $NFI = 0.905$; $IFI = 0.903$; $TLI=0.902$; $RMSEA = 0.079$					

A confirmatory factor analysis (CFA) was tested. The CFA measurement involves eight dimensions which are ‘social setting and economic environment’, ‘cultural resource’, ‘natural resource’, ‘general, tourist and leisure infrastructure’, ‘affective image’, ‘atmosphere’, ‘tourist satisfaction’ and ‘destination loyalty’. Assessing each construct individually and deleting unacceptable items resulted in elimination of nine items from ‘social setting and economic environment’, ‘cultural resource’, ‘natural resource’, ‘general, tourist and leisure infrastructure’, ‘affective image’, ‘atmosphere’ and ‘tourist satisfaction’ constructs. The nine eliminated items were ‘moderate prices/costs’, ‘famous historical remains’, ‘unspoiled eco-systems/ wildlife’, ‘holiday resort’, ‘pleasing place’, ‘tranquil environment’, ‘promotion’, ‘information’ and ‘service’. The items that remained after this step were presented in table 4.

The results indicated a good fit between the model and the observed data: $\chi^2 = 732.934$ (df = 252, $p < .000$); GFI = 0.903; CFI = 0.902; AGFI = 0.897; RMR = 0.048; PGFI = 0.623; NFI = 0.905; IFI = 0.903; TLI = 0.902; RMSEA = 0.079. The large chi-square value was not surprising since the chi-square statistic in AMOS had been shown to be directly related to sample size and the ratio of the χ^2 value to degrees of freedom ($\chi^2/df = 2.908$) is less than the cutoff point of 3, as suggested by Bagozzi & Yi (1988). Additionally, all indicators of the t-value associated with each standardized loading were significant at $p < 0.001$ level.

Research model and hypotheses testing

Structural model testing



$\chi^2=764.418$; $df=256$; $\chi^2/df=2.986$; GFI=0.911; CFI=0.919; AGFI=0.868; RMR=0.044; PGFI=0.616; NFI=0.907; IFI=0.920; TLI=0.892; RMSEA=0.074

CF1: Social setting and economic environment CF2: Cultural resource

CF3: Natural resource CF4: General, tourist and leisure infrastructure

CF5: Atmosphere AF: Affective image SF: Tourist satisfaction LF: Destination loyalty

Figure 1

Results of model

According to Hoyle (1995), structural equation modeling can be applied in testing the hypothesized relationships among the constructs simultaneously and be utilized as a way of testing a specified theory about relationships among the theoretical constructs. More specifically, the relationships between the constructs can be identified by providing path coefficients for each hypothesis (Joreskog, 1993). Each estimated path coefficient can be tested for its respective statistical significance for the hypotheses' relationships while including standard errors and calculated t-values (Hair et al. 1998).

For this study, an initial theoretical structural model was examined with five eco-tourism destination cognitive image factors, one eco-tourism destination affective image factor, one tourist satisfaction factor and one destination loyalty factor. And the results of the model were shown in figure 1.

CONCLUSION AND DISCUSSION

Conclusion

In summary, the contributions of this study are twofold, both academic and practical. In terms of academic contribution, there are few studies assessing simultaneously the structural impact and the interaction among destination cognitive and affective images, tourist satisfaction and destination loyalty to an eco-tourism destination, such as GEOPARK Mount Yuntai, as well as differences between demographic variables and tourist satisfaction/destination loyalty. This paper may help make up this gap in academic literature. From a practical perspective, prior to this research, GEOPARK Mount Yuntai has rarely caught international researcher's attention, so by exploring GEOPARK Mount Yuntai's destination image, satisfaction level and loyalty degree as perceived by the domestic and inbound tourists, this study may be the first attempt in examining its image, attraction features, tourists' satisfaction after visit, and how to make more loyal tourists for GEOPARK Mount Yuntai. Data collection from tourists provides valuable material for researchers. Furthermore, this study can serve as the groundwork and promotion. The identified features of GEOPARK Mount Yuntai researched by this study would help local tourism marketers and local government have a better understanding of its marketing position, more clearly promotion direction and therefore make appropriate marketing strategies in tapping the travel market. By applying destination's various image components (cognitive image and affective image), various tourist satisfaction components (attribute satisfaction and overall satisfaction), and various destination loyalty components (revisit and WOM), a more concrete, integrated and competitive destination image and feature were identified. It will provide local tourism marketers with a more concrete view of GEOPARK Mount Yuntai as an eco-tourism destination perceived by tourists. Such an understanding is helpful for the marketers to create and develop a more appropriate destination image, a more attractive eco-tourism destination, and a more competitive strategy, thus promoting GEOPARK Mount Yuntai, an eco-tourism destination, more effectively and efficiently.

Some specific implications are also proposed towards the study destination - GEOPARK Mount Yuntai based on the research findings.

Participants in this study tended to rate the natural and cultural amenities of GEOPARK Mount Yuntai very highly. Interesting natural museums, for example, was the highest rated attribute of the geopark with a mean score of 4.15; variety of ecological souvenirs, had a mean score of 4.39;

attractive natural resources, had a mean score of 4.06. The lowest rated attributes tended to be those for infrastructure and service, such as variety of accommodations (mean = 3.45), and lots of recreational facilities or activities (mean = 3.69) had relatively low mean scores. By standards, quality of the overnight accommodations might be considered rather crude or even unacceptable. If geopark planners hope to attract greater numbers of domestic and inbound tourists to the park, infrastructure improvements, especially in the provision of overnight accommodations, should be considered.

A limitation on distribution of questionnaires related to relative scarcity of tourists to GEOPARK Mount Yuntai during the study period. Cold weather, especially at higher elevations during the sampling period may have contributed to a sample size that was lower than expected. At last, future studies might make a distinction among various environmental dispositions towards eco-tourism within the population, recognizing that a participant's rating of eco-tourism destination image may be influenced by the degree to which he or she embraces the concept. Two groups, eco-tourists and non-eco-tourists could be compared for differences in destination image ratings.

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Completely Life Plan of Destination

Mu hong
Tourism department
Chongqing technology of University

and

Hui hong
Tourism department
Chongqing technology of University

and

Zhang renjun
Tourism department
Chongqing technology of University

ABSTRACT

As is often mentioned that destination has been fragmented, then what is the integrity of the destination? Is she the same as the living body, structure, and can grow? Tourism is from life structure which possess millions of years of nature. As a organizational body of life characteristics, rather than simple focus of different scenic spots, destination is a professional, social system that can automatically grow. From the perspective of the general ecological , this paper will research how to constitute a full life of the Yangtze River Three Gorges, to explore the relationship of the Three Gorges "mainline" and "hinterland" of tourism development; and find intergrowth relationship among each scenic spots in Three Gorges.

Keywords: three gorges, life structure, ecological competition

1. What is Three Gorges? Where is Three Gorges?

1.1 From the view of region

Th three Gorges don't only refer to the traditional three gorges(Qutang,Xiling and Wu Gorge), and it is not only the riverside region which is about 193 km from Baidi County in Fengjie,a county in Chongqing from the west, to Nanjin Guan in Yichang, Hubei to the east. Three gorges is a huge giant cultural gallery with karst, and canyon, rivers landscape. It is called "Treasure trove of natural wonders, the Three Gorges river culture" and "folk customs group[2]

1.2 From the view of gene

Three Gorges beauty of DNA is from generation to generation, native, original true beauty, which include deep gorges, cliffs, whitewater rapids. "Gene" Decide "characteristics", in order to explore the gene, we look at the ancient Yangtze River course: Ancient Yangtze River(West and East Yangtze River),change many times in the Big Three Gorges interval along the inverter. West Yangtze Tsang flew along today Lancang River Canyon south into the Indian Ocean long time ago, and after the Himalayas - the Hengduan Mountains uplift, change to eastward diversion. East Changjiang (Yangtze River)flow into the Pacific Ocean (7.67, -0.02, -0.26%).

The east and west Yangtze River flew across Wu Mountain by watershed, due to the Three Gorges split, and the Chinese landscape has also evolved into high in west and low in east, east and west Yangtze integrate through.

Yangtze River cut Three Gorges at a depth of 1000 meters, and this process continued for nearly 300 million years. 500 000 years ago, the formation of the Three Gorges, connected east and west Yangtze River, and Three Gorges landslide has repeatedly blocked the Yangtze River, this phenomenon from the ancient lasted about 5,000 years ago. This is also reason why the Yangtze River flow south through the ancient main cause several times[2].

1.3.From the view of life structure

Natural systems has structure, highest level of natural system is "life". The most important in the life systems is not a surface, not flowers, but the soil and organism which support the growth of life. The organism of Three Gorges is a vast hinterland beyond the three Gorges, a large number of tributaries and mountains.

In the past, poor transportation result in people's one-side understanding of the Three Gorges. Now, the high-speed era, leading to the scenic "coding" leap in the Three Gorges to the era of large-capacity, plus the key indicators of landscape changes in a new landmark in the Three Gorges, and emerging of new logo.

Giant Three gorges make us unable travel all through for one time.The landscape of the Three Gorges tourism wonders focus in the hinterland; cultural roots in the tributaries. Traveling Three Gorges on boat or cruise, is only one choice of thousands of choices, and the most elementary one.

2 Who created Three Gorges?

As a whole life structure, what we care should not only the present geographical landscape, but also the old courses of Yangtze rivers before the formation of Three Gorges. As times of landside and obstruct of river during the hundreds of thousands of years, the region of old courses and the present region has symbiotic relationship of different gaps, which is called "proximity". So the old region could be refereed as "mother of Three Gorges".

Three Gorges should also include the mountains connected before the formation of three gorges, which obstruct Yangtze river. Due to the Himalayan orogeny, the Hengduan Mountains continues to uplift, western ancient Yangtze River which flowed southwest was interrupted, so it started east to find a way out. The old western and eastern Yangtze river achieve the connecting through Three Gorges, so can we look such mountains as "father of Three Gorges"? Such mountains should include Huaying mountain, Jiufeng mountain, Jinyun mountain, ZhongLiang mountain, gong mountain, moon mountain, breezing mountain, Tiefeng mountain, wood mountain, Waduan mountain, Guanmian mountain, square mountain, and also Qiyue mountain(Qutang), Wu mountain, Huangling mountain(Xiling Gorge).

So Three Gorges should go beyond the narrow geographical concept(the grand canyon), and it should be a Big Three Gorges with geographical and cultural integration.

2.1 Yangtze River Three Gorges native landforms - the intersection of two mountain ranges

Dating back 70 million years ago, Yan mountain orogeny make Wu Mountains uplift from north to south, cut off the ancient Yangtze River, the Yangtze river to the east of Wu mountain flow to the east, and the west of the ancient Yangtze River still flows westward.

40 million years ago, the beginning of the new generation, the Himalayan orogeny is magnificent with the rapid uplift of the western region of China, forming the world's third pole of the peaks and the entire Tibetan plateau and China high in the west and low in the east, forcing the vast western water flow to the east, rushing to the Wu Mountains which block the Yangtze River. Yangtze River left to right red, rough finally split the Wu Mountains, the cries flowing forming a magnificent magnificent, unique in the world, the Three Gorges Grand Canyon.

Two mountain ranges: the Daba Mountain, Wu mountain in the Wuxi-phase, two geological formations system orogenesis intersection (less than 90 degrees), creating an unmatched level of hundreds of mountains in height difference. The huge canyon group, accounts for geographic Heights, the geomorphological features of which are very prominent.

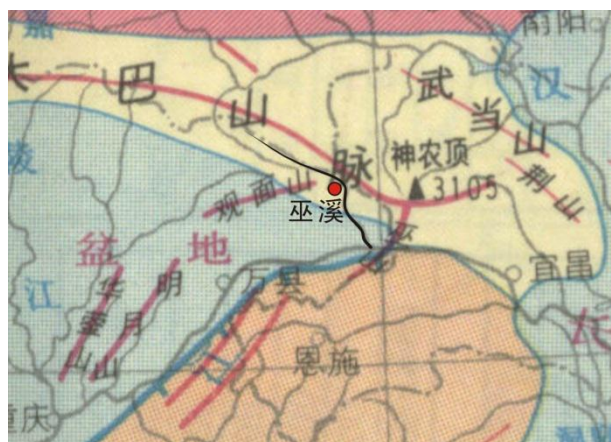


Figure 1
topographic map of Three Gorges

Before the complete formation of Three Gorges, the Qingjiang Gorge is the course of east Yangtze river, the old course. After the formation of three gorges, during the hundreds of thousands of years, the Yangtze river flew through Qingjiang Gorge for many times.

For example, Mu Fu Grand Canyon which is longer than the Three Gorges, the deepest point (about 2300m deep) is deeper than the world's fourth Grand Canyon of Colorado, USA (2133 m deep). The total length is 108 km. Average deep of Mu Fu Grand Canyon is 1500 m, the absolute height difference is over 2000 m. C Taking into account the upstream and downstream of the Qingjiang Three Gorges (Ping Luo River gorge 15 km, 5 km bus gorge, with Gap 5 km), the data of Qingjiang Canyon is also far more than present Three Gorges.

The focus of mountain exists in Wuxi-the present hinterland, and the focus of rivers exists in Qingjiang-present tributary.

2.2 The Yangtze river three gorges native culture--keep a root

As a kind of "original culture", the Three gorges independently show the sequence of evolution from savage to civilization. The apes fossil in Wushan(2 million years ago) may change the said of human origin, "Changyang the ancients" fossils which are on the southern side of Xiling Gorge is 200 thousand years ago , neolithic culture in east of Qutang gorge is about 6000 years(Daxixin Neolithic Culture), and paleolithic relics in Fengjie county, is more than 15000 years ago, which shocked the world. Three gorges area is one of the earliest birthplace of human in China and Asia, and it has connected the three gorges in the legend, constituting an independent whole human society evolution consequence. Three gorges make people see from apes to modern people, from Prehistoric society to the slave society, feudal society to modern society.

Three gorges constitutes a whole regional culture, and its rich contents and forms, is the important part of human civilization. And the origin of such culture is in the tributaries, hinterland of Yangtze river. Regional characteristics: the grand canyon made by the the three gorges grand canyon, tributaries valley and stitched Tiankeng crossing Chinese tectonic system level 2 ladder(Wu mountain), belong to the "prominent example of earth evolution" (world heritage standard) .

Cultural characteristics: "can provide a unique at least special witness of a faded civilization or cultural traditions". The construction of each historical period of human evolution show what the people in Three Gorges has left. Such long original culture is not only sole in China, but also provide a whole cultural example for human and society evolution.

3 Ecosystem

3.1 What is the ecological competition?

We can apply the law of nature to tourism. We simulate allelopathy principle between species in natural ecosystems to control the competitive relationship in tourism. It is the diverse species tactic: "stick, tiger, chicken", not one less. The 'ecological rodent control campaign: the introduction of

natural enemies, the eradication of rodent. Ecological competition mechanism: three wolves and a flock of sheep, supporting the leader: driven by radiation symbiotic group. Ecological competition, ie, competition, symbiosis of two forms. We hope, by the set of initial conditions (government intervention), the evolution of symbiotic form will be formed.

3.2 What is evolution

Evolution is mutant gene invasive. In the reproductive process, the genetic material recombination and mutation, the parental generation and the variation between the offspring and the offspring of different individuals phenomenon is known as evolution, according to the Darwinian concept, evolution is the "descent with modification"

"Modern Chinese Dictionary" defines evolution as a process that things gradually from simple to complex, from lower to higher development and changes. From simple to complex; from single to plural; from unstable to stable; from local to global optimization.

A sign of evolution is the increase in the diversity and adaptability.

Symbiosis is a high-level evolution. The symbiosis of different levels, including the space symbiosis and homologous symbiotic. The homologous symbiotic is above space symbiosis. Space symbiosis: a single-chain structure, the initial stage of symbiosis; homologous symbiosis: a parallel structure and network structure. The more complex the overall system stability should be the better structure in the ecological chain of scenic tourist network.

Tourism symbiotic evolution includes the following: space evolution of the diverse forms respectively; the evolution and diversity of the tourism development model, adaptive technology application.

Because adaptability is the sign of evolution, and high level of symbiosis is to increase the adaptability, evolution is one of the motive of the symbiosis; The true state of tourism is the natural evolution of the tourism of the formation of the spontaneous form, have natural adaptability. The Yangtze river three gorges tourism "for the original" is looking for the way of adaptation, and return to true origin as aesthetic values of evolution.

3.3 What is growth?

The evolution is a process from simple to complex; from single to plural; from unstable to stable; from local to global optimization, the growth is its important feature. Tourism growth can be reflected by the following aspects:(1) There exists a large number of the entry and exit (including mergers, acquisitions) phenomenon.(2) the rate of growth of the tourism brand increased, the culture of the tourism brand improved.(3) promotion of new technologies (including new modes of operation).

4 The values of the life system

Landscape and culture of the three gorges is changing, the travel distance, ways of travel, purpose is changing, but the pursuit of beauty will not change, which makes the tourists from the surface real, surface native, to the local primary real, really.

At present the Yangtze river three gorges tourism exist many problems, such as: homogeneity is strong, characteristic problem disappear; Culture in GuLiHua, kept the form of theatrical show, from the cultural ecological environment, and formed a "cultural island"; Tourism development pay tourism resources of the expected value; Larger project survival "soil"; Social, cultural Ecological chain.

4.1 Revelation from world heritage

The standard of world natural heritage includes "Superlative natural phenomena; rare natural beauty", but we did not care much about "nature". It also includes "Unique environment with the internal logic links"and "preserve sustainably according to the value and reality of cultural scenery", so it is not the same way as we move the residents outside.

Aesthetic value orientation changes will impact the world heritage standard. The aesthetic value which is Magnificent,shocking, strange maybe change with times, and natural, real, sustainable maybe what we need pursue. We need to restore the original ecological system rather than rebuilding.

4.2 Measurement standard of scenary structure

- (1) Typical. The particularity of structure, the richness of the form
- (2) Integrity. Integrity of type, continuity of system
- (3) Continuity. Inherent logic

According to theory of original system, we need and we can also rebuild our aesthetic value system. This is the ecological, civilizational value system which is beyond environment protection and culture preservation, and it will reach the extend of life and culture, and it will be a entire life structure.

The beauty of Three gorges is the beauty of entire life system, which is shown in the relationship of different sceneries and different regions.

Life sceneries of Three Gorges not only include big and small Three Gorges,but also include the cultural relics and Ecological chain.

5 Living Design of destination

5.1 Theory of life structure of destination

To respect the integrity of life structure of destination is the change from ruling the nature to harmony with nature, which is a fundamental change of values that is from human centered to harmony centered.

Life system integrity plan means respecting the integrity and system of attraction, continuation of the history and culture, and rebuilding new relationship of human and nature to create a new harmony.

We need to look for the relationship of development of main line and hinterland, the "Symbiotic" relationship among different political region along three gorges, the relationship among economy, society, nature, history and ecology, the key factor which will affect harmony and development of these destinations.

5.2 Ecological niche - living design method 1

5.2.1 What is ecological competition?

Ecological characteristics of destination, and the measurement indexes of ecological niche (width, overlap and separation of ecological niche) is an important number of indicators that describe ecological niche and the relationship between species, with other species and the environment.

5.2.2 What is Symbiotic

"Symbiotic" is the logical starting point of the "ecological competition". From the perspective of the "symbiotic relationship" and "symbiotic quality", analyze and evaluate a variety of symbiotic effect in a large ecosystem and ecosystem to determine the niche width and correlation.

The so-called tourist ecological niche is to find their own space for development of each area from the following aspects, namely: the types of tourist attractions which determine scenic azimuth; position which determines the specific location; direction of development which determine the future orientation of attractions; products which determine the characteristics.

The overall strategy is the whole niche, to avoid vicious competition immediately.

Design diversely: differentiation, large-scale two-way development; maximize and minimize (to avoid the sort of a small embarrassment).

(1) maximize choice: Strengthen the difference (to maintain quality parameters).

(2) minimize choice: Union, the chain (due to too many small, weak and poor business, duplication and confusion is inevitable).

5.3 Whole industrial chain-living design method 2

High-speed era and the large-capacity, leading to various scenic location reassortment, and the guard change forward - a historical necessity.

Three gorges have total area of 211,600 square kilometers and the total population of 5376,820,000. The whole industrial chain means in the evolution of the tourism centered industry,

agriculture, commerce and trade as the basis promote the natural extension from agriculture to tourism and real estate, and the effective integration of agriculture and tourism, real estate.

5.4 whole content system-living design 3

5.4.1 Natural and ecological design

Natural and ecological design means protecting and maintaining continuity of landscape, to make niche of different, functional area, scenic spots and living area more reasonable by water system, mountain and wind corridor, and plan on more macro region scale.

On the basis of ecological mechanism, the beautiful layout, magnificent and brilliant ecological and art scene will be an integral part of the body of the earth life which is default and a network with permanent value.

5.4.2 Design of culture and ecology

The design of culture and ecology means connection and extension of tourism and culture chain which is reflected in the intellectual, cultural investment and investment in science and technology.

Tourism development can not be too much dependent on developers and the enthusiasm of the local people, due to the knowledge of the limitations of cultural limitations, and developers to pursue ambition, modernity.

From the perspective of "cultural ecology", large projects means more creation rather than big project. Creation means evolution of relations within the scenic tourist phenomenon from simple to complex, from lower to high-level, to reach consensus with the value orientation of the development of human society-oriented. It also reflect the interior richness, organization and integration of function, so it has vitality.

5.4.3 Design of aesthetic ecology

The aesthetic ecology means re-recognize nature and "beauty", emphasizing nature with a unique approach and perspective, designed in the spirit through artistic expression, poetic language to convey the experience, strengthen the site through the new design and the significance of the landscape as a specific carrier of culture.

Tourism aesthetics requires harmony with nature, human, and human themselves, which is also the emphasis of ecology. The landscape featured with life will be loved by tourists.

6 Whole tourism plan of Three Gorges

6.1 Requirements of symbiotic systems

We need design all the sceneries in Three Gorges by the symbiotic system. From the view of symbiotic building, we need redesign and develop the tourism products in such areas and reproduce the authenticity and integrity, to achieve the sustainable development of nature, economy and culture.

Symbiotic systems of Three Gorges belongs to "homologous symbiotic" rather than simple "space symbiotic" which emphasize the integrity of geographical structure and authenticity of geographical landscape. Using hierarchical description (point, axis, on-chip) as a means, tourism symbiotic body is based on native ecology and culture. Tourism symbiotic body has symbiotic environment, symbiotic mechanism, which can achieve complementary advantages, joint development, the coexistence of the tourist areas.

Analyze the native symbiotic state-interior symbiotic system, fo find artificial symbiotic deviation by Administrative divisions. Through regression deconstruction of the symbiotic structure, set the initial conditions, and then increase he type and quantity of symbiotic units with the increase of symbiotic interface, strengthening of the symbiotic bond, to maintain quality parameters of symbiotic unit. Revise positioning and make different symbiotic units into symbiosis and regional collaboration.

6.2 The space symbiotic system of Three Gorges

The symbiotic space system of Three Gorges is a large system and has different forms. In order to achieve multi-purposes, on the basis of ecology and symbiotic, the space symbiotic system of Three Gorges has such contents:

First, the symbiotic space is a Linear space series of large mesh. By using hierarchical description (point, axis, on-chip), tourism symbiotic body is based on native ecology and culture. Tourism symbiotic body has symbiotic environment, symbiotic mechanism, which can achieve complementary advantages, joint development, the coexistence of the tourist areas.

The Second, analyze the native symbiotic state-interior symbiotic system, fo find artificial symbiotic deviation by Administrative divisions. Through regression deconstruction of the symbiotic structure, set the initial conditions, and then increase he type and quantity of symbiotic units with the increase of symbiotic interface, strengthening of the symbiotic bond, to maintain quality parameters of symbiotic unit.

The third, based on the continued power of ecological objectives, build the ecological aesthetic value system. On the re-classification of tourism resources, classify different level of symbiotic system of tourism units. Revise positioning and make different symbiotic units into symbiosis and regional collaboration.

6.3. Future complete structure of Three Gorges

Tourism development of Three Gorges should fully embody continuity of social and historical development, and the development of modern economic system, and natural scenery

complementary as well. From the Three Gorges ecological construction, in order to build symbiotic space, we need consider: tectonic mountain, tectonic belt, the core extending boundary, boundary, radiation boundary, stripping razed the landform and layered boundary, the Yangtze River Valley and the core boundary, tributary Valley and extends the boundary, as well as the native cultural routes and formed administrative districts. for Three Gorges symbiotic space construction.

According to the characteristics and laws, overall layout of development and utilization of resources should be as followed: Eight Corridors and one river, hundreds of lakes and thousands of islands, thousands of liners and 10 thousands of sceneries; nine series five veins, thousands of mountains and 10 thousands of peaks, thousands of gorges and 10 thousands of gullies; Ten circles and hundreds of rings, two poles and ten towns, .hundreds of towns and thousands of villages. The flowing should be included, river classification system ;canyon classification system; mountain classification system (the five mountain system mountain: mountains of Wushan, Wuling mountain system, Daba Mountains, big Lou Shan, Xuefeng mountains; node grading system; Lake and Island classification system; tourism circle and ring grading system; tourist routes grading system. The Three Gorges Gallery, Wujiang art gallery, Qingjiang art gallery and three kingdoms Gallery has also reflected such characteristics and laws. And the Wushan mountains, Wuling mountain, Daba Mountain, Hengduan Mountains, big Lou mountains, snowy mountains, Minshan mountains, Qi Yue mountains are also included.

Tourism living systems can grow, the essence of the vitality of the tourism life system is a balanced, coordinate, and complex ecological system formed by the interaction among natural, economic and cultural systems. From a broader perspective, tourism is a ecological body with life structure, formed by mutual contact, interdependence, mutual restraint of multiple levels and aspects. From the view of ecological health, relations among tourism units can been seen as the ecological relationship of population, so we can study the ecological chain of the tourism system, diversity, population niche,and collaboration as well.

The purpose of living plan of destination is for the safety and health of earth and life, and public interests rather than present requirements of tourism development.

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An Economic Analysis on the Incomplete Property Right of Chinese Public Scenic Areas

PANG Shiming

Tourism Institute

Beijing Union University

ABSTRACT

The influence of property right system to economic efficiency and economic behavior has been acknowledged in the field of modern economics. The focus of this paper is laid upon the nature of property right of scenic areas, whose resources are within the ownership of all the people or of collective unities. It is obvious that there is incompleteness in property right in terms of public scenic areas of China after studying the basis of property right of public scenic areas, and further discussion is carried out about the consequences brought about by this incompleteness to economic efficiency and economic development. The main conclusion conveyed by this paper is that on one aspect, the concentration of usufruct and control right of public scenic areas enhances economic efficiency; however on the other hand, because local governments do not actually possess public scenic areas, they tend to ignore benefits of all the people and collective unities when they pursue the maximum of self rent. Their abandoning long-term benefits under the motivation of short-term advantages explains irrational phenomena emerged in the process of exploiting public scenic areas. Future prospects of further study on this issue are carried out on the basis of above analysis.

Keywords: public scenic areas; incomplete property right; economic efficiency; economic behavior

As essential component of tourism, management of scenic areas largely depends on their property rights. As the development of Chinese tourism met the refrain of a tight monopoly of property rights, starting from 1990's, there have been trials on transferring the administrative power of public scenic areas. Research on this subject is among the most active in tourism studies.

This work focuses on the property rights of scenic areas which are owned by "all people" or by groups of people, namely the "public scenic areas". In China, world heritages, national parks, geological parks, cultural relics and resorts all belong to this category. In operation of these scenic areas, two competing policies have been proposed, that is, the "National Park" approach and the "Property-Right Transfer" approach. The center of the competition is whether public scenery can be offered by private party as a product, and whether private operation will devalue the product. While the NP approach stresses the public interests in scenic spots, the PRT approach believes in the benefits from separation of ownership and administration.

Such debate is quite odd, since the property rights of the scenic areas have been claimed unambiguously long time ago. The author finds the reason to be some ambiguity in real practice: clearly stated property rights which belong to all people, are somehow equivalently "owner-free". In

order to further explain their behaviors, it is therefore necessary to analyze the actual property-right status of public scenic areas, which has been missing from most existing studies.

INTRODUCTION

Ever since Coase (1937), transaction cost and property rights have been widely concerned. According to Alchian's definition, a property right is a social imposition on choosing to use a product. It becomes a private property right after being allocated to a person. Based on private property rights, the two sides in a transaction can choose to avoid risk, reduce costs and promote efficiency.

Gordon (1954) pointed out that when an owner is absent, the rent of a resource will dissipate. Bottomley (1963) found competition can prevent rent dissipation when ownership is missing. Cheung (1974) indicated rent dissipation can be minimized by restrictive conditions. In other words, there will be more rents when property rights are divided more clearly. As a matter of fact, because there is no absolute private or owner-free property rights, a real property right most likely lies between these two and changes with time.

The existence of transaction cost means property rights can never be completely divided. If a portion in a bundle of property rights is prohibited, the rent will certainly dissipate to some degree. This is loss of property rights on the first level.

When an owner voluntarily yields his part or all control powers in exchange of benefits, but portions of a PR bundle are designated toward different subjects due to regulation, a loss of property rights on the second level happens. Missing property rights leads to less efficient allocation of resources.

Economic property of public scenery as a product

Mankiw (2003) divides goods into four categories (Table 1), in which the public goods have no exclusivity or competition. Neoclassic economics believes public goods to be one reason leading to an ineffective market and need governmental supply or interference.

Tab.1 Economic goods categorized by Mankiw

	rival	non-rival
excludable	private goods	natural monopoly
non-excludable	common resource	public goods

A widely accepted view on public sceneries is they are always excludable but competitive only under crowded conditions. Therefore they can be stated as private goods or pseudo-public goods according to degree of congestion.

However, in public scenic spots, consumption of the product by one will generally not affect another, even when it is crowded, because everyone shares the same view of the area. Crowdedness only moves an individual's demand curve up and down, but does not change a public scene into private goods. Technically, exclusivity is easily achieved by selling tickets. Consequently public scenic areas are excludable and non-rival, so they are public goods according to Samuelson, but natural monopoly according to Mankiw. Such goods can indeed be provided by private parties, e.g. concerts and films.

1. Property rights of public scenic areas

Only in an economy acknowledging person property rights can an individual be responsible for his way of administration. Nevertheless, the legislative system in China claims all public scenic areas to be owned by all-people or groups of people, not any specific person. This means nobody will take the responsibility for running the scenic spot. "Publicity" under this context cannot be decomposed onto any specific personnel. No current theoretical frame seems applicable in analyzing property rights in public scenic areas in China.

2. Transfer of property rights and economic efficiency

Transfer of public scenic areas' property rights should start from the public institutions. In China, control powers of public scenic areas belong to local government, but profits are for the central government. This setting fails to motivate local governments to maximize profits and thereof results in low efficiency.

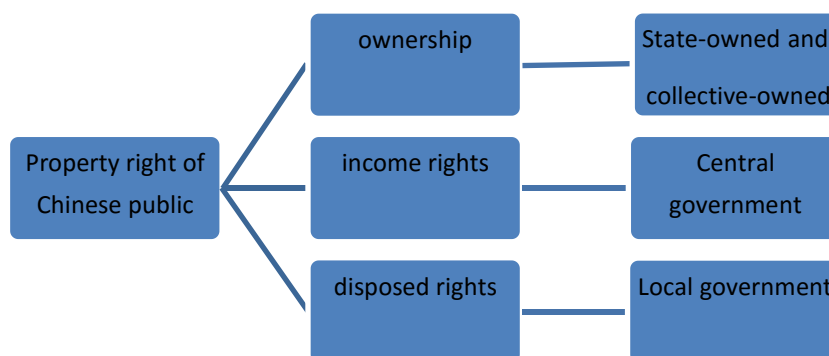


Fig. 1 Loss of property rights during the insitutional era

As the furthering of the Economic Reform, division on profits between central and local governments is clarified. After 1993, local governments are the leading authority in running public scenic areas.

However, after the merge of ownership and administrative powers, local governments may maximize their own interests without considering all-people or groups of people, especially in the situation of a "promotion tournament"(Zhou 2007). Without a precise ownership endowment, local authorities may abandon long-term interests for short-term advantages.

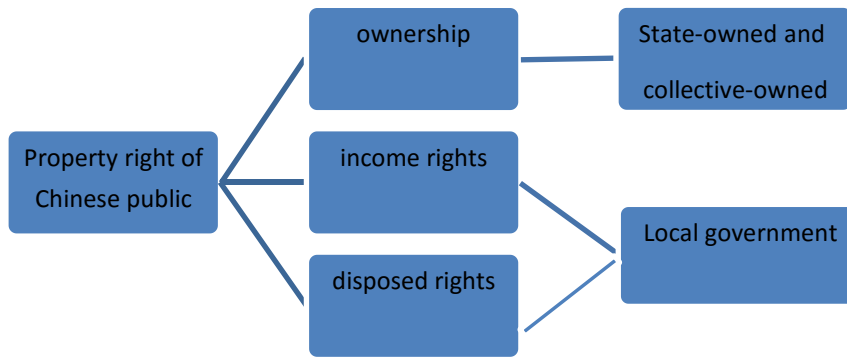


Fig. 2 Loss of property rights after Economic Reform

3. Summary and outlook

This study focuses on the loss of property rights in Chinese public scenic areas, analyzes its historical origin and present status and explains its consequence in running public scenic areas in China. More thorough theoretical framework needs to be built to give a full picture of this phenomenon.

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Empirical Research on Tourism Consumption Function in China

PANG Shi-ming

Tourism Institute

Beijing Union University

Abstract:

The consumption function is a single mathematical function used to express consumer spending. Much research has been done in recent years on consumption function of China using the theory of modern economic theory. However, research on consumption function of tourism is rare. The writer focuses on the significance of studying consumption function of tourism in this paper, and analyzes Chinese tourism consumption model.

Key words: tourism; Consumption Function

1. Introduction

The Consumption Function is a single mathematical function used to express consumer spending. It was first recognized in magnum opus of Keynes, *The General Theory of Employment, Interest, and Money*, which was published in 1936, and has been continuously studied subject ever since in the field of economy. The reasons include, first of all, the study of Consumption Function helps explore micro-foundation of macroeconomics, and to reach a better combination between macroeconomics and microeconomics. Secondly, in short-term analysis, understanding the determining factors of consumption provides theoretical basis for governmental decision, due to the fact that consumption is one of the major components of gross demand, and that consumption fluctuation is crucial to prosper and recession. Finally, in long-term analysis, the contrary behavior of consumption is saving, the rate of which, according to Solow's model of economic growth, is the decisive factor of steady capital, and thus crucial to economic welfare.

A large amount of research has been done on Chinese consumption function by Chinese scholars in recent years due to its theoretical and practical significance. Wang Jun pointed out that Chinese consumption function must be founded on the analysis of its micro-foundation, consumer behaviors, especially particular consumer behaviors of consumers during the period of systematic reformation. Yu Yongding, Li Jun explained that Life-cycle Theory and Permanent Income Hypothesis are not enough to explain Chinese residents' consumer behavior because of the imperfection of capital market and lack of consumer loan. And they further pointed out consumption characteristics of Chinese residents: there were obvious distinction of stages and consumption peaks in peculiar stages. They concluded the consumption function according with Chinese situation. Wan Guanghua analyzed influence of liquidity constraint and uncertainty in affecting Chinese residents' consumption and discovered changes in nature of Chinese residents' consumption caused by economic reformation. While Li Kunpeng proved the inexistence of Keynesian Consumption Function through Co-integration Theory. Although no agreement has been achieved on the model of Chinese

Consumption Function, it is generally agreed that consumption theories of Chinese residents should be studied from the angle of changes of system and that of consumer behavior brought along. Economy studies the maximization of people's behavior under limited conditions. Limited conditions change with modification of the system and in turn affect people's consumption. Chinese have peculiar consumption habits and characteristics: the flexibility of family consumption increases with increase of GDP in the process of marketing; the increase in income distribution gap enlarges the differences in consumer behavior; constant improvement of capital market is bound to decrease mobility gradually; and concerns about future uncertainty affect consumer behavior.

Although plenty of empirical research on China's Consumption Function has been achieved, little is on tourism Consumption Function. The significance of carrying on tourism Consumption Function research lies in, firstly, tourism consumption is a part of national consumption, and if the decisive and influential factors are detected, they can be regarded when relevant policies are made. Secondly, tourism consumption is based on leisure time. The proportion of work time and leisure time is determined by marginal rate of substitution of "work- leisure", and the alteration of budget line causes the change of work time and leisure time, and in turn affects tourism consumption. The study of tourism consumption function is supposed to improve further consumption function theory. Thirdly, tourism consumption may be a anti-economic period behavior, that is, the behavior lessens when economy boosts, while it increases when economy recesses. In this sense, tourism consumption can be regarded as indicating index of macroeconomic fluctuation. It has great instructive significance to the study of macroeconomic fluctuation . Lastly, modern economy has proved that leisure time has both positive and negative suppression on gross consumption of citizens, thus the study of interaction between tourism consumption and economic growth has particular meaning for both theory and practice.

2. Major Western Theories and Hypotheses on Consumption Function

Keynesian Absolute Income Hypothesis

According to Keynes, subjective factors of personal consumption are comparatively stable in the short run, and consumer behavior is mainly determined by income, meaning that consumption increases with the rise of income. But the rate of consumption increase is lower than that of income, as is proved by Law of Diminishing Marginal Propensity to Consume. The simple consumption function is shown as the linear function:

$$C = a + b_1 Y_t + u \quad (1)$$

a = autonomous consumption (a > 0),

b₁ is the marginal propensity to consume (ie the induced consumption) (0 < b₁ < 1), and

Y_t= disposable income (income after taxes and transfer payments, or W – T).

Keynesian Absolute Income Hypothesis was considered successful in a period, but it was pointed out that this hypothesis applied to short-term analysis. In the long term, family consumption would shrink with the increase of income, as was indicated by the hypothesis, causing lack of demand and recession. In another word, economy would experience long-term stagnation unless financial policies were taken to enlarge gross demand according to Keynesian Consumption Function, which has been falsified by facts. In addition, Kuschnir Azee proved that the proportion between consumption and

income was stable through time series analysis on 1870-1940, symbolizing the failure of Keynesian hypothesis.

To perfect the limit of Keynesian Consumption Function, economists launched continuous explorations. Among them was Duesenberry, who put up the Relative Income Hypothesis of consumption, indicating that consumers behavior was influenced by consumption habits and surrounding consumption level, and in this sense, consumption was relatively determined. With an annual increase of income, Relative Income Hypothesis was simplified as:

$$C = b_1Y_t + b_2Y_{t-1} + u \quad (2)$$

Where C_{t-1} stands for expenditure t-1.

Modigliani originated the life-cycle hypothesis on the basis of Intertemporal consumption model created by Irving Fisher, proposing that consumers would aim for a stable level of consumption throughout their lifetime, for example by saving during their working years and spending during their retirement. This hypothesis is shown as:

$$C_t = b_1Y_t + b_2W_t + u \quad (3)$$

Where W is consumer's saving in stage t. Wang Jun introduced $W_t - W_{t-1} = Y_{t-1} - C_{t-1}$ to the equation to alter the consumption function of the life-cycle hypothesis and got:

$$C_t = b_1Y_t + (b_2 - b_1)Y_{t-1} + (1 - b_2)C_{t-1} + u \quad (4)$$

Friedman introduced the concepts of permanent income Y_t^p and transitory income Y_t^t , as well as permanent consumption C_t^p and transitory consumption C_t^t and worked out the Permanent Income Hypothesis. Friedman advocated that expenditure was not determined by current income but by permanent income of a consumer, as is indicated by the following function:

$$Y_t = Y_t^p + Y_t^t \quad (5)$$

$$C_t = C_t^p + C_t^t \quad (6)$$

$$C_t = b_1Y_t^p + u \quad (7)$$

C_t^p is permanent expenditure, and Y^p is enduring income, which is estimated in the following function:

$$Y_t^p = \lambda Y_t + (1 - \lambda)Y_{t-1}^p \quad (8)$$

Introduce (10) (11), and take C_t^t as a random item:

$$C_t = b_1\lambda Y_t + (1 - \lambda)C_{t-1} + u \quad (9)$$

Recent research has diverted to the construction of dynamic models of consumption function, including rational expectation dynamic consumption function and dynamic consumption function of lagged adjustment. Take expenditure in stage t as the function of expectancy Y^* , the consumption function got is as following:

$$C_t = \alpha(1 - \lambda) + \lambda C_{t-1} + \beta(1 - \lambda)Y_t + u \quad (10)$$

Dynamic consumption function of lagged adjustment takes surrounding and subjective condition of the consumer into consideration and assumes expenditure expectancy C_t^e is the function of income, the consumption function got is as following:

$$C_t = \lambda\alpha + (1-\lambda)C_{t-1} + \lambda\beta Y_t + u \quad (11)$$

So far, above consumption function theories fall into the following 5 types of consumption function models:

Model 1 (Absolute Income Hypothesis)

$$C = a + b_1 Y_t + u \quad (12)$$

Model 2 (Relative Income Hypothesis)

$$C = b_1 Y_1 + b_2 Y_{t-1} + u \quad (13)$$

Model 3 (Permanent Income Hypothesis)

$$C_t = b_1 Y_1 + b_2 C_{t-1} + u \quad (14)$$

Model 4 (rational expectation dynamic consumption function and dynamic consumption function of lagged adjustment.)

$$C_t = b_0 + b_1 Y_1 + b_2 C_{t-1} + u \quad (15)$$

Model 5 (Life-cycle Hypothesis)

$$C_t = b_1 Y_1 + b_2 C_{t-1} + b_3 Y_{t-1} + u \quad (16)$$

3. Foundation and Empirical Research on Tourism Consumption Function in China

The above consumption function hypotheses have been testified in western economy, but in the case of China's tourism consumption function, there is no pertinent theory that modeling can be based on. Relevant research may start with function fitting of China's data, and the result can be adopted to sort out the most suitable consumption function theory to explain tourism consumer behavior of China. Likewise, the period of modeling is from 1994 to 2010. The data of 2003 is excluded in consideration of long-term trend alteration. Database is listed below in Tab. 1, and it is analyzed with OLS. Separate discussion is held on Keynesian tourism consumption function since co-integration test is required.

Tab.1 The Domestic Tourism Consumption and Income of Urban and Rural Residents

Year	Annual Domestic Tourism Consumption (billion)		Annual Disposable Income (billion)		Consumption Trend of Urban Residents	Consumption Trend of Rural Residents
	City	County	City	County		
1994	84.8	17.5	1194.6	1046.2	0.07100	0.01676

1995	114.0	23.6	1506.5	1356.0	0.07568	0.01737
1996	136.8	27.0	1805.1	1638.8	0.07581	0.01648
1997	155.2	56.1	2035.7	1759.4	0.07623	0.03188
1998	151.5	87.6	2257.3	1797.8	0.06712	0.04873
1999	174.8	108.4	2561.0	1813.3	0.06826	0.05976
2000	223.5	94.0	2882.9	1821.6	0.07754	0.05162
2001	265.2	87.1	3297.0	1882.8	0.08043	0.04625
2002	284.8	103.0	3867.7	1936.9	0.07364	0.05319
2003	240.4	103.8	4437.4	2015.2	0.05418	0.05152
2004	335.9	135.2	5114.3	2223.0	0.06568	0.06081
2005	365.6	163.0	5898.3	2426.3	0.06199	0.06717
2006	441.5	181.5	6854.4	2624.2	0.06441	0.06916
2007	555.0	222.0	8358.7	2960.2	0.06640	0.07500
2008	597.2	277.8	9847.7	3351.4	0.06064	0.08288
2009	723.4	295.0	11079.7	3552.5	0.06529	0.08304
2010	940.4	317.6	12799.1	3972.4	0.07347	0.07995

Database: China Statistical Yearbook 2011

3.1 Empirical Test on Keynesian Tourism Consumption Function

First of all, two Keynesian tourism consumption functions are created below:

$$C_{it} = \alpha_i + \beta_i Y_{it} + u_{it} \quad (t = 1, 2, 3, \dots, n) \quad (17)$$

C stands for tourism expenditure of residents; Y stands for current actual income of residents; α and β stand for estimating parameters separately. u stands for random error, and $i=1, 2$ with 1 representing town residents and 2 representing rural residents.

The domestic tourism consumption and income of urban and rural residents between 1994 and 2010 are analyzed in this paper, but the time series data is unstable, and direct adoption of classic regression model will cause problems like spurious regression. co-integration test is therefore required to testify the long-term equilibrium relationship between domestic tourism consumption and actual income of residents. The result of ADF is in Tab2.

Tab.2 The Unit Root Test of Urban and Rural Residents' Domestic Tourism Consumption and Income and Their Differential Sequence

Variable	Type of test (c, t, l)	T statistic	Variable	Type of test (c, t, l)	T statistic
C_1	0, 0, 0	6.41	C_2	0, 0, 0	4.26
Y_1	0, 0, 2	4.21	Y_2	0, 0, 1	2.10
ΔC_1	0, 0, 2	1.61	ΔC_2	0, 0, 0	-1.44
ΔY_1	c, t, 2	-1.21	ΔY_2	c, ,t, 2	-3.70**
$\Delta^2 C_1$	0, 0, 0	-5.06**	$\Delta^2 C_2$	0, 0, 0	-4.46**
$\Delta^2 Y_1$	c, ,t, 3	-7.19**			

From the test results, $C_1 \sim I(2)$, $Y_1 \sim I(2)$; $C_2 \sim I(2)$, $Y_2 \sim I(1)$, There don't exist co-integration between C_2 and Y_2 , which means no long-term equilibrium relationship between Rural Residents' Domestic Tourism Consumption and Income. And then the long-term equilibrium relationship between domestic tourism consumption and actual income of residents need be test. We use OLS to estimate equation(17) , result:

$$\hat{C}_{1t} = 65.74 + 0.066Y_{1t} \quad (18)$$

$$t = (0.42) \quad (26.11)$$

$$R^2 = 0.98 \quad DW = 1.40$$

Residuals:

$$e_t = C_{1t} - \hat{C}_{1t} \quad (19)$$

We use ADF to test e_t , which the test model is No trend and intercept:

$$\Delta e_t = \delta e_{t-1} + \sum_{i=1}^r \theta_i \Delta e_{t-1} + \varepsilon_t \quad (20)$$

By Eviews, Calculation results is in tab.3

Tab.3 The Unit Root Test of Residual Error

Variable	Type of test (c, t, l)	T statistic	1% Significant level	5% Significant level	10 % Significant level
e_t	0, 0, 0	-2.54	-4.6 2366	-3.7 1977	-3.3 0538

Because ADF statistics fell on the right side of the threshold, we are unable to conclude that the evidence of the C1 and Y1 Co-integration.

3.2 Empirical Test on others Consumption Function

The result of others consumption function is in tab4-8.

Tab.4 Consumption Function of Tourism model 1.

explanatory variable	tourism consumption of urban residents	tourism consumption of rural residents
disposable income of urban residents	0.044796 (0.715708)	
Lagged disposable income of urban residents	0.025801 (0.355775)	
pure income of rural residents		0.076541 (0.761681)
Lagged pure income of rural residents		-0.010588(-0.096869)
R ²	0.976659	0.766355
S.E.	375.9657	462.4256
D.W.	1.477643	0.143863

* Indicates data pass t test of significant level 10%, ** Indicates data pass t test of significant level 5%.

Tab.5 Consumption Function of Tourism model 2.

explanatory variable	tourism consumption of urban residents	tourism consumption of rural residents
disposable income of urban residents	0.049577 (2.489956) **	
Lagged tourism consumption of urban residents	0.312304 (0.880350)	
pure income of rural residents		0.011357 (1.945806) *
Lagged tourism consumption of rural residents		0.949165 (9.919572) **
R ²	0.977684	0.970878
S.E.	367.623	163.2572
D.W.	1.663177	1.48273

* Indicates data pass t test of significant level 10%, ** Indicates data pass t test of significant level 5%.

Tab.6 Consumption Function of Tourism model 3.

explanatory variable	tourism consumption of urban residents	tourism consumption of rural residents
C	-10.3159 (-0.0509)	-766.3487 (-3.1219**)
disposable income of urban residents	0.04910 (2.1653**)	
Lagged tourism consumption of urban residents	0.3232 (0.7582)	
pure income of rural residents		0.0701 (3.6197**)

Lagged tourism consumption of rural residents		0.4565 (2.6122**)
R ²	0.9777	0.9834
S.E.	381.4623	128.0803
D.W.	1.6718	1.5066
F 统计量	284.826	384.0355

* Indicates data pass t test of significant level 10%, ** Indicates data pass t test of significant level 5%.

Tab.7 Consumption Function of Tourism Model 4.

explanatory variable	tourism consumption of urban residents	tourism consumption of rural residents
disposable income of urban residents	0.0348(0.5399)	
Lagged tourism consumption of urban residents	0.3005(0.8108)	
Lagged disposable income of urban residents	0.0178(0.2408)	
Pure income of rural residents		0.0481 (1.3558)
Lagged tourism consumption of rural residents		0.9569 (10.0071**)
Lagged pure income of rural residents		-0.0405 (-1.0498)
R ²	0.9778	0.9732
S.E.	380.6523	162.6654
D.W.	1.720947	1.4546

* Indicates data pass t test of significant level 10%, ** Indicates data pass t test of significant level 5%.

The results of parameter estimation show that these consumption functions cannot explain tourism consumption of urban residents in china. Consumption characteristics of rural residents travel is in model 3,4:

Model 3:

$$C_2 = 0.0114Y_2 + 0.9491C_2(-1) \quad (21)$$

Model 4:

$$C_2 = -766.3487 + 0.0701Y_2 + 0.4565C_2(-1) \quad (22)$$

Test regression equation further with ARCH, it indicates there is no different variance in residual error as is shown in Tab. 8.

Tab.8 Residual test of the regression equation

ARCH:							
Model 1				Model 2			
F	2.465009	Probability	0.140419	F	0.000316	Probability	0.986079
R ²	2.39089	Probability	0.122044	R ²	0.000365	Probability	0.984757

According to permanent income hypothesis of rural residents' tourism consumption, $b_1 = 0.224$. It means each 1-yuan increase in rural residents' permanent income brings a 0.22-yuan increase in tourism consumption. However, review the domestic tourism consumption (Tab. 1), it indicates the maximum is 0.083, meaning that if the annual income of rural residents' is 1 yuan, only 0.08 might be consumed in tourism. Comparison shows permanent income of rural residents is far below the current income of the same year, meaning that rural residents are not optimistic about future income expectancy.

Tourism consumption data of rural residents fits Model 4 well: in one aspect, based on rational expectation of consumption function, $\beta=0.129$ is figured out. According to equation $C_t = \alpha + \beta Y^*$, it means each 1-yuan increase in rural residents' permanent income brings a 0.13-yuan tourism consumption. Likewise, in comparison of average propensity of tourism consumption of rural residents, it is safe to draw the conclusion that expected income of rural residents is lower than current income.

In another aspect, based on consumption function of lagged adjustment, $\beta=0.129$ is figured out. According to equation $C_t^e = \alpha + \beta Y$, each 1-yuan increase brings a 0.13-yuan increase in

expected tourism consumption. The reason that actual tourism consumption is lower than the expected value indicates tourism consumption of rural residents is restrained by other conditions thus cannot be totally released.

4. Conclusion and Explanation

Study on tourism consumption function of this paper starts with western classic consumption function due to the lack of relevant theory. Domestic tourism consumer behavior of urban and rural residents is found to be beyond application of western classic consumption function but it passes empirical test of Permanent income hypothesis, rational expectation dynamic consumption function and dynamic consumption function of lagged adjustment. Actually, these consumption functions have internal consistency: permanent income of rural residents determines tourism consumption decision, meaning that if rural residents have a rising expectancy about future income, so does their permanent income; on the contrary, if future income expectancy of rural residents fall, so does their permanent income. National consumption of the U.S. remained sluggish after financial tsunami in 2008, and its reason lied in residents' pessimistic attitudes towards the future, their low income expectancy and low permanent income. However, Chinese rural residents hold low income expectancy because of the unsettlement of medical, educational and retiring problems. They spend large proportion of the income in solving the above problems, which largely restrains tourism consumption. In this sense, feasible solution to rural residents' reluctance and timidity of consuming is increasing their income.

One of the reasons that urban residents' domestic tourism consumption doesn't fit western classic consumption function model is that tourism consumption relies on leisure time, which is strictly restrained by the system and depends largely on public holidays when paid vacation system is not effectively applied. Further study should include leisure time into tourism consumption model.

In summary, on the subject of tourism consumption function, the writer believes that in one aspect, it is necessary to deepen relevant theories, including studying more consumption function theories and using them for reference. It is also essential to combine the theories with characteristics of tourism consumption and to deduce the theories. In the other aspect, it is important to carry on empirical research, meaning that empirical analysis and test should be applied onto the deduced theories to obtain proofs that can stand the test. Therefore, to build up tourism consumption function theory suitable for China carries both theoretical and practical significance.

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Based on the “Time Use Survey” to study the effect of Tourism and Leisure activities on the Chinese People's Happiness Sense

Tu Jiao

School of Tourism Management
Beijing International Studies University

and

Wang Ming Hui

School of Tourism Management
Beijing International Studies University

ABSTRACT

“Time Use Survey(TUS)” can comprehensively and deeply investigate the individual demographic characteristic and time usage, and can have a tracking analysis of Tourism 、 Leisure 、 and microeconomic variables. Since China is in severe lack of related data, we still don't have a rigor Time Use Survey System. The paper learns from the American、Japanese and European TUS Systems, and has a tracking analysis of the people's time usage in Beijing, and try to construct a suitable TUS system for the Chinese People's Happiness sense , which is a research area that comes into being with the development of the life quality. Nowadays in terms of the National Happiness studies, the scholars mainly study the relationship between income、 national expenditure and the national happiness sense. However, there is little research or reference based on the “Time Use Survey”---the study of the effect of Tourism and Leisure activities on the National Felling of Happiness, let alone the empirical research. The paper will use the result of the “National Time Use Survey of 2011” ,and regard the “National Happiness ”as Depend variable, and the basis frequency of the activities in the “National Time Use Survey” as Independent variables, use the Excel and SPSS17.0 to analyze how Tourism and Leisure activities affect the Chinese People's Happiness sense.

Key words: Time Use Survey, the Tourism and Leisure activities, the Chinese People's Happiness sense (CPH)

INTRODUCTION

Definition of Happiness & Happiness Sense

Since the ancient Greek, Roman times, scholars had been explore the way to get happiness for human. The current happiness terms applied for today. Happiness is a multi-disciplinary proposition; it involves philosophy, sociology, ethics, psychology, and many other subjects. In the process of research, scholars from different discipline, based on their different starting point of the inquiry, formed their own different

views and theory about happiness, from the psychological point of view, happiness is a kind of emotional state when people realized individual's need or ideal satisfied. It is a complex multi-layered psychological state, which is the result of the interaction between psychological factors including need (including motivation, desire and interest) cognition, emotion and outside incentive factors[1] But Happiness Sense is a personal feeling. It depends on your comprehensive satisfaction with the life, work and society. From the perspective of psychology and sociology to study "happiness sense" is common in the academic circles. In recent years, Economists started to focus on it and it is catching up with early research. But regard the macro economic variables as explain variable and add them into the happiness equation happened in recent years, such as Di Tella (2001) study the effect of the unemployment rate on residents happiness[2], Frey & Stutzer (2002)research the relationship between inflation rate and the national life satisfaction[3], Alesina(2004)study the relationship between income inequality and subjective well-being[4].

National happiness research at home and abroad

National happiness research emerged in the 1960s. After the Second World War, the United States as a representative of the western developed countries economy has developed rapidly. Material life level, from the overall perspective, continues to improve, People dream of "affluent society" seems to become a reality. However, at the same time in people's life psychological experience problems appeared gradually, Happiness research also arises with problems. Blanch flower & Oswald (2000) study the relationship between happiness and average income growth in America from the year of 1946 to the year of 1991, finding "in recent decades, the United States has a clear increase in per capita income. But at the same time, the proportion of those who think that "very happy" decreased ". So the relationship between income and happiness is presented in a form of price scissors (Figure 1)

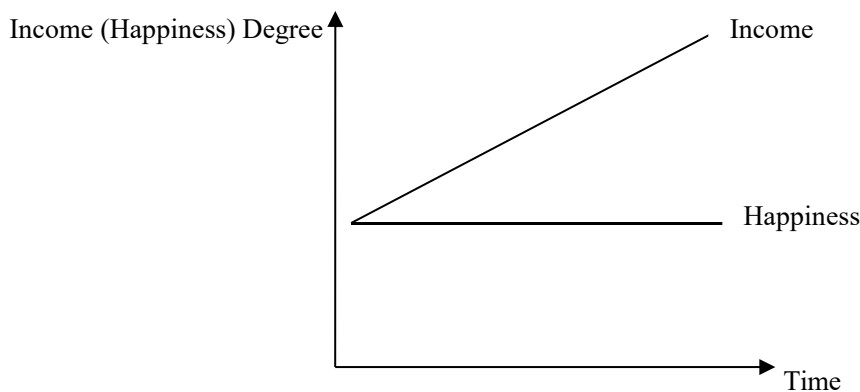
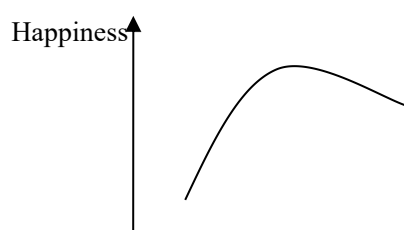


Figure 1 Time series (price scissors)

From the cross section data, based on the national opinion research center of the happiness distribution in each of the income level of population, it concludes income does have a certain degree of a positive impact on the happiness. After data multiple regression, in general the high income people are higher national happiness levels than low incomes, but he happiness degree increase brought about by the Income is degressive in different class (Figure 2).



—————→ Income
Figure 2 cross section data

In recent years, with the development of China's economy and the rise of positive psychology, China's national happiness becomes a focus of research at home and abroad. The Dutch IRA, the university had three times survey of China People's Happiness sense (CPH), National happiness index was 6.64 in 1990, it rose to 7.08 in 1995, it decreased to 6.60 in 2001. According to the survey of The United States social research institute of the Michigan University in the October of 2009, the happiness of Chinese people are still falling. In the past 30 years, China's economy experienced rapid development, the GDP of 360 billion RMB from 1978 in to over 2008 in 30 trillion RMB, up about 84 times. However, the life satisfaction of residents in our country is falling, which don't match economic growth. Through the data analysis of the world values survey, it found the score of the residents life satisfaction of our country from 7.29 points in 1990 decreased to 6.76 points in 2007, and even with declining trend. It indicated that although the material benefits improved dramatically in Chinese people, the spirit of happiness did not get the ascension. This dynamic time studies show there was the Happiness paradox in China.

METHODS

The decision mechanism of CPH (China People's Happiness sense)

The paper tries to use a new perspective-" Time Use Survey (TUS) "to quantitative analysis of the factors affecting our country national happiness. TUS involves a wide range of fields and has a comprehensive and in-depth investigation of individual demographic and time using situation, so for travel, leisure activities and happiness of such variables as analysis and tracking more accurate and objectively, is a comprehensive and effective method of analysis. Due to the serious lack of relevant data, China does not have a strict time use survey system. This paper learns from the American TUS、 Japanese TUS and the European TUS, has a tracking analysis of the people's time usage in Beijing, and try to construct a suitable TUS system for the Chinese People's Happiness sense. China People's Happiness sense is area of research, which developed with the quality of life and social index movement, it is to point to the national satisfaction. With the development of the economy, Chinese government focuses on improving the livelihood of the people through the development of the economy of national happiness. Through the Beijing national time use survey (BTUS), we can have the quantitative analysis concrete influence direction and the influence degree of the citizens of Beijing tourism and leisure activities on the sense of happiness, and prove the function and effect mechanism of related economic indicator on Chinese People's Happiness sense.

Use the fruits of the National time use survey of 2011 [5],and use the econometric to analyze the effective questionnaires, use Excel, SPSS, EVIEWS and related software to do data processing, regard the " National Happiness "as depend variable, and basic activities of the survey as independent

variables, do regression analysis, try to construct the decision mechanism of CPH. Quantitatively it reveals the influence degree of these variables (tourism and leisure activities, etc.) on China's national happiness.

1 the definition of happiness in the survey

In this study, use the satisfaction index to reflect individual happiness. 1 refers to dissatisfied, 2 refers to less dissatisfied, 3 refers to less satisfied, 4 refers to satisfied, 5 refers to very satisfied, five levels. The result is shown as the figure 3, Study found that, at this stage, the very life satisfactory of Beijing residents accounting for 49.3%, is the largest part, followed by satisfaction, 33.6%, together accounting for 82.9% of all samples.

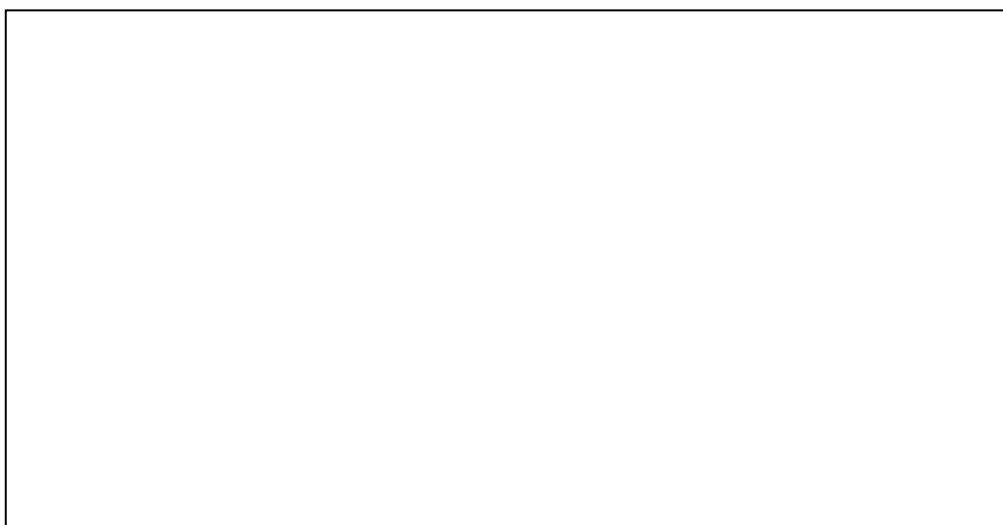


Figure 3 Satisfaction

2 screen the variables of survey

First study the relationship between gender, age, marital status, the education degree, day, month revenue and spending variables and the happiness (satisfaction), if the inspection indicated they are correlated, that in the next step considering input the variables to the model, if the inspection not correlated, it is further study and get rid of the variables.

From a chi-square test result, in 5% of the level of significance, sex, marital status, and spending and satisfaction, no statistical relationship. Age, education level, month by revenue and satisfaction has certain statistics relationship, so consider introducing them into the model.

3 Ordinal logistic Regression

Regard happiness as the dependent variable, the 10 categories basic activities as independent variables, do regression analysis. Because happiness is sequencing variables, time distribution is spacer variable, so the regression model is ordinal logistic regression. According to the above analysis, the age, education level, month by revenue are the independent variable.

In the Time Use Survey of 2011, because a few kinds activities of the 10 categories basic activities have no one to fill out and therefore these are not be considered. Here only consider six kinds of activities.

- X1: Individual activities
- X2: Employment activities
- X3: Household activity
- X4: Take care of his family
- X5: Learning activities
- X6: leisure & entertainment activities

Regression analysis results are as follows (Table 1) .The inspection results from global view, P value is 0, indicated the model with a statistical significance.

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	355.872			
Final	164.434	191.438	21	.000

Link function: Logit.

Table 1: Model Fitting Information

False decision coefficients are 0.5 above (Table 2), said an ideal model fitting

Pseudo R-Square

Cox and Snell	.716
Nagelkerke	.792
McFadden	.538

Link function: Logit.

Table 2

In 10% of the level of significance, individual activities, employment activities, household activity, to take care of his family, training, leisure, entertainment, etc with significant variables.(Table 3)

Parameter Estimates

	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
satisfaction	Threshold [满意度2 = 1.00]	7.103	3165.911	.000	1	.998	-6197.968	6212.173
	[满意度2 = 2.00]	24.525	3645.761	.000	1	.995	-7121.035	7170.086
	[满意度2 = 3.00]	27.721	3645.761	.000	1	.994	-7117.840	7173.281
	[满意度2 = 4.00]	30.018	3645.761	.000	1	.993	-7115.543	7175.578
activities	Location 个人活动	-.419	.218	3.715	1	.054	-.845	.007
	就业活动	-.379	.211	3.225	1	.073	-.792	.035
	家务活动	-.373	.217	2.950	1	.086	-.799	.053
	照顾家人	-.045	.372	.015	1	.903	-.774	.684
	学习培训	-.402	.215	3.494	1	.062	-.823	.019
	娱乐休闲健身社交	-.359	.214	2.800	1	.094	-.779	.061
Education	[受教育程度=2.00]	-2.236	2.205	1.028	1	.311	-6.558	2.086
	[受教育程度=3.00]	-1.421	1.483	.918	1	.338	-4.326	1.485
	[受教育程度=4.00]	-.975	1.443	.457	1	.499	-3.803	1.853
	[受教育程度=5.00]	-1.489	1.405	1.124	1	.289	-4.242	1.264
	[受教育程度=6.00]	-1.007	1.444	.486	1	.486	-3.837	1.823
	[受教育程度=7.00]	0 ^a	.	.	0	.	.	.
	age	[年龄段=2]	-.455	.932	.238	1	.626	-2.281
[年龄段=3]		-.259	.955	.074	1	.786	-2.131	1.613
[年龄段=4]		-2.030	1.346	2.275	1	.132	-4.669	.608
[年龄段=5]		-.018	.702	.001	1	.979	-1.394	1.358
[年龄段=6]		0 ^a	.	.	0	.	.	.
[INCOME您的月收入是多少=1.00]		37.787	3645.758	.000	1	.992	-7107.768	7183.341
[INCOME您的月收入是多少=2.00]		38.958	3645.758	.000	1	.991	-7106.597	7184.513
[INCOME您的月收入是多少=3.00]	38.127	3645.758	.000	1	.992	-7107.428	7183.681	
[INCOME您的月收入是多少=4.00]	38.149	3645.758	.000	1	.992	-7107.406	7183.703	
[INCOME您的月收入是多少=5.00]	38.359	3645.758	.000	1	.992	-7107.195	7183.914	
[INCOME您的月收入是多少=6.00]	39.855	3645.758	.000	1	.991	-7105.699	7185.410	
[INCOME您的月收入是多少=7.00]	0 ^a	.	.	0	.	.	.	

Link function: Logit.

^a. This parameter is set to zero because it is redundant Table 3

Table 4 shows, the relationship between the time usage and happiness

Activity type	Regression coefficient	EXP coefficient
X1	-0.419	0.657704
X2	-0.379	0.684546
X3	-0.373	0.688665
X4	-0.045	0.955997
X5	-0.402	0.668981
X6	-0.359	0.698374

Table 4

Table 4 shows that is 1 hour increase individual activities, happiness advantage change 0.65 times, and with the increase of personal activity time, happiness has reduced trend; Fully explain time consumption of diminishing marginal utility rule. From the analysis of the result, the EXP coefficient between the take care of family and happiness is bigger than other EXP coefficients. It indicates that take care of family can bring more happiness.

CONCLUSION

Based on the Time Use Survey of 2011, regard the happiness as the depend variable, the basic activities of the survey as the independent variables, do regression analysis, finally explore the relationship between the activities and the happiness changing. From the Regression coefficient, it can conclude that individual activities have biggest effect on Chinese people's happiness sense.

In the Survey, the individual activities mainly are composed of the tourism and leisure activities. So the tourism and leisure activities have important effect on happiness. Tourism and leisure activity can make the people get away from the monotony of the work and the life ,can enrich the people amateur life, can increase their knowledge, can let the them found new interest, so as to improve the people's spiritual realm and their happiness.

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Motivation and Satisfaction of Senior Tourists for Traveling Overseas

I Gusti Bagus, Rai Utama
Postgraduate Student (P.hD in Tourism), Udayana University and
Lecturer of Economy and Humanities Department
Dhyana Pura University, Bali

ABSTRACT

Senior tourist is potential, this is due to the improvement quality of life, and the quality of medical technology, increasing of income, and other factors that impact to human life expectancy is getting longer. The study is related to senior travelers which have not been done by previous researchers especially for Bali. Therefore, based on these considerations, research of senior tourists subject need to be conducted because the preferences of tourists are dynamic and tend to the higher demands on the quality of a tourism destination. Object of this study is senior tourists on age of 55 years or more, and hereinafter referred to senior travelers. Senior travelers studied are derived from foreign tourists. This study uses desk research with data retrieval techniques and information by online method, secondary data, and references from scientific publications. While the analytical technique used is descriptive technique analysis, analogy, and comparatively few research and other publications related to senior travelers.

INTRODUCTION

The senior tourists are traveler on the age of 55 years or more. The criterion refers to the criteria of senior term tourist or older in the United States (Clench, in Petterson, 2006). Government of Indonesia considers the senior traveler is a considerable market share is important for several reasons, among others: health science developed rapidly makes more likely to live longer for the elderly that causes the amount of this increase. Other causes of income support from a good pension system will be able to cause this group have better purchasing power for traveling. The group is commonly known as the Dinks (*Double Income No Kids*) and identified that this age have pattern of trips is usually longer than other group because they have long free time.

That potential has anticipated by the government by issuing a residence permit for the elderly more easily in anticipation of the needs of older tourists from abroad who are sharp increase. That regulation as stimulant for they will stay longer in Indonesia. Currently, most companies in tourism Indonesia began more serious to pay attention at the potential of this market. To anticipate future market trends in the increasing number of elderly tourists who traveling in Indonesia, the Government of Indonesia established a policy for the elderly tourists by allowing them to stay longer in Indonesia. The government policy allows groups of tourists to stay in Indonesia for a year. The policy has been

set in the Minister of Justice namely SK Menteri Kehakiman No. M-04-12.01.02/1998. The policy was made based on the Decree of the President for the elderly foreign tourists namely Keputusan Presiden/Keppres No. 31/1998. The next step of the embassy will be able to give visas origin countries to the elderly tourists, after obtaining approval from the director general of immigration. Based on the Decree of the Minister of Justice namely Keputusan Menteri Kehakiman No: M.04-1998 dated 30-10-1998 IZ.01.02, elderly travelers can apply for a permit to stay is limited to one year, extendable up to five times, with each renewal period for one year (News letter tourism marketing information, 2010: 12 edition).

In similar opinion, Kasali (2000) argues that market segmentation is good if they have the characteristics of considerable potential in terms of its market to ensure the continuity of the products, other segments can distinguish purchasing power and willingness to buy, and the resources of the company or the destination must be able to reach the market.

It is true if the senior traveler market segments considered potential market segment in the future. The importance of senior tourist market segmentation should be greeted with a policy, an adequate theoretical foundation, and market share is empirically. The stimulant of the government for senior foreign tourists is welcome. It should be supported by all parties, including academics by conducting an empirical research on the existence of the current senior tourists. Another fact that supports the segmentation of the senior traveler is a good market segment, can be described as the following facts: the growth of the national senior traveler in United States, Canada, and Australia have increased, especially from groups of retirees. In the United States, the growth of senior travelers was the highest number, where 55-year-old tourist are who had reached 41% of the total population of the United States, of the 41%, 28% of them travelling abroad (Petterson, 2006).

Another fact, senior tourists in Australia in 2002 is estimated to reach 22% of total domestic tourists in Australia. They expected to spend 895 million dollars per year and usually mean a vacation for 5.5 days. It was also found, senior Australian tourists who prefer an environment area naturally and which still has a sense of history (Petterson, 2006). In northern Europe the number of seniors aged 65 years and over, has increased 16.2% compared to 1960. Senior German and British tourists is the market share of the largest domestic and international tourists. While senior travelers in the area of Scandinavia and Spain, showed the highest propensity to travel than senior tourists in other European regions. While in England the number of people who are in senior group between 55 to 59 years to reach 31% in 2005 and from 31% of the senior, 17.4% and 18.1% travel to overseas (Petterson, 2006).

In Asia, Japanese is classified as senior or aged 50 years and over it is estimated close to 15 million or 23% of the total population into 2025. The senior Japanese usually have more steady income and more free time to allow them a longer vacation out of the country when compared to the young (Petterson, 2006). Another case in Taiwan, the current senior population 60 years and over has reached 12% and is expected to increase to 20% in 2033 (Petterson, 2006).

The UN estimates that the senior generation estimated two billion people internationally in 2050. This number is 22% of the total world population, and is reinforced by a record number of

populations of Europe, Japan and China (United Nations, 2000). While MacNeil (in Petterson, 2006) stated that the number was a surprise to the Americans who were born between the years 1946 to 1964. For Australian expected to increase the senior greater between 24% to 26% who are senior class in 2051. In detail, the growth potential of senior tourists can be seen in table 1.1 below:

Table 1
International Senior Tourist Trend Age Over 64 Years, Conditions in 2006

Nationality	Number of Senior	Prediction for Travelling abroad
China (PRC)	101,238,124	20%
USA	37,305,527	41%
Japan	25,551,282	23%
Russia	20,576,670	16,2%
Germany	16,044,262	16,2%
Netherlands	2,341,787	16,2%
Australia	2,654,595	22%

Source: www.statistik.ptkpt.net and Petterson, 2006

Currently the country's largest supplier of tourists appears to have the composition of the senior substantial as seen in Table 1 above the average of 27% in any population composition. Meanwhile, when compared with the data of tourist arrivals to Bali in the period 2000 to 2011, and the number of visits in 2011 recorded to 2,826,709 people and is predicted to 10% as the senior, the senior tourists in 2011 is predicted around 282,670 people. The prediction of 10% is similar to the data of the senior Japanese who travel abroad, therefore the prediction is considered to be realistic because the complete record of senior tourists who travel to Bali, have not been recorded.

Furthermore on the results of research conducted in Thailand, research on the satisfaction of senior European tourists with their provisions has been outstanding for more than 55 years. The results also suggest that government and private sector development further enhanced to improve the quality of destinations in Thailand so that the tourist satisfaction can be improved, and it indicates that the higher the preferences senior tourists to the more demands of the quality of a tourist's destination (Esichaikul, 2012).

Basically traveler satisfaction understanding and the difference between the expectations with the quality, satisfaction of tourists means the quality standards of products offered at least equal to expected by tourists. Dissatisfaction on one element of the product will affect the satisfaction of the other elements.

RESEARCH PROBLEMS, OBJECTIVES, AND CONTRIBUTIONS

Research Problems: based on the background of the issues, the topic matter is "whether the motivation and satisfaction how senior tourists traveling in destination and some sub-subject research can be described as follows: (1) What is the motivation of senior tourists visiting and is there a

relationship between the motivations of senior travelers and their nationality?; (2) What is the level of senior traveler satisfaction based on perceptions of the tourist destinations?

Objectives: based on the principal issues that have been formulated, the general purpose of this study is: to know the motivation and satisfaction of senior tourists for traveling. Specific objectives for further research aimed at answering some of the sub main issues that have been determined, include the following: (1) Determining the motivation of senior tourists who have visited a destination and determine the relationship between the motivations of senior travelers by nationality; (2) Measure and then determine the level of senior traveler satisfaction based on perceptions of the tourism destination product.

Contributions: the theoretical contributions in this study to the development of tourism particularly are to do an exhaustive review of the motivation of senior tourists, and tourism destination management, especially related to the segmentation of senior tourists. Other contribution is to formulate a tourism destination marketing strategy, based on the perceptions of senior tourists, to innovate tourism destinations. In practical contributions, this study can be used as a reference in determining the policies to improve the quality of tourism destinations and services.

LITERATURE REVIEW

Senior Tourist

Definition of the senior is still a debatable in the community; especially those related to the age of a person who called the senior but in this study, the definition have been taken from the senior adults in America (USA). According to Muller and O'Cass, 2001, the senior classes are those who have attained the age of 65 years or more. Further argued for this age group is the target of an important tourism market since the beginning of 1990. The cluster is considered to have everything, they have a mature age, money, and maturity, even many of the seniors felt themselves younger than their age. In the marketing concept, the senior group is an important target that is considered necessary to conduct further research on the senior, interest and type of activity, their tendency to participate in leisure activities, recreation, and tourism. In some studies, the senior still has the physical ability to travel and participate in activities offered by tour operator.

The definition of older adults or in terms of Indonesia are often called senior is a fairly new term. People who belong to that older adults are 65 years old or more and the term is popular in developed countries are usually directed to refer to the retirees. According to Gillon, (2004) this age group is more popular with the term baby boomers, while the (Shoe-maker, 1989 and Lazar, 1985) mentions that this age group is also called the senior market, sengies young, or mature market, the gray market, young generation and woopies senior or well-off older people.

Senior citizens in the United States called the cluster of senior citizens United States citizens aged 55 years or more (WTO, 2001). In this study, the definition of senior travelers are used in the United States that they for classified as seniors are those who have attained the age of 55 years or more.

Tourist motivation

According to (Sharpley, 1994 and Wahab, 1975; Pitana, 2005) emphasizes that: Motivation is a very fundamental in the study of tourists, because motivation is the "trigger" of the trip, although tourists themselves do often not realize the motivation but they are very important. Basically a person who traveling is motivated by several things, such as motivations which can be grouped into four major groups as follows: (1) Physical or physiological motivation is the motivation of a physical or physiological, among others, for relaxation, health, comfort, participate in activities sports, leisure and so on. (2) Cultural Motivation is the desire to know the culture, customs, traditions and other local arts, including an interest in objects of cultural relics. (3) Social or interpersonal motivation is a social motivation, such as visiting friends and family, meet partners, doing things that are considered to bring prestige, made the pilgrimage, an escape from a boring situation and so on. (4) Fantasy motivation is another that someone will be able to escape from the humdrum routine of daily life and the psychological satisfaction (McIntosh, 1977 and Murphy, 1985; Pitana, 2005).

Satisfaction and expectation

The grade of tourist satisfaction is the ultimate measure of performance management destination offering a variety of product attributes in a destination. Basically the tourists sense of satisfaction with the performance difference between the expectations, in other words means understanding traveler satisfaction performance standards of quality of products offered at least equal to the tourist's expectations. Dissatisfaction on one of the attributes of the product will affect the satisfaction of the other (Umar, 2003). In the context of the research to be conducted, the theory of consumer satisfaction as a basis to determine the performance of tourist destinations based on the perceptions of senior travelers on a number of attributes that are essential aspects of tourism destination.

DEVELOPING THE RESEARCH MODEL AND HYPOTHESES

Frame of research

Frame of this study can be explained as follows: senior tourists analyzed from two aspects of the sociological aspects of tourist destinations and aspects of the product. Study of the sociology of senior tourists is expected to determine the motivation of senior tourists to travel to a destination. Senior tourist motivation sorted out based on factors that encourage or attract seniors to travel to a destination. Motivations are differentiated based on nationality. Assessment of the senior tourist's destinations of products is expected to determine the grade of senior traveler satisfaction on perceptions of tourism destinations that have been enjoyed by senior tourists during the holiday. Review of the senior traveler motivation in concerning tourists activities on the base can be used to perform positioning and segmentation especially in relation to senior travelers. While the study of senior traveler behavior based on the perception of tourism destination is expected to determine the current position and destination of products to perform basic management of tourism destinations and more in the expectations of senior tourists.

Research Method

This study uses desk research with secondary data by online, references, and scientific publications. While the analytical technique used is descriptive analysis technique, and comparatively few researcher and other scholarly publications related to senior travelers. This study uses the product approach is used to categorize the approach that tourism as a commodity that can explain its aspects are deliberately created to respond to community needs. The variables of this study is known as tourism's product as totality of the four basic aspects: According Medlik, 1980 (in Ariyanto 2005), there are four aspects of (4A) which must be met tourism product as a totality of products, namely: (1) Attractions, (2) Accesability, (3) Amenities, (4) ancillary are means that the scope of this study is the scope of tourism research by conducting a systems approach for studying the behavior of travelers in perceives tourist destinations, this study also try to include institutional approach because at the end of the study is expected to find a new formulation of marketing strategies of tourism destination in particular relating to senior tourist market segmentation. The result of this study will be presented by comparative descriptions.

RESULTS AND INTERPRETATIONS

The relationship of citizenship to the motivation of senior tourists traveling to a tourist destination

Related with the selection of activities, tourists who come to the village of Sanur prefer to attend cultural events, physical exercise, had a hobby and have fun, Indrawati (2010). Most tourists who visit the village of Sanur has special memories of this area, besides that they also really liked the culture and traditions of local communities and the hospitality of the people. During his time at the destination, there are a variety of tourism activities are conducted primarily on marine for swimming, boating, canoeing, and the activities conducted on land, such as attending cultural events, such as the Sanur Village Festival and Kite Festival, and other cultural attractions, relaxation, jogging, spas and more. Activities undertaken related to the fulfillment of hobbies and physical needs.

Research by Esichaikul (2012), entitled Travel motivations, behavior and requirements of senior European tourists to Thailand, aims to assess the motivation of tourists traveling to determine the behavior of senior and senior European tourists in Thailand. The study uses analysis and analysis of the importance of traveler satisfaction based on perceptions of accommodation, accessibility, attractions, amenities, and public facilities provided by Thailand as a tourism destination. Respondents totaled 430 senior tourists coming from Europe with their provisions have been outstanding for more than 55 years. His study found that the majority of senior tourists came to Thailand for the first time, and their motivation to come to Thailand is for rest and relaxation. The average senior tourists on holiday to Thailand in a long period of average 15 days or more for the purpose of having fun and doing tourist activities.

In other study by Wei and Milman (2002), noted that the most popular activities undertaken by tourists during their senior trip was (89.3%) to travel and get around the city, visiting historic sites

(88.1%), meals in restaurants (85.7%), and shopping (77.4%). While the activities that are less enthused by the senior is hunting and fishing (1.2%), water sports and sunbathing on the beach (1.2%), camping and hiking (3.6%). Further, there is positive and significant relationship between the involvements of senior tourists on leisure activities such as the choice of table 2.

Table 2
Types Leisure Activities among the Elderly

<i>Passive</i>	<i>Active</i>	<i>Un-interested Activities</i>
1) Watching television	1) <i>Shopping</i> , visiting <i>mall</i> ,	1) Wild hunting
2) Listening to the radio	or <i>supermarket</i> .	2) Fishing
3) Social work	2) <i>City tour</i>	3) Climbing
4) Activities related to the hobby	3) Visiting <i>heritage</i> ,	4) Camping
5) Talent associated with the craft	<i>museum</i> , etc	5) <i>Tracking</i>
6) Talent relates to the art.	4) Lunch and dinner in restaurants	6) Surfing
		7) Sunbathing

Sources: Secondary data (modified)

The relationship between the quality of products and expectations of the level of satisfaction of senior foreign tourists in tourism destinations

Preview research conducted by Esichaikul (2012) illustrates that the demands of senior tourists on quality tourism destination is increasing. To realize tourist satisfaction, efforts are needed to realize the quality of products to fit the expectations of senior tourists. The weakness of this study is to analyze only the senior tourists from the European region only, whereas the market share of tourists from other countries such as the senior of the Americas, Australia, and Asia has potential cluster.

Predominantly of the elderly are more concerned about safety issues if they do travelling. Japanese elderly people usually have a more established income and have more free time to allow them a longer vacation abroad when compared to young people. Elderly Japanese people preferred more freedom and the priority issue is the health and safety. They also prefer to do the visitation of cultural, shopping as an activity of interest to the Japanese elderly.

The following Table 3, Summary of the potential tourist market segments based on the percentage of elderly to total national population, the potential go to abroad, and the issues and expectations.

Table 3
Elderly Market Potential by Region or Country Based on Predictions and Projections up to 2050

Nationality/region	% Senior	% travelling abroad	Expectation issue
• USA	41%	28%	• Comfort.
• Canada	*	25%	• Entertainment.
• Japan	23%	7,6%	• Health and safety.

• Australia	22%	9%	• A sense of safety and experiences.
• North Europe	16,2%	*	• Security.
• UK	31%	17,4%	• Security.
• German	40%	*	• Security.
• Taiwan	20%	*	• Prices and security.

Source: Secondary Data (modified), * data not available

Expectations of them, the expectation that most tourists get priority are the problems associated with the guarantee of security, and comfort, entertainment, health, and experiences. The information in table 4.1 has implications for the package tour packages will be offered to the senior tourist segment, and the expected package or tour package that able to guarantee the safety, comfort, entertainment type, health insurance, pricing, and supply of experiences will be a preference elderly tourists.

CONCLUSIONS AND RECOMMENDATIONS

Segmentation of elderly travelers experienced substantial growth dynamic, in which almost all of countries estimate of elderly tourists will experience rapid growth compared to other segments of the tourist market. Some tourists find their old age even younger than their age because of improved health, and they are more active. They even want to look for a challenging new experience like to see other cultures before they are older and before his health declined.

To be able to capture the growth opportunities of this elderly segment of the market, it takes creativity and innovation in managing business and product packaging in accordance with the preferences of senior, destination management is directed towards senior cluster by providing infrastructure and facilities can be expected by senior tourists. To do a proper creation and innovation, it is considered to conduct study related to the behavior of elderly or senior tourists in choosing they do leisure or tourism activity.

Furthermore, according to Milman (2002) marketing-related packages should be base on typical of senior travelers and leisure or tourism. Activities or tour package can be focused on activities that are preferred by the senior tourist. The activities identified such as shopping, city tour, visiting historic sites, museums, heritage, get lunch or dinner in restaurants, watching television shows, radio listening, social activities, activities related to the hobby, the distribution of talent associated with the craft, and the distribution of talent that relates to the art. It mean that package to realize the motivation of senior tourist should be found on tourism destination because there is relationship of citizenship to the motivation of senior tourists traveling to a tourist destination.

On the other hand, particularly relating to senior tourist, Cohen (2000) provide suggestions for more creative tourism business in making the tour packages associated with senior tourists, and better to focus the inner factor of the senior class for activities that are particularly leisure as a recommendation. He said the leisure activities that can be packaged is a hobby-related activities, arts and crafts, friendship "relationship", extracting potential, and social activities that are volunteers. It concludes, there is relationship of citizenship to the motivation of senior tourists traveling to a tourist destination.

Results of research conducted by Esichaikul (2012) concluded that the demands of senior tourists on quality of tourism destination are increasing as recommendation. To realize tourist satisfaction, the destinations should always effort to realize the quality of products to fit the expectations of senior tourists by high quality product that also related to the motivations of senior tourist as conclusions.

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Impacts of TV Drama Contents on the Viewer's Attitude towards the Destination of On-Screen Location

Seo Ah Park (Ph.D Student)
College of Hospitality & Tourism
Sejong University

and

Professor, Hong-bumm Kim
College of Hospitality & Tourism
Sejong University

and

Jun Kwon (Researcher)
Tourism policy research division
Korea culture & tourism institute (KCTI)

ABSTRACT

Recently, a lot of TV dramas in Korea have had big hits not only to Korean viewers but also to internationals including Asian and other countries. This has made several TV drama on-screen locations being emerged as new destinations and attractions for many Koreans and international visitors. This study examines how the TV drama contents and attributes can affect viewer's attitude toward the on-screen location which would be a tourism destination having attractions. A moderating effect of the viewing cognitive PPL by TV drama audience would be identified for delineating meaningful implications.

Four TV dramas adopting hotels as their PPLs (Product Placements), that is photographing hotels as backgrounds of the drama scene, were selected for empirical validation of the research hypotheses. Questionnaires were surveyed to group of age 20's and 30's, living in metropolitan and vicinity area in Korea. These age groups are known as very active viewers of TV drama, so frequently encounter to the PPL and media contents. A total of 419 effective questionnaires were used for data analysis and hypotheses validation.

The hypothesis of this study presumes that viewer's attitude toward on-screen locations and accommodations would be significantly affected by their attraction factors which showed by TV dramas. In this study, viewers of TV drama are categorized by non-cognitive PPL viewers

and cognitive PPL viewers, to investigate the moderating effect of whether cognitive PPL or not by drama audiences on the relationship between drama contents and viewer's attitude.

Results of this study will show how various attributes of TV drama contents, such as visual style and touch of on-screen location, story, characteristic, and main players, can affect viewer's attitude on the on-screen location(PPLs), a potential destination having tourism attractions.

Keywords: TV Drama, Viewer's Attitude, On-screen Location, PPL, Tourism Destination, Attraction

INTRODUCTION

Since January 26, 2010 which the Korea Communications Commission permits PPL on TV program legally, many TV program included PPL. The point which hard to absorb to TV program or frank advertise purpose are not good, but PPL provide obvious effeteness. Therefore, PPL has increasing prospect on qualitative and quantitative (Korea Economic Daily, 2011). The advertisements through mass media have been in the day's work, but PPL has different point of view. PPL marketing in Hospitality and tourism industry also has different point of view. For example, marketing for the tourism destination or hotel's room service has different characteristic with other product, because it is intangible and invisible (Gartner, 1993). The effective way to give information to potential customer is that make visible image (Nikerson & Moisey 1999).

PPL is the indirect marketing in mass media started from Unilever Company for Sunlight soap. They introduce sunlight soap at movie 'Lumière' as a marketing purpose (Newell et al., 2006; Gregorio and Sung, 2010). Since that case, PPL is rapidly developed in marketing industry throughout TV, movie and variety of mass media (Homer, 2009). According to Butler (1990), PPL marketing is not just for attracting tourist, it is indirect method to send movie message with product information and image. Therefore, it helps to make first impression or change the image of tourism destination (Hahm & Wang, 2008).

This study examines how the TV drama contents and attributes can affect viewer's attitude toward the on-screen location which would be a tourism destination having attractions. A moderating effect of whether cognitive PPL or not by TV drama audience would be identified for delineating meaningful implications.

LITERATURE REVIEW

1. PPL attribute and Viewer's Attitude

There are different definitions about PPL. By Balasubramanian(1994), PPL is planed place the product throughout movie or TV program to send valuable message to viewer Karrh(1998) included internet as a PPL channel, not only limit TV program and movies for PPL channel. Roberts et al. (1996) indicated that explained brand have a high recognition and perception than just show up as

PPL. Yang & Roskos-Ewolsen(2007) presented the result that relation between story, character, connectional with PPL and customer's selection attribute. Furthermore, Su et al. (2011) indicated with balance theory that favorable of main player and character attitude about on-screen location are related with viewer's attitude toward on-screen location.

2. Destination marketing

Chon (1991) selected the destination factor as night view, night time amusement, safety & security, convince of accommodation, attraction of local food, cleanliness, package product, climate and so on. Kim & Richardson (2003) picked out the destination factor as historical attraction, convince of transportation, local society, atmosphere. Macionis(2004) studied respondent's attitude toward destination by movies attribution(on-screen location, performance, characteristic). Beerli & Martin (2004) arranged destination image factors with natural environment, social environment, history, art, tourist facility, leisure, recreation, economic, natural resource and so on.

3. Attitude for Tourism Destination

Allport(1935) defined attitude that influence mental condition when an individual react toward situation or product. And it make throughout experience. Bettinghaus & Cody (1987) defined attitude as part of emotional decision such as good or be. Many researches try to indicate the relation between Tourism destination's cognitive and emotional image and attitude (Balogu & McCleary, 1999; Hudson et al., 2011). Yoo et al., (1998) indicated that tourists who influenced from attribute of tourism destination factors are related with the revisit and word of mouth (WOM) possibility.

This study used the AIDA structure (Strong, 1925) to measure interest, need, and intention of purchase. Items included" I want to visit on-screen location", "I want to visit on-screen hotel & resort. " I want to lodge in on-screen hotel & resort. "I want to get more information about on-screen location." "I want to get more information about on-screen hotel& resort". Based on other research (Russel, 2002; Yang & Roskos-Ewolsen, 2007; Su et al. 2011) items were added. For example, "I got better perception about on-screen hotel & resort" ,"I will use the on-screen hotel & resort", "I will buy the on-screen hotel& resort brand".

III. RESEARCH METHODOLOGY

1. Research framework and hypothesis

This study frame examines how the TV drama contents and attributes can affect viewer's attitude toward the on-screen location which would be a tourism destination having attractions. Attribute of TV drama contents is independent variable and viewer's attitude toward the on-screen location is dependent variable. In this study, viewers of TV drama are categorized by non-cognitive PPL viewers and cognitive PPL viewers, to investigate the moderating effect of whether cognitive PPL or not by drama audiences on the relationship between drama contents and viewer's attitude.

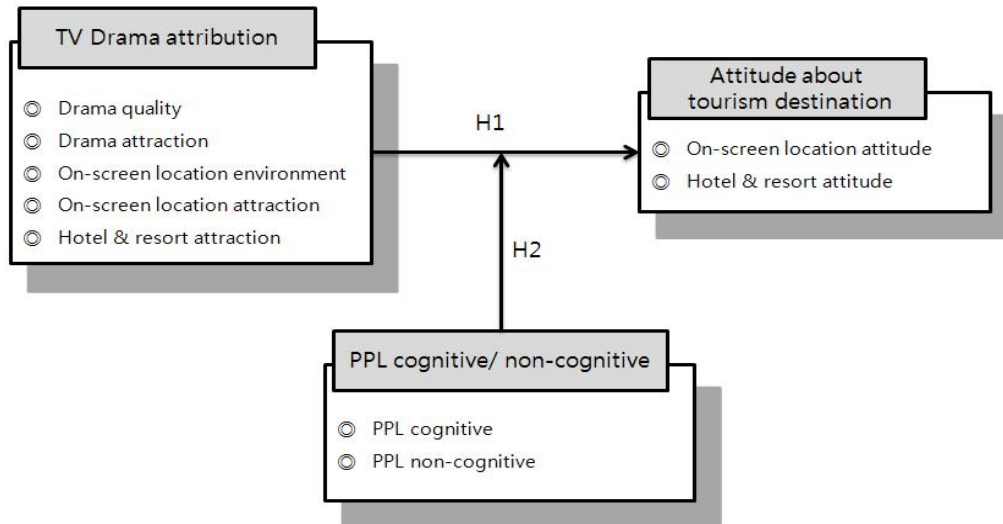


Figure 1. Conceptual framework of this study

Macionis(2004) studied respondent's attitude toward destination by movies attribution(on-screen location, performance, characteristic). In this study, viewers of TV drama are categorized by cognitive PPL viewers and non- cognitive PPL viewers, to investigate the moderating effect of viewing frequencies by drama audiences on the relationship between drama contents and viewer's attitude.

[H 1] viewer's attitude toward on-screen locations would be significantly affected by their attraction factors which showed by TV dramas.

[H 2] The relation between viewer's attitudes toward on-screen locations and attraction factors would be significant moderating effect.

2. Data collection and analysis

The main data collection followed by group of age 20's and 30's, living in metropolitan and vicinity area in Korea. These age groups are known as very active viewers of TV drama, so frequently encounter to the PPL and media contents. The survey was conducted during the time period of October through November 2011. A total of 419 effective questionnaires were used for data analysis and hypotheses validation. The research instrument was developed by 4 TV drama programs which consider standard that obviously use PPL, got public interest and television broadcasting period.

<Table 1> the study resource

Drama Title	Broadcasting Station	Broadcast Periods	PPL location	Average Audience Rating	Number of Episodes
Boys over flowers	KBS	2009.1 ~ 2009.3	The Venetian Resort (Macau)	31.1%	25
Secret garden	SBS	2010.11 ~ 2011.1	Resom forest Resort	24.2%	20

			(Chungbuk, Jechon)		
Royal family	MBC	2011.3 ~ 2011.4	Alpensia Resort (Ganwon, Pyeongchang)	12.2%	18
Scent of a woman	SBS	2011.7 ~ 2011.9	Kanucha Bay Resort (Okinawa)	14.1%	16

AGB Nielsen Media Research (2009, 2011)

Macionis(2004) divided movie attribution into place, performance, personality. Among them measured the attribution with editing, illuminating, directing, story developing, and story. AIDA (Awareness, Interest, Desire, Action) structure (Strong, 1925) used for the dependent variable which the on-screen location attitude. Items included” I want to visit on-screen location”, “I want to visit on-screen hotel & resort. “ I want to lodge in on-screen hotel & resort. “I want to get more information about on-screen location.” “I want to get more information about on-screen hotel& resort”. Based on other research (Russel, 2002; Yang & Roskos-Ewolsen, 2007; Su et al., 2011) items were added. For example, “I got better perception about on-screen hotel & resort”, “I will use the on-screen hotel & resort”, “I will buy the on-screen hotel& resort brand”.

Questions asked respondents to rate their degree of agreement using 5-point Likert-type scale. The data obtained from the survey were analyzed for frequency analysis. Several statistical techniques an exploratory, confirmatory factor analysis, structural equation modeling was used by AMOS 16.0 and SPSS Windows 17.0.

IV. RESULT AND IMPLICATION

1. Sample characteristics

The sample (n=419) in the analysis was 31.7% male (n=133) and 68.3% female (n=286). The age group of respondents 20-23 years old are 50.8 % (n=213) and over 31 years old are 8.4 % (n=35) accounted for the largest and smallest propositions of the respondents, respectively. In term of income, the respondents were with the two largest groups (33.7%) reporting an income between 3million won and 5 million won and (22.2%) reporting an income between 5 million won and 10 million won. The smallest group (9.3%) reporting an income over 10 million won. On an average, the respondents were relatively highly educated. The largest categories were undergraduate students or bachelor degree (55.4%) and college graduate or college students (26.5%) followed by graduated degree (18.1%) groups. As a job distribution, the largest categories were students (77.3%) and other job categories which management, employer were less and more 10%. As a residence distribution, most of respondents were live in Seoul and the metropolitan area. Lastly, watching drama type were divided by drama which shooting of the scene on domestic place 50.1 % (n=210) and shooting of the scene on oversea 209(n=49.9%).

2. TV drama attribute factor

The exploratory factor analysis (EFA) was performed to determine the underlying dimensionality of TV drama attribution (drama attribution, on-screen location attribution, hotel and resort attribution) by analyzing patterns of correlation among the 25 attributes. For the component validity, the value of KMO (Kaise-Meyer-Olkin) was 0.866, Chi-Square was 4960.124, df=300 and according to Bartlett's Test of Sphericity, $p < 0.01$ that shows significant level. Items which loadings lower than 0.4 were eliminated at first factor analysis. The five factor solution, with 20 variables being retained, was chosen representing approximately 66.11% of total variance. Table 2 shows Factor analysis and factor convergent validity.

<Table 2> Factor loading of 'TV drama attributions'

Factor ¹	Factor variables	Factor loading	Variance Explained (%)
Factor 1 Hotel. Resort attraction factor	Interior	.852	15.723
	Exterior Design	.790	
	Atmosphere	.779	
	Cleanliness	.704	
	Service Quality	.606	
Factor 2 Drama attraction factor	Characteristic Attraction	.844	14.330
	Main player Attraction	.793	
	Story Developing	.782	
	Story	.706	
Factor 3 Drama quality factor	Illuminating	.787	12.250
	Editing	.728	
	Direction	.698	
	Visual Style	.670	
Factor 4 On-screen location environment factor	Condition of environment preservation	.841	12.197
	Natural view	.745	
	Cleanliness	.691	
	Climate	.645	
Factor 5 On-screen location attraction factor	Amusement	.862	11.615
	Culture and Artistry	.766	
	Adaptedness of tourist attraction	.756	

¹: after Varimax Rotation, extract Eigenvalue > 1 factor

Total explained variance 66.115%

KMO(Kaise-Meyer-Olkin) measure if sampling adequacy: .866 Bartlett's Test of Sphericity: 4960.124(df=300, sig=.000)

3. Affection of destination attitude for TV drama attributes perception

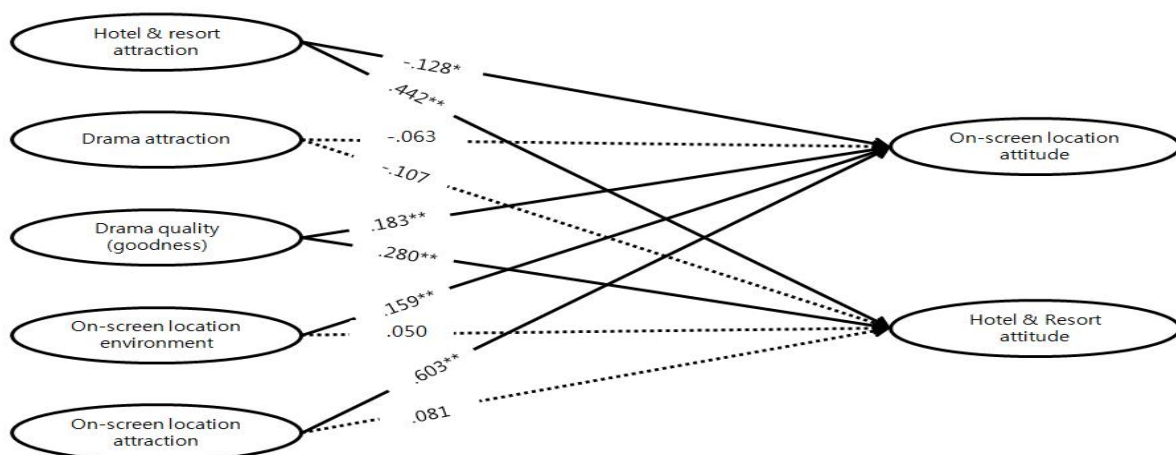
The result of the present study show that $\chi^2 = 747.148$ (df = 374, $p = .000$), $\chi^2/df = 1.984$, GFI = 0.894, AGFI = 0.868, NFI = 0.899 CFI = 0.947, RMR = 0.045, RMSEA=0.049. The model for local

on-screen location drama $\chi^2 = 548.700$ (df = 380, p = .000), $\chi^2/df = 1.444$, GFI = 0.856, AGFI = 0.824, NFI = 0.854 CFI = 0.949, RMR = 0.039, RMSEA = 0.046, and the model for abroad on screen location drama $\chi^2 = 542.336$ (df = 369, p = .000), $\chi^2/df = 1.470$, GFI = 0.856, AGFI = 0.829, NFI = 0.855 CFI = 0.948, RMR = 0.053, RMSEA = 0.04. Even if, could not satisfied all fit index, generally, most part satisfied fit index. Therefore, suggested model is acceptable as a sample data set.

Results of signify relation between various attributes of TV drama contents, such as visual style and touch of on-screen location, story, characteristic, and main players, viewer’s attitude for the on-screen location (PPLs) are shown below.

First of all, the results indicate $\tau = -0.128$, $t = -2.287$, $p = 0.022$ that hotel & resort attraction factor effect to on-screen location. The drama attraction factor are not effective to on-screen location attitude which $\tau = -0.063$, $t = -0.799$, $p = 0.424$. Also, the drama attraction factor are not effective to hotel & resort attitude as $\tau = -0.107$, $t = -1.301$, $p = 0.193$. The drama quality factor were positively related to on-screen location attitude as $\tau = 0.183$, $t = 2.161$, $p = 0.031$, and also have a positively relation with hotel & resort attitude as $\tau = 0.280$, $t = 3.141$, $p = 0.002$. the relation between on-screen location environment and on-screen location attitude were related with $\tau = 0.159$, $t = 2.542$, $p = 0.011$. However, on-screen location environment were not related with hotel & resort attitude as $\tau = 0.050$, $t = 0.784$, $p = 0.433$. The relation between on-screen attraction factor and on-screen environment attitude were related with $\tau = 0.603$, $t = 9.038$, $p = 0.000$. However, the on-screen attraction factor were not related with hotel & resort attitude as $\tau = 0.081$, $t = 1.339$, $p = 0.180$. As the result of structural equation modeling, six out of ten has a positive effect. Hotel & Resort attraction have a positive effect on on-screen location attitude; in contrast, it have a negative effect on Hotel & Resort attitude. Therefore, when the PPL purpose is the on- screen location marketing, not well for outweighed on hotel & resort attraction.

For effective PPL marketing, choose the better quality of drama such as good directing drama, good illuminated drama, good visual style dram are importance than drama’s characteristic , main player’s attraction and story. That is the effective way to make positive image to hotel& resort and on-screen location. Furthermore, on- screen location environment have a positive effect on-screen location attitude; in contrast, have not a positive effect on hotel& resort attitude. Therefore, for the on-screen location PPL, should place more weight on on-screen location environment and attraction, and for the hotel & resort PPL, should place more weight on hotel & resort attraction.



* P<0.05 ** P<0.01

Figure 2. The test result of structural equation modeling

4. Moderating effect according to PPL recognition

The χ^2 (Chi-square) difference test was analyzed throughout AMOS. How moderating effect works depend on whether drama viewers are cognitive of PPL about on-screen location and hotel & resort or they are not cognitive.

As shown the result, unconstrained model $\chi^2 = 1564.593$ (df=770), p=.000 and structural weights model $\chi^2 = 1641.267$ (df=803), p=.000. The difference between χ^2 statistic values ($\Delta\chi^2$) is 76.673(df=33, p=.000) that means, there are valuable difference between two group, so the moderating effect is significant.

<Table 3> the Chi-square (χ^2) difference tests for Drama on-screen location moderating effect

model	χ^2	df	χ^2 (chi-square)
Unconstrained	1564.593***	770	$\chi^2 = 76.673 > \chi^2_{0.010}(33) = 50.8922a$
Structural weights	1641.267***	803	

***: p<0.01
a: χ^2 (df)=33, $\alpha=0.010$

As the result, when the hotel & resort are attractive, both groups have a positive attitude to hotel & resort, but when viewer could not recognize the PPL, it makes contrary result. In case of non-cognitive PPL viewer group has positive attitude toward on-screen location and hotel & resort, when the drama has high quality. In contrary, in case of cognitive PPL viewer group has positive attitude only for on-screen location. Therefore, veiled PPL is more effective than a broad hint PPL.

<Table 4> Path coefficient of Drama's on- screen location

Path	PPL Cognitive		PPL Non- cognitive		
	Path coefficient	t	Path coefficient	t	
Hotel & Resort attraction →	On-screen location attitude	-.113	-.997	-.379	-3.074**
	Hotel & Resort attitude	.541	5.338**	.516	4.891**
Drama attraction →	On-screen location attitude	.047	.167	-.243	-1.406
	Hotel & Resort	-.127	-.529	-.162	-1.137

	attitude				
Drama quality (goodness) →	On-screen location attitude	.131	.604	.534	2.337*
	Hotel & Resort attitude	.359	1.898	.413	2.182*
On-screen location environment →	On-screen location attitude	.159	1.283	.282	2.302*
	Hotel & Resort attitude	.139	1.307	-.008	-.076
On-screen location attribution →	On-screen location attitude	.634	6.920**	.732	6.149**
	Hotel & Resort attitude	.071	.995	.095	1.058

*: p<0.05

** : p<0.01

V. CONCLUSION

Overall, this research provides empirical evidence for the hospital industry officer which the benefit and consideration for use PPL. As a main result of study, first, In other study, Cognition about drama on-screen location (Yoo et al., 1998; Balogu & McCleary, 1999; Hudson et al., 2011) or hotel & resort cognition (Yang & Roskos-Ewolsen, 2007; Russell, 2002), or cognition of movies (Balasubramanian, 1994; Su et al., 2010) each variable are studied as a dependent variable. However, this study research with five different variables, for the order of priority of importance among drama attribution, hotel & resort attribution and on-screen location attribution. Second, this research provides empirical evidence that if hotel & resort are attractive on drama, it will make positive attitude toward hotel & resort. Also, amusement, culture & artistry and adaptedness of tourist attraction are more valuables than condition of environment, natural view, climate of on-screen location. On-screen location environment has no effect to hotel & resort attitude; therefore, independent marketing method is necessary for PPL and destination marketing. Third, the drama quality (goodness) such as illumination, editing, directing, visual style are the positive factors to on-screen location attitude and hotel & resort attitude. Therefore, for better effect marketing, marketer or sponsor should consider high quality of drama than issue or star player. Lastly, this research provides empirical evidence for the moderating effect that a broad hint on-screen location and hotel & resort PPL is less effective than veiled PPL. In addition, the study with other drama may influence, because each study resource (drama) has different on-screen location and placed different weight on PPL.

It is acknowledged that this study has limitations which open up the opportunity for additional studies. The generalizability of the finding is restricted, since the study sample is conveniently selected. However, it would be recommended for future research to collect to data in different age groups.

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Innovation of Human Resources Management in Tourism

Jie Liu

The center of general education

Tourism institute of Beijing Union University

ABSTRACT

Especially for tour enterprises, the human resources is the most competitive factor. The article describes the necessity of HR Management in tourism ; Discussion about HR method of tourism; Point the way for the innovation of HR. And we must improve the quality of personnel engaged in tourism. So the age of tourism development demands interdisciplinary talents with innovative consciousness and innovative abilities.

Keywords: Tourism human resource supply system innovative talent development

According to the World Tourism Organization forecast, Until 2020, Our country will receive more than 100000000 international tourists, China will become the world's first tourist destination; China's tourism industry has also developed the construction of the objectives of the world tourism power. All this throughout the country on the development of tourism human resources development raised new requirement.

1. the tourism human resources present situation analysis

Tourism is a kind of economic culture industry, Tourism practitioners of every word and action is related to the image of the Chinese people。 Because they want for visitors to "eat, live, travel, shopping, entertainment," and other aspects of the service。 Therefore, the requirements for employees will be high. In foreign countries, many travel guides are with a doctorate, master's degree or a professor, associate professor as a part-time tour guide. Taking Beijing as an example , The 2008 Olympic Games in Beijing , The host country economy, society, environment includes the development of Tourism, Have a strong stimulating effect, Known as the "Olympic effect".

From 2008 to 2010 to 10% speed increase. Among them, amount to 145690000 person-time 2008 tourists. In 2008 Beijing city tourist arrivals reached 3790000 passengers, 2009 and 2010 are still maintained this level; In 2008, provincial city visitors reached 89600000 people; in 2010, achieve 166695000 person-time; 2008, the citizens of Beijing in Beijing tour for the number of 52200000 passengers; 2010, achieve 58160000 person-time. Beijing city tourism practitioners will be as visitor numbers increase, significantly expanding the scale.

Faced with so many foreign and domestic tourists, In order to meet the diversified tourism, internationalization, informatization development strategy. In order to meet the demand, tourism industry needs a large number of high-quality tourism professionals, Enter twenty-first Century, along with the development of social economy, tourism practitioners are facing economic globalization, the internationalization of the competition and industry standardization of new challenges, tourism

enterprises in human resources development by potential into reality. We are badly in need of Tourism electronic business, information technology, financial knowledge and management skills of the compound talents and exhibition planning and marketing talents. The development of tourism human resource is more and more important. Therefore, Talents are the most valuable resources in tourism enterprises, and it is also the core resource.

2. Tourism human resource supply system problems

According to the current situation of the development of tourism personnel, Tourism human resource supply system has the following several aspects:

(1) Tourism practitioners in the low quality, The lack of senior management personnel and professional and technical personnel

Tourism industry is a strong openness, foreign exchange is very extensive. Therefore, not only to the management or service personnel foreign language proficiency requirements are relatively high. But now in the tourism industry not only to understand the business and to understand a foreign language in senior management personnel less, or even can be said to be very in short supply.

Taking Xiamen as an example, a total of 228 tourism enterprises, employees 20439 people, of whom 4964 were college education, accounting for 24.29 percent of the total. Wherein, post-graduate degree or above 124 people, accounting for only 0.6 percent of total. Have intermediate and intermediate grade above technical backbone personnel 610 people, accounting for 2.98 percent of the total. The overall degree is low and the level of the uneven distribution of. While in high education, and there were 94% highly educated professionals focused on administrative units of tourism, hotel and travel agency, While tourism catering, transport and other staff education level is general on the low side, This will affect the overall tourism promotion. Among them, 97.5% travel professionals graduated from the management, financial and technical specialty, and in that study, English professional personnel 399 people, small language professionals in 7 languages, 86 people. In addition, there are 87.3% of hotel managers are engaged in work and professional studies do not meet, it also limits the overall tourism industry to raise management level. From this we can see that, In the present tourism enterprises, Urgent need to be familiar with the rules of international competition, effective capital composite, extroversion, innovative talents. From a professional perspective analysis .

At present the most lacking is the design of tourism products, tourism industry is in urgent need of senior management personnel, tourism resources investigation and assessment personnel, publicity of tourism planning and design of tourism personnel and finance researchers. From the above to the talented person quality status of case analysis, At present, the tourism industry is badly in need of quick access to information, the dissemination of accurate knowledge talented person.

(2) Manpower resource structure is unreasonable, talent development investment less

Structure and function are closely related, Reasonable structure of human resources is conducive to a better use of human resources in the promotion of tourism development to the positive role of. Taking Hunan Province as an example, At present, Tourism practitioners mostly in hotels, restaurants and travel agencies, the Department employees accounted for 98.5% of total tourism practitioners. In which, hotel and travel agencies have focused mainly on the line of the tour guide and service

personnel, While some industries such as tourism resources investigation and assessment division, tourism product designer is the tourism industry is badly in need of talent, But a lack of. In addition, In the development of talent capital investment lack of institutional constraints and norms, In the development of financing are mainly government investment as the mainstay, And to encourage individual, community, enterprises and institutions to participate in talent development, Arouse much positive participation and so on are to be improved.

(3) Tourism practitioners lack of targeted training, training system is not yet perfect

Relatively speaking, Tourism personnel training work well is the main hotel industry, But in the scenic area, scenic spots, tourist traffic, catering and tourism commodity's training work in the tourism industry is relatively weak. Most travel on-the-job training is mainly focused on the frontline staff skills training, But the lack of systematic, repeated training. Training as a task to finish, make employee conflicted emotions, often do not receive good effect. On the decision-making and management is often neglected in the thought development, updating ideas and innovative potential and other aspects of the comprehensive development of. For example, in tourism enterprises including in some tourist functions of the department, Training is mainly concentrated in the basic level personnel, The senior management of the comprehensive quality training of less. Training institutions mainly in schools, enterprises, some even is not appropriate training institutions to complete training. In short, the quantity and quality of training institutions cannot meet the need of training work.

3. Tourism human resources development measures

(1) Develop practical human resource management plan , The establishment and perfection of tourism management education and training institutions.

Human resource planning is based on the current situation of human resources in tourism enterprises, decided to introduce, maintain, improve, outflow of human resources for prediction and the related work 。 Including strategic human resource planning and tactics of human resource planning 。 Its purpose is to meet the enterprises in the future period of time the human resource quantity and quality aspects need, If the quantity of human resources is not enough, may want to recruitment and selection. If the quality of human resources is a problem, needs to formulate targeted training programs, all levels of tourism management departments should also establish and improve the tourism education and training institutions, To take the tourism management department and the profession association is mainly responsible for the entire industry education and training work, the company in charge of the unit's on-the-job training, thereby forming a complete tour occupation training system. In order to ensure that the human resources to achieve the target of the enterprise. The human resources management work everything in good order and well arranged, enterprise managers can be clearly aware of who when and where to do. Motivate employees to better achieve the goal of the enterprise and hard work, which can effectively complete the work of human resource management, so as to achieve the goal of enterprise. Thus, from macroscopical management analysis, government departments at all levels to develop training plans and policies, in order to promote the talent market, the training of tourism professionals to better adapt to the need of tourism development 。 From microcosmic management analysis, colleges of tourism, tourism training institutions, tourist enterprises according to market demand, adjust the requirement of education and training, training to meet the needs of the market of tourism talents. The establishment of an effective talent development, training, reserve, incentive mechanism, use and retain talent mechanism.

(2) The implementation of standardized management of talents in tourism industry resources, the establishment of tourism professional talents information database and tour company. Perfect the safeguard and supervision mechanism

Improvement of cultivating the talents of tourism management policies and regulations system. Tourism personnel training, implementation management standardization, should be conducted under the guidance of policy and regulations. Improvement of cultivating the talents of tourism management policies and regulations system. The establishment of tourism personnel training special fund. With a special fund to support tourism education, training and research. To strengthen the tourism industry occupation moral education and occupation moral training, implement and continue to improve the tourism industry standard of post and job standard.

Continue to advance and improve the tour guide occupation qualification certificate system, strengthen the tourism law enforcement team construction, develop manpower and talent resource, strengthen the supervision of tourism talents and human resources statistics. The establishment of tourism professional talents information database, the tourism needs professional classification of Internet, realize talent resource industrialization, socialization, for tourism enterprises to provide convenient conditions for talents selection. The establishment of the tourism tour guide company, unified training, management, reserves of tour guides.

Give full play to the functions of the government. The government should fully realize the talent cultivation in Beijing city tourism development importance, Give full play to the government's strategic management function, policy guiding function, market regulation and control function, integration function, information service function and environmental construction function, to establish future oriented talent cultivation and development mechanism.

(3) The introduction and the recruitment of high-level personnel, the establishment of tourism experts, the implementation of senior leadership talent and talent shortage of Construction Engineering

Take effective measures, through open recruitment methods, the introduction of tourism industry needs of all types of personnel. Such as hotel management experts, tourism public relations, planning staff, tour guides, tourism planning, development and various types of engineering and technical personnel, senior sales staff. Tourism colleges to recruit and the introduction of foreign advanced education research talents, especially overseas travel expert, Chinese tourism experts. Employ domestic tourism and related experts, each place according to its own tourism in place to establish tourism expert database, regularly or irregularly on the province's tourism industry in the major issues of research, consulting, to provide intelligence services. Leadership is the key element of tourism development advancement, must through hold senior seminar, forum, postgraduate courses, overseas training and so on many kinds of ways, to establish both a management and practical experience, both foreign language ability and innovative senior leadership team, at the same time, to strengthen the shortage of talents cultivation, as the tourism e-commerce and other aspects of the talent cultivation.

(4) Conscientiously do a good job of tourism teaching staff construction, pay attention to adult education, continuing education and lifelong education

Tourism human resource development is the main body of tourism teaching staff construction, teachers' level had decided in the very great degree of tourism human resources development and

tourism education and training quality. Tourism teaching staff should be based on the "Double Teachers" construction as the core, hold to integration of theory with practice. First of all, teachers through the actual post hangs duty to take exercise, obtain practical knowledge accumulation; Second, from the tourism enterprises to choose the number of eligible talents to enrich the teaching position, increase professional course "Scene Teaching" the proportion of periods; Third, enhance the bilingual teaching of specialized course. As the tourism industry is a global industry, which requires the tourism practitioners to meet the different countries, different cultural levels of tourist need.

Therefore, for the specialized course teachers should not only understand the professional, And they should use the foreign language teaching professional course knowledge. Tourism enterprises should encourage the units of the cadres and workers to take part in all kinds of adult education, continuing education, advocate "lifelong education", encouraging self-taught. Tourism enterprises should boldly promote self-study staff, In the enterprise, form the good learning and working atmosphere.

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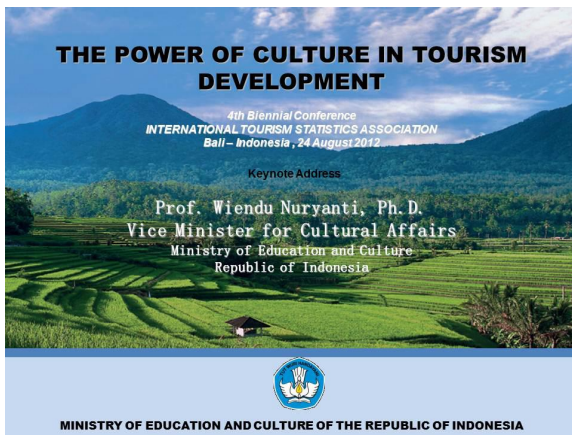
National Tourism Bureau. The Yearbook of China Tourism Statistics (copy) [M]. Beijing, China Tourism Press..2008-2010One, the tourism human resources present situation analysis

附录

APPENDIX

The Power of Culture in Tourism Development

Prof. Wiendu Nuryanti
 Vice Minister for Cultural Affairs
 Ministry of Education and Culture
 Republic of Indonesia



Content

1. Tourism as both "opportunity" and "threat"
2. The Power of Culture
3. Developing a Robust Cultural Development Index



TOURISM AS BOTH

"Opportunity" and "Threat"

Tourism statistics for Indonesia for 2011:

- 1 Indonesia's 13 UNESCO listed World Heritage sites of natural, cultural and living culture are major attractions for the majority of Indonesia's overseas visitors.
- 2 7,650,000 arrivals representing a 9.4% increase over 2010
- 3 Average length of stay was 7.84 days, a little down over 2010 at 8.04 days
- 4 spending per person was up at \$142.69 per day vs \$135.01 in 2010
- 5 Total revenue growth reflected the per day increase in spending – generating some US\$8.5 billion, a 12.5% increase over 2010



TOURISM AS BOTH

"Opportunity" and "Threat"

- For global tourism arrivals, cultural tourism in a broader sense is estimated to generate about 40% of tourism revenue directly and indirectly (UNWTO, 2007). Heritage, especially, UNESCO World Heritage sites, produces not only revenue from visits, sale of local crafts and other cultural products, support services, all generating important sources of revenue and employment for local communities, but also these sites function as an icon, a USP and magnet for the tourism destination.



TOURISM AS BOTH

"Opportunity" and "Threat"

- 2005, UNESCO passed the Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Among the convention's articles is the following that UNESCO country members "emphasizes" the need to incorporate culture as a strategic element in national and international development policies taking into account also the United Nations Millennium Declaration (2000) with its special emphasis on poverty eradication".
- In Indonesia where you have such endless cultural diversity, there is significant potential for culture's contribution to growth in tourism beyond the 7.65 million visitor arrivals recorded in 2011. And of course culture plays a much wider role in society in many respects including that of helping drive general development.



TOURISM AS BOTH

"Opportunity" and "Threat"

- Consider these numbers far too small for a vast country with Indonesia's tourism potential and as the essential supporting infrastructure (airports, hotels, harbors, roads, human resources and so forth) is developed in the coming years, I would expect to see significant increase in arrival numbers.
- In terms of generating income, Indonesia's share of cultural tourism revenue is in fact smaller than the UNWTO global tourism figure of 40%. This is because when we consider elements such as accommodation, souvenirs, arts and crafts and so forth we have limited understanding how these tourism components based on our cultural strengths should be packaged, marketed, and managed.
- But when we examine culture in development, it is of course much broader and more robust and not simply important for the tourism sector.
- In fact, even if tourism did not exist in Indonesia, we would still want to promote and cherish culture as it lies at the heart of the nation.



THE POWER

Of CULTURE

- As the tourism sector clearly shows, culture with its tangible and intangible heritage, creative industries and various forms of artistic expressions, is a powerful contributor to comprehensive development, social stability and environmental protection.
- Culture involves the most fundamental principles of the nation which include character, values, and identity.



THE POWER

Of CULTURE

Some global examples of the power of culture in tourism for consideration:

- For instance, in London a world class museum such as the Tate Modern is estimated to bring in revenues of over £100 million every year.
- Thailand's craft-workers are estimated to be 2 million.
- According to an American study from the Office of Travel and Tourism, overseas cultural heritage visitors grew 45 % between 2004 and 2010 – from 10.6 million to 15.3 million.
- Australia's 15 World heritage areas contribute to the GDP with over AUS 12 billion, and more than 40,000 jobs
- In Indonesia, Batik after its official recognition by UNESCO as an Intangible Cultural Heritage of Humanity grew more than 300% within 4 years.



THE POWER

Of CULTURE

The numbers produced by statistical analysis are a valuable part of a feedback loop that will help us to strengthen our cultural resources – not only to measure visitor numbers, LOS, and revenue.

We need to better understand the concept of "cultural value added" and how to measure its impact.

- For example, when local communities around the magnificent 9th century Borobudur monument in central Java see tourists come, the people feel proud and more appreciative of what they have. In sense we can say they are "borrowing tourist eyes" to view their cultural heritage in a new light. This will help create a stronger sense of belonging and raise awareness and commitment for conservation efforts.
- Another example can be found here in Bali with the delighted reaction by local people to the recent official world-wide recognition by UNESCO of the Bali Subak agricultural and cultural system of rice terraces. Again, this will help gain public support for more and better conservation policies.



THE POWER of CULTURE

- Outside recognition by respected global cultural associations such as UNESCO renews our sense of identity and attachment to our local culture. We don't always appreciate it because it is part of our daily life, but after the world recognizes it – it raises its value in the people's eyes.
- This renewed appreciation can become a generating motor for real development because it comes from within.
- There are plenty of examples but they tend to be anecdotal. We need better statistical tools to measure the economics of "cultural value added" elements. In that way, we can better put forth policies and programs to maximize the economic benefits to our local communities to cultural value added in tourism.



11

THE POWER of CULTURE

Some examples of what we are trying to do in Indonesia:

- In our cities and urban environments we are trying to cope with the inevitability of change by ensuring continuity from the past in the present.
- We appreciate the various conservation principles such as adaptive re-use, rehabilitation, restoration, gentrification, and reconstruction that should guide urban development.
- We are trying to encourage creative conservation efforts of cultural infrastructure and institutions such as : old cities, heritage sites, monuments, museums, cultural centres, cinemas, theatres, craft centres, and other such institutions that we know are significant generators of employment and revenues.



12

THE POWER of CULTURE

Continued.

- We recognize the importance of creative industries and settings. For instance, the government is trying to revitalize museums all over Indonesia. We are also rediscovering parts of older cities and renewing their appeal by careful adherence to appropriate building styles within an urban environment.
- Cultural tourism can also assist in the preservation, transformation and evolution of arts that may have otherwise become unappreciated such as weaving, leather working and jewelry making.
- Interest by tourists can lead to an upsurge of the performing arts and folklore, as well as rekindle local pride in traditional songs, dances and ceremonies.
- While tourism is sometimes accused of commercializing or degrading local culture, properly planned and managed culture tourism in close collaboration with the local community is able in fact to enhance and sustain local culture.



13

DEVELOPING A ROBUST

Cultural Development Index

- Therefore, in order to plan for the future, we have to understand what is happening now. In other words, we need better tools to measure the links between culture and tourism – that is, accurate and reliable mapping measurements.
- One of these tools is a robust Cultural Development Index (CDI), and hope the panel that you are convening on the subject at this Conference will give us useful input in that regard.
- A reliable Cultural Development Index should give us indicators for our own society and benchmarks in comparison with other countries. A CDI should help identify what weaknesses exist in the field of cultural development that need to be addressed – nationally, regionally, and locally.
- These will be the fundamental base for policy making in culture and its role in national development.



14



The Fusion of Tourism and Culture in Bali: Looking beyond the Beaches in a Tropical Paradise

I Gde Pitana

Deputy Minister for Resource Development
Ministry of Tourism and Creative Economy
Republic of Indonesia

Professor of Tourism
Udayana University
Bali, Indonesia



AT ISSUES....	
	1. Culture is the main capital of tourism dev't
	2. Questions on "commodification" of culture
	3. Questions on "cultural conservation"
	4. Case Studies: Sanur, Ubud, Kuta
	5. Questions by the "purist"
	Etc....



1

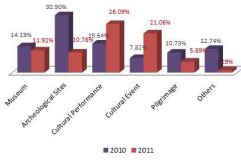
CULTURE AS MAIN RESOURCE

CULTURE AS A MAIN RESOURCE: CULTURAL TOURISM

- Smith's (1977) on classification of tourism: cultural tourism.
- The case of Bali: cultural tourism since the 1970s, until now.
 - BUT the dev'f of culture IS NOT only for tourism
 - Culture is a COMPONENT of dev't itself.
 - What does it mean to be a BALINESE

TOURIST ARRIVALS BY MOTIVATION

CULTURAL BASED TOURISM	2010	2011
Museum	14.19%	11.92% ↓
Archeological Sites	30.90%	10.78% ↓
Cultural Performance	15.64%	26.09% ↑
Cultural Event	7.82%	21.06% ↑
Pilgrimage	10.73%	5.89% ↓
Others	12.74%	1.29% ↓

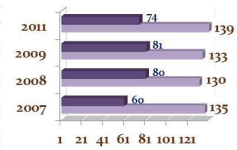


Passenger Exit Survey 2010 and 2011

THE FUSION OF CULTURE AND TOURISM: LOOKING BEYOND TROPICAL BEACHES IN INDONESIA

INDONESIA COMPETITIVENESS IN TRAVEL AND TOURISM

Country/Economy	2011		2009	
	Rank/133	Score	Rank/133	Score
Lebanon	70	4.03	n/a	
Albania	71	4.01	80	
Dominican Republic	72	3.99	67	
Georgia	72	3.98	73	
Indonesia	74	3.96	81	
Egypt	75	3.96	84	
Macedonia, FYR	76	3.96	88	
Colombia	77	3.94	72	



Indonesia is ranked 13th in the regional ranking and 74th overall, up seven places since 2009.

(The Travel & Tourism Competitiveness Report 2011 © 2011 World Economic Forum)

THE FUSION OF CULTURE AND TOURISM: LOOKING BEYOND TROPICAL BEACHES IN INDONESIA

INDONESIA COMPETITIVENESS IN CULTURAL RESOURCES

14th pillar: Natural resources	2011	2009
Cultural resources	39/139 ↓	37/133
14.01 Number of World Heritage Cultural Sites	29/139 ↑	45/133
14.02 Sports Stadiums	114/139 ↑	116/133
14.03 Number of International Fairs and Exhibitions	43/139 ↓	40/133
14.04 Creative Industries Exports	29/139 ↓	25/133

- Indonesia also has rich cultural resources (ranked 39th), with eight World Heritage Cultural sites, a number of International fairs and exhibitions held in the country, and strong creative industries.

(The Travel & Tourism Competitiveness Report 2011 © 2011 World Economic Forum)

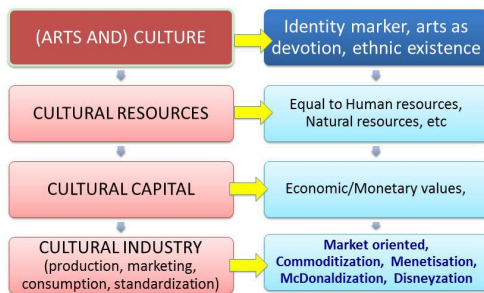
THE FUSION OF CULTURE AND TOURISM: LOOKING BEYOND TROPICAL BEACHES IN INDONESIA



2

ISSUES ON COMMODI(TI)FICATION

CULTURAL INDUSTRY & COMMODITIFICATION



THE IMPACTS OF TOURISM ON SOCIO-CULTURE

POSITIVE IMPACTS

- Improves quality of life
- Facilitates meeting visitors (Educational experience)
- Positive changes in value and customs
- Promotes cultural exchange
- Improves understanding of different communities
- Preserves cultural identity of host population
- Increases demand for historical and cultural exhibits
- Greater tolerance of social differences
- Satisfaction of psychological needs

NEGATIVE IMPACTS

- Excessive drinking, alcoholism, gambling
- Increased underage drinking
- Crime, drugs, prostitution
- Increased smuggling
- Language and cultural effects
- Unwanted lifestyle changes
- Displacement of residents for tourism development
- Negative changes in value and customs
- Family disruption
- Exclusion of local from natural resources
- New clique modify social structure
- Natural, political, and public relations calamities

Glenn Kreag, 2001

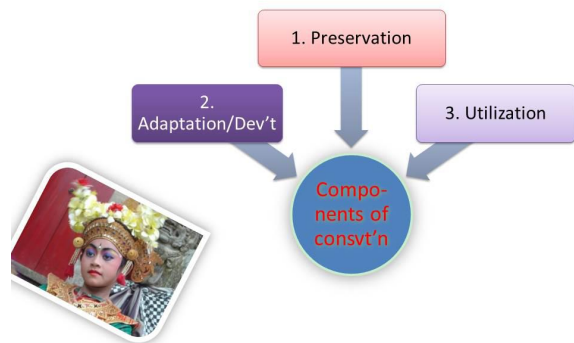
THE FUSION OF CULTURE AND TOURISM: LOOKING BEYOND TROPICAL BEACHES IN INDONESIA



3

QUESTIONS ON CULTURAL CONSERVATION

DYNAMIC, NOT STATIC, MODEL



4

CASE STUDIES

THE EXAMPLE OF FUSION OF CULTURE AND TOURISM IN BALI

UBUD: Tourism since the 1920's....

- Can we say Ubud has lost its "Balineseness"?
- Performing Arts, religious arts, paintings, crafts, etc: disappearing of otherwise?
- Balinese architecture: still there?
- Emic approach: Are people happy with or sad with the current cultural situation?
- Or, do they want to be back to the situation of that in 1920's?
- Is Barong considered no longer sacred now?



MELASTI IN KUTA (purification ritual procession)



- Every year, 2-3 days before Nyepi (silence day), around March-April.
- Effigies from various temples are treated well.
- Trance and other religious acts are performed.



THE FUSION OF CULTURE AND TOURISM: LOOKING BEYOND TROPICAL BEACHES IN INDONESIA



5

QUESTIONS BY THE PURIST



How do we define Balinesnes?



Ask the Balinese: do they want to be like this?



AFTERTHOUGHTS....

- Culture is an ongoing (not an end-) product.
- In Bali, tourism has been integrated to the culture.
- A need to develop method (epistemology), not to stigmatize tourism.
- Emic approach: not a 'human-zoo model' of tourism dev't.
- Old question: acceptable change....???



Myths and Realities of the Cultural Tourism Market

Prof. Bob McKercher
 School of Hotel and Tourism Management
 The Hong Kong Polytechnic University
bob.mckercher@polyu.edu.hk



Appeal of Cultural Tourism

- Point of Differentiation

School of Hotel and Tourism Management
 酒店及旅遊管理學院

Attractiveness of the Market

Cultural Tourism

"A form of tourism that relies on a destination's cultural heritage assets and transforms them into products that can be consumed by tourists"

Tangible Heritage

Intangible Heritage

The Hong Kong Polytechnic University
 香港理工大学

School of Hotel and Tourism Management
 酒店及旅遊管理學院

Activity Questions

On this trip in Canada, did anyone in the travelling party (Check all that apply.)

- Visit friends or relatives
- Attend a festival or fair
- Attend a cultural performance (a play, a concert, etc.)
- Visit a museum or art gallery
- Visit a historic site
- Visit a zoo, aquarium or botanical garden
- Attend a sports event
- Go shopping
- Go sightseeing
- Go to a bar or night club
- Go to a casino
- Visit a theme or amusement park
- Visit a national or provincial nature park
- Participate in sports or outdoor activities



Source: Tourism Canada 2002



Differences Between Cultural and Other Tourists?

Activities pursued (effect of visitation)

- What is it being compared to?
LOS, expenditure, other activities, tour participation, etc (other effects of visitation)

**Effect – Effect Relationship
NOT
Cause and Effect Relationship**



Going to a museum causes tourists to stay longer, spend more and do more things!



Wearing pajamas causes people to eat more breakfast cereal!



What are the real causes?

- First time visitation
- Main destination
- Participation in commercial tours



Five Types of Cultural Tourist

- the **purposeful cultural tourist** (highly centrality/deep experience)
- the **sightseeing cultural tourist** (highly centrality/shallow experience)
- the **casual cultural tourist** (modest centrality/shallow experience)
- the **incidental cultural tourist** (low centrality/shallow experience)
- the **serendipitous cultural tourist** (low centrality / deep experience).



What Lessons Can We Learn

- Market heterogeneous
- Differences in importance of culture as a trip motive
- Differences in experience

Think through your research

Thank You

Planning for Tourism in Developing Countries: Aspirations, Anticipation and Limitation

Carson L. Jenkins
Emeritus Professor of International Tourism.
University of Strathclyde
Business School
Glasgow
United Kingdom.

PLANNING FOR TOURISM IN DEVELOPING COUNTRIES: ASPIRATIONS, ANTICIPATION AND LIMITATION

Carson L. Jenkins
Emeritus Professor of International Tourism.
University of Strathclyde
Business School
Glasgow
United Kingdom.

Aims of the Presentation.

- Consider the need for and the nature of tourism policy.
- Relationship between policy for and planning of tourism.
- Examine some implementation issues.

Who are the developing countries?

- Problems of definition:
 - less developed
 - developing
 - Third World.
- World Bank categories;
 - low income economies: \$375 GNI or less (64)
- Problems of interpretation of data.
- UNDP publishes Human Development Index.
- GDP per capita: longevity; knowledge, etc.

What is a tourism policy?

- 'A prudent course of action.' (O.E.D.)
- 'Outcome of a reasoned consideration of alternative options.'
- Examples of:
 - Generation of electric power.
 - Increasing tourism arrival numbers.
- Each word is important.

Some characteristics of policies.

- National and regional: western China.
- Long-term and short-term.
- Tourism is multi-sector activity:
- aviation, employment, environmental, national issues.
- Need to integrate : F.Y.D.P.
- Explicit policies for tourism sector (China, Indonesia, Malaysia.)
- Implicit: U.K., U.S.A.

Why do we need a tourism policy?

- Scarcity of development resources.
- Ranking of sector priorities.
- Efficiency of resource allocation.
- Input to F.Y.D.P.
- Tourism comparative advantages?

Policy Issues: Internal.

- Roles of government and the private sector.
- Integrated and enclave approaches.
- Land use and ownership.
- Role of foreign capital.
- Scale, type and location of development.
- Air transport policy.

Policy Issues: External.

- Location of destination country.
- Image of destination country.
- Price and cost structures.
- Travel trade links.
- Internet bookings.

Who formulates policy?

- Roles of government and the private sector.
- Government led but private sector generated.
- 'Enabling environment' concept.
- Role for N.G.Os.
- 'Top-down' and 'bottom up' concepts.
- Community involvement and 'empowerment'.
- Sustainability
- Consultative process.

Policy process.

- Objectives – Analysis – Options – Choices.
- Policy statement – Planning – Implementation.
- Monitoring – Evaluation – Modification.
- Policy must be:
 - Flexible.
 - Realistic.
 - Achievable.
- POLICY PRECEDES PLANNING.

TOURISM PLANNING.

- Policy provides the parameters for planning.
- Policy informs planning.
- Policy should be quantified where possible.
- Policy should address the spectrum of tourism impacts:
 - Economic.
 - Social.
 - Cultural.
 - Environmental.

Three basic planning questions.

- How many tourists can we attract? (Maximisation approach.)
- How many tourists can we support? (Optimisation approach.)
- What are the financial, economic, socio-cultural and environmental costs of this support?
- Very difficult and complex questions.
- Divergence between theory and practice.

Who should be involved in tourism planning?

- Government – various levels.
- Private sector.
- Communities.
- Issues:
 - empowerment.
 - sustainability.
 - management.
 - sources of funding.
- International agencies – foreign consultants.

An approach to planning.

- Refer to overhead slide.

Implementation strategies.

- Most neglected aspect of policy and planning formulation process.
- Who is responsible for implementation?
 - foreign consultants;
 - local expertise;
 - public sector.
- Institutional and legal structures.
- Monitoring systems.
- Crisis management plan.

Final Considerations.

- Importance of time and budgets.
- No stereotypical set of planning circumstances.
- Relative importance of tourism in the country or region.
- 'Models' of policy and planning approaches have limited usefulness.
- Flexibility and adaptability as parameters.

Selected References.

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Measuring Culture's Role in Sustainable Development: The UNESCO Culture for Development Indicator Suite

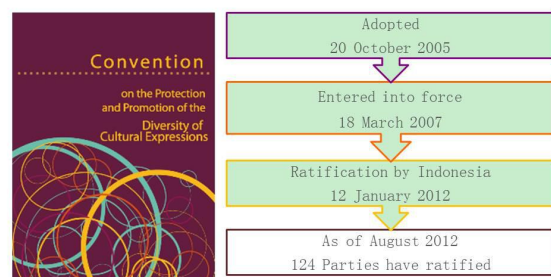
Keiko Nowacka
UNESCO
Paris



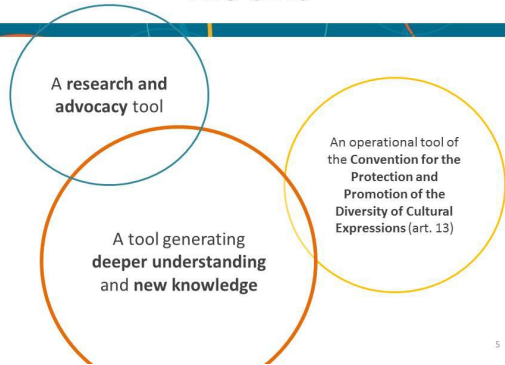
International Context and National Needs



The 2005 Convention



The CDIS



5

The CDIS and sustainable development

Reference:
-Article 13

Sustainable Development

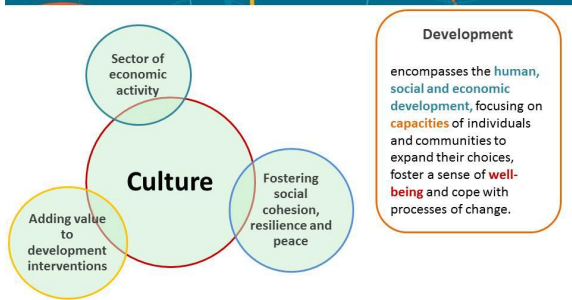
Sustainable development: development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Commission, 1987)

Article 13 of the 2005 Convention:
"Integration of Culture in Sustainable Development"

- ✓ Economic, cultural, social and environmental aspects of sustainable development are essential complementary
- ✓ Protection and promotion of cultural diversity are
- ✓ Cultural industries have great potential for sustainable development, economic growth and the promotion of decent quality of life for all
- ✓ Reinforce and improve development policies
- ✓ Parties encourage to facilitate elaboration of statistical indicators and share information and best practices

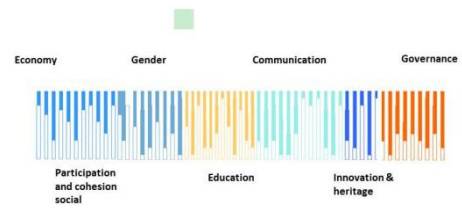
6

Working definitions



7

Culture and Development DNA



8

Process

From theory to practice



9

10

Core, comparable, additional and alternative indicators

- The Suite proposes **core** indicators for each sub-dimension.
- Upon national request, options for **comparability** being explored (e.g. employment, cultural activities)
- In contexts where data is unattainable, **alternative** indicators, proposed by national consultants encouraged
- In contexts with relevant data, **additional** indicators encouraged

11

Select preliminary results

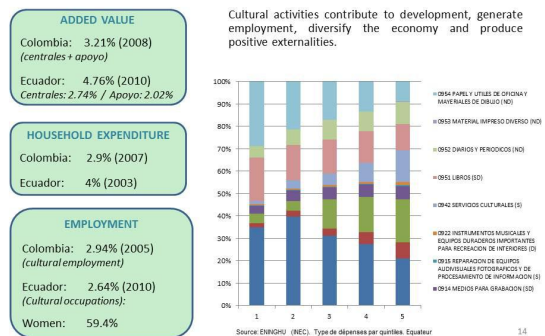
12

Economic Dimension

- Culture plays an important role in national economies: cultural and creative industries generate income and create employment.
- In 2007, cultural industries accounted for an estimated **3.4% of global GDP** and were worth nearly **US\$1.6 trillion**.
- By providing an outlet for creative expression, experimentation, and entrepreneurship, these industries foster the creative as well as the social capital of a country.
- They are therefore important for human, social and economic development of a country.

13

Economic Dimension



14

Results from Colombia

Increasing added-value of cultural activities in Colombia

Valor Agregado	2005	2006	2007	2008
Actividades de los dominios culturales	1,26%	1,41%	1,49%	1,46%
Actividades de los dominios transversales de equipamiento y apoyo (<i>sector impresor</i>)	0,25%	0,28%	0,26%	0,27%
Actividades de los dominios transversales de equipamiento y apoyo (<i>otros sectores</i>)	1,27%	1,37%	1,40%	1,48%
Total Participación el PIB	2,78%	3,06%	3,15%	3,21%

15

Social Dimension

- Cultural practices and resources are key vehicles for the transmission, regeneration and reinterpretation of practices, values and norms of a particular society.
- This dimension aims to demonstrate how cultural practices and values impact on individual empowerment and integration, and orient perceptions and action.
- It also examines the impact on the collective level: societies with high social capital are characterized with strong bonds of solidarity between its members and an enabling environment for collective cooperation based on trust.



16

Participation in going out cultural activities

This sub-dimension measures levels of cultural participation in order to assess the degree of i) social engagement in cultural activities; ii) cultural freedom and rights; and iii) potential divisions or exclusions within a society. These two indicators are also useful for providing an overview of the diversity of cultural expressions (e.g. theatre or music) available within the country.

INDICATOR: Percentage of the population who is a member of a art, music, educational organization (World Values Survey)

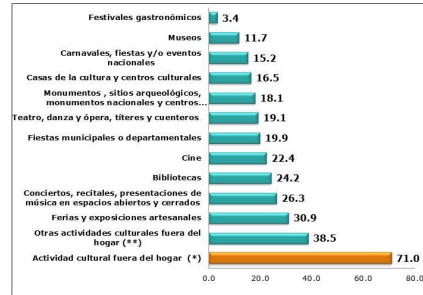
Not a member	90.7%
Inactive member	3.7%
Active member	5.6%

COSTA RICA: Cultural activities in the last 12 months

Types of Activities	Result
Fiestas, libraries Cinema, Live concerts	29.76%

17

Colombia



18

Fuente : DANE, Procesamiento: UNESCO

Education Dimension

- All women and men have a right to education (Universal Declaration of Education)
- Education provides individuals with the **critical skills, capabilities and knowledge** to adapt to change, to contribute to their cultures as well as their economies and to become empowered citizens.
- Education targets are prioritized in the **Millennium Development Goals (MDG2)**

19

Ecuador

VALORIZATION OF INTERCULTURALITY, CULTURAL DIVERSITY AND CREATIVITY IN THE FIRST TWO YEARS OF SECONDARY EDUCATION.

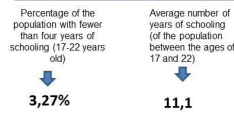
Annual percentage of instructional hours dedicated to promoting multilingualism in relation to the total number of instructional hours dedicated to languages in the first two years of secondary school (grades 7-8)



Percentage of median yearly instructional hours dedicated to arts education in the first two years of secondary school (grades 7-8).

17%

COMPLETE, FAIR AND INCLUSIVE EDUCATION



TRAINING OF PROFESSIONALS IN THE CULTURAL SECTOR

0,70
Benchmark: 1

20

Communication

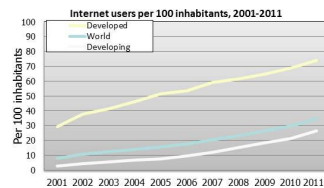
- Communication **allows individuals to express their ideas, knowledge and creativity** and share with others thus communication **plays a vital role in ensuring pluralism** by allowing a diversity of voices to express themselves and be accessible to others
- Communication **builds social capital and fosters social inclusion** by facilitating understanding between members of a society and also builds bridges between different societies and cultures by fostering intercultural dialogue
- **New technologies provide more opportunities for individuals to engage with cultures from around the world** but there remains a challenge to measure that these support cultural diversity, creativity and are open to all.

21

Communication

ACCESS AND INTERNET USE

Percentage of individuals using the Internet (data source : ITU, 2011)



DIVERSITY OF MEDIA CONTENT

Ratio of annual broadcasting time of domestic television fiction programmes out of total annual broadcasting time of television-fiction programmes in public free-to-air national TV channels

FREEDOM OF EXPRESSION

Degree of print, broadcast, and internet-based media freedom

22

Innovation & Heritage

- Cultural capital is critical for sustainable development. This dimension of the CDIS examines a country's "investment" in cultural capital, ensuring that it is accessible and inclusive, and favours future creativity.
- Valorization of heritage ensures that traditions, values and the wealth of the past are transmitted and shared with present and future generations. It is a vehicle for the transmission of expertise and knowledge between generations.
- **Innovation** is a central driver of economic growth & development. It is **one of the key process by which solutions are found to social and economic challenges**. Creating an enabling environment for innovation is one means of boosting a country's potential for creativity.

23

SUB-DIMENSION: Valorisation of heritage

The value awarded to cultural heritage (tangible and intangible) is reflected by the extent to which public policies, structures and budgets are devoted to its conservation, safeguarding and valorization. Inscribing a particular asset on a cultural heritage register reflects the public support dedicated to its safeguarding and valorization.

INDICATOR: Number of registered cultural and natural elements/assets per 100,000 inhabitants

Viet Nam has **3056** heritage sites registered at the national level.

- 1424 historic monuments
- 1434 architectural heritage
- 77 archaeological heritage
- 121 scenic landscapes

All sites are publicly accessible

24

Some Preliminary Outcomes

Building national ownership

Strengthening national statistical and information systems

Generating data and valuable new knowledge

25

Next steps

Key steps

Revision of the Methodological Manual before the 2nd test phase
 2nd phase: Namibia, Ecuador, Cambodia, Burkina Faso, Egypt

Harmonisation of data and indicators

Graphic interface and visualisation of data

3rd phase: roll-out of the CDIS to interested countries, in partnership with regional and international organizations

Expected Results

Use of the UNESCO Suite in national, regional and international development strategies

Greater inclusion of culture in national development strategies and increased investment in culture as an economic sector and important area of international development cooperation

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For more information

Please contact:

Guiomar Alonso Cano: g.alonso@unesco.org
 Melika Medici: m.medici-caucino@unesco.org
 Keiko Nowacka: k.nowacka@unesco.org

www.unesco.org/culture/CDIS

27

Negotiating Tourism and Culture in the ASEAN Region

Professor Michael Hitchcock
Macau University of Science and Technology
Macau SAR



Negotiating Tourism and Culture in the ASEAN Region

Professor Michael Hitchcock
Macau University of Science and
Technology

國際旅遊學院
Faculty of International Tourism

1



Coverage not Comprehensive



國際旅遊學院
Faculty of International Tourism

2



Sustainable Management



國際旅遊學院
Faculty of International Tourism

3



Yogyakarta



國際旅遊學院
Faculty of International Tourism

4

Kecak in Bali



國際旅遊學院
Faculty of International Tourism

5

Zat Pwe, Myanmar



國際旅遊學院
Faculty of International Tourism

6

City in a Garden



國際旅遊學院
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7

Chiang Mai Umbrellas



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Faculty of International Tourism



8

Front Stage



國際旅遊學院
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9

Borobudur



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10

Tourism Destination Place Making: The Role of Urban Design in Tourism Development

Walter Jamieson
Thammasat University
Thailand

Tourism Destination Placemaking: The Role of Urban Design in Tourism Development

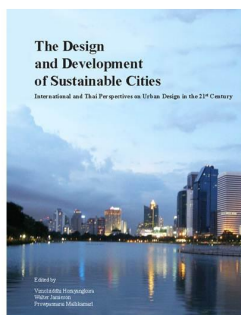
Walter Jamieson PhD FCIP
Professor and Director, Service Innovation Program, College of Innovation, Thammasat University
Distinguished Fellow in Urban Design, Faculty of Architecture and Planning, Thammasat University
Senior Advisor, Asian Institute of Technology, Bangkok

Challenges and Contemporary Solutions for Tourism Destination
and Cultural Planning, Development and Marketing
Building Better Places; Attracting Newer Faces
ITSA Bali 2012

Organization



“THE URBAN DESIGN AND TOURISM INTERFACE: The Complementary Role of Urban Design in Tourism Development”



Challenge

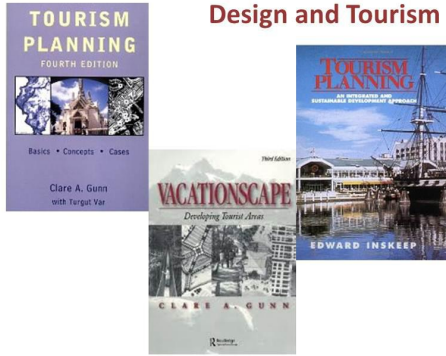


Tourism Planner

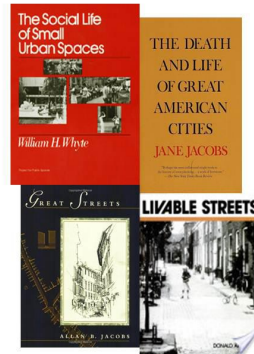


Urban Designer

Design and Tourism



Urban Design and Placemaking



The Asian City

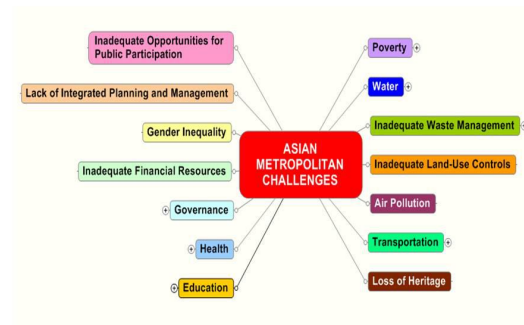


Planned, Orderly & Regulated City

Informal & Unregulated City

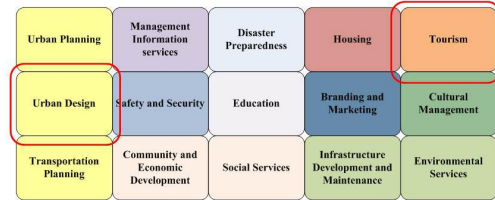


Marketing & Product Development	Organization & Management
Planning & Design	Operations



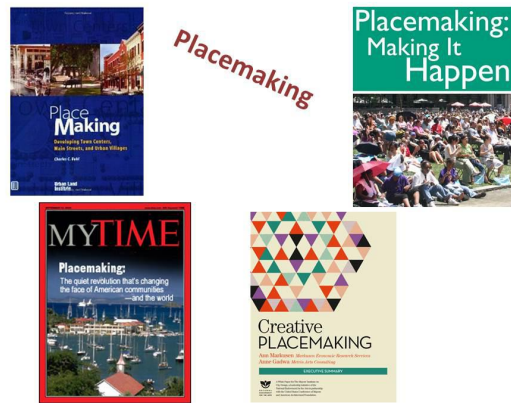


Tourism and Urban Design are Part of an Integrated Urban Management Approach



Reality

Tourism stakeholders often do not have much control over many elements of the tourism experience

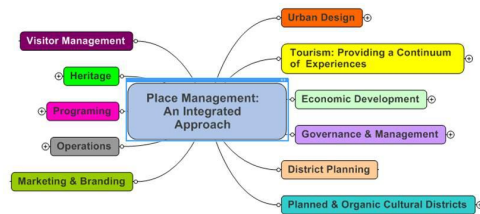


Clare Gunn Defining Placemaking in Tourism Planning (1994)

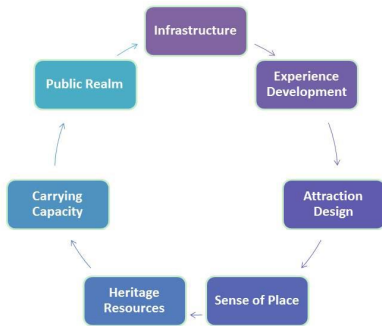
Not merely the manipulation of materials of architecture and the landscape.

Rather, it is the creative adaptation of given site characteristics to many users, such as for the visitor

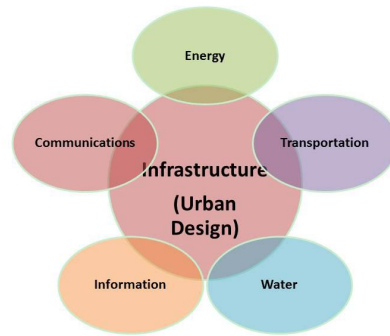
Retention of the essence of place while giving the new physical and psychological meaning.



Placemaking Elements



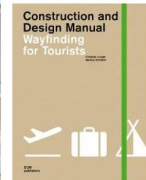
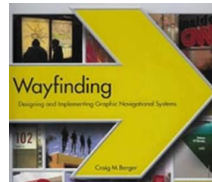
The Provision of Infrastructure



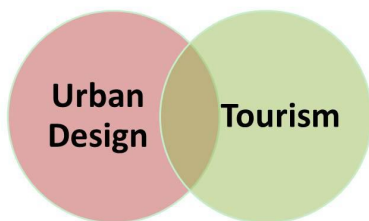
Cheonggyecheon River, Seoul

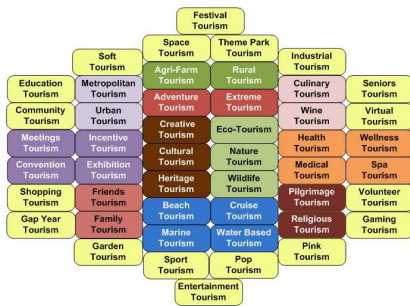
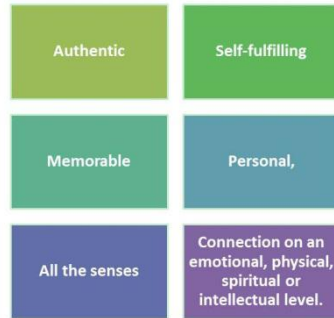
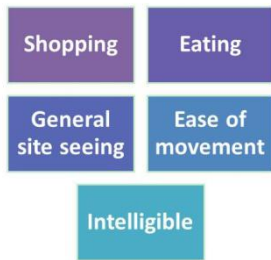


Too often infrastructure developments follow models developed in Western countries or are based on tried and true technologies that have not changed in decades. There are very few examples where municipal governments have taken a risk in enriching the environment for its residents as well as the visitor experience. One notable exception is Seoul Korea.



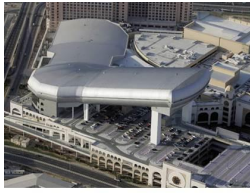
Product and Experience Development





Authentic vs Manufactured Experience





Product and Experience Development

Very difficult to create unique tangible and intangible experiences and memories.

Urban places which have had minimal or little urban design intervention often are the very places that provide delight to both residents as well as visitors.

Urban designers and tourism planners can define and help create successful places that contain both a form of design and development guidance while allowing for spontaneity and flexibility.



Order and ease of movement within Singapore

People welcomed the chaos, disorder, diversity, unexpected surprises at every turn, and the lack of order and regulation of Bangkok.



Site & Attraction Design

Urban designers play a crucial role in the siting of various attractions and ensuring that they fit within the surrounding environment.

As visitor numbers increase it is becoming increasingly important that collaborative design processes are put into place both to protect communities.

Physical strategies to make a site or attraction more resistant to negative impacts include zoning and barriers to restrict access to fragile environments.

Protecting and Enhancing the Sense of Place, Identity and Authenticity of Urban Areas

Many urban designers have long advocated the need for protecting and enhancing the sense of place of a district or city and doing so in an authentic way.

On the other hand tourism, often influenced by politicians and the private sector, try to replicate experiences from other places or to homogenize urban areas to meet their perceptions of what the visitors are looking for.

Heritage Resource Conservation

Heritage resources can include a single artifact, a single building, entire streetscapes, historic areas and districts.

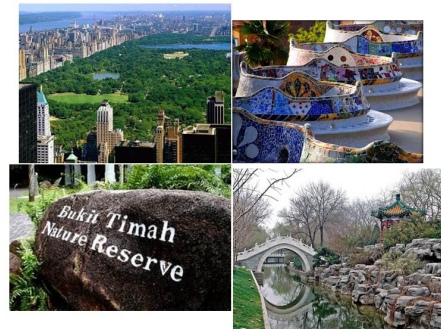
Tourism planners have long recognized that an urban area's historic, cultural and natural heritage environments are often its main visitor attractions and that these resources must be protected and managed to ensure destination competitiveness.

Increasing the Quality of the Public Realm for Tourists and Residents

Creating public spaces whether they be formal squares, parks, sidewalks etc. that meet the needs of both residents and visitor is always a challenge.

The residents' culture, way of life and values may often be in conflict at least at one level with those of the visitor.

While the residents use these public spaces on a daily basis the visitor is primarily concerned with the ability of these spaces to meet their expectations.



Determination of Carrying Capacity



Carrying Capacity

Carrying capacity is a complex concept, particularly when a range of residents as well as visitor products and services must be supported by the same environment.

Yet the question remains similar: how many tourists/visitors can be accommodated in an urban area, district or site without threatening the long-term sustainability of a specific site or entire urban area?

Working together urban designers and tourism planners can test the tolerance of the host population since outright hostility toward visitors can ruin their experience and discourage new tourists.



COMMON CONCERNS AND OBJECTIVES OF URBAN DESIGNERS AND TOURISM PLANNERS

Strive to create unique and memorable experiences

Look for creative solutions to spatial problems

Work in a collaborative environment to achieve objectives

Recognize the importance of good quality infrastructure for both residents as well as tourists

Sensitive to the importance of the intangible values of residents and tourists

Deal with issues of image and identity.

**Need academic programs that
include tourism into urban design
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wjtourism@hotmail.com