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# **The impacts of growing tourism on local communities: A case study of historical sites in Panyu, China**

by

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## **Abstract**

This study has identified the positive and negative impacts caused by tourism development on local communities situated in close proximity to cultural heritage sites in Panyu, Southern China. The study observed the perceptions and attitudes of local communities towards tourism growth through implementation of a qualitative methodology that employed semi-structured interviews. The findings revealed that the positive impacts of tourism development on local communities frequently outweighed the negative impacts and included social exchange benefits, a heightened awareness of the importance of maintaining local traditions, and the further entrenchment of a stronger sense of community pride. However, whilst most local residents held supportive attitudes towards tourism development, some respondents suggested that certain negative impacts could eventually lead to the local community's opposition to tourism in the future. This was especially the case when congestion and urban environment degradation were identified as core issues. To conclude, this report will emphasise the key benefits of the study in terms of addressing several research gaps and provide recommendations for further research.

Key words: cultural heritage tourism, tourism development, tourism impacts, local community, China

## Declaration

I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any university; and to the best of my knowledge and belief it does not contain any material previously or written by another person except where due reference is made in the text.

Signed ..... *Huanling Huang* ..... November 2019

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# Chapter 1: Introduction

Tourism is one of the fastest growing industries in China, especially because of its rich and diverse cultural heritage. Cultural heritage tourism is said to be among the most important aspects of the tourism industry due to its role in the preservation of heritage, especially from the perspective of the host community (Du Cros, 2001). In 2018, the Ministry of Culture and Tourism of China recorded over 5 billion domestic tourists and more than 140 million international tourists in China (MCT, 2019c), and as a result the country is now considered to be one of the top five international tourist destinations globally (UNWTO, 2019). It is projected that China will become the largest destination in the world by 2020 in terms of tourist movements (UNWTO, 2018b). Consequently, due to this expected growth, there is a need to explore how tourism development will impact on local communities, especially those located in emerging tourism destinations.

## 1.1 Defining Cultural Heritage Tourism

It is acknowledged that tourism development can provide a vital source of income to maintain cultural heritage preservation and support the well-being of surrounding communities if planned and managed properly (Su, Wall, & Xu, 2016). Cultural tourism, one of the most popular tourism activities, is considered a significant economic contributor through the act of attracting tourists who typically exhibit an interest in a community's or region's historic, artistic, scientific, and traditional lifestyle-oriented attractions (Khakzad, 2018). According to the initial findings of the Tourism and Culture Survey 2015 conducted by the United Nations World Tourism Organization (UNWTO, 2018a), it was estimated that around 40% of international tourist arrivals are considered to be cultural tourists, with an average growth rate of 15%. Therefore, cultural tourism is frequently considered as one of the largest and fastest growing segments of global tourism (UNWTO, 2018a).

Although definitions of cultural tourism have remained both broad in number and in scope, Silberberg's (1995) notion of cultural tourism as an activity by tourists who are wholly or partially interested in culture, heritage, arts, history, and the lifestyle of the host community is arguably the consistent when considering the core components of most definitions.

Frederick (1993), Hardy (1988), and Millar (1989) referred to cultural tourism in relation to local amenities, such as historical sites, and cultural traditions and values that governments or communities preserve. Similar definitions were also offered by Macdonald and Jolliffe (2003), and Prentice (1993), although other academic approaches (see Khakzad, 2018; Van den Berghe & Keyes, 1984; Wood, 1998) have additionally discussed cultural tourism and its sub-branches such as ethnic tourism that includes a major focus on the local authenticity and traditional lifestyle of a specific community, and their cultural uniqueness in relation to various components including artefacts, architecture, cuisines, and crafts.

To complicate matters slightly, cultural heritage tourism, frequently deemed a subbranch of cultural tourism, can include a wide range of activities in which tourists are commonly motivated by full or partial interest in. This can include visits to historical assets, stately homes, gardens, palaces, museums, the arts, sites that exhibit traditional lifestyles, and heritage attractions central to the host community's identity (Delconte, Kline, & Scavo, 2016; Du Cros, 2001). Fundamentally, cultural heritage tourism allows tourists to experience a unique "culture" in many ways different from other forms of tourism. Tourists can visit not only public cultural tourist destinations but also privately owned cultural attractions are available. A wide array of tourism products, such as heritage tours and purpose built recreational cultural heritage halls, are consistently being developed (Du Cros, 2001).

Cultural amenities can make a tourist destination more attractive and competitive, which often provides opportunities for tourists to experience local culture instead of purely focusing on natural or built resources (Cecil, Fu, Wang, & Avgoustis, 2008). Xie and Xu (2004) noted that there is a form of cultural heritage tourism associated with live entertainment at a destination, including a variety of shows in music halls, featuring circus, dancing, folk music, and other cultural performances. Such cultural events can be highly effective in promoting the image of a destination. In this respect, these activities can also be identified as intangible or non-material cultural heritage emphasizing the essence of local authenticity of the host community (García-Almeida, 2019).

The characteristics and motivations of cultural tourists have also been investigated. McKercher and Du Cros (2003) noted that whilst cultural tourists are mainly defined as people who travel for cultural reasons and seek a deep cultural experience, culture might not be their primary or central motivation for visiting a destination and participating in cultural tourism



activities. As a result they developed five types of cultural tourist, with each type varying according to centrality and depth of experience (McKercher & Du Cros, 2003). Furthermore, Ryan and Higgins (2006) additionally noted that tourists may not be highly motivated by cultural activities but instead by social factors, and their trip may be little more than an attraction on their “to do list”. For example, participation in a Maori cultural performance is one of the “must see” activities in New Zealand for many international tourists, despite most revealing no prior interest in Maori culture (Ryan & Higgins, 2006). This phenomenon illustrates Richards’ (2002) broader view of cultural tourism that all movements of tourists are essentially searches for fulfilment of a variety of human needs through development of the person’s cultural level and knowledge gained through new experiences and encounters.

It can be argued that cultural tourism is a combination of different types of tourism and tourism activities that encompass cultural elements, such as heritage tourism, art tourism, urban cultural tourism, rural cultural tourism and indigenous cultural tourism (Wang, Yamada, & Brothers, 2011). Given that there is no single definition of cultural tourism in the literature (Hughes, 2002), what is required is a mobile and flexible definition encompassing very broad subjects that continue to shift and change. Whilst there are various ways or terms to define cultural tourism, it remains evident that one single definition cannot be applied to every aspect of all the themes and forms identified in the existing literature.

## 1.2 Lingnan Culture in China

China is home to a variety of ethnic cultures and traditions that represents diverse local or regional identities within specific geographical areas. The country has 55 minority groups with the Han ethnicity representing the majority (over 90%) of the total population (Guo, 2017). However, languages and customs across the Han ethnic group are also varied. Lingnan culture, based in Southern China, is one of the Han sub-ethnic cultures promoted by local governments and societies. Lingnan culture is also referred to as Cantonese culture, as it exists mainly in Guangdong Province (also called Canton). Lingnan refers to the regions located at the south of the Nanling Mountains, and includes Guangdong Province, Hainan Province, and a part of Guangxi Province. Geographically, the Lingnan region is bounded to the north by Nanling Mountains and to the south by South China Sea, which makes Lingnan a

comparatively independent region with a distinctive Lingnan culture. Due to its geographic location, the Lingnan region, particularly Guangzhou (the starting pointing of the Maritime Silk Road), has become one of the most important economic centres in China, dating as far back as the Three Kingdoms Period (220 AD) (Liu, 1997). As a consequence, the trading economy of Lingnan region is highly developed, and the region is characterised by an oceanic and mercantile culture, along with the economic openness. With the development of navigation and marine engineering, people of Lingnan region started to travel overseas and connect with the outside world. Affected by the tropical and subtropical marine monsoon climate, the agricultural and fishing industries are the main sources of the economy, attracting a large number of traders (Liu, 1997; Yin, 2010).

Lingnan culture is famous for its architecture, which is different from architecture in other Han Chinese regions, given the factors of climate and the reflection of the regional style. Classical Lingnan architecture tends to: 1) feature square structures with pale colours, 2) have many open structures, such as balconies, to make the room well-ventilated, 3) be built using materials resistant to moulds and moisture due to the hot and humid subtropical climate, and 4) be decorated with a wide range of sculptures and carvings (e.g., stone, wood, and brick). Besides, owing to the openness of Lingnan region, Lingnan architecture not only preserves the traditional style but also has mixed style from the exposure to Western cultures (Liu, 1997).

In addition, Lingnan culture is embodied in its garden design. The garden design, called the classic Chinese Lingnan garden, is an important and indispensable feature in Chinese garden art, having developed from the Nanyue Dynasty more than two thousand years ago (He & Jia, 2005; Xue & Xiao, 2016) to the residential courtyard of the Ming and Qing Dynasties, then to the modern restaurant garden, and finally to the modern Lingnan garden architecture. The purpose of the garden design is to adapt to the hot and humid climate and distinctively demonstrate the relationship between a place and its culture (He & Jia, 2005; Xue & Xiao, 2016). The construction and functions of Lingnan gardens are similarly full of Lingnan architectural elements which were mentioned previously (He & Jia, 2005; Yin, 2010). This research selected three attractions in Panyu District to explore the impacts of tourism development on local communities which feature many Lingnan characteristics and numerous historic relics.

### 1.3 A Brief History of the Tourism Industry in China

China is home to an abundance of tourism resources. A large number of natural spots, historical and heritage sites, and a variety of cultural traditions and ethnical customs provide great potential for tourism development in China. However, before the 1970s, there were no statistics on the China's tourism industry, due to China's poor economy and distinct isolated political isolation (Breda, 2008). The main reasons that people travelled domestically included visiting relatives, business trips, and for study or medical needs. During this period, outbound tourism was confined to government officials and diplomats, and inbound tourism was very limited (Wen, 1997).

The economic reforms and the adoption of the "Open Door" policy by Deng Xiaoping in 1978 made huge and important changes in China, and the tourism industry grew significantly and became a comprehensive economic activity (Li, 2002). The reform policy allowed China to open up the economy to the world and China started to play an important role on the international stage. Tourism also officially became a tool for improving China's economic development and international relations (Dredge, 2004).

Furthermore, Dredge (2004) noted that the Chinese government made an effort to promote both international and domestic tourism and progressively adopted policies on tourism planning, development, and investment. Li (2002) observed that not only can tourism earn foreign exchange but also it has greater potential for economic profits, more employment opportunities, and improvement of the lives of people in the service industry.

Tourism development has improved tremendously China's socio-economic development over the three phases: purely political affairs (1949-1978), political and economic needs (1979-1985), and economic gains over political needs (since 1986). In 1992, there were 38 million domestic and inbound tourist arrivals, four million of whom were international visitors (Li, 2002). According to the World Tourism Organization (UNWTO, 2018b), China received 60.7 million international tourist arrivals in 2017, marking the world's fourth most visited country in terms of international tourist arrivals. China has experienced a significant growth of international tourist arrivals over the past two decades and domestic tourism in China has also achieved strong growth over this same period. The ongoing economic development by

way of higher incomes, increasing international and national investment in tourism products and activities, and fewer travel restrictions has additionally aided the growth of domestic tourism. An increasing demand for China tourism, including domestic tourism (e.g., Cai, Hu, & Feng, 2002; Luo, Becken, & Zhong, 2018), inbound tourism (e.g., Liu & Nijkamp, 2018), and outbound tourism (e.g., Bi & Lehto, 2018; Jin, Moscardo, & Murphy, 2019) has attracted numerous academic researchers' attentions. However, the overall tourism industry in China is still emerging in numerous parts of the country, and therefore requires further exploration.

#### 1.4 Research Aims and Objectives

This research seeks to engage with the following question: What impacts does tourism development have on local communities located near cultural heritage sites in Panyu, China?

In order to answer this question, this study has the following objectives:

- 1) To identify the nature and type(s) of tourism growth at cultural historical sites in Lingnan
- 2) To identify the most prominent impacts of tourism development on the community
- 3) To identify the impacts of tourism growth on local cultures and traditions
- 4) To identify the local communities' attitude towards the conservation of the cultural environment in Lingnan

#### 1.5 Thesis Overview

This thesis is structured in five chapters. Chapter 1 has presented the introduction of the research topic, concepts of cultural heritage tourism, the history of the tourism industry in China, and the aims and objectives of this study. Chapter 2 provides a review of literature, including an overview of contemporary tourism trends in China. It additionally explores the significance of cultural heritage tourism in China, and critically identifies the frequent impacts of tourism on the local community (including economic, environmental, and socio-cultural impacts). The chapter explores community perspectives of tourism development, and discusses social exchange theory. An outline of the methodology guiding the method appropriate for the purpose of this research is introduced in Chapter 3. Chapter 4 presents the research results of findings, and the thesis concludes with chapter 5 which comprises of

a discussion of the implications of the findings, the limitations of the study, and recommendations for future research.

## Chapter 2: Literature review

### 2.1 Introduction

This chapter provides a review of the relevant literature on contemporary tourism in China. This chapter also outlines the literature on cultural heritage tourism and its emergence and importance in China, and the general impacts of tourism on the local community in terms of economic, environmental, and socio-cultural aspects. In addition, the attitudes and perceptions of local communities and residents toward tourism impacts are reviewed.

### 2.2 An Overview of Contemporary Tourism Trends in China

With the rapid growth of the economy, rising levels of disposable income, more public holiday opportunities, and growing travel desire, tourism in China has become the largest contributor to the tourism industry globally (Liu, Nijkamp, Huang, & Lin, 2017; UNWTO, 2018b; Zhou & Huang, 2016). In the outbound travel market, China has become the fastest growing and the largest tourism expenditure country in the world (UNWTO, 2018b), reaching 149.7 million overseas trips, a rise of 14.7% from the previous year, according to the Ministry of Culture and Tourism of China (MCT, 2019c).

China has also experienced significant growth in domestic tourism in the past two decades. The number of domestic tourist arrivals increased from 524 million in 1994 to 4,440 million in 2016, generating revenues from 102.3 billion *yuan* (RMB) to 3,939 billion *yuan* (RMB) respectively (CNTA, 2017). The figure of domestic tourists rose further to 5.5 billion in 2018, accounting for 10.8% growth from the previous year (MCT, 2019c). According to China Global Television Network (CGTN, 2019), due to the new implementation of innovation-driven development and commitment to reform and opening-up in the Guangdong-Hong Kong-Macao Greater Bay Area, a new policy was initiated of a shift from 72-hour visa-free transit to 144 hours in Southern China. This change is expected to attract an increasingly larger number of international tourists to this sprawling area. Furthermore, according to the Guangdong-Hong Kong-Macau Greater Bay Area Development Plan (MCT, 2019b), the important geographical location of the Greater Bay Area has led the Chinese central government to encourage Guangzhou to develop as a Lingnan cultural centre and a foreign

cultural exchange portal in order to expand the influence of Lingnan culture. The cultural centre will primarily promote cultural tourism and also showcase broader Chinese traditional culture too. Again, the plan encourages the development of the Greater Bay Area as a world-class tourist destination through the promotion of multi-tourism products associated with cultural history, leisure vacation, and health care. The plan promotes the Greater Bay Area as a “one-way multi-stations” tourism destination for cruise ships as well as the further development of the high-speed train network in the region (MCT, 2019b). From this perspective, the future of tourism growth in China looks highly promising; however, this may have a wide range of impacts (both positive and negative) in terms of sustainable tourism development.

Today, Chinese tourists are more likely to pursue alternative demands for diverse tourism products. According to Liu (2018), Zhou and Huang (2016), as a result of the increasing growth of private car ownership, an increase in self-drive tourism demand has emerged as a new travel pattern in China, and has become a mass domestic tourism market. In 2018, domestic tourism generated a total revenue of 5.13 trillion *yuan* (RMB), accounting for an exponential increase of 12.3%, according to the Ministry of Culture and Tourism (MCT, 2019c).

In regard to travel preferences, some researchers (e.g., Breda, 2008; Liu, 2018; Liu, Zhang, & Nie, 2012; Wu & Cai, 2006; Zhang, Singh, & Yu, 2013; Zhu, Wu, & Xu, 2000) have observed that most Chinese tourists, particularly young people from urban settings, tend to enrich their leisure time at the weekend by travelling to other interesting places in nearby cities and provinces where there are well-known natural attractions and scenic spots. Urban Chinese are more likely to travel by escaping from their stresses and strains of city living to relax, whereas rural Chinese tend to travel to urban areas. The most prominent forms of tourism include visiting friends and relatives, sightseeing at natural and cultural destinations, seaside resort tourism, and pilgrimage tourism. During the long public holidays called Golden Weeks, including the period of Labour Day (May Day), National Day, and the Chinese New Year, Chinese tourists tend to have a national or international vacation to natural scenic areas with beautiful landscapes and excellent environmental quality far away from their own residential areas (Breda, 2008; Liu, 2018; Liu, Zhang, & Nie, 2012; Wu & Cai, 2006; Zhang et al., 2013). In 2018, during the Golden Week of the National Day holiday, more than 599 billion *yuan* (RMB) of domestic tourism revenue was generated by 726 million Chinese tourists, increasing by

9.04% and 9.43% respectively within the year. Tourism revenues is expected to reach 7 trillion *yuan* (RMB) by 2020, according to XINHUA NET (2018). However, Shen, Wang, Ye, and Liu (2018), and York and Ye (2018) claimed that the reform of holiday system, which is the start of the “Golden Week” in China, has also influenced the demand of domestic tourism. These researchers also recognized the negative impacts on sustainable development and social issues of the resulting increase in domestic tourism. For instance, large volumes of tourists visiting popular scenic spots in China during the Golden Weeks have caused an increase in travel pressure (e.g., congestion at tourism attractions, transportation of railways and highways, imbalance between supply and demand), a decline in the quality of tourism services, disturbance of regular daily life cycles, and potential safety concerns (e.g., security accidents) (Shen et al., 2018; York & Ye, 2018) As a result, a better holiday system design may need to be taken into consideration for future development of domestic tourism in China.

In terms of other emerging tourism products, it appears that ecotourism has started to gain further attention, and is now seen as an alternative and sustainable opportunity to alleviate the poverty levels (Tang, 2019; Zhong, Ma, & Zeng, 2016). Although cultural tourism remains popular in China (Jiang, Scott, Tao, & Ding, 2018), it appears that Chinese tourists’ choices of destinations are shifting from historical and cultural destinations to natural landscape areas, from traditional national parks to newly developed areas. This shift includes other forms of tourism, such as sports tourism, entertainment tourism, and recreation and education tourism also (Breda, 2008).

### 2.3 Cultural Heritage Tourism in China

In recent years, cultural tourism has grown substantially worldwide. Thanks to a diversity of different cultures and traditions representing local identity within a specific area, cultural heritage tourism in China remains the most popular form of tourism (Chen & Huang, 2018). For instance, a study conducted by Vong (2016) found that, based on cultural sites visitation, 76.2% of the survey respondents visiting Macao, a well-known gambling destination, were identified as cultural tourists. According to China Travel Academy (CTA, 2016, 2017), there were three cultural attractions ranked in the top 10 popular domestic tourist destinations during the National Day Golden Week and the Chinese New Year respectively, in terms of



online enquiries and the number of ticket booking. More specifically, the top five most-visited tourist attractions in Guangzhou were cultural heritage sites, according to Guangzhou Tourism Bureau [GTB] (2015, 2016). Similarly, Guangzhou was ranked No. 1 of the most popular tourist cities in South China, and the attractions in relation to Lingnan culture were ranked in the top five among the most popular key words by searching a travel website in China, [www.mafengwo.cn](http://www.mafengwo.cn), which is a website providing tourist-generated content for the users, according to China Tourism Academy [CTA] (2018). In this regard, cultural tourism leads one of the most significant tourism categories in China.

Wang (2012) claimed that globalization is a direct challenge to traditional Chinese culture and historical sites due to the growing influence of western countries and an acceleration in national urbanization and modernization since the late 1970s. In contrast, Sofield and Li (1998) pointed out that globalization increases the national awareness of the preservation of historical sites and traditional culture, and the development of cultural tourism products. Thus, globalization remains a paradoxical concept in the development in China. The management and preservation of historical sites, therefore, require greater efforts to be made to ensure that they remain authentic and preserved in their current form. For instance, Guangdong is the centre of Lingnan culture in Southern China, and features the region's rich cultural heritage, especially intangible cultural heritage. The establishment of cultural museums with local identity, such as the Cantonese Opera Museum, is an example of the government's efforts (Lai, Zhang, Luo, Yu, & Lu, 2008). In terms of tourists' travel preferences in Guangzhou, the capital of Guangdong Province, Li (2015) showed that tourists are more likely to visit cultural tourism sites, including the attractions discussed in this research, namely Baomo Garden, Shawan Ancient Town, and Yuyin Garden.

Nevertheless, due to the rapid expansion of the Chinese tourism market and the increasing sophistication of tourists, it appears that the demand for cultural attractions and destinations has become more competitive (Chen & Huang, 2018). Consequently, there is a need to identify and categorize Chinese cultural tourists based on their motivations and experiences. Moreover, it is vitally important to fully investigate the positive and negative impacts of the growth of tourism on cultural attractions and destinations as well as on host communities as a whole. Such research will be beneficial for future tourism planning and management of the development of sustainable tourism.

### *2.3.1 The Emergence and Importance of Cultural Tourism Research in China*

Although research on cultural tourism in China has grown (see Su, 2018; Xu, 2003; Ying & Zhou, 2007), many regions remain under-researched. In recent years, tourism research in China has emerged in both Chinese and English academic journals, (*e.g.*, *Tourism Tribune*, *Tourism Management*, and *Annals of Tourism Research*) that have provided theoretical knowledge to guide practitioners within the industry (Leung et al., 2014). However, during the period between 1978 and 2008, much of the research concentrated on the theme of tourism and hospitality in China (see Bao, Chen, & Ma, 2014; Leung et al., 2014). Key literature also includes the themes of outbound tourism from China (see Cai, Li, & Knutson, 2008; Keating & Kriz, 2008), hotel development (see Cheung & Kong, 2009; Gross, Gao, & Huang, 2003; Qi & Pine, 2004), and ecotourism in China (see Buckley et al., 2008; Yang & Cheung, 2010). Although in terms of the research focus and context, cultural heritage tourism is the second most popular topic after tourist behaviour and experience (Leung et al., 2014), when considering geographical focus, cultural heritage tourism research has predominantly been conducted about the East China region. Much of the research on tourism in the Southwest region and in the Central China region follow (Zhong, Deng, Song, & Ding, 2011). Xu, Ding, and Packer (2008) focused mainly on inbound tourists to a few destinations, such as Beijing, Xi'an, and Guilin. The rapid expansion of the domestic tourism market to date calls for new research focus, context, and topics, a challenge which the author of this thesis has addressed in this study of how tourism impacts on the local community in terms of the Lingnan culture of Southern China.

Despite the emergence of tourism research in China, the limited research in the English language is focussed on a few themes (Leung et al., 2014; Xu et al., 2008). In addition, given China's unique social and cultural context, the implications of Western research may not be always applicable to China, regardless of the advantages of research design and methodology (Xu, Zhang, & Lew, 2014). Moreover, Xu et al. (2014) stressed that more tourism research on social aspects in China is required, as China's social system has experienced a rapid and huge transition from closed to open, from rural to urban, and from a production-oriented to a consumption society. Therefore, this study has taken up the opportunity to further explore the nature of tourism development in a unique part of the country that has rarely been fully observed in English language academic research.

China is fortunate to host a large number of ethnic cultures, customs, and folklore in different regions or areas. These rich traditional cultures and heritages are often well protected and conserved from generation to generation, particularly in rural areas (Ying & Zhou, 2007). Cultural tourism is one of the most important tourism products that promote the socio-economic development of China, particularly in rural or remote communities. Since the late 1980s, China's historical and vernacular villages or towns have been recognized as playing an important role in tourism development, and tourism development has also been an effective way to financially maintain the cultural assets (Ying & Zhou, 2007). For example, by 2008, there were 38 World Heritage Sites (WHSs) in China, 27 of which are cultural, seven of which are natural, and four of which are mixed (Su & Wall, 2011). The number of China's WHSs is ranked the third in the world after Italy and Spain (Su & Wall, 2011), which demonstrates China's rich cultural resources and the potential for cultural tourism development. In addition to the WHSs, there are also numerous cultural destinations with national designations, such as the Shawan Ancient Town that is examined in this research. In the context of tourism in China, whilst the majority of academic studies on cultural tourism is concentrated on the WHSs and investigations into their tourists, conservation and tourism management (Liang & Chan, 2018; Su, 2018; Sun, Zhou, & Wang, 2017; Wang, 2012), there is a lack of research on tourism impacts on and implications for the host community in and around cultural heritage sites. This present study is one example filling the gap. Due to the transition of China's society system and the ongoing urbanization and modernization of China (Luo et al., 2016), it is more likely that cultural tourism or tourism products associated with culture will further gain significant attention in future tourism research.

#### 2.4 The Impacts of Tourism on the Local Community

Research on the impacts of tourism development has been conducted by scholars in many contexts worldwide, particularly in terms of the economic and environmental aspects. In recent years, there increasing attention is paid to investigating the socio-cultural impacts of tourism development in tourism research. More specifically, researching into the socio-cultural impacts of tourism on local communities is emerging in the literature. This section identifies the impacts of tourism on the local community, including the general impacts of tourism in different contexts.

### *2.4.1 Economic Impacts*

Numerous studies (see Jimura, 2011; Ma, Hong, & Zhang, 2015; Sugiyarto, Blake, & Sinclair, 2003; Wang, 2012; Zhuang, Yao, & Li, 2019) have investigated both positive and negative economic impacts of tourism on the local community over the previous years. It is believed that tourism development is an important contributor to local economic revitalization and prosperity (Prentice & Andersen, 2000). For example, tourism development encourages the opening of new local businesses in the service sector (Bachleitner & Zins, 1999). On the other hand, a study conducted by Gu and Wong (2006) found that tourism development causes an increase in the price of commodities and the cost of living as a consequence of the increased number of tourists to Yangjia Beach in the North East China. Li (2002) observed the strong power of tourism's contribution to the economic growth of the local community. This included an increase in employment opportunities and income, foreign capital investments, higher living standards, increased purchasing power of the local people, and improved community life by the provision of better consumer goods and services (Li, 2002). Chandralal (2010) found that in Sri Lanka, the benefits of tourism for residents in the economic terms included an increase in employment opportunities, housing value, and local incomes, as well as more urban development and better infrastructure facilities. On the other hand, Chandralal indicated that tourism did not have an influence on the cost of living. Andereck, Valentine, Knopf, and Vogt (2005) found that, in the USA, tourism development affects the community economy positively, including job opportunities, economic diversity, and higher tax revenues. Interestingly, Andereck et al. (2005) found more positive effects of tourism at the personal level, while Chandralal (2010) found that tourism development has more positive impacts at the community level. Thus, the evidence shows that the levels of benefits is undoubtedly dependent on the contexts.

In the Chinese context, compared to inbound tourism, domestic tourism has played a significant stimulative effect on the urban economic growth (Ma et al., 2015). Indeed, a study conducted by Li, Zhang, Liu, and Xue (2006), in the Jiuzhaigou Biosphere Reserve (JBR), showed that the rapid growth of domestic tourism has dramatically contributed to the local economic development of the county and had changed the structure of the economic sector and nature of employment. This includes the transformation of local people's work from agricultural farming and hunting to involvement in the tourism service sector. The JBR

administration and local governors additionally encouraged the local residents to borrow financial capital from banks to open family-owned hotels. These changes helped the Gross Domestic Product (GDP) from tourism development to increase from 28% in 1990 to 68% in 2002, and doubled the local employment rate in tourism from 15% in 1982 to 32% in 2002, which also indirectly mitigated the pressure on the natural environment (Li et al., 2006). A further study by Gu and Wong (2006) noted that an increasing awareness of the importance of tourism growth can help to improve not only tourism-oriented facilities and services, but other non-tourism related services too. This included growing economic activities related to aquaculture, fishing, and shipping, particularly in coastal destinations (Gu & Wong, 2006).

Research by Wang, Li, and Bai (2013) has speculated that tourism growth does not cause increases in the cost of living which is triggered, rather, by the nature of the business environment and urbanization due to the ongoing development of China's economy. In this sense, the rising cost of living in Chian might not always be tourism-induced; rather, it is urban development and gentrification that consistently affects the cost of living, especially housing prices (Cook & Gale, 2019; Wu, 2015). Additionally, Gao, Huang, and Huang (2009) revealed that tourism development in a certain rural area with identical tourism products will intensify the competition between tourism operators, which in turn affects the profitability and sustainability of the local tourism businesses.

More specifically, as a result of cultural tourism, it is likely that local traditional jobs are sustained or created (MacDonald & Jolliffe, 2003), which in turn creates more local incomes. Municipal governments often utilize cultural heritage tourism as an important means of restoring and revitalizing economic development by focusing on downtown and regional redevelopment, and cultural renewal integrated with the creation of vibrant public facilities and amenities. These efforts result in improvement in the quality of life of both residents and visitors (Bianchini, as cited in Wang et al., 2011). Moreover, some urbanized and developed cities use cultural tourism as a tool to generate civic pride, raise the city profile, and attract inward investment (Ellis, as cited in Wang et al., 2011). These strategies for urban regeneration and revitalization are similar to the findings in the study of Su, Bramwell, and Whalley's (2018) who noted that cultural heritage tourism in urban contexts is often based on the interconnectedness of societal relations, including economic, political, and socio-cultural dimensions. They additionally stressed that heritage tourism can be an important

means of attracting tourists to urban places and that tourists can be engaged in heritage tourism-orientated activities, due to the rich economic, political, and socio-cultural histories of these places and their extensive historical heritage, cityscapes and townscapes (Su, Bramwell, & Whalley, 2018).

#### *2.4.2 Environmental Impacts*

Although tourism can occasionally be perceived as a clean industry in comparison to heavy industry, and potentially helps contribute to the preservation and protection of local resources, it may also be a significant threat to the host environment (Andereck et al., 2005; Liu, Sheldon, & Var, 1987). This is commonly observed when local or national governments and policymakers pay greater attention to accommodating the needs of tourists by improving infrastructure instead of prioritising environmental sustainability, in particular when growth is the main goal (Andereck et al., 2005; Harrill, 2004). For example, Li and Lu (2003, as cited in Zhong et al., 2011) noted that tourism can lead to water pollution resulting from tourist behaviours (e.g., littering), tourism activities (e.g., rafting, boating, surfing and swimming), and solid wastes and sewage from restaurants and hotels. Ning and He (2007) found that the serious deterioration of water quality in Lijiang Ancient Town, Yunnan is caused by proprietors of restaurants, hotels and shops, chiefly due to ongoing tourism development. A similar problem was also identified by Xu (2003) who found that due to the restaurant growth caused by an increasing number of tourists, the narrow and stagnant canals in Zhouzhuang old town are polluted badly by large-scale restaurants' sewage, exceeding the rate of the water's capacity for assimilation of pollution. From this perspective, impacts on the quality and provision of water can lead to serious implications for the host community.

In addition to water pollution, due to the increasing growth of tourism, traffic congestion, overcrowding, noise, and littering in the host destination are very commonly identified by many scholars, and are some of the most negative issues of tourism development faced by the host destination. These phenomena exist in both the developed Western World and in developing countries and negatively influence the physical environment and local residents' quality of life (Gerard-Sharp, 2017; Gjerald, 2005; McDowall & Choi, 2010). For instance, residents in Shandong complained that tourism development caused increasing crowds and congestion, which resulted in reducing their activities in public areas and inconveniencing them in their daily lives (Bickle, Harrill, & Wang, 2010). Elsewhere, Gu and Wong (2006)

identified that at Yangjia Beach, tourism puts great pressure on the consumption of coastal resources, which causes deterioration of the physical environment, soil erosion, and traffic congestion. However, a study conducted by Chandralal (2010) in Sri Lanka revealed that 70% of the respondents disagree that traffic congestion and noise pollution of the destination are caused by tourism development. A similar finding by Liu and Var (1986) also revealed that a majority of respondents disagree that tourism leads to traffic problems, overcrowded outdoor recreation, or disruption of the peace and tranquillity of parks. Zhuang, Hong, and Deng (2014) found high rates of respondents who emphasize that there is no destruction of the natural environment and only rare traffic congestion resulting from tourism development. In this sense, tourism impacts vary from contexts and degrees of tourism development of the destination.

Moreover, tourism development may cause transformation of land use and loss of land, which in turn leads to overexploitation and environmental degradation, particularly in destinations with fragile environments. For example, in Indonesia, large areas of land have been transformed into tourism resorts and hotels, resulting in the higher value of the land and environmental degradation. This, in turn, increased the cost of living of local residents and loss of biodiversity respectively (Cole & Browne, 2015). In a similar study by Burak, Dog˘an, and Gaziog˘lu (2004) investigated that the effects of tourism growth on the transformation of agricultural land into tourism areas found that the benefits were largely short term in nature. Indeed, as tourism development reduced available agricultural land, the use of intensive agricultural methods, and overuse of fertilizers eventually led to the pollution of soil and water resources (Burak et al., 2004).

#### *2.4.3 Socio-Cultural Impacts*

Tourism can influence not only the economy and environment of the host destination, but the society and culture as well, particularly in developing countries that are highly reliant on the tourism industry for their economic revenues (Dodds, Graci, & Holmes, 2010). Socio-cultural impacts of tourism have recently received much attention in relation to many different destinations and contexts (Deery, Jago, & Fredline, 2012; Gjerald, 2005; Green, 2005; Mathieson & Wall, 1982; Pizam, 1978; Wang, 2012; Wise, Mulec, & Armenski, 2017; Zhang, Pan, & Wu, 2012; Zhuang et al., 2019). The social-cultural aspect is perceived as one of the most significant concerns in tourism research as it is associated with people's daily lives

(Cohen, 1984). Tourism is also about interactions between the host, tourists, and destinations, and about experiences that may have an influence on the tourists' or the host community's perceptions, attitudes, opinions, expectations, and ultimately, lifestyle (Gjerald, 2005). Tourism can result in positive impacts on host destinations, such as increased local participation in destination activities and events, community renewal, strengthening of community values and traditions, exposure to new ideas through globalization and transnationalism, and creation of new community space (Cooper & Hall, 2013). Inkson and Minnaert (2012) stated that potential socio-cultural benefits of tourism for host communities include a better understanding between cultures, revival of culture, and improved standard of living. Moreover, it can be observed that tourism can have a great impact on poverty alleviation, particularly in rural tourist destinations (Dimoska, 2008; Fonseca & Ramos, 2012; Gao et al., 2009; Li, Chen, Li, & Goh, 2016).

Although tourism is often considered to improve the residents' quality of life (QOL), this is not always the case. Owing to the trend of increasing numbers of tourists and tourists wanting alternative tourism experiences, it seems that tourism is more likely to have a negative impact on local socio-cultural elements, such as traditional lifestyle, customs, beliefs, and values of the local community (Kontogeorgopoulos, Churyen, & Duangsaeng, 2015). Examples of this negative impact are conflict of interests, pressure on limited resources, resentment, loss of cultural pride, staged authenticity, effect of demonstration effect, commodification (e.g., trinketization, cocacolonisation, McDonaldisation, and Disneyfication), population displacement, crime and prostitution, and begging by children and child labour (Inkson & Minnaert, 2012). Cooper and Hall (2013) earlier noted that, in contrast to their earlier list of positives, tourism can also cause negative consequences for destinations, including commercialisation and commodification of activities, events and objects that may be of a personal nature, changes in community structure, weakening or loss of community values and traditions, increases in criminal activity, loss of community space, social dislocation, exceeding social carrying capacity, and loss of authenticity. In this regard, a destination with large volumes of tourists may improve the inter-social relationships between the host and tourists or alternatively generate conflicts and pressures at different levels in the local community, threatening the quality of life of community members.



Tourism can play an influential role in cultural commodification. The tension between preservation and commodification of cultural heritage often raises the discussion of authenticity and integrity (Su, 2018). The popularity of cultural heritage tourism results from its unique cultural experiences, traditions, art forms, and ways of life. For instance, the government of China has actively promoted the Hutongs (which are ancient alleys or lanes of quadrangles and traditional courtyard residences in Beijing) as a cultural heritage destination to stimulate the development of the economy (Wang, 1997). Su et al., (2018) stated that tourism commodification is associated with the exchange of values of historical legacies which are reliant on the economic dominance by creating “collective commons” among residents’ daily lives and experiences. However, it can be argued that commodification can lead to the erosion of the cultural authenticity of the host destination. Light (2014) criticized the promotion of culture and heritage, as it may lead to changes in the cultural characteristics of the destination. Su and Huang (2005) have also argued that tourism commercialization and commodification have negative socio-cultural impacts on the local community. Taking Lijiang Ancient Town as an example, they (Su & Huang, 2005) noted that the traditional buildings and public space (such as streets, streams, and courtyards) have been reconstructed and transformed into elite landscapes under tourism commodification, resulting in the loss of traditional cultural elements and authenticity. Further, the town’s traditional commercial culture has been converted and commodified to meet the tourist demands for “traditional” souvenirs with low prices and poor quality. In this regard, a breakdown in the relationship between traditional public spaces and community life leads to the destruction of cultural and social features, which in turn causes the town to face the huge challenge of conservation (Su & Huang, 2005). Feng Jicai, the Director of the Chinese National Committee of Intangible Cultural Heritage (ICH) Protection, strongly disagree with commodification of intangible cultural heritage, as cultural commodification is often used to attract tourists and gain economic benefits rather than to protect and promote the intangible cultural heritage (Liao & Xu, 2013). In this sense, tourism commodification is often perceived as having a negative effect.

Cultural tourism focuses on the packaging of a destination for the purpose of attracting tourists. The tangible cultural heritage (e.g., buildings) and intangible cultural heritage (e.g., music) are turned into marketable products for tourist consumption. For instance, a

commercial form of cultural commodification can be seen in Lijiang Ancient Town, Yunnan Province, where local residents sell ethnic Naxi music to tourists, which helps to sustain local identity and cultural preservation, and in turn serves to justify the pursuit of profit (Su, 2011). Another similar study (Su, 2018) revealed that musical performance in a community is mainly about the players' subjective personal interests and spiritual needs, which is also an indispensable way for intangible cultural heritage practitioners to socialize and enrich their daily lives. From the perspective of music players in Lijiang, the local troupe in the community feels very proud of themselves and their local identity, thanks to the opportunity to use musical performance to promote tourism, which they believe is an ongoing and meaningful way of preserving the historic value of their culture for future generations (Su, 2018). In this regard, tourism commodification to some extent can be an alternative form of promoting traditional culture and is not always negative but can be worthwhile. In other words, it can be seen that commodification is a way to protect the resources, which not only enhances the tourist experiences for economic returns but also creates an opportunity to effectively manage the resources, in terms of sustainable development.

Moreover, Perdue and Gustke (1991) identified that in areas with high levels of tourism development, there is significant growth of population with the immigration of new residents from outside areas. If the growth rate of the population is accompanied by poor planning and management, the destination is likely to face a loss of residential identity and local culture (Rosenow & Pulsipher, as cited in Andereck et al., 2005).

In addition, several scholars have shown that local communities are the most significant and influential stakeholders in the tourism industry. There is increasing academic research on community development and participation in tourism (Saarinen, 2011). The level of community involvement has a great impact on social life from the perspective of the host community (Scheyvens, 2003; Su & Wall, 2015), and is critical to the sustainability of the tourism industry (Saufi, O'Brien, & Wilkins, 2014). Community involvement in tourism development is mainly divided into two major perspectives: participation in decision making and distribution of tourism benefits, which, however, are often overlooked in developing countries (Timothy, 1999; Timothy & Tosun, 2002).

Participation in decision making generally means that the local community, including all stakeholders, is empowered to determine their expectations and concerns in the process of

tourism development (Scheyvens, 2003; Timothy, 1999). The distribution of tourism benefits refers to achieving the social outcomes, such as an increase in the incomes, employment, health care, and education levels of the local community (Timothy, 1999). A lack of community participation and unfair distributions of tourism benefits can lead to social conflicts and economic inequality in the host destination (Larson & Poudyal, 2012). The conclusion can be drawn that the participation of the host community not only results in the tangible gains from tourism but also conveys to all stakeholders of the community the right to determine and control the process of tourism development. Therefore, community members should be provided with the opportunity to participate in decision making in tourism development.

In the Western context, community participation in decision making is often an essential prerequisite for the acquisition of tourism benefits. However, due to diverse constraints, it does not often exist in developing nations (Li, 2006). It is thought that community participation in decision making in developing countries usually involves a passive, and indirect approach, which does not influence implementation and sharing of tourism benefits (Tosun, 2006).

Previous research on community participation in the development of tourism in China demonstrated its differences from the Western World, due to the distinctive economic, political, and socio-cultural circumstances of China. Researchers (e.g., Li, 2006; Su & Wall, 2014, 2015) found that community involvement in the process of decision making does not always work in China's special context. Therefore, it is not easy to put into practice in China in the near future but could be applied in a practical context in the longer term.

In a study of the Jiuzhaigou Biosphere Reserve (JBR), Li (2006) claimed that local communities can experience benefits through actively participating in employment as workers or small business operators, despite not participating in planning and management decisions regarding tourism. Tourism can be used as a means of keeping a balance between natural resource conservation and economic development. In this case, it is very important that local residents' participation in and benefit from the tourism business be accompanied by effective governance and policies as well as relevant organizational encouragement and help (Li et al., 2006). Therefore, Li (2006) argued that community participation in decision making is not the only one way to assess and implement tourism benefit sharing. In a similar vein, Su and Wall

(2014) noted that although local community members do not participate in the decision making process, they can directly gain benefits from tourism via actively and extensively participating in the tourism business or tourism-orientated work. From this perspective, the term “community participation” used in the Western literature cannot always be applied in China’s context. Nonetheless, Xie (2003) suggested that although Li community in Hainan can still gain tourism benefits, it will be much better if they can be involved in the decision making process. Thus, the concept of community participation can be dynamic, and continuously requires further in-depth research in the Chinese context.

In addition, it sometimes happens that not all residents are willing to directly participate in tourism planning or decision making, which indicates that community participation should be voluntary. This corresponds to the notion of an ideal form of community participation called spontaneous participation, identified by Tosun (1999, as cited in Saufi et al., 2014). Nevertheless, the local community is able to directly achieve tourism benefits through actively and extensively participating in a variety of tourism businesses or tourism-related employment. Overall, it is disputable that community participation in decision making is inextricably linked with the benefits from tourism. While the current situation in China is still at the initial stage of tourism development, the local community is more likely to focus on the economic gains. Community participation in decision making might be a crucial issue in the future.

## 2.5 Community Perceptions of Tourism Development

With respect to the long-term sustainability of tourism development, the impacts of tourism on host communities have been examined in many different contexts worldwide (see Almeida-García, Peláez-Fernández, Balbuena-Vázquez, Cortés-Macias, 2016; Andereck et al., 2005; Besculides, Lee, & McCormick, 2002; Bickle et al., 2010; Gu & Wong, 2006; Harrill, Uysal, Cardon, Vong, & Dioko, 2011; Johnson, Snepenger, & Akis, 1994; Liu et al., 1987; Styliadis, Biran, Sit, & Szivas, 2014). These studies have made attempts to understand what local communities feel and experience, and whether they are supportive for or in opposition to tourism. Nonetheless, tourism often and in a variety of ways influences areas beyond those in relation to tourism. Particularly, the social and cultural impacts of tourism on host

communities are among the greatest concerns, as social and cultural impacts are inextricably linked with people's lives, including their value, behaviours, lifestyle, and safety (Mathieson & Wall, 1982). Moreover, it is important to examine local residents' attitudes toward tourism in order to help in determining local policy, planning and management of tourism development (Pearce, 1980). Apart from the economic benefit of tourism sustaining the local community, the residents should be involved in and express their opinions about the process of tourism development. Their attitudes and perceptions toward tourism impacts on community life should be examined continually, as tourism development changes from time to time (Carmichael, Peppard, & Boudreau, 1996; Ritchie & Inkari, 2006).

Sociocultural impacts on the local community are affected by various factors, such as economic, political, social, cultural, and environmental conditions (Ritchie & Inkari, 2006). This suggests that people in different situations may hold different opinions about tourism. Some residents who gain large benefits from or highly rely on tourism may see tourism as positively for the local community, whereas others see negative tourism impacts and may feel angry about tourism development (Andriotis & Vaughan, 2003). For instance, in a case study of the North Cape community in Norway, Gjerald (2005) found that local respondents were very satisfied with tourism development providing job opportunities and improving infrastructure facilities (e.g., shopping areas and new recreation), which in turn improved the community spirits, standard of living, and interactions with each other. Besides, tourists could help local residents "open their eyes and mind" to "feel the outside world" and learn about and experience different cultures and gain knowledge rather than being isolated. However, some local residents perceived that tourism could also be a threat to their privacy and family life during the tourist season, such as causing changes in daily routine, and increasing feelings of unsafety, and tourist dominance. In this sense, the local community strongly agreed that tourism development greatly influences their quality of life, both positively and negatively. Yet overall, it was posited that local residents believe that tourism benefits outweighed the costs (Gjerald, 2005).

It is additionally noted that findings on residents' attitudes and perceptions of tourism impacts depend on the research destination and the aspects investigated in each context (Liu & Var, 1986; Perdue et al., 1987). For instance, Liu and Var (1986) revealed that local residents were in strong agreement about the positive economic effects of tourism regarding

employment creation, tourism investments, and local business. On the other hand, they found some negative impacts, such as the higher cost of living (Liu & Var, 1986). From this perspective, understanding community members' perceptions allows researchers, authorities, organizations, and other relevant stakeholders to adjust to tourism policies, planning, and management.

Some studies have revealed residents' positive attitudes toward tourism impacts, including creating opportunities for leisure and cultural activities such as traditional crafts and ceremonies (Andereck et al., 2005; Bickle et al., 2010; Liu & Var, 1986; Zhu et al., 2017), enhancing cultural exchange and understanding (Andereck & Nyaupane, 2010; Belisle & Hoy, 1980; Liu & Var, 1986; Williams & Lawson, 2001; Zhuang et al., 2014), improving recreational amenities and community services (Andereck & Nyaupane, 2010; Andereck et al., 2005; Gao et al., 2009; Muresan et al., 2016; Zhu et al., 2017; Zhuang et al., 2014), increasing the destination image and community pride (Andereck & Nyaupane, 2010; Andereck et al., 2005; Chandralal, 2010; Lee, Li, & Kim, 2007; Liu, 2016; Milman & Pizam, 1988; Pearson & Dunn, 1999; Su & Wall, 2014; Williams & Lawson, 2001), and raising awareness of protecting natural and cultural heritage (Andereck & Nyaupane, 2010; Andereck et al., 2005; Feng, Li, & Wu, 2017; Gao et al., 2009; Liang & Hui, 2016; Su & Wall, 2014; Zhuang et al., 2014). These factors overall demonstrate the fact that tourism can have a positive influence on the quality of life of residents.

On the other hand, it is believed that tourism can have negative sociocultural effects on the host community. Studies have identified that residents are concerned about increasing social problems such as drug, gambling, crime rates, prostitution, family crises, and conflicts between the local and tourists (Andereck & Nyaupane, 2010; Gu & Wong, 2006; Li, 2002; Xu, 2003; Zhu et al., 2017), a decline in local cultural spirit and traditions (Liang & Chan, 2018; Liu & Var, 1986; Zhu et al., 2017), urban issues (Andereck & Nyaupane, 2010; Liang & Chan, 2018), the erosion of local culture and authenticity (Feng et al., 2017; Li, 2002; Liang & Chan, 2018; Zhong et al., 2011; Zhu et al., 2017), commodification (Li, 2002; Xu, 2003), commercialization (Feng et al., 2017; Liang & Chan, 2018; Liu & Var, 1986), and disruption of peace and tranquillity (Liang & Hui, 2016; Xu, 2003).

Despite these observations, Zhuang et al. (2014) found that although tourism development helps to maintain the local architecture and folklore of the host community, local residents

are still pleased to engage with different cultures. This is supported by Gjerald (2005) who found that tourism development provides an opportunity for local residents to expose their culture to tourists and improve their foreign language ability. Furthermore, Chandralal (2010) noted that the local community perceived only a marginal impacts from tourism development on intercultural exchange and conflicts, moral and social values of the local community, social problems (e.g., crime, gambling, prostitution, theft, and drug), peace, and traditional lifestyle, whereas community pride and an enhancement of the image of the city were felt more strongly. Similar findings appear in other studies (see Andereck, Valentine, Vogt, & Knopf, 2007; Diedrich & García-Buades, 2009; Gjerald, 2005), which also found that tourism development can improve the community status and community pride.

In regard to economic outputs, numerous studies have demonstrated residents' positive attitudes, such as improved local economic growth, new employment and investment opportunities (Gao, Huang, & Huang, 2009; Gu & Ryan, 2008; Johnson, Snepenger, & Akis, 1994; Liang & Hui, 2016; Ritchie & Inkari, 2006; Su & Wall, 2014), more tax revenues (Zhu et al., 2017), improved quality of life (Andereck & Nyaupane, 2010), and improved standard of living (Gu & Ryan, 2012; Johnson et al., 1994). On the other hand, some negative elements were perceived by residents, such as local inflation (Li, 2002), higher cost of living (Chan et al., 2016; Gu & Ryan, 2008; Liang & Hui, 2016), as well as unequal distribution of tourism revenue (Zhuang et al., 2014).

Local residents are often ambivalent about the environmental impacts of tourism development in their community. For instance, Li (2002) identified that tourism development can lead to more greenness of the city, preservation and revitalization of heritage sites, and improved environmental awareness, while on the other hand it can cause environmental transformation from the natural environment into urban landscapes, thereby destroying wildlife habitats. In a similar vein, local residents believe that tourism development helps enhance the physical appearance of their city or surrounding areas, but damages the natural environment of their community (Chandralal, 2010). In addition, some studies have found that local residents realize that tourism development leads to traffic congestion and overcrowding (Andereck et al., 2005; Bickle, Harrill, & Wang, 2010; Liang & Hui, 2016; Liu & Var, 1986; McDowall & Choi, 2010; Richie & Inkari, 2006; Sharma, Dyer, Carter, & Gursoy, 2008), pollution from vehicle emissions, noise, and rubbish (Gjerald, 2005; Gu & Wong, 2006;

Liang & Hui, 2016), water quality deterioration (Ning & He, 2007; Xu, 2003), parking problems (Ritchie & Inkari, 2006; Zhu et al., 2017), and ecological degradation (Deng et al., 2003; Gao et al., 2009; Gu & Wong, 2006; Li, Ge, & Liu, 2005).

On the other hand, local residents value some of the environmental consequences of tourism development, including local natural and cultural preservation, beauty and tranquillity, improved appearance, infrastructure, and public facilities (Andereck & Nyaupane, 2010; Andereck et al., 2005; Liang & Hui, 2016; Liu & Var, 1986; Ritchie & Inkari, 2006; Su & Wall, 2014). For example, in Mt. Danxia, Li, Bao and Qing (as cited in Huang, Wall, & Bao, 2007) found that from the perspective of the community landscape, tourism development is an effective way of protecting tourism resources rather than causing damage. In a similar vein, in the Jiuzhaigou Biosphere Reserve (JBR), the negative impacts on natural resource conservation are mitigated by tourism development which has replaced the local residents' main agricultural activities and source of revenue of farming and hunting that have led to soil erosion, environmental degradation, and loss of water and biodiversity. Li et al. (2006) have also stressed that the local people's extensive involvement in the tourism sector is the only way to end the exploitation of natural resources and restore the environment. Liu and Var (1986) found that tourism development provides more park and recreation areas and improves the quality of roads and other public facilities, and has not caused ecological decline. Furthermore, Perdue, Long and Allen (1990) showed that residents strongly support tourism development due to its effects of improving the appearance of the local community and providing recreational opportunities.

In short, the aforementioned studies indicated that community residents perceived both positive and negative impacts of tourism, which suggests that it is difficult to predict community members' attitudes toward tourism and their perceptions of its impacts. In many circumstances, community members' perception of tourism development depends on the phase of the development itself, their strong or weak dependency on the tourism industry, and other factors (Gjerald, 2005; Kim, Uysal, & Sirgy, 2013; Li, 2006). These findings support Copper and Hall's (2013) interpretation that the consequences of tourism depend on the contexts and situations. Therefore, researchers should consider both positive and negative impacts when designing research in relation to tourism development.



## 2.6 Social Exchange Theory

Several theories examine the attitudes and perceptions about the impacts of tourism on local communities. The theories include the *equity theory* which can help explain the dynamics in the relationship between residents and tourists (Burrai, Font, & Cochrane, 2015), and the *growth machine theory* which tends to offer a theoretical context for explaining local economic development associated with tourism in an urban political environment and commerce (Harrill et al., 2011). In the literature, many of the studies discussed earlier have used *social exchange theory* to identify the community's attitudes and perceptions toward tourism and subsequent level of support for or in opposition to its development, which is also be affected by each individual evaluation of the outcomes in the community (Andereck et al., 2005; Deery et al., 2012; Gursoy & Rutherford, 2004; Yoon, Gursoy, & Chen, 2001). Exchanges must occur for tourism to function in a community. Commonly, residents develop and promote tourism in their community to satisfy the needs of tourists (McGehee & Andereck, 2004) and if they gain benefits from tourism, they often evaluate the tourism impacts positively. Those who do not gain benefits evaluate the impacts negatively. Social exchange theory suggests that people evaluate an exchange based on the benefits and costs incurred. The benefits and costs are usually divided into five areas: economic benefits, social benefits, social costs, cultural benefits, and cultural costs (Gursoy & Rutherford, 2004). The more benefits individuals perceive, the more likely they are to give a positive evaluation (Andereck et al., 2005; Andriotis & Vaughan, 2003; Nunkoo & Ramkissoon, 2010; Yoon et al., 2001). In this sense, benefits and costs of tourism essentially involve the community concern as this theory is often employed to identify the tourism impacts on the quality of life or wellbeing of residents (Andereck & Nyaupane, 2010; Kim et al., 2013). However, this theory still lacks an adequate and comprehensive framework to explain the attitudes and perceptions of the residents (García, Vázquez, & Macías, 2015).

## 2.7 Conclusion

This chapter has reviewed key findings and observations in contemporary literature about the significance of cultural heritage tourism, and the impacts of tourism in a wide range of local communities with regards to economic, environmental, and socio-cultural aspects. The literature has revealed the differences between the developed and the developing countries,

in both the Western and Chinese contexts. However, due to China's distinctive economy, socio-cultural structure, and political constraints, many of the findings in this present study are unique in comparison, especially as it has explored a previously under-researched geographical setting.

Given the importance of local residents' attitudes and perceptions toward the impacts of tourism, it is recognized that tourism planners and entrepreneurs often take the host community into account. The host community plays a critical role in the process of tourism development. The attitudes and perceptions of the local community toward tourism development, including cultural heritage tourism, have been found to vary at the local community level in different contexts. The majority of the previous studies have identified that local communities often have positive attitudes and perceptions toward tourism. However, many studies also revealed a mix of attitudes and perceptions. These different findings suggest that attitudes and perceptions are difficult to predict, depending on a variety of factors, such as the level of tourism development and the dependency of the host community on tourism; thus, ongoing studies of the attitudes and perceptions of local communities toward tourism development are essential.

China has experienced a high rate of tourism growth, and the industry is set to grow in the future to become the largest destination in the world in terms of international and domestic tourist numbers. Although the impacts of cultural heritage tourism to date seem relatively positive, the negative and some potential impacts require extensive consideration in the long-term, from the perspective of sustainable tourism development. As Chinese tourism is still at the initial stage, tourism's unprecedented growth in China and China's projected attractiveness as a tourist destination suggest that the local community's attitudes and perceptions may change from time to time. Therefore, it is necessary to systematically conduct research on the impacts of tourism on different aspects within the field.

To examine local communities and residents' attitudes and perceptions toward tourism development, some theories being used in the literature, including equity theory, growth machine theory, and social exchange theory. Social exchange theory seems to be the most popular of these. People are more likely to participate in an interaction that can provide potential benefits and avoid the costs incurred.

## Chapter 3: Methodology

### 3.1 Introduction

The purpose of this study was to explore how tourism has impacted local communities around three Lingnan cultural heritage sites in Panyu, China. This chapter describes the methodology undertaken for this research, and consists of six sections. The chapter begins with a description of the context of the research areas, which is followed by the methodology guiding the research and a discussion about the most appropriate research method. The next section outlines the methods of data collection, sampling, and data analysis. Ethical considerations and limitations of the research are discussed, with a conclusion ending the chapter.

This research was designed to employ a qualitative methodology, which is more suitable for discovering and exploring the in-depth and extended information about a phenomenon than the numerical data in traditional quantitative research (Patton, 2002). This study explored how growing tourism impacts local communities in and around historical sites in Panyu, China, and involved the investigation of many variables from different communities. Therefore, the nature of this research required qualitative research methods (Keegan, 2009). In addition, qualitative research, due to the dynamic nature of people and their views, tends to be more about understanding people's stories which are representative of the social reality, whereas quantitative research focuses more on the numbers and statistics to support hypotheses or reveal the ranges of issues and attitudes (Kayat, 2002). A better understanding of the changes and issues in the local communities generated by a growing tourism industry could only be achieved through thorough investigation. It was necessary to identify the changes in different communities and perspectives from various demographics and fields of business or industries (Ying & Zhou, 2007). As a result, a qualitative research approach was deemed the best choices for engaging with the research questions (Botterill & Platenkamp, 2012).

This research utilised a methodology that enabled the acquisition of a rich seam of qualitative materials via the use of in-depth interviews with community members and stakeholders (Su, 2018). The research design was selected in response to the oversaturation of quantitative-focused research studies that often frequently failed to foster open dialogue with community

members, or reveal the underlying feelings, assumptions, and beliefs they might hold (Butler & Richardson, 2015). As the global tourism industry continues to grow at a significant rate, the impacts of tourism on destinations and host communities have become more pronounced. Whilst domestic tourism in China, as well as international tourist arrivals to China have typically mirrored this rapid rate of growth, few academic studies have explored the potential impacts (both positive and negative) on host communities in this geographical context. At a time when sustainable tourism development strategies strongly permeate academic discourse on growth, it is essential that research consider the socio-cultural implications experienced by host communities in China. This research study is the first of its kind and yielded a number of invaluable insights that could be of value to a variety of community members and government stakeholders, particularly when considering the essential need to develop tourism sustainably.

### 3.2 The Research Setting

Three key destinations in Panyu District were selected in order to explore the impacts of tourism development on local communities. These destinations were selected because they prominently feature many Lingnan characteristics and abound with historic relics. Panyu District, located at the south of Guangzhou metropolitan area of China, is the heart of the Pearl River (Zhujiang) Delta and the centre of Guangdong-Hong Kong-Macau Greater Bay Area. Panyu used to be a county level city but became an urban district merged into the Guangzhou municipality in 2000 (Wang, Tian, Yao, 2018) . Panyu covers an area of some 550 square kilometres, with a total population of 171.93 million in 2017, accounting for 55% of local residents with a household registration and 45% of migrants, according to Panyu Bureau of Statistics [PBS] (2018). Due to its comparative independence with respect to both geographical position and administrative hierarchy, Panyu's social and economic development has grown rapidly over the past twenty years. For instance, Panyu's GDP increased from 29.41 billion *yuan* (RMB) in 2003 to 148.3 billion *yuan* (RMB) in 2014, to 194.8 billion *yuan* (RMB) in 2017, an almost sixfold over a mere 14 years (PBS, 2018; Wang, Li, & Yao, 2018; Yu & Ng, 2006).

Panyu, established in the Qin Dynasty (214 BCE), is one of the richest places in China, with a 2214-year-old Lingnan history, including many distinctive cultural elements such as food, architecture, and festivals. Nowadays, Panyu plays an important role in Southern China, thanks to its advantageous geographic location and its rapid economic development. Its favourable connection with water and road transportation has made Panyu one of the most significant export bases of China and the expansion of industrial development and foreign investments has become typically advantageous (Yu, Jiang, Kang, Tian, & Duan, 2011). However, with the ongoing development of the modern urbanization of Panyu and China as a whole, conservation of traditional culture and preservation of traditional buildings have become critical.

In recent years, Panyu has emerged as a popular destination for tourists desiring to experience Lingnan culture. It has experienced significant growth and attracted more than 4.5 million tourists, generating over 5.2 billion *yuan* (RMB) revenues in 2018, according to Panyu Daily (Wang, 2019). However, the increasing growth of tourism in the district has received limited academic attention, especially in the English language. Whilst scholarly attention on the economic and environmental impacts of rapid tourism development in areas of significant cultural or historical importance has grown significantly in recent years, there are only a limited number of studies on the socio-cultural impacts felt by surrounding communities. This issue is particularly apparent in the geographical context of China, and numerous knowledge gaps persist in regards to how local communities have been positively and/or negatively impacted by the rapid growth of tourism.

The communities around three prominent Lingnan cultural attractions (Baomo Garden, the Shawan Ancient Town, and Yuyin Garden) were selected for this research.

### *3.2.1 Baomo Garden*

Baomo Garden, located in Zini Village, near Shawan Town of Panyu District, is a complex encompassing Lingnan culture, architecture, and arts (see Photo 1). It was built in the late Qin Dynasty (1644-1911 AD) as an extension of the temple of Lord Bao which is located to the east of the garden. The garden was destroyed in the 1950s, reconstructed in 1995 and extended in 2001. The Baomo Garden offers a wide range of scenic areas and traditional craft workshops, the majority of which feature Lingnan traditional artworks, such as pottery sculptures, porcelain sculptures, brick sculptures, stone carvings, and wood carvings. In

addition to appreciating the artworks and architecture, the garden specializes in a variety of flowering and garden plants native to the Southern China.

The garden offers a comprehensive tourist destination consisting of culture, history, sightseeing, commerce, food and beverage, and entertainment facilities. These elements demonstrate the rich culture of Qing Dynasty, Lingnan architecture and landscape, and the characteristics of the Pearl River Delta, attracting a large number of domestic tourists, compatriots (from Hong Kong and Macau), and foreign tourists.

Photo 1: Example of Lingnan architecture in Baomo Garden



### 3.2.2 Shawan Ancient Town

Shawan Ancient Town of Panyu District is one of the most typical representatives of historical and cultural towns in the Pearl River Delta. It was established in the Song Dynasty (1127-1279 AD), with a more than 800-year-old history. It covers a 7hm<sup>2</sup> ancient construction complex, and includes protection of a historical relic at the provincial level, two at the municipal level, seven registered protected relics at the municipal level, and 39 registered protected relics at the district level. Due to the town's preservation of Lingnan traditional culture and folk

culture, it has been awarded the China History and Cultural Town, Guangdong Music Town, and Hometown of Chinese Folk Art – Piaose Town, representing the core Cantonese culture of the Pearl River Delta. To date, Shawan Ancient Town possesses one non-material heritage at the national level, two at provincial level, two at municipal level, and two at district level (Guo & Yan, 2014).

The old stone alley is one of the most representative material cultural heritages of the town. The town also has a variety of architectural styles (see photo 2), particularly ancestral halls. There are more than one hundred historical ancestral halls and ancient houses in the town, including Shawan Ho Ancestral Hall (Liu Geng Tang), He Binglin Memorial Hall, and Guangdong Music Museum. Furthermore, various Lingnan style artworks are well-preserved in the town, such as brick carvings, wood carvings, stone sculptures, and oyster shells wall. Regarding its non-material cultural heritage, Piaose, Dragon and Lion Dance, Guangdong music and Shawan cuisine are well known. Shawan is a comprehensive tourist destination where visitors can learn more about Lingnan culture and experience unique cuisine (Guo & Yan, 2014).

Photo 2: Example of Shawan Ancient Town Architecture



### 3.2.3 Yuyin Garden

Yuyin Garden, located in Nancun Town of Panyu District, is one of the four famous Lingnan architectural gardens in Guangdong Province and a 4A-level scenic spot (see Photo 3). Yuyin Garden, built in 1866 during the Qing Dynasty, was a private garden of Wu Bin, who was a successful candidate in the imperial examinations during the Qing Dynasty (1644-1911) (He & Jia, 2005). It covers a small area of 1,598 square metres but possesses dainty features in a very well organized layout. The garden has a wide range of designs, including pavilions, bridges, lotus pools, rock hills, and beautiful flowers, and is a representative of Lingnan architectural gardens, Lingnan ancestral culture, and the traditional academy. Its construction and decoration feature traditional brick carvings, wood carvings, grey carvings, and stone sculpture, which demonstrates the Lingnan architectural style (Tao & Du, 2009). As Yuyin Garden is a superior example of classic Lingnan garden in South China, the layout of the garden or courtyard has a common architectural characteristic, which stresses the important consideration of climate factors. In addition, while sightseeing in the garden, tourists can experience how wealthy people lived in that specific period of history. Therefore, it is very famous and appealing to numerous tourists (He & Jia, 2005).

Photo 3: Yuyin Garden shows Lingnan elements





### 3.3 Research Methods

To some extent, research on community residents' attitudes and perception towards tourism impacts are based on quantitative survey methods, which are suitable for obtaining a wide range of opinions or attitudes from a large number of respondents. However, the information survey methods can yield can be relatively simplistic and is more likely to be focused on describing *what* respondents perceive rather than explaining *why* (Horn & Simmons, 2002; Sharpley, 2014). Nonetheless, several studies have employed quantitative surveys to explore tourism impacts (see Andereck & Nyaupane, 2010; Andereck et al., 2005; Gu & Wong, 2006; Kim et al., 2013; Perdue et al., 1990; Stylidis et al., 2014; Zhu et al., 2017). In response to the high saturation of quantitative studies, this present research opted to utilise a qualitative research method, because a qualitative research method can provide insight and allow the researcher to understand not only *what* respondents perceive tourism impacts but also produce the explanation of *why* they have those certain perceptions (García et al., 2015; Horn & Simmons, 2002; Sharpley, 2014). Recent studies on community perceptions and attitudes have employed a qualitative approach to investigate more in-depth understandings (see Dai, Wang, Xu, Wan, & Wu, 2017; Farsani, Zeinali, & Moaidnia, 2018; Gjerald, 2005; Horn & Simmons, 2002; Kim & Butler, 2014; Lepp, 2007; Stylidis et al., 2014; Zhuang, Yao, & Li, 2019). Therefore, the researcher can use this more in-depth approach to identify the research need instead of quantitative approaches focusing on a narrow understanding of social tourism impacts (Deery et al., 2012).

Semi-structured interviews, the most common type of interviews in qualitative research (Botterill & Platenkamp, 2012; Doody & Noonan, 2013), were conducted through face-to-face communication on site at the aforementioned locations, computer-mediated communication (e-mail), and a snowball sampling technique. There are several reasons why semi-structured interviews were chosen as an appropriate method for this research. Firstly, semi-structured interviews helped the researcher discover the local communities' perspectives on growing tourism in the historical sites. Secondly, they helped to identify the most positive and negative impacts. Thirdly, they involved some predetermined questions that allowed the researcher to clarify responses or dig for more intensive details from the small number of participants (Botterill & Platenkamp, 2012; Boyce & Neale, 2006). Furthermore, semi-structured interviews were beneficial for facilitating rapport between the interviewers and interviewees

as well as providing a relaxed interview setting, encouraging more open and detailed responses and stimulating more clear thinking or questioning by the interviewer (Zhuang et al., 2019). Therefore, semi-structured interviews enhanced the interaction between the two parties during the interview and had the benefits of identifying the communities' attitudes toward tourism growth (Farsani et al., 2018; Patton, 2002). In other words, it is more likely that qualitative data provides more "authentic" information and represent the social and cultural reality of local communities (Kim & Butler, 2014). Such qualitative methods are becoming more popular and prevalent and being encouraged in future tourism research (Deery et al., 2012; Hughes & Allen, 2010; Riley & Love, 2000).

As the interviews were conducted in China, participants and the researcher used their own language (both Mandarin and Cantonese) during the interviews. This approach was designed to allow participants to express themselves more fully, and therefore better capture participants' intended meaning and experiences, as well as harvesting deep and rich information to contribute to the existing body of knowledge (Palmer, 2005). This method was also employed by many tourism researchers, such as Butler and Richardson (2015), Lepp (2007), Yan and Bramwell (2008). Research material collection was continued until the point of saturation (Farsani et al., 2018; Sandelowski, 1995).

In terms of the recruitment of participants, potential interviewees consisted of people who were living or working in the local communities surrounding the three cultural heritage sites. Participants were identified via informational participation requests in the form of flyers on-site. Flyers were printed and placed in key locations at selected sites such as the public notice boards around the three cultural heritage sites. Verbal requests and explanations were also given, which allows potential participants to further understand the meaning and value of the research in advance.

### 3.4 Data Collection and Sampling

Semi-structured interviews were conducted through face-to-face communication in the data collection process within two months, from mid-January to mid-March 2019. Two approaches were used to select potential eligible participants: participants must be 18 years old or older; participants must be living or working in and around any of the study communities. All the

potential interviewees were selected purposively to participate in the interviews, and they were assigned a participant number (e.g., P1), to preserve confidentiality. Occasionally, the researcher met potential interviewees who were not recruited via the indirect approaches, and completed the interviews at meetings with permission. Approximately eight participants per community (Baomo Garden, Shawan Ancient Town, and Yuyin Garden) were interviewed for approximately 20-30 minutes, representing an overall target of 25. Of the 26 participants, only one interview was communicated in Mandarin, 16 were in Cantonese. The rest of the interviews with respondents were conducted in Chinese via email, as they were unable to participate in the face-to-face interviews during the researcher's schedule back in China. The face-to-face interviews were conducted at mutually agreed times and locations that were considered safe for all concerned. All participants were willing to be interviewed at tea shops, or other public venues around the community and as a result, all interviews were conducted in the form of relaxed conversations so that respondents could feel more comfortable and gradually become engaged, enhancing the richness and authenticity of the answers. The interviews were voice recorded by the researcher after obtaining the consent of the interviewees, and the data were analysed. In order to gain a broad range of views on tourism impacts, the interview guide consisted of several predetermined questions for three groups of potential participants: local residents, local business employees, and local business owners. Participants were asked to disclose their feelings and opinions about the impacts of tourism on a wide range of social and cultural issues. Although semi-structured qualitative interviews are considered a type of conversation, the researcher was free to deviate from the list of predetermined questions to elaborate upon the answers and/or explore further responses (Jennings, 2010). However, the following questions were used to assure that all the participants could answer the key following questions of the research:

- Has the growth of tourism directly affected you and/or your family or the business in any way? If so, how?
- To what extent do you feel that the tourism industry has had a positive impact on local economy and the surrounding community?
- Have there been any negative impacts caused by the tourism industry in Panyu? If so, how could these be addressed or reduced?

- Would you like to see the tourism industry in Panyu grow? If yes, in what way? If no, why not?

The process of data collection was finished when the interviewees started to repeat each other and did not provide additional information for further responses.

### 3.5 Data Analysis

Qualitative analysis is based on the categorization, synthesis, and interpretation of empirical materials to identify themes and motifs or develop a grounded theory (Jennings, 2010). As a result of the wide array of experiences of individuals that is collected in qualitative research, data analysis is less likely to be standardized (Neuman, 2006). In other words, qualitative analysis is more flexible. Qualitative coding was conducted to analyse the collected data in this research. It allowed the researcher to open up the research question and move to new insight questions which arose from the data, a common form of data analysis in qualitative interview studies, such as seen in Farsani et al. (2018), Gjerald (2005), Kim and Butler (2014), and Styliadis et al. (2014). After gathering the information from participants, the data were manually transcribed and translated from Chinese into English, interpreted, and coded according to the principles of grounded theory, which allowed the researcher to seek to understand each category or theme and the relationships between them (Lepp, 2007). Coding qualitative data consisted of a three-stage process: open coding, axial coding, and selective coding (Corbin & Strauss, 2008; Jennings, 2010). The three phases of coding are explained below.

Following Jennings (2010), and Corbin and Strauss (2008), the first phase of coding collected data consisted of transcribing the data and reading the researcher's field notes. Then the researcher went through the translations of the transcriptions of the collected data and extracted the meaningful information. Next, the researcher brought the initial codes of the marked information into searching words, themes or concepts, which completed the preliminary analytical coding. The second stage was axial coding. In this stage, the researcher started with the initial codes or preliminary concepts to search the relationship between these themes and identify the key concepts in the analysis. Since axial coding may produce new questions and allow examination of others in more depth, more codes or themes may

become evident. This stage is particularly productive for managing the codes or themes to identify more categories. In this research, two main categories were identified through the data analysis, each containing several concepts. The categories included positive and negative impacts. The last stage was selective coding. Through comparing and contrasting differences in responses between different participants, the researcher scrutinised the significant themes for regularities, patterns, and explanations (Corbin & Strauss, 2008; Jennings, 2010). Additionally, it was necessary that the researcher attach measures of the importance of different themes by counting the number of times a specific theme was mentioned (Neuman, 2006). Then the researcher reported the findings in the chapter on results.

### 3.6 Ethical Considerations

An ethical approach was undertaken in this research, in accordance with the requirements of Flinders University's Social and Behavioural Research Ethics Committee (SBREC). It is important that participants are willing to answer all questions honestly and sincerely so that the researcher can collect meaningful data. The purpose of the research was explained to every participant and they were informed that this research was approved by Flinders University Research Committee. All participants were notified that the interviews were confidential and that they could withdraw from answering the questions at any time (Bryman, 2012). A copy of the information sheet is included as Appendix C.

For the duration of this research process, all data in writing and digital audio recording was safely stored on a computer by the researcher and her supervisor. After publishing the thesis, all collected data and images will be safely stored for five years at the Flinders University computer server.

### 3.7 Limitations

As expected, the data collection was the most challenging process in this research. The researcher encountered some potential participants who did not have knowledge about academic research and concepts of participation in this type of research interviews. Besides, some participants did not have much time to provide detailed information and were afraid of

being quoted without permission. Therefore, the interviews required more time, efforts, and interview skills to draw rich data from the respondents.

### 3.8 Conclusion

This chapter explained the methodology used in this research. As the aim of this research was to investigate the feelings, assumptions, beliefs, and opinions of the respondents toward the impacts of tourism on the local communities in Panyu, China, a qualitative method was required. Qualitative research is designed to seek answers from participants and ascertain their opinions through in-depth interviews. The sample of respondents was randomly chosen from three research sites (Baomo Garden, Shawan Ancient Town, and Yuyin Garden) in Panyu. The findings of qualitative coding analysis of the data are presented in the next chapter.

## Chapter 4: Findings

### 4.1 Introduction

In this chapter, the research results are presented in two main sections, covering the positive and negative impacts of tourism development in Panyu, China. The first section discusses the positive impacts by highlighting the growth in tourism demand and perceived community benefits, such as social and cultural exchanges, community pride and image, improved awareness of preservation of local culture, and quality of life of the local community. The second section discusses key tourist issues identified in association with the growth of cultural tourism development. The issues consist of traffic congestion and noise, as well as increasing incidents of littering and waste generation. A lack of community control and involvement in tourism development are also identified, although they are not serious issues at this early stage of tourism development in China. Other less commonly perceived impacts and concerns are also discussed towards the end of this chapter.

### 4.2 Overview

As discussed in the methodology chapter, semi-structure interviews were conducted with 26 respondents, 15 male, and 11 female (Table 1 lists the profile of the respondents). The majority of the participants had lived within their communities since they were born. Two out of the 26 respondents were employees, five were business owners, and the rest were local residents. A wide range of social and cultural impacts of tourism on local communities reviewed in the literature also emerged in these interviews. Apart from the economic gains as the most beneficial effect of tourism, it was observed that numerous respondents were satisfied with tourism development due to the improvements in infrastructural development, the raised awareness of protecting local culture, identity, and community pride and image, as well as improvement in the quality of life. Some respondents also value travel and tourism as a new potential industry for stimulating economic development. On the other hand, respondents seriously pointed out that traffic congestion, noise, and littering are the most negative issues caused by tourism development. In addition, a loss of community control and involvement were reported by most participants, which are the most controversial questions

in this context. In addition, other negative concerns included environmental degradation and rising poverty levels, which, however, were not clearly evident at present, but may arise in the future from the perspective of sustainable tourism development. The respondents from three communities provided both positive and negative opinions and thoughts about tourism development in their areas. The findings indicate that their perceptions of sociocultural impacts can contribute to the future development of sustainable practices and promote mature, important tourist destinations.

Table 4.1: Demographic profile of participants

Participant #	Gender	Location	Status
1	Male	Baomo Garden	Resident
2	Male	Baomo Garden	Store owner
3	Female	Baomo Garden	Store owner
4	Female	Baomo Garden	Resident
5	Male	Baomo Garden	Resident
6	Female	Baomo Garden	Resident
7	Male	Baomo Garden	Resident
8	Male	Baomo Garden	Resident
9	Female	Baomo Garden	Resident
10	Male	Shawan Ancient Town	Employee
11	Female	Shawan Ancient Town	Employee
12	Female	Shawan Ancient Town	Business owner
13	Male	Shawan Ancient Town	Resident
14	Female	Shawan Ancient Town	Resident
15	Male	Shawan Ancient Town	Business owner
16	Female	Shawan Ancient Town	Resident
17	Female	Shawan Ancient Town	Resident
18	Male	Shawan Ancient Town	Resident
19	Male	Yuyin Garden	Resident
20	Male	Yuyin Garden	Resident
21	Male	Yuyin Garden	Resident
22	Female	Yuyin Garden	Resident
23	Male	Yuyin Garden	Resident
24	Male	Yuyin Garden	Resident
25	Male	Yuyin Garden	Business owner
26	Female	Yuyin Garden	Resident



## 4.3 Positive Tourism Impacts Perceived by Local Communities

### 4.3.1 *Social and Cultural Exchange*

Tourism can be considered as an opportunity for both the hosts and tourists to see and understand unfamiliar people, places, and cultures. It enables both stakeholders to develop a deeper understanding, tolerance, and respect for each other, involving different cultures, religions, and philosophical and moral beliefs (Besculides et al., 2002; Driver, Brown, & Peterson, 1991; Inkson & Minnaert, 2012). In addition, a better understanding between cultures can result in a breakdown of negative impacts and reduce conflicts (Inkson & Minnaert, 2012). During the period of collecting participants, it was common for the researcher to encounter tourists visiting and taking photos of the traditional architectural buildings within the communities. It was observed that numerous tourists were asking local residents questions and local residents were happy and willing to have conversations with tourists and answer their questions. Numerous respondents perceived that tourism development enabled them to encounter new people and different cultures (i.e. through tourists) in their communities, learn new things from them, and understanding the difference between each other. At the same time, residents believed that tourism could result in people being more willing to spend time communicating not only with the neighbouring community members but also with outsiders. For example:

Participant #14, a local resident from Shawan Ancient Town said:

I think that it is good to develop the tourism industry. When you see tourists coming here, you will see their new faces and learn new things from them, such as their clothing styles, catering preferences, and behaviours. In the past, people just focused on working and earning as much money as they need to lead life. But today we are different, as we pursue more leisure fulfilment and higher quality of life. We spend more time to talk to our neighbours. Tourism development here makes the town much more prosperous. Particularly on the National Day as well as the annual Beidi Dan which is a local festival on the third of March in the Chinese lunar calendar, a range of folk performances, such as Shawan Piaose performance, attract a large number of both local people and tourists. We love the prosperous atmosphere and feel so excited.

A similar feeling was expressed by P5, a local resident living closed to Baomo Garden. He commented *“Tourism can improve our social life as you are able to make new friends from different areas during your journey”*. He also highlighted a direct and simple example of his own experience:

Tourism development can improve social relationships with friends and relatives; for example, people who know you are living in/around this tourist destination are more willing to contact and visit you. Regardless of having a holiday to Panyu, even if they come here for a business trip or pass your place while going elsewhere, they may think of catching up with you to have a meal. I sometimes have friends doing this, and when I go to their places, I would do the same.

Likewise, all the respondents noticed that the local community had revitalized a lot since the development of tourism. In the past, the community used to be quiet and boring, due to not having service industry, such as tourism. Residents believed that local people were likely to focus on earning money to survive rather than spending leisure time socializing with other people, even just the neighbouring residents. By contrast, it had become more likely that local residents were willing to communicate with each other and outside tourists. This led to friendly and harmonious atmosphere in the community. P24, a local resident living near Yuyin Garden reported:

Tourism development mainly has an influence on social and cultural exchange and the economic gains. People who go travelling are also the one who are “travelled”. Because when tourists visit here, they will notice our way of life, and we are able to have connection with new people and learn new things, especially for our family members and those older generations. It lets us have more interactions between host and guests, and more opportunities to show our lifestyle. It is like cultural integration. This can improve the development of civilization.

From the above perspectives, the growth of tourism in a community can increase tolerance, understanding, and interactions between the host and guests. These findings align with the findings of Muresan et al. (2016) that local residents positively perceive tourism development as able to provide them opportunities to interact with the visitors. These views confirm Zhu et al.’s (2017) assertion that tourism development provides both the hosts and guests opportunities for cultural exchanges. In addition to social exchange between the hosts and tourists, tourism development can also increase community cohesion, social interaction, togetherness, and sharing of ideas amongst the community residents (Delamere & Hinch, as cited in Besculides, Lee, & McCormick, 2002). P15, the local business owner commented:

As a consequence of tourism development, the business has become much stronger. Staff training is an effective means of achieving employees’ motivation to work efficiently. For instance, staff being able to speak Mandarin as well as Cantonese are required, due to the increase in domestic tourists from outside of Canton not being able to understand Cantonese. As a result, we regularly have events (e.g., dinner parties) or do some activities (e.g., BBQ and hiking) or have a short trip (e.g., going to beaches and hot spring) to build up team spirit and strengthen cooperation as well as solidarity. This can help in encouraging the staff to enhance

the cohesive power of shared suffering of the team, and improving the relationship amongst employees.

From the above statements, it is evident that tourism can result in greater social and cultural respect and understanding amongst stakeholders. Local residents of the three researched communities indicated that social and cultural exchange between the host and guests is valuable, and generally perceived tourists as friendly as well as respectful. Analysis of the data illustrated that residents perceived interaction with visitors as a positive result of tourism development. This can also be additionally seen in the study (Belisle & Hoy, 1980) which found that residents remarked on the positive effect of tourism, due to the exposure to cultural differences. In a similar vein, Sharma et al. (2008) stated that the majority of residents perceived the positive impact of tourism on meeting people from different regions of the world, which gave them valuable experience in understanding the culture and society. Liu and Var (1986, p. 201) reinforced this attitude of residents: *“Meeting tourists is a valuable educational experience; they desire to meet tourists and learn more about their culture; and tourism cultural exchange gives us better understanding of the world”*. Other studies reported similar findings, (see Besculides, Lee, & McCormick, 2002; Williams & Lawson, 2001; Liang & Hui, 2016). This is also in line with Gjerald’s (2005, p. 48) findings that tourists can *open up the eyes of the local population*. Residents also remarked: *Being able to mix up with tourists in the street...see new, unknown faces...tourism provides the opportunities to learn about and experience different cultures, obtain new skills and knowledge, and reflect on their own cultural circumstances...tourism exposes locals to other cultures and can result in tolerance and understanding...improve locals’ ability to communicate and speak foreign language* (Gjerald, 2005, p. 48). This is similar to Zhuang et al.’s (2014) findings that tourism development enables the local residents to hold tolerant attitudes toward other cultures and become more likely to accept foreign cultures. In this regard, both the interviews and the on-site observations of this present study suggest that the local community is willing to continuously support tourism development.

#### **4.3.2 Community Pride and Image**

Respondents perceived that tourism development has a great influence on the community image, status, and pride. Local residents believed that as a result of tourism development, the improvement of community pride meant pride in the community’s growing fame, a stronger

sense of the community, enhanced wellbeing, and pride in the aesthetic appearance of the community or the city as a whole. For example, P16 recalled:

When I see tourists visiting the ancient town, I feel very proud and have more pride in our Shawan Lingnan culture. I think that we (local residents) are more likely to invite friends and relatives to visit our ancient town. We would like to promote and let them understand our local culture, and appreciate the beautiful scene and delightful landscapes here. Tourism development makes the town more and more prosperous. When you walk around the town and see the tourists taking photos there, you will feel very proud and delighted.

In support, similar to the observation of Lee, Li, and Kim (2007), it was found that tourism development can lead the host destination to become well known and popular among inter-regional, national and even international tourists. This in turn, fostered a stronger sense of community and civic pride amongst community residents. As Chandralal (2010) also observed, a considerable proportion of the present study's respondents believed that tourism development increases the community pride and improves the image of the city. P5 opined:

Tourism development is a very good thing. It is the "greenest" cultural industry, as it is a kind of cultural activity. Also, when a tourist destination becomes stronger, it can improve the image and reputation of the community or even the city as a whole. Moreover, it may become a famous landmark of the city in the future. Therefore, the status of Panyu will become increasingly more important both strategically and economically.

P15, a local business owner, and P12, a local resident who had recently moved back to the ancient town to start her local business both shared similar views:

When you talk about Shawan Ancient Town, people must associate the authentic traditional cuisines, such as milk pudding with ginger juice (Jiangmainai), which is the most popular and famous item that tourists must try and experience here. Then when you talk about Jiangmainai, people must remember Shawan. In order to attract more tourists, improving the image of the community is so important that the community surrounding areas and the business environment can be benefitted, as well. Many tourists visit the town because of this traditional Jiangmainai, which is a must when visiting Shawan. And many customers also buy takeaway before leaving here as those traditional foods are very unique here and customers will not come back again very soon. This is a showcase for our Shawan culinary heritage image. (P15)

My customers told me that the streets and roads of this ancient town are the cleanest amongst the old towns that they have ever visited. They (tourists) also acknowledged that the ancient town remains in the original style and features of traditional Lingnan culture. They added that they were impressed by the community alleys and felt pleased to wander aimlessly around the town. After hearing from my customers, I am very proud of my community. Tourism development does improve the community image and social harmony. Tourism is also a green industry; therefore, I am happy with tourism development of Shawan Ancient Town. (P12)

The above comments reveal that tourism development can help in increasing the sense of community pride, improving community cohesion, generating a better image of the community, and achieving higher community status. Similar results have been reported in other research (Driver et al., 1991). Other respondents believed the increase in the number of visitors as a consequence of the increased level of community pride. They noted that local residents in the past were less likely to talk about their home villages, as it was just a normal village; however, they now are very proud of living in these communities. As the communities were explored in relation to cultural elements, it seems that community pride has increased not only in and around the local community but also in their Lingnan culture. Consistent with observations from similar studies (Milman & Pizam, 1988; Pearson & Dunn, 1999), tourism can enhance the self-image of communities and foster a stronger sense of community pride amongst residents. Liu (2016) reinforced this notion by stating that the most positive impact of tourism development is the host community's perception of their enhanced image and status internationally. Similar results have been demonstrated in other research studies (Andereck & Nyaupane, 2010; Andereck et al., 2007; Diedrich & García-Buades, 2009; Gjerald, 2005; Jimura, 2011; Williams & Lawson, 2001). Furthermore, in order for local authorities to raise the visibility of tourist sites in order to promote tourism development, they need to make efforts to publicise the destinations. These efforts will result in highlighting and improving the destination's image not only for national but also international tourists. In this regard, tourism development can result in enhancing the host community image and community pride as well as community status at both national and international levels.

It was could be additionally observed that, the information provided in the interviews undertaken with the younger respondents, who were more highly educated, was more critical and comprehensive. For instance, P24 believed that tourism development can increase residents' pride in the local culture of the host community:

When I see tourists wandering around our community and taking photos of traditional buildings, I feel proud of our unique Cantonese culture, as this kind of architecture can be only seen in Canton instead of other provinces.

Nowadays, due to the development of technology and more people using social media during or after the trips, tourists may disseminate their opinions and thoughts about experiencing the destination in different ways, such as sharing in social media and or by word of mouth. These media provide opportunities to unintentionally advertise the image of the destination

and attract new potential tourists. However, community status is associated with the economic, political, social, and cultural aspects. When those aspects of a place or a community, particularly the economy, flourish, it can also be beneficial to its tourism industry. This can, in turn, improve community pride and community reputation. Therefore, when a tourist destination is in the process of promoting the growth of tourism, it is important that the tourism development maintain a balanced and harmonious relationship with other aspects of the community in terms of sustainability.

#### *4.3.3 Improved Awareness of Cultural Preservation*

Debates continue as to whether tourism development helps in preserving local cultures or leads to their destruction (Andereck & Nyaupane, 2010; Andereck et al., 2005; Feng et al., 2017; Gao et al., 2009; Liang & Chan, 2018; Liang & Hui, 2016; Light, 2014; Liu & Var, 1986; Su, 2011; Su, 2018; Su & Huang, 2005; Su & Wall, 2014; Zhu et al., 2017). In the context of China, most studies found that tourism has a positive impact on cultural protection (see Feng, Li, & Wu, 2017; Liang & Chan, 2018; Su, 2018). Respondents believed that tourism development has the benefit of improving local communities' awareness of cultural preservation. They noted that tourism development not only protects the culture but also brings about economic benefits. This point agrees with the assertion by Sharma et al. (2008) who found that tourism provides an incentive for the preservation of the local culture and revitalises local production, such as of textiles, silk carpets, and silver. It was acknowledged by numerous respondents that tourism growth has not destroyed their local cultures; rather, it improved their awareness of the importance of Lingnan culture, particularly of the local language called Cantonese, Canton (Guangdong) music, and the traditional cuisines. Examples of these comments by different interview participants of the studied communities are:

During the weekend and public holidays, there are a large number of tourists visiting our ancient town. It can be seen that while wandering around the town, tourists are very keen to enjoy walking in traditional alleys, and appreciating the ancient houses, some of which are with oyster shell walls, and all of which are in Lingnan architectural style. Besides, since there are ancestral halls and memorial halls within the town, it happens that tourists ask us (local residents) about the stories. Through these occasions, we notice that not destroying the old buildings but recreating and renovating them is a wise decision. The government and schools should encourage people to preserve and carry forward Lingnan civilization. (P16)

This store is my own dream and I run it with my family ... When I planned to establish this store, I did not expect how much I could earn, but at least I could do what I like and make

quality food for my customers ... Then a word “Chuancheng” (which means inherit something from someone) came up into my mind ... In addition, Northern Chinese cultures are mainly showcased in tangible ways, such as historical buildings, whereas our Southern Chinese cultures are embodied in “mouth inheritance”, which particularly means our food culture. As we all know, “Eating in Guangzhou” is a very famous idiom and a representative of Cantonese food culture. Therefore, I realized our traditional food culture can be potentially developed and spread to other regions and even overseas countries. (P12)

As we all know, Yuyin Garden is one of the four famous Guangdong Lingnan architectural gardens. It is also the historical cultural heritage, and like Cantonese culture, I hope it can be inherited from generation to generation instead of losing it. If we (the local community) promote tourism development, it would be a means of preserving our Canton Lingnan culture, and improving our awareness of the importance of cultural conservation. For example, as the population of immigrants is increasing considerably, it seems that the number of people speaking Cantonese is declining, and there are more cuisines from outside of Canton. Therefore, we realized that to keep our local language and our traditional food culture is very important. In this sense, tourism development here is the same case. (P21)

The above comments show that respondents believed that tourism results in the restoration and conservation of the local traditional culture and improves the cultural values of the host community. A significant element is for a host destination to ensure tourism development in a sustainable way. The interviewees reflected on the popularity of cultural heritage tourism to their communities’ unique cultural experiences, traditions, and way of life. These views echo Liang and Hui’s (2016) assertion that tourism leads the local residents to display a higher awareness of cultural heritage and higher consideration for their community, which further enables them to love living in their community. Concerning the changes in the local culture of the community, various opinions appear in the tourism literature: tourism can result in promoting the local culture and raising awareness of cultural preservation (Gao et al., 2009), whilst, on the other hand, tourism can lead to a loss of local identity and a decline of traditional culture (Liang & Chan, 2018). The findings in the local communities of this research seem to support the former view.

With the respect to the attractions themselves, due to the increasing visit, the planning and management department are more likely to establish strategies that pay attention to preserving them in a good condition for future generations and making them available to the public as much as possible. This policy is evidence that organizations realize the importance of destination conservation (Jimura, 2011).

Alternatively, cultural tourism development, to some extent, can be perceived as a commodification activity, which may raise issues in relation to the loss of cultural authenticity

and integrity (Su, 2018). Although the tourism products are associated with traditional culture, respondents in this study did not feel tourism activities were commodification-oriented. One of the respondents quoted the motto, "*Eating in Guangzhou*", which means that eating authentic Cantonese dishes is a must when tourists visit Panyu, and shows that food culture is one of the most important and traditional cultures in China. Cultural commodification did not appear as a concept in this study's context. Additionally, informants believed that tourism development can help not only tourists but also local people (particularly young generations) to recall and restudy the traditional culture. Local residents are more likely to treasure and realize the importance of the local culture. The participants reflected on this, and P14 commented:

Apart from the Beidi Dan (a traditional Cantonese folk festival celebrating the anniversary of the North Emperor), there is a Piaose (a traditional folk art) parade during the National Day holiday as well. Both local residents and tourists are keen to watch the shows, walk around the town, and have different types of food. It is a good opportunity to hang out with friends or having a leisurely family gathering. (P14)

This festival highlights the Lingnan culture with performances and exhibition, including lion dancing, a diversity of traditional food, Piaose Parade, Cantonese opera, and calligraphy. It can be seen as a way to both promote tourism development and attract more tourists, as well as to encourage the local young residents to become more familiar with the traditional culture. From this perspective, the local government tends to make a great effort to revive this type of traditional festival. They see such a festival as a good opportunity to exhibit local arts, crafts, and culinary specialities rather than about raising the number of tourists and generating economic gain. Therefore, the findings of this study contradict Su and Huang's (2005) findings that the traditional culture has been converted and commodified to cheap souvenirs for chasing large profits instead of protecting and promoting the cultural heritage (Liao & Xu, 2013), resulting in a loss of traditional culture and causing the local community to face the huge challenge of cultural preservation. In this study, although the cultural tourism growth does lead to rising incomes of the local community, the findings support previous studies (Su, 2011; Su, 2018) regarding the maintenance of local identity, enhancement of cultural preservation, and the revival of interest in local culture, which in turn produces economic benefits. Furthermore, the use of folk performances to promote tourism can at the same time, be seen as a means of preserving the traditional culture for educational purposes as well as for future generations. Thus, it seems that tourism development observed in this



study was not associated with cultural commodification for the purpose of economic benefits; however, this may be due to the early stage of tourism development in these communities. Economic considerations may become predominant in the future.

Some researchers identified additional concerns about tourism causing cultural commodification (Perdue & Gustke, 1991), such as new resident immigration from outside of the host community arising from high levels of tourism growth in tourist destinations. This may cause cultural conflicts between the original and the new immigrants, and in turn leads to a loss of residential identity and local culture (Rosenow & Pulsipher, as cited in Andereck et al., 2005). On the other hand, although numerous respondents reported that there had been a substantial growth of migrant population in Panyu over the last two decades, they believed that this situation resulted from the urban and socio-economic development in Panyu (particularly the labour market in manufacture) rather than the development of the tourism industry. Therefore, population growth resulting from tourism development is at a minimal level in these communities.

#### *4.3.4 Improvement of Quality of Life*

As Andereck et al. (2005) observed, tourism potentially brings about economic gains that improve the quality of life of the host community, including employment opportunities, tax revenues, economic diversity, festivals, restaurants, natural and cultural attractions, and outdoor recreation opportunities. The respondents provided a diverse range of opinions and perceptions about the different impacts of tourism on the quality of life. All respondents agreed that tourism development has a great effect on the quality of local life. Respondents from the three communities generally noticed the influence of tourism on the enhancement of public transportation and facilities. The promotion of tourism development increases the opportunities for local residents to utilize the improved infrastructure, such as new recreational spaces, shopping opportunities, and restaurants, which contributes to a higher standard of living. For example: P17, a local resident commented:

Firstly, the public transport has been much more convenient for our commute and local residents' daily life, especially the improvement of metro stations, which helps us save a lot of time on our trips. Secondly, more large shopping malls and entertainment facilities have enriched our local life. Lastly, it can be seen that more activity facilities were added in numerous recreational parks, where we can spend our spare time at leisure with the children.

The above comments are consistent with Andereck et al.'s (2007) notion that tourism makes a positive contribution to improving shopping as well as dining opportunities, increasing the diversity of the economy, and adding more recreational facilities. Most participants also pointed out that more new, wider, and cleaner roads and streets provided more different routes of buses for not only for the locals but also for the tourists, and a cleaner and more beautiful environment. For example, P3 and P12 observed:

Compared to previous years, since promoting tourism development, you would find more lights for our streets, more cleaning staff to maintain the cleanliness of public areas, easier and more convenient to access the public transport, as well as the improvement of the appearance and aesthetics of the community. (P3)

Before planning to promote tourism, the town was very dirty. In particular, almost every family kept a guard dog, and you could see "loads of gold" (which means dog dung) everywhere on the streets. Since the town was managed to develop tourism, the local government has adopted a firm policy on a specific time for residents to walk their dogs. Besides, the alleys and main roads as well streets are much cleaner, given that the cleaning employees work more frequently. Further, compared to my mother's hometown, which is close by, the public transport in Panyu is pretty good. It is very convenient for us to take a bus to different places. For example, there are a few buses running from Shawan to the centre of Panyu. (P12)

In an economic sense, numerous respondents, even those not involved in the tourism industry, perceived that tourism development has a great influence on increasing local job opportunities and salaries, business investments, and more shopping venues, as well as dining options, which in return, improve the local economic revenues of both employees and businesses (Gu & Wong, 2006; Li et al., 2006; Ma et al., 2015; MacDonald & Jolliffe, 2003). Many respondents believed when their incomes increase, their standard of living improves. Besides, respondents reported that tourism-related businesses have replaced previous industries, particularly in the Shawan community. New businesses in and around the researched communities started up after the restriction on industries and the promotion of tourism resulting from the burgeoning tourist visitation to the areas. An example of the new business is Dingzhi Yuan, a traditional food store, whose owner is one of the respondents of this study. The main reason for the shift of the businesses from agriculture and industries to tourism, as highlighted by respondents, is that the water resource in Shawan is the main source supplying the whole Panyu District, and there are more restrictions in establishing a company in Shawan than in other towns or suburbs, because of sewage pollution. Another reason is that Panyu Tourism Association intends to make Panyu an all-in-one tourist destination and promote Panyu's tourism industry at both national and international levels.

According to the Ministry of Culture and Tourism of China (MCT, 2019a), Panyu was nominated and won an award in the National Tourism Demonstration Zone, as the only one in Guangzhou City and one out of two in Guangdong Province.

P11, who is an employee of a traditional cuisine store, told the interviewer:

I have worked in this store for three years. It is much better than doing nothing at home. For my age (around 55 years old) and not being well educated, it is hard to get a job in other industries. This job has given me an opportunity to earn extra money, eat better, dress better, and live better. Our standard of living naturally can be improved. The more visitors visit here, the more money this store can earn, and thus the more salary I can gain. Like sometimes we are unable to deal with/deliver the orders quickly due to too many visitors flooding in and ordering at once, especially the public holidays. We are even too busy to take a break.

Similarly, different tourism stakeholders also expressed their opinions: P24 (a marketing manager of business), P8 (a local resident), and P7 (a family business owner):

From my perspective, tourism development can lead to the development of urbanization and civilization as well as the improvement of the quality of life, due to Panyu's geographical location. With the ongoing development of the economy, the economic structure will be diversified and become more equitable as well as more efficient. Cultural integration resulting from tourism development can bring about civilization development. Therefore, both would foster the sense and competitiveness of the economy, which improves the overall standard of living. (P24)

Tourism development in Panyu not only improves the tolerance between people but also fosters economic development. For example, a diversity of shopping and dining opportunities, as well as business investments have improved the upgrade of the economic environment, which therefore helps in increasing the local revenues. To put it simply, consumption creates demands. When more tourists visit here, a greater demand appears. (P8)

Due to promoting tourism development in Panyu, we (my family) used our land to build a small inn. During the weekend and public holidays, the rooms are often fully booked. It is mainly run by my parents, as they have retired from their previous clothing factory at the age of 55 years. Through involvement in the tourism industry, they have also learnt new knowledge and skills and improved their ability, including tourism industry knowledge, business management and service skills, as well as language skills. (P7)

From the perspectives of the above comments, it is noteworthy that cultural heritage tourism in Panyu has achieved a series of remarkable benefits for the local communities. Firstly, local residents have significantly increased the levels of their incomes by developing cultural tourism. They can directly benefit by sharing benefits generated from admission fees such as land contribution to carparks, and by operating small businesses, such as family-owned inns, dessert shops, and selling traditional snacks. Secondly, cultural tourism has created

opportunities for unemployed people or relatively elderly people who cannot hold a job in many other industries. In other words, cultural tourism development has provided an effective way to redirect the employment environment. Thirdly, cultural tourism development in Panyu has promoted the restructuring of industries, achieving greater diversity in the economic system. It can be seen that cultural tourism development has transformed local residents from traditional manufacturing labours to service providers. Similar findings have been reported in other studies (Gao et al., 2009; Zhuang et al., 2014). These achievements have increased local incomes, which is an essential base for improving the quality of life (Andereck et al., 2005).

In addition to the improved infrastructure and public facilities as well as the economic benefits from tourism, the physical environment resulting from tourism development can affect people's quality of life. As Ning and He (2007) observed, the water quality deteriorated rapidly in Lijiang Ancient Town since cultural tourism development produced numerous new hotels, restaurants, and shops. As Xu (2003) also observed, the emerging tourist visitation to the Zhouzhuang Old Town led to the growth of restaurants resulting in the pollution of canals by restaurants' wastewater. These phenomena conversely were not evident in the areas of this study. Rather, participants believed that the development of cultural tourism helps in reducing industrial pollution, including air and sewage. The community also benefits from the upgrade of economic structures, such as the removal of manufacturing industries, which are mostly labour-intensive industries. Furthermore, a decline of manufacturing is less likely to attract new residential immigrants from outside of the community; consequently, it is likely that local residents feel safer, more tranquil, and more peaceful. As P12 suggested, *"Tourism development is a green industry. There is far less pollution than other heavy industries. Tourism also does not disturb our private life and tranquillity, given that tourists are mainly day trippers. It is quiet during weekdays as well as at night. Thus, living here is very comfortable."* In this scenario, cultural tourism development is beneficial to the physical environment and quality of life of local residents, and this corresponds to sustainable tourism practices. Therefore, local residents are more likely to support tourism development. The findings of this study coincide with those of Muresan et al. (2016) who observed that tourism development had benefited the local community's quality of life, including the traffic network being improved day by day, improved living utilities as well as public services, and higher

standard of living. On the other hand, tourism in Muresan et al.'s (2016) study was perceived as neither a generator of economic diversification nor an alternative to the agriculture industry, regardless of having improved the economic development, which is contrary to the findings of this study. Therefore, this suggests that tourism impacts may vary from context to context.

Tourism development has been viewed as a large contributor to environmental damage and pollution. However, in the studied areas, respondents rarely reported that tourism development leads to environmental destruction and exploitation of the ecosystem. This is contrary to Cole and Browne (2015), who pointed out that tourism in Indonesia causes transformation of land use into tourism resorts and hotels with the purpose of seeking economic gain, resulting in environmental degradation and overexploitation. This in turn leads to a loss of biodiversity, higher value of the land, and an increase in the cost of living (Cole & Browne, 2015). In contrast, in this study, respondents believed that the transformation of land use and loss of land in Panyu are caused by the development of industrialization, urbanization, and modernization of the city or the country as a whole rather than a result of tourism development. They believed that cultural tourism development, based on the original architecture and old buildings and cultural elements, such as the traditional cuisines, creates more tourism activities and revitalizes the cultural industry. Hence, they believed that the development of cultural tourism is only a marginal cause of environmental problems.

#### **4.4 Negative Tourism Impacts Perceived by Local Communities**

##### ***4.4.1 Traffic Congestions, Littering, and Noise***

The most common negative impacts of tourism were mainly associated by the respondents with tourist issues, including traffic congestion, littering, and noise. Traffic congestion was the most frequently cited concern of all respondents, as it significantly affects their daily life. This is consistent with Sharma et al.'s (2008) assertion that traffic congestion is the largest concern of the social impact of tourism on the Australian Sunshine Coast. The perceptions of respondents about this issue were exemplified by P9's comment:

Tourism development is a good thing. Although the government has improved the public facilities, provided and increased different transport options (such as buses and metro), built new roads and streets, more tourists visiting here during a public holiday results in total chaos on the roads, which causes considerable inconvenience to our villagers. For example, simply speaking, we usually spend around eight minutes to drive out of the village on this main road, while it takes us half an hour or even one hour sometimes to do so during the public holiday, such as the Chinese New Year. Therefore, I think that the traffic is the most serious problem caused by tourism.

At present, given the burgeoning urban middle class in China, there is a substantial increase in ownership of private cars. Self-driving travel is becoming increasingly popular and is expanding the domestic tourist market (Liu, 2018; Zhou & Huang, 2016). The increasing popularity and growing trend of self-driving can lead to severe traffic jams and more carbon emissions, which are serious problems affecting public accessibility and eventually worsening the environment. Examples of this finding were illustrated in the following responses:

Nowadays, most people have their private cars. The self-driving travel pattern is more popular to date, particularly by the young generations. During the public holidays, you can see traffic jam everywhere. It usually takes me three hours to go back home by bus, but it cost me seven hours in my last holiday. Also, too many cars can increase carbon emissions, which may lead to a worse degree of global warming. And you know that climate change is a heated topic today in terms of environmental sustainability. I think the government or relevant organizations should consider how to manage and solve the traffic problem. For example, improving the public transport network is one of the most essential steps to effectively avoid the road traffic, such as being able to access to tourist destinations by metro and trains. (P22)

During the holidays, traffic congestion is the most serious issue around the Yuyin Garden. Due to the relatively narrow roads, if accidents happen in the peak hours, they cause severer congestion and affect everyone's journey. Further, it sometimes appears that illegal street vendors surround the garden, which may also have a negative impact on the traffic to some extent. (P20)

The above comments reveal that the traffic congestion in the communities in this study is the main issue in regards to the convenience for both local residents and tourists. Many researchers have identified the problem of traffic congestion caused by tourism (Andereck et al., 2005; Bickle et al., 2010; Liu & Var, 1986; McDowall & Choi, 2010; Richie & Inkari, 2006).

However, it could be argued, based on some respondents' travel experiences and understanding, that littering and noise from tourists are even more serious problems in most tourist destinations (Gjerald, 2005; Gu & Wong, 2006; Liang & Hui, 2016; McDowall & Choi, 2010; Zhong et al., 2011). P12 suggested:

Rubbish and noise are unavoidable and should be understandable. These issues do not just happen in developing countries, like China, but in other developed countries as well. Travel is a mutually existing process. People's behaviours varied from person to person. If a destination is so quiet, it seems that the destination is not famous or popular. Nothing is perfect and we could not ask for it. Therefore, I can have tolerance for these issues. Employing more cleaning staff and letting them keep cleaning more frequently, as well as adding more rubbish bins can be possible solutions. Plus, improving the quality of education can be another solution to allow tourists to learn good manners.

In this sense, the local community is more likely to have tolerance for littering and noise brought about by tourism. P6 added: *"Tourism growth can bring about negative results to the host community, such as littering and noise, but these normally happen in many tourist destinations. The most important thing is improving education and forming good habitual practices"*.

From these comments about the tourist issues, it is evident that the local community still holds tolerant attitudes towards the negative physical presence of tourism, including, traffic congestion, littering and noise. Further, the findings support previous studies regarding the positive impacts: tourism can improve tolerance of the host community.

#### *4.4.2 Lack of Control and Involvement in Tourism Development*

It is important to acknowledge that an essential ingredient of sustainable tourism development is for communities to be engaged and involved in the processes (Saufi et al., 2014). Whilst the negative impacts of tourism were mainly associated with tourist issues, it was evident that the local residents of the studied communities lacked empowerment and participation in the processes of tourism development. The research question, "Would you like to see the tourism industry in Panyu grow? If yes, in what way? If no, why not?" explored the issue of the respondents' sense of involvement in the tourism development in their communities.

During the interviews, when the researcher asked the participants about the above questions, most of the respondents would say, "Yes". However, when the respondents were questioned on the reasons, the most common answer is: "But we have no idea, as it depends on the policymakers and the local government". Evidently, the interviewees reflected on this, and some commented:

In my opinion, I would like to see tourism grow, as tourism development here is pretty good, and green. However, I could not do anything. If you ask me for suggestions, I would say that the government units should continuously improve the surrounding infrastructure and public

transport, such as creating more bus routes from different areas, constructing more new roads, as well as building metro station, due to the large amount of land. Besides, a lack of hotels around the Baomo Garden has a great effect on the local economy. Poor hospitality surrounding the garden loses customers who want to stay longer. Simply speaking, to become a commercial entity, having comprehensive infrastructure is very important so that the local business can increase their revenues, which in turn improves the local economy ... The government and policy makers should be aware of how to educate the local business to improve the industry structure and services; for instance, applying local style souvenir shops and catering for different age groups and different types of customers, guiding local residents or business owners to learn from similar attractions in other cities or provinces to improve ours to become a more comprehensive tourist destination. (P5)

Tourism development is a must. It is not just about some people's expectations or some people's opposition. As we (ordinary people) do not have any right or power to contribute to making any decisions, government departments and relevant local administrative units take the topmost position of the decision making process. From my perspective, they should consider three aspects that tourism development easily overlooked, including: tourism may cause unfair competitiveness or monopolization, pressure from mobile populations and tourists on safety and lifestyle, as well as cultural invasion. (P24)

A local business owner, who would not like to see tourism growth, commented:

As the water in Shawan is the source supplying each household of Panyu District, heavy industrial manufacturers had to move out of Shawan ... Therefore, the factory workers from outside who used to rent houses within our village have also mostly moved out. Then we lost the income of accommodation rent. Although the tourism industry grows quite well nowadays, it does not matter to us (local villagers) ... If a place is full of industrial factories, it means that the population will increase, which in turn makes that place more prosperous and improves the economic development, such as real estate rent and standard of consumption ... Now as all the factories have been removed here and tourists visit here as a day trips, they will not stay here overnight, which means less revenues will be generated. Local farmers and villagers are sad about the fewer people and less employment opportunities after factories moved away. Therefore, villagers have to find a job far away from home. (P2)

The above results seem to demonstrate that local residents do not have any rights to make decisions on tourism development, which is consistent with the findings of Timothy (1999), and Timothy and Tosun (2002) that one of the major problems in terms of community involvement in tourism development is participation in decision making. Local residents are not empowered to express their thoughts and expectations in tourism development processes. These views perhaps underline Scheyvens' (2003) recommendation that the local community should be allowed to express their views and participate in tourism's decision making. In this regard, it seems that the local community is not empowered to become involved in the planning and management within the tourism industry.

However, residents who are involved in the tourism-related employments and businesses have gained economic benefits, regardless of not participating in the process of decision



making about tourism development. This is in line with Li's (2006) findings that community participation in tourism decision making is not the precondition of gaining tourism benefits. Su and Wall (2014) also found that if local residents are actively engaged and involved in employment or businesses in relation to tourism, they can directly gain benefits from tourism, despite not participating in decision making processes. These findings are contrary to Timothy and Tosun (2002) who stated in the Western context, community participation in decision making and tourism benefit sharing are closely and inextricably linked. Therefore, the concept of community participation in the Western context may not be applicable in this study, due to the different political system and societal constraints (Li, 2006; Su & Wall, 2014, 2015).

In addition, it may be that some residents are not directly interested in or willing to participate in the process of tourism planning and decision making. Whether they are involved in the tourism industry or not, residents would still like to see tourism growth in Panyu. Respondents expect tourism development to improve the community's wellbeing as a whole, with the local government and relevant organizations' encouragement and support (Li et al., 2006). Alternatively, if local communities are involved in decision making and share in the benefits, tourism development and local communities may achieve a win-win opportunity, in terms of sustainable tourism development (Xie, 2003). Nonetheless, it is suggested that a lack of community involvement in tourism development may become a large concern in the future, although to date the local communities in this study, to a large extent, hold supportive attitudes towards tourism development.

#### *4.4.3 Other Concerns*

Apart from the tourist issues discussed above and the suggestion that there was a lack of community involvement in tourism development, other perceived concerns in terms of future tourism development and its sustainability did emerge. As P9 reported, although tourism development has not, at this time, caused environmental degradation in Panyu, it may occur in the future with the expected growth of tourism, as occurred in other tourist destinations in China, such as soil erosion at Yangjia Beach (Gu & Wong, 2006). Although tourism is often considered to alleviate the poverty in the host community, particularly in rural or peripheral areas (Dimoska, 2008; Fonseca & Ramos, 2012; Gao et al., 2009; Li et al., 2016), P24 raised the concern that the emergence of business monopolization, more competitive tourism businesses, as well as unfair distribution of tourism benefits can result in an increase in

poverty. He added that the ongoing growth of tourism may lead to a loss of traditional culture and authenticity in the future, if not well planned and managed. In this sense, it may appear that tourism will become commercialized, and local communities will be likely to seek material gains rather than preserving their original uniqueness. These findings support findings in past studies that tourism causes commercialization, loss of authenticity and traditional culture, and social and economic inequality (Feng et al., 2017; Larson & Poudyal, 2012; Liang & Chan, 2018; Zhong et al., 2011; Zhu et al., 2017).

#### 4.5 Conclusion

This chapter reported diverse perceptions and attitudes of local respondents towards tourism and its positive and negative impacts. The positive impacts of tourism are social and cultural exchange, raised community pride, image, and status, as well as improved awareness of cultural preservation, which are closely linked with each other, as they are associated with the local culture of the communities. When a local community holds supportive attitudes towards tourism development, the increased awareness of valuing and preserving their culture raises community pride in their culture. At the same time, tourism development can improve the quality of life of the local communities through improved infrastructure and public facilities, employment opportunities and tourism business, as well as diversifying the economic structure.

Regarding the negative impacts of tourism, the ones most referred to by respondents are traffic congestion, noise disruption and littering. Local residents believed that noise and littering are acceptable and understandable. Another negative impact is about a relatively controversial element, community participation in tourism decision making. In China's context, community participation in tourism is different from the Western context, due to the distinctive political system. The host community supports tourism development, regardless of not participating in tourism. However, this may become a new issue in the future. Therefore, overall, the positive impacts outweigh the negative in this study. There are two main reasons: tourism development in Panyu is still in the early stage, and it is not an essential source of economic income, and secondly, the negative impacts of tourism have evidently not seriously affected the local communities. Nevertheless, those negative impacts and concerns

may develop in the near future, with the expected growth in tourism. The local government and tourism organizations may need to consider how to deal with the negative problems so as to eliminate residents' concerns. In terms of sustainable practices, it is necessary to set up and implement relevant tourism policies and regulations for the future development of tourism. In this way, Panyu may be able to continue winning awards and maintain a good reputation in the National Demonstration Tourism Zone and even become internationally famous.

## Chapter 5: Conclusion

### 5.1 Introduction

This chapter presents the discussion and implications of the findings, followed by the limitations of the study. The chapter concludes with recommendations for future research.

### 5.2 Discussion and Implications of the Findings

This study was developed as a preliminary research project and has examined the early progress of sociocultural impacts of tourism research. It has presented the key findings from the existing research. A review of the literature found that some perceived impacts of tourism which were the focus of other research areas were different from the impacts found in this research, due to the different developmental phases of tourism. For instance, whilst mass tourism or over-tourism appears in many cultural destinations in Europe, such as Barcelona (ATLAS, 2019), tourism in China is in the early stage of development, and is growing continuously (MCT, 2019a, 2019b, 2019c; UNWTO, 2018b).

The literature review also highlighted the gap in knowledge. Some findings in the Western contexts cannot be applied in the Chinese context, due to different national conditions and cultural backgrounds. In addition, due to the different stage of tourism development from other countries, China still needs to develop more strategies for maximizing the positive impacts of tourism and mitigating or avoiding the negative impacts, in terms of sustainable tourism development. Furthermore, in different geographical contexts within China, the impacts of tourism may also vary from location to location, due to the different cultural backgrounds, management strategies and development levels. For instance, whilst cultural tourism in Lijiang Ancient Town focuses on ethnic music (Su, 2018), tourism in Panyu, which is the subject of this study, focuses on Lingnan architecture and food. In China, local government authorities play an essential role in tourism planning, management, and development. Consideration of the opinions of the local communities and their practical involvement may strengthen the development of the tourism industry. This would help Panyu's future tourism to keep a balance between preservation, utilization, and sustainable growth.

The key findings of this research are that the perceptions and attitudes towards tourism of local communities are positive. The local people appreciate experiences of social and cultural exchange from tourism, and feel tourism has raised community pride, image, and status. Tourism brings new benefits to local communities, broadens residents' horizons and improves social relationships between residents. Local residents also perceived that tourism development contributes to a rise in awareness of the importance of preserving the local culture. It can be seen that the perceived positive social and cultural impacts of tourism identified by the participants in the study coincided with many of the key impacts which were investigated in previous studies (Andereck et al., 2005; Chandralal, 2010; Gjerald, 2005; Lee et al., 2007; Muresan et al., 2016; Sharma et al., 2008). Additionally, the participants felt that tourism also improves the quality of life of local communities. For example, the locality now has cleaners and new public toilets, which have undoubtedly improved the locality's physical appearance and public sanitation. The cultural impacts of tourism in Panyu are generally not considered negative. However, some negative impacts of tourism were also identified, including traffic congestion, noise, and littering, lack of community control of and involvement in tourism, as well as some other concerns for the future.

Whilst local resident participants were receptive to the implementation of tourism development, a minority were not. Due to the growing trend of tourism development, cultural heritage tourism, or the tourism industry as a whole may indeed magnify the negative impacts on the local community. The concerns already felt by some participants may grow with the respect to sustainable tourism development. Potential conflicts may emerge for many residents of Panyu. Tourism growth may result in more resentment or conflicts between the local officials (e.g., governments, tourism associations) and local communities in the future, due to the lack of community involvement, regardless of the potential benefits, and the current high degree of local residents' support.

The positive and negative findings of this study are important, as they provide the basic knowledge for further research. These values will also allow practitioners and researchers to fully understand the rationale of concerns in regards to sustainable tourism development. Therefore, it is important that the impacts of tourism on local communities be understood, monitored, and managed. It is necessary to understand why the local participants had these concerns so that appropriate management and effective strategies can be put into practices

(Deery et al., 2012), such as fostering local communities' participation in decision making and encouraging residents to participate in community events and affairs. In order to maintain support, effective governance and appropriate planning and management strategies need to focus on increasing the tourism benefits and reducing the tourism costs for both local communities and their residents.

### 5.3 Limitations of the Study

As this study is the first to research cultural tourism in this geographical context, it is suggested that future tourism research employ larger samples of the local population to ascertain that the findings reported in this study are truly representative of local communities in Panyu. The interactions with different stakeholders, including local residents, business owners and employees, yielded rich information, which, however, needs confirmation. In addition, if the interviews were extended to involve tourism planners, local officials, and other stakeholders in the tourism field, alternative results of tourism development may be investigated, which may achieve better understanding of the role of tourism plays in local communities. Although the findings of this study came from a small sample size, the local residents' perceptions and attitudes toward tourism in Panyu are of great variety and value, and provide an initial understanding of the importance of the perceived impacts in the particular and unique context of China.

### 5.4 Recommendation for Future Tourism

Cultural heritage tourism in Panyu plays a significant role in the tourism industry, as Panyu government authorities aim to develop Panyu not only as a Lingnan cultural centre but also an all-in-one tourist destination at both national and international levels. As previously noted, during the public holidays, many tourists frequently arrive to visit the attractions and surrounding areas, taking photographs and eating the local food. The opportunities to attract tourists and obtain their capital are notably diverse, contributing to the continuous growth of tourism, which in turn contributes to the local economy. Undoubtedly, Panyu tourism attractions will attract more visits or even revisits in the long-term. Indeed, as previously reported, if the hospitality services improve around the attractions, more tourists may visit

and stay overnight or longer. If the government units and organizations can upgrade the public transportation network and increase its efficiency, the traffic flow will be smoothed and traffic congestion will be reduced as well as reducing the need to use private cars. Further benefit would be the reduction of carbon emissions into the atmosphere.

In terms of tourism promotion, there is evidence that the local government and organizations have made great efforts to improve Panyu's capabilities. Further strategies could include encouraging tourists to spend more time within the areas and possibly revisiting in the near future. Education is also an important factor for the improvement of the tourist experience. More knowledge about tourism, and educating the local population about behaviour and manners that attract tourists would contribute to the further development of tourism in these localities. Such knowledge can be regarded as one of the qualities of a civilized population.

## 5.5 Conclusion

This research is an initial effort at identifying both the positive and negative impacts of cultural heritage tourism on local communities in Panyu. The findings of the study have helped in understanding local communities' perceptions and attitudes toward tourism as a research model in a particular geographical context. However, building on the important implications and limitations of the study, more in-depth studies should be undertaken to better understand and validate the results.

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## Appendix A: Letter of Introduction



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### LETTER OF INTRODUCTION

#### 介绍信

Dear Sir/Madam 尊敬的先生/女士

This letter is to introduce Huanling Huang who is a Masters student in Tourism at Flinders University, Australia. She will produce her student card, which carries a photograph, as proof of identity. She is undertaking research leading to the development of a thesis on the subject of "The impacts of growing tourism on local communities: a case study of historical sites in Panyu, China". 黄焕玲同学，就读于澳大利亚弗林德斯大学旅游系，她将出示带有照片的学生证作为身份证明。目前，她正在进行写一篇关于“番禺旅游业的发展对当地社区的影响暨岭南历史文化的旅游景点”为例的研究论文。

She would be most grateful if you would volunteer to assist in this project by granting an interview that covers only content related to her chosen theme. No more than one hour would be required. All information shared by you will be afforded the strictest levels of confidence and no participants will be individually identifiable in the thesis on completion. You are permitted to withdraw your participation at any time from the interview process and you have the right to decline answering particular questions.

若您对本次所选主题相关的内容感兴趣，并且愿意协助该项目的访问，她将非常感激。本次研究的访问时间将不超过一小时。您所分享的信息将会获得最严格的保密，受访者也不会被公开在论文里面，而在访问过程中，您有权拒绝回答不想提及的问题或终止本次访问。

Huanling intends to make an audio recording of the interview and will therefore seek your consent to record the interview and transcribe content acquired from it. This process will be undertaken on the condition that your identity is not revealed, and that the recording will not be made available to any other person or third party. *While the information gained in this study will be confidential and published as explained, on the basis that the interview will be undertaken in public places, anonymity cannot be guaranteed.*

由于本次采访将会进行录音，采访内容将会在受访者同意的情况下进行记录。此过程不会透露您的个人信息，采访记录也不会提供给任何其他人。虽然本次研究中获得的信息将会被绝对保密，并经受访者同意下使用到本次研究项目，但由于本次采访将在公共场所进行，因此不能保证完全不公开。

Should you have any enquiries concerning this project please feel free to contact me via the telephone number listed above or by e-mailing me at: [gareth.butler@flinders.edu.au](mailto:gareth.butler@flinders.edu.au)

如果您对此项目有任何疑问，请随时通过上面列出的电话号码或以下电子邮件与我联系：  
[gareth.butler@flinders.edu.au](mailto:gareth.butler@flinders.edu.au)

Thank you for your attention and assistance.

感谢您的支持与合作。

Yours sincerely,

此致

A handwritten signature in cursive script, appearing to read 'Gareth Butler'.

Gareth Butler, PhD  
Senior Lecturer in Tourism  
Department of Tourism

旅游系高级讲师 巴特勒教授

## Appendix B: Consent Form



### CONSENT FORM FOR PARTICIPATION IN RESEARCH (Interview)

**The impacts of growing tourism on local communities: a case study of historical sites in Panyu, China**

I .....  
being over the age of 18 years hereby consent to participate as requested in the ..... for the research project with the title listed above.

1. I have read the information provided.
2. Details of procedures and any risks have been explained to my satisfaction.
3. I agree to audio recording of my information and participation.
4. I am aware that I should retain a copy of the Information Sheet and Consent Form for future reference.
5. I understand that:
  - I may not directly benefit from taking part in this research.
  - Participation is entirely voluntary and I am free to withdraw from the project at any time; and can decline to answer particular questions.
  - The information gained in this study will be published as explained, and my participation will be anonymous and confidential.
  - While the information gained in this study will be confidential and published as explained, on the basis that the interview will be undertaken in public places, anonymity cannot be guaranteed.
  - Whether or I participate or not, or withdraw after participating, will have no effect on my current employment
  - I may ask that the audio recording be stopped at any time, and that I may withdraw at any time from the session or the research without disadvantage.
6. I understand that only the researchers on this project will have access to my research data and raw results; unless I explicitly provide consent for it to be shared with other parties. If the need to seek your consent to share your research data with other parties does arise, I will be contacted by the researchers via email.

I certify that I have explained the study to the volunteer and consider that she/he understands what is involved and freely consents to participation.

Researcher's name.....

Researcher's signature.....Date.....

*This research project has been approved by the Flinders University Social and Behavioural Research Ethics Committee in South Australia (Project number: 8216). For queries regarding the ethics approval of this project please contact the Executive Officer of the Committee via telephone on +61 8 8201 3116 or email [human.researchethics@flinders.edu.au](mailto:human.researchethics@flinders.edu.au)*



采访同意书

番禺旅游业的发展对当地社区的影响暨岭南历史文化的旅游景点

本人.....  
年满18周岁，并同意参加..... 的邀请，参与上述研究项目的访谈。

1. 本人已阅读所提供的信息表。
2. 本人已阅读并满意对本次采访细节和任何风险的解释。
3. 在本次采访过程中，本人清楚并同意接受本次采访将会被录音。
4. 本人清楚此同意书一式两份，以备日后参考使用。
5. 本人明白：
  - 或许不会从本次采访中得到任何利益。
  - 自愿参与本次采访并清楚随时可以退出或终止本次采访。
  - 尽管本次研究中获得的信息和内容将会被绝对保密，并经受访者同意下使用到本次研究项目，但由于本次采访将在公共场所进行，因此不能保证完全不公开。
  - 无论是否参与本次采访或参与后退出都不会影响本人现有的工作。
  - 本人可以随时要求终止本次采访的录音或退出采访并不会产生任何不利影响。
6. 本人明白只有该项目的研究人员才能使用本人提供的研究数据和原始结果。在经本人确认并同意下方能转交予第三方。

受访者名字及签名.....日期.....

本人，采访者，确认已向受访者解释本次研究及采访目的，并为受访者解释了所涉及的内容及参与采访的自由度。

采访者名字及签名.....日期.....

该研究项目已得到弗林德斯大学的社会与行为研究伦理委员会的批准（项目号码：8216）。若想了解更多信息，可以通过拨打 +618 8201 3118 或通过传真 +618 8201 2035 又或者通过电子邮件方式发送至 [human.researchethics@flinders.edu.au](mailto:human.researchethics@flinders.edu.au) 与委员会主任获得联系。

## Appendix C: Information Sheet



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### INFORMATION SHEET

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**Title:** The impacts of growing tourism on local communities: a case study of historical sites in Panyu, China

**Researcher(s)**

Miss Huanling Huang  
College of Humanities, Arts, and Social Sciences  
Flinders University

**Supervisor(s)**

Dr Gareth Butler  
College of Humanities, Arts, and Social Sciences  
Flinders University  
Tel: +618 8201 7950 Ext:17950

**Description of the study**

This study is part of the project titled "*The impacts of growing tourism on local communities: a case study of historical sites in Panyu, China*". This project will investigate the impacts of tourism growth on local communities and communities' perceptions and attitudes toward tourism development in Panyu. This project is supported by Flinders University, College of Humanities, Arts, and Social Sciences.

**Purpose of the study**

This project aims to find out the impacts of growing tourism on local communities, with a case study of historical sites in Panyu, China.

inspiring  
achievement

**What will I be asked to do?**

You are invited to attend a one-on-one interview with a researcher who will ask you a few questions regarding your views about tourism development in Panyu and its impacts on the local community. Participation is entirely voluntary. The interview will take about 20-30 minutes. The interview will be audio recorded using a digital voice recorder to help with reviewing the results. Once recorded, the interview will be transcribed (typed-up) and stored as a computer file, and will be destroyed after the period of

**What benefit will I gain from being involved in this study?**

Although participants may not directly benefit from the research project, the research may provide valuable information that could be of benefit to the local community.

**Will I be identifiable by being involved in this study?**

We do not need your name and you will be anonymous. Any identifying information will be removed, and your comments will not be linked directly to you. All information and results obtained in this study will be stored in a secure way, with access restricted to relevant researchers.

**Are there any risks or discomforts if I am involved?**

While the information gained in this study will be confidential and published as explained, on the basis that the interview will be undertaken in public places, anonymity cannot be guaranteed. Due to the nature of enquiry, it is highly unlikely that participants will feel uncomfortable with the semi-structured questions developed. However, participants will be reminded that they can withdraw at any time if they experience any level of discomfort. Participants will also have the right to read the interview transcript before publication on request.

**How do I agree to participate?**

Participation is voluntary. You may answer 'no comment' or refuse to answer any questions, and you are free to withdraw from the interview at any time without effect or consequences. A consent form accompanies this information sheet. If you agree to participate please read and sign.

Thank you for taking the time to read this information sheet, and I hope that you will accept my invitation to be involved.

*This research project has been approved by the Flinders University Social and Behavioural Research Ethics Committee (Project number: 8216).  
For more information regarding ethical approval of the project only, the Executive Officer of the Committee can be contacted by telephone on (08) 8201 3116, by fax on (08) 8201 2035, or by email to [human.researchethics@flinders.edu.au](mailto:human.researchethics@flinders.edu.au)*

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## 采访信息表

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**题目：**番禺旅游业的发展对当地社区的影响暨岭南历史文化的旅游景点

**研究者**

黄焕玲

人文，艺术与社会科学学院

弗林德斯大学

**指导者**

巴特勒 加雷斯 教授

人文，艺术与社会科学学院

弗林德斯大学

电话：+618 8201 7950 分机：17950

**研究说明**

本次项目以“番禺旅游业的发展对当地社区的影响暨岭南历史文化的旅游景点”为题研究旅游业增长对当地社区带来哪些影响。此项目已得到澳大利亚弗林德斯大学的人文，艺术和社会科学学院的允许及支持。

**研究目的**

该研究项目旨在了解番禺的旅游业发展对当地社区带来什么影响，其中以岭南历史文化的旅游景点为例。

**若参与本次研究项目，我将会做些什么？**

您将会被邀请并参与进行一次一对一的访谈，采访者将会向您询问关于番禺旅游业发展及对当地社区带来哪些影响等相关问题。本次参与完全以自愿为原则。采访时间大约需要 20 至 30 分钟，由于本次采访将会被录音，这份录音文件将会被转换为文字稿并储存，以利研究者整理分析，并只有在参与者检查了笔录后才会被销毁。



**参与这项研究将会给我带来什么好处？**

尽管参与者可能不会直接从本次研究项目中受益，但此研究可能有利于为当地社区日后的发展提供有价值的信息。

**我是否将会被识别出曾经参与过这项研究？**

本次研究将采取匿名制，任何关于您的个人资料将会被绝对保密，您的个人评论也不会被直接被涉及到参与者。除本次研究者外，这项研究中获得的所有信息和内容将会被保存并保证不会公开外流。

**参与本次研究是否会为本人带来任何风险？**

尽管本次研究中获得的信息和内容将会被绝对保密，并经受访者同意下使用到本次研究项目，但由于本次采访将在公共场所进行，因此不能保证完全不公开。基于本次研究项目的性质，参与者极小可能对被问到的问题感到不适。在采访过程中，采访者将会提醒参与者，若感到任何程度上的不适，可以随时退出或终止本次采访。参与者还将有权在采访之前阅读相关问题。

**如何同意参加本次研究采访？**

本次参与以自愿为原则。您可以回答“不回应”或拒绝回答任何问题，并可以随时退出本次采访并不会产生任何影响或后果。此信息表附随一份“采访同意书”。如果您同意参加，请仔细阅读并签名。

感谢您能抽出宝贵的时间阅读此信息表，希望您能接受并参与本次采访的邀请。

该研究项目已得到弗林德斯大学的社会与行为研究伦理委员会的批准（项目号码：8216）。若想了解更多相关的信息，可以通过拨打 +618 8201 3116 或通过传真 +618 8201 2035 又或者通过电子邮件方式发送至 [human.researchethics@flinders.edu.au](mailto:human.researchethics@flinders.edu.au) 与委员会主任获得联系。

## Appendix D: A sample of interview transcription with one of the local residents in Panyu

After a brief biography of the interviewee has been obtained (place of origin, years they have lived in the area, job, etc.) the following questions will be asked:

P24, Male, Age-27, Panyu, Business Marketing Manager

- 1) How has Panyu changed in the time you've lived here?

P24: Well, Panyu has changed a lot, such as a diversity of new public facilities, more convenient public transport, more new residents moving in, the development of urbanization, and very strong real estate development etc.

- 2) Has the growth of tourism directly affected you and/or your family in any way? If so, how?

P24: there is direct influence. Tourism development mainly has an influence on social and cultural exchange and the economic gains. People who go travelling are also the one who are "travelled". Because when tourists visit here, they will notice our way of life, and we are able to have connection with new people and learn new things, especially for our family members and those older generations. It lets us have more interactions between host and guests, and more opportunities to show our lifestyle. It is like cultural integration. This can improve the development of civilization. In addition, integration can be seen as a way of purchase and communication, which allows us to acknowledge what kind of products our customers prefer, and realize how to improve our products and get new business ideas.

- 3) To what extent do you feel that the tourism industry has had a positive impact on the local economy and the surrounding community?

P24: tourism development can lead to the development of urbanization and civilization as well as the improvement of the quality of life, due to Panyu's geographical location. With the ongoing development of the economy, the economic structure will be diversified and become more equitable as well as more efficient. Cultural integration resulting from tourism development can bring about civilization

development. Therefore, both would foster the sense and competitiveness of the economy, which improves the overall standard of living.

- 4) Have there been any negative impacts caused by the tourism industry in Panyu? If so, how could these be addressed or reduced?

P24: actually, I cannot find a lot of negative impacts at the moment. Traffic congestions, noise, and rubbish are common everywhere. These are normal and not a very concern. To deal with these issues, effective governance is the most important, including policies and strategies on improving the transport network and education levels. However, there are some concerns which should be more considered, such as more business competitiveness and monopolization, unfair distribution of tourism benefits, and a loss of local culture.

- 5) Would you like to see the tourism industry in Panyu grow? If yes, in what way? If no, why not?

P24: tourism development is a must. It is not just about some people's expectations or some people's opposition. As we (ordinary people) do not have any right or power to contribute to making any decisions, government departments and relevant local administrative units take the topmost position of the decision making process. From my perspective, they should consider three aspects that tourism development easily overlooked, including: tourism may cause unfair competitiveness or monopolization, pressure from mobile populations and tourists on safety and lifestyle, as well as cultural invasion. If these concerns can be handled, the tourism industry will be developed more smoothly.