

**COMMUNITY PARTICIPATION IN CULTURAL
HERITAGE TOURISM IN LIJIANG OLD TOWN,
CHINA**

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**COMMUNITY PARTICIPATION IN CULTURAL HERITAGE
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By

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LIST OF ABBREVIATIONS

UNCTAD	United Nations Conference on Trade and Development
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization

LIST OF PUBLICATIONS

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- Huibin, X., Marzuki, A., Rofe, M., & Razak, A. A. (2012). International tourism in China: The conceptualization of a development pattern model. *International Journal of Safety & Security in Tourism*, 2(2), 1-19.
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Huibin, X., & Marzuki, A. (2011, 22nd November). *A theoretical assessment model of community participation of red tourism from the tourism planner's perspective*. Paper presented at the 2nd Regional Conference on Tourism Research 2011, Penang, Malaysia.

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PENGLIBATAN KOMUNITI DALAM PELANCONGAN WARISAN BUDAYA DI BANDAR LAMA LIJIANG, CHINA

ABSTRAK

Penglibatan komuniti dianggap sebagai salah satu strategi penting untuk merealisasikan pelancongan lestari di destinasi-destinasi warisan dan budaya. Namun begitu, di kawasan membangun, penglibatan komuniti adalah sangat kurang walaupun hal ini telah diberikan perhatian dalam bidang akademik semenjak tahun 1980-an lagi. Oleh yang demikian, penyelidikan ini dilihat bertepatan dalam memberi tumpuan kepada penglibatan komuniti dalam pelancongan warisan budaya demi merealisasikan empat 4 objektif kajian: [1] untuk menyelidik situasi semasa penglibatan komuniti dalam pelancongan warisan budaya; [2] mengenalpasti hubungan antara faktor-faktor bebas penglibatan dalam pembangunan pelancongan warisan budaya; [3] menentukan halangan-halangan dan pembolehubah bebas bagi menilai proses penglibatan komuniti dalam pelancongan warisan budaya; dan [4] memperkenalkan model penilaian penglibatan komuniti dalam pelancongan warisan budaya. Kajian ini dijalankan berdasarkan tinjauan yang dilakukan di Bandar Lama Lijiang, China, yang juga merupakan salah satu destinasi warisan kebudayaan yang paling representatif. Sejumlah 384 borang soal-selidik yang sah telah dikumpulkan daripada maklumbalas komuniti di Bandar Lama Lijiang bermula dari Mei hingga Jun 2012 dan daripada Januari hingga Februari 2013. Analisis data telah dilaksanakan melalui penggunaan perisian SPSS 22.0 dengan mengelaskan proses

kepada empat (4) cara, antara lain meliputi analisis deskriptif, analisis korelasi, analisis faktor dan analisis regresi. Melalui analisis-analisis tersebut, kajian ini telah memperoleh maklumat tentang ahli-ahli komuniti yang hanya terbabit dalam pelancongan warisan budaya pada tahap yang sederhana meskipun terdapat kesediaan penglibatan yang kian meningkat di Bandar Lama Lijiang. Selain itu, penyelidikan ini juga mengesahkan bahawa penglibatan komuniti memiliki hubungan yang signifikan terhadap demografi penduduk, pendekatan penglibatan, darjah penglibatan dan keadaan penglibatan. Sementara itu, halangan-halangan penglibatan juga telah dikenalpasti daripada empat faktor bebas bagi penglibatan khusus dalam proses pelancongan warisan budaya. Atas dasar ini, satu siri model penilaian penglibatan telah akhirnya diperkenalkan untuk menilai penglibatan khusus dan keseluruhan komuniti dalam proses pelancongan warisan budaya. Pada hakikatnya, penemuan ini telah menyediakan implikasi dan sumbangan berharga untuk meningkatkan penglibatan komuniti dan mewujudkan kesinambungan pelancongan warisan budaya.

COMMUNITY PARTICIPATION IN CULTURAL HERITAGE TOURISM IN LIJIANG OLD TOWN, CHINA

ABSTRACT

Community participation has been regarded as an indispensable strategy to realise the sustainable tourism in cultural heritage destinations. However, in developing regions, the community participation is very pessimistic in practice, although the importance has been stressed in academia since the 1980s. Hence, this research is deemed timely to focus on the community participation in cultural heritage tourism to realise four research objectives: [1] to investigate the current situation of community participation in cultural heritage tourism; [2] to identify the relationship between independent factors of participation and the participation in the development process of cultural heritage tourism; [3] to determine the barriers of participation and independent variables in assessing the process of community participation in cultural heritage tourism; and [4] to establish assessment model of community participation in cultural heritage tourism. This research is carried out based on a survey at Lijiang Old Town, China, which is one of the most representative cultural heritage destinations. A total of 384 valid questionnaires were collected from the respondents sampled from the community residents in Lijiang Old Town from May to June 2012 and from January to February 2013. The data analyses were implemented through IBM SPSS Statistic 22.0 by classifying the process into four steps mainly using descriptive analysis, correlation analysis, factor analysis, and regression analysis.

Based on a series of data analyses, this research achieves findings mainly in four aspects: [1] community residents participated in cultural heritage tourism only at a moderate level in spite of increasing willingness of participation in Lijiang Old Town; [2] the participation of community residents delineates significant relationship with demography of resident, participation approach, participation degree, and participation condition, respectively; [3] the barriers of participation can converged into four independent factors and be used as independent variables to assess the participation for the specific participations in the process of cultural heritage tourism; [4] a series of assessment models of participation are eventually established to evaluate the specific participations and the whole participation of community residents in the process of cultural heritage tourism. In such essence, these findings can provide valuable implications and contributions to facilitate community participation and realise the sustainability of cultural heritage tourism in Lijiang Old Town. In addition, this research can also offer useful references on community participation and tourism development especially for those cultural heritage destinations.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This study aims to investigate the status of community participation in cultural heritage tourism, explore their correlations, and assess the participation effects. This chapter presents the background of study, problem statement, research scope, research objectives, research questions, and research organisation.

1.2 Background of Study

Tourism increasingly demonstrates its pivotal role in improving economic revenue in developed and developing countries (Luo, 2011). Tourism has become one of the largest and most profitable industries in the world (Cerina, Makandya, & McAleer, 2010; World Travel & Tourism Council, 2011). In 2013, international tourism recorded earnings worth 1,159 billion USD and overnight visitor arrivals of 1,087 million worldwide, representing 7.51% and 5.02% growth, respectively (United Nations World Tourism Organization, 2014). In essence, tourism development relies significantly on cultural heritage resources from the global viewpoint. The potential of cultural heritage in tourism has been consistently emphasized by the United Nations Conference on Trade and Development (UNCTAD), the United Nations World Tourism Organization (UNWTO), and the United Nations Educational, Scientific and Cultural Organization (UNESCO) (UNWTO, 1972).

Cultural heritage has become one of the main earners of revenue in the tourism industry and a powerful driver of its sustainable development (Hani, Azzadina, Sianipar, Setyagung, & Ishii, 2012). Cultural tourism accounts for 35%–40% of total tourism income globally and is growing at approximately 15% annually, which is triple the growth of the tourism industry (Maunder, 2011; McKercher & Du Cros, 2002; UNWTO, 2011a). In fact, cultural heritage tourism has become one of the largest and fastest growing sectors in global tourism (Istoc, 2012) and one of the rapidly growing segments of tourism in Europe (Klein, 2001). Moreover, cultural heritage tourism has become the subject of growing interest by some global organisations (such as UNWTO, UNESCO) and government (Du Cros, 2001).

Tourists are attracted by distinctive cultural heritage and the lifestyle of real community residents in tourist destinations (Sin & Minca, 2014). Cultural heritage resources have an unparalleled role in improving tourism development because of their inherent characteristics (Abankina, 2013; Puczkó & Ráz, 2007). Therefore, these resources have been regarded gradually as the foundation for enhancing tourism attractiveness and enriching the cultural supply offered by local communities (Organisation for Economic Co-operation and Development, 2009). As a result, hundreds of millions of tourists worldwide seek and experience tangible and intangible cultural heritage (Conway, 2014; Hani *et al.*, 2012; Hull & Sassenberg, 2012; Keitumetse, 2009; Giudici, Melis, Dessi, & Ramos, 2013; Strielkowski, Platt, Wang, 2013).

Additionally, countries in various regions also develop their cultural heritage resources to push the cultural tourism development (Vargas-Hernández, 2012). Hence, cultural heritage tourism can benefit greatly community residents, which inspires them to participate and manage cultural heritage as well as their tradition (Du Cros, 2001). Local communities have also begun to develop distinctive tourism products based on their cultural heritage by cooperating with local and foreign organisations (Abankina, 2013; Cosma, Negrusa, Gekas, Mastorakis, & Stamatiou., 2008; Gheyle, Dossche, Bourgeois, Stichelbaut, & Van Eetvelde, 2014; Tarragüel, Krol, & Westen, 2012).

According to UNWTO, 37% of international trips in the world involve cultural components (UNWTO, 2011a). Approximately 15% of travelers have participated in cultural tourism directly, and more than 80% of travelers have consumed cultural products indirectly (Lord, 1999). In 2010, 940 million tourists travelled to different countries because of the strong attraction from the tangible cultural elements, such as art and monuments, and intangible ones, such as music, food, and traditions (UNWTO, 2011b). Among the total number of participants in cultural events such as festivals, approximately 45%–50% select their destinations mostly based on the presence of cultural heritage in general (Cosma *et al.*, 2008).

Although fast economic growth and significant social progress have been gained in cultural heritage tourism sites, social pressures and environmental problems inevitably follow uncontrolled development (Kavallinis & Pizam, 1994; Luo, 2011; Mason, 2008; Trigano, 1984). Despite the significant economic benefits from

cultural heritage tourism, many negative effects have increasingly occurred especially in developing countries because of the ineffective management (Barthel-Bouchier, 2013). These negative effects mainly include: the decreased authenticity of local culture to satisfy tourist needs, depreciation of socio-cultural values such as traditional family values (Ap & Crompton, 1993; Ekinci, 2014; Johnson, Snepenger, & Akis, 1994; Luo, 2011), increasing crime rates (Mathieson & Wall, 1982; Pizam, 1982), extinction of local dialects (Brunt & Courtney, 1999; Ryan, 1991), commercialization of religions in traditional cultures (Cheer, Reeves, & Laing, 2013; Sharpley, 2008), tourism colonization (Krippendorf, 1987), cultural invasion (Murphy, 1985; Nunez, 1989; Sharpley, 2008), and obsolescence of historic heritage (Ekinci, 2014). According to Keitumetse (2009), cultural heritage tourism should be incorporated with community participation under sustainable principles. In developing countries such as China, increasing academic attention has been paid on the issues in cultural heritage tourism mainly in terms of management, impacts, policy, and financial support (Su & Wall, 2014).

Since the early 1980s, community participation has been employed as a general planning policy to enhance positive effects and mitigate negative effects. Concurrently, it has also become an effective method for implementing sustainable tourism development principles (Ap, 1992; Britton, 1982; Brohman, 1996; Davis & Morais, 2004; Haywood, 1988; Jamal & Getz, 1995; Mak, 2011; McGehee & Andereck, 2004; Murphy, 1985; Okazaki, 2008; Paul, 1987; Ryan, 2002; Ryan & Montgomery, 1994; Simmons, 1994; Tosun, 2000; Willams & Gill, 1994; Woodley,

1993). The supports from community residents for tourism development are indispensable in ensuring commercial, socio-cultural, physiological, political, and economic sustainability (Lee, 2013; Marzuki, 2011; Waligo, Clarke, & Hawkins, 2013; Woodley, 1993). Okazaki (2008) regards community participation as the best course of action for sustainable tourism development because of its various advantages such as creating a tourist experience, building a positive tourism image, protecting natural and cultural environments, and keeping tourism projects sustainable. Saufi, O'Brien, and Wilkins. (2013) confirm that the participation of destination residents is pivotal to the success of tourism development, especially in developing countries.

Many scholars have gradually realised the importance and necessity of the community residents' viewpoint in identifying the real significance of the effects of tourism (Andereck & Vogt, 2000; Choi & Sirakaya, 2005; Delamere, 2001; Lindberg & Johnson, 1997; Liu & Var, 1986; Mathieson & Wall, 1982; Som, Mohamed, & Marzuki, & Bahauddin, 2007), although disputes about specific relations between participatory concepts and benefit redistribution continue to exist (Wisansing, 2008).

Community participation is an effective way to achieve the goal of sustainable tourism development through tourism development from the decision-making process to the benefit distribution process rather than simply being limited to the planning system (Kavallinis & Pizam 1994; Magigi & Ramadhani, 2013; Marzuki, 2008; McIntyre, Hetherington, & Inskip, 1993; Theobald, 2005). Thus, the attitudes

of community residents to tourism development should be assessed before any tourism plan is implemented because their attitude determines the success or failure of tourism initiatives (Nejati, Mohamed, & Omar, 2014). From the perspective of social justice, community residents should be concerned and treated as a vital support for tourist destinations after all they have been bearing the negative effects from tourism affects (Pender & Sharpley, 2005; Sharpley & Telfer, 2002) whether positively or negatively. Waligo, *et al.* (2013) claim that the barrier to realise sustainable tourism development mainly comes from the lack or ineffectiveness of stakeholder participation.

In cultural heritage tourism, community participation is the indispensable prerequisite to sustainable development because community residents are the main cultural carrier and the greatest driving force that inherits culture (Abuamoud, Libbin, Green, & ALRousan, 2014; Keitumetse, 2009; Lea, 1988; Shunnaq, Schwab, & Reid, 2008; Simmons, 1994; Sin & Minca, 2014; Uriely, Israeli, & Reichel, 2002). In Chinese academic circle, as a common view, community residents are also regarded as the central supports for the development of cultural heritage tourism, which was testified by many case studies, such as a study at Nanshan Cultural Tourism Zone in Sanya, China conducted by Li (2004). Thus, cultural heritage resources can be protected effectively only when community residents are involved deeply in cultural heritage tourism. Only through such involvement can the benefits of tourism be shared equally between community residents and other tourism stakeholders (Gunn & Var, 2002; Lankford & Howard, 1994; Li, 2006; Lindberg & Johnson, 1997;

Mitchell & Reid, 2001; Sheldon & Abenoja, 2001). Realising and guaranteeing the sustainability of cultural heritage tourism is impossible unless community residents are allowed to be involved in the entire development process in a positive and extensive manner (AbbasiDorcheh & Mohamed, 2013; Shunnaq *et al.*, 2008; Tosun, 2002).

In an empirical study, Keitumetse (2009) recommends community participation as the relevant sustainable principle of cultural heritage management in the developing countries. Nevertheless, according to Zhao and Ritchie (2007), opportunities for community residents to participate in destination development are rare in practice, particularly in the developing world (Som *et al.*, 2007; Tosun, 2000; Weaver & Lawton, 2006) although community residents are eager to improve their living conditions by being involved in tourism (Ramos & Prideaux, 2014). The concept of community participation in tourism has not been fully considered in these developing nations because of structural, operational, and cultural limitations (Tosun, 2000). Li (2006) deems that in China community participation in tourism is limited with few benefits due to various constraints. Thus, the main issues are related to the dilemmas confronted in cultural heritage destinations because of the importance of community participation in cultural heritage tourism (Murphy, 1985; Sirisrisak, 2009; Smith, 2009; Stone, 1989; Tosun, 2002; Tsaor, Lin, & Lin, 2006).

1.3 Problem Statement

Although many studies have repeatedly confirmed the importance of community participation, the degree of community participation in cultural heritage tourism remains minimal in practice especially in the developing world, except in a few isolated cases (Som *et al.*, 2007; Tosun, 2000). To a certain extent, community participation in tourism to share benefits and power occurs only in theory (Timothy, 1999) because of the limited community participation, lack of appropriate means, and time-consuming process (Jamal & Getz, 1999; Okazaki, 2008; Taylor, 1995). The participatory approach is a new concept that has not been applied to tourism development until the early 2000s (Tosun, 2005). Tourism authorities in some developing regions have never seriously considered community participation although community residents always bear the increasing social, economic, and environmental burdens from tourism development (Al-Shaabi & Sobaih, 2010; Brohman, 1996; Mitchell & Reid, 2001; Sproule, 1996). For example, in May 2013, the local government of the Phoenix Ancient City in China announced that it would begin charging tourists without consulting the community residents in advance. This announcement caused widespread opposition from the residents because they were concerned that this policy would reduce tourist arrivals.

Moreover, the insufficiency of community participation in cultural heritage tourism reduces the power of community residents and exacerbates their losses. Consequently, only some inner and outer elites rather than the majority of the community residents can benefit most from tourism development. The situation is much worse in developing countries than in the developed world (Som *et al.*, 2007; Tosun, 2000)

and is regarded as the main obstacle in realising sustainable tourist destinations (Hussin & Som, 2008).

Overall, community participation in tourism is a systematic process that consists of desire, planning, decision, management, product, protection, benefits, and surrounding mechanisms. Resident demography, approach of participation, degree of participation, and the condition of participation affect this process.¹ Specifically, insufficient community participation in tourism is embodied mainly from 11 deficiencies: [1] the weak desire of community residents to participate in tourism; [2] insufficiency of participation in cultural heritage tourism for community residents (Dung, 2006); [3] few opportunities for the major community residents to share benefits and participate in profitable businesses (Buhalis, 1999; France, 1998; Linton, 1987); [4] simple types of community participation (Tosun & Jenkins, 1996); [5] lack of any formal involvement structures or procedures for community residents (Lea, 1988); [6] universal ignorance of community residents' participation in tourism (Din, 1997; Tosun, 2000); [7] superficial participation of community residents (Mowforth & Munt, 1998; Timothy, 1999); [8] limited range of community participation; [9] incomplete surroundings of community participation (Ko, 2005; Ndlovu, Nyakunu, & Auala, 2011; Richardson, Dusik, & Jindrova, 1998); [10] weak motivations from outer operators to community participation (Joppe, 1996); and [11] insufficient power for effective participation (Gray, 1985).

¹*Chapter 3 provides specific details on the theoretical framework of the study.*

Furthermore, the effects of community participation in tourism can be recognised directly from two perspectives: power and benefit distribution (Timothy, 1999). Correspondingly, the insufficient community participation in cultural heritage tourism undoubtedly decreases the power of control in cultural heritage tourism and reduces the benefits for residents, which could certainly cause a fatal blow to the sustainable tourism development of cultural heritage tourism. Thus, cultural heritage tourism cannot achieve sustainable development unless community residents can participate positively in cultural heritage tourism. Community participation has been gradually considered as an effective angle in examining the sustainability of cultural heritage tourism (Holladay & Powell, 2013; Lea, 1988; Simmons, 1994; Tosun, 2005). However, the participation of community residents in tourism is simply propaganda at a low level, especially in developing regions (Som *et al.*, 2007).

Thus, with the indispensable role of community residents in cultural heritage tourism, the insufficiency of community participation should undoubtedly take the main responsibility for the unsustainable development of cultural heritage tourism because disappointed community residents would surely have less desire to contribute to cultural heritage tourism and have weaker capabilities to participate.

Examining the extent of community participation in cultural heritage tourism and its integration into the entire participation process is crucial to understand how cultural heritage tourism can achieve sustainable development and benefit community residents (Ellis & Sheridan, 2014). However, few studies in this field exist (Kent, Sinclair, Diduck, 2012; Okazaki, 2008; Reid, Mair, & George, 2004). Okazaki (2008)

indicates that the weak motivation for community participation and inaccessibility of assessing community participation are closely related to the common failure in identifying the current degree of community participation. Without scientifically identifying community participation effects, tourism stakeholders would be unable to forecast the feasibility of tourism projects and assess their outcomes.

Moreover, most related studies are mainly conducted only from the perspective of economic benefits or the decision-making for community residents, other than the entire participation system from desire to participate to receiving benefits from distribution (Li, 2004). Additionally, most of the previous studies on community participation in tourism focus on nature-based tourism, rather than cultural segments. Moreover, even the a few related to cultural heritage tourism are much conducted under a developed background, even though some scholars have discussed the issues of community participation in developing countries (Li, 2006; Marzuki, 2009; Mitchell, 2001; Nejati *et al.* 2014; Saufi *et al.*, 2013; Timothy, 1999).

Many essential issues on the theory and practice of community participation in cultural heritage tourism remain unanswered, particularly in the developing context, such as the importance of community participation, interrelations of components, and assessment of community participation effects (Tosun, 2000; 2005). Moreover, the fundamental issues of whether community participation has the capability to enhance power and improve tourism benefits for community residents remain to be discussed (Woodley, 1993).

Thus, the participation of residents in cultural heritage tourism must be examined and assessed by selecting a wide representativeness for the case study. Lijiang Old Town was selected as the study case to explore the community participation in cultural heritage tourism because of its typical representativeness in cultural heritage tourism.² The present study aims to explore the relationship and assessment of community participation in cultural heritage tourism from the perspective of community residents based on the investigation in Lijiang Old Town. Thus, this study is a timely response to the practical problems and academic limitations of community participation in cultural heritage tourism.

1.4 Research Objectives

The fundamental purpose of this study is to enhance the participation of community residents in cultural heritage tourism so that the sustainable development of cultural heritage tourism and community residents' welfare can be maximized. Specifically, the study aims to achieve the following research objectives:

- [1] To investigate the current situation of community participation in cultural heritage tourism in Lijiang Old Town;
- [2] To identify the relationship between the independent factors of participation and the participation in the development process of cultural heritage tourism;
- [3] To determine the barriers and independent variables in assessing the process of community participation in cultural heritage tourism; and

²Section 4.2 provides specific explanations on selecting Lijiang Old Town as the study case.

[4] To assess the participation of community residents in the development process of cultural heritage tourism.

1.5 Research Questions

The following research questions are emphasized to achieve the aforementioned objectives:

1. What is the realistic situation of the participation of community residents in cultural heritage tourism in Lijiang Old Town?

To determine the extent of community participation in cultural heritage tourism in Lijiang Old Town, this thesis analyses the current situation of community participation in cultural heritage tourism from six aspects as follows: [1] demography of residents; [2] approach of participation; [3] degree of participation; [4] condition of participation; [5] participation in cultural heritage tourism development; and [6] barriers to participation and possible measures.

2. What is the relationship between the independent factors of participation and these specific participations in cultural heritage tourism process?

This thesis identified the independent factors of participation and the specific participations in cultural heritage tourism process based on the previous studies.

Then this research emphasises the relationship between the independent factors of participation and the specific participation in the cultural heritage tourism process, including [1] the relationship between demography of residents and these participations in the process; [2] the relationship between approach to participation

and these participations in the process; [3] the relationship between degree of participation and these participations in the process; and [4] the relationship between condition of participation and these participations in the process.

3. What are the independent variables for assessing these specific participations of community residents in the development process of cultural heritage tourism?

This thesis examines the barriers for community participation in cultural heritage tourism in Lijiang Old Town and identifies the validity of barriers as independent variables to assess participation in the process of cultural heritage tourism.

4. How are the specific participations and the whole participation in the process of cultural heritage tourism respectively assessed?

Based on the aforementioned analysis and previous studies, this thesis constructs a series of assessment models for 11 specific participations in the cultural heritage tourism process. Thus, the whole participation in the process of cultural heritage tourism is established eventually based on the assessment models for these specific participations.

The study case is determined as Lijiang Old Town (comprising of Dayan Old Town, Shuhe Old Town, and Baisha Old Town).

1.6 Research Scope

The present study focuses on community participation from the perspective of community residents who significantly contribute to the development of cultural heritage tourism and is not limited to aboriginals. Community residents are defined as individuals who have stayed in a specific destination for at least a year; these residents have common values and are involved in the development process of certain industries as businesspeople, managers, practitioners, and actors. Meanwhile, cultural heritage is viewed as the tangible and intangible cultures inherited from the past. This study uses previous works to define cultural heritage tourism as a tourism experience based on cultural heritage concerned largely with interpreting and representing the past using tangible and intangible forms of cultural expression.

A systematic perspective was adopted in this study. Participation in cultural heritage tourism is considered as a systematic process including various forms of participation in the cultural heritage tourism development process (*i.e.*, desire, planning, decision, product, protection, management, benefit sharing, and mechanisms of surroundings). Community participation is also identified as a system that consists of five participation factors: demography of residents, approach of participation, degree of participation, condition of participation, and participation in the development process. The assessment of participation in cultural heritage tourism development is mainly stressed in this study. Besides, as the three prerequisites for building assessment models, three analyses are also included: [1] the evidence of community participation in cultural heritage tourism in Lijiang Old Town; [2] the relationship between the

independent factors of participation and the specific participations in the development process; [3] the barriers to the specific participations in the cultural heritage tourism process are also emphasized in this study. Based on the three analyses, the assessment models of the specific participations and the whole participation in the cultural heritage tourism process are established.

1.7 Research Organisation

This thesis is organised into eight chapters.

Chapter 1 provides an overview of the entire thesis and includes six sections: background of study, problem statement, research scope, research objectives, research questions, and research organisation.

Chapter 2 reviews the related research respectively on cultural heritage tourism and community participation in tourism.

Chapter 3 provides the details and specific procedure for constructing the research framework of the study based on previous research and then explicitly explains the research framework.

Chapter 4 introduces the tourism development and community participation in tourism in the three towns consisting of Lijiang Old Town: Dayan town, Shuhe town, and Baisha town.

Chapter 5 details the research methodology and explains the research design, research instrument, sample size, sampling method, pilot study, reliability and validity of the research instrument, data collection, quantitative analysis and SPSS, data analysis, and ethical considerations.

Chapter 6 focuses on analysing the data collected in Lijiang Old Town and aims to establish the assessment models of the participation in the process of cultural heritage tourism. Specifically, six analyses of data were accomplished in succession: [1] evidence of community participation in cultural heritage tourism; [2] relationship between the participation factors in cultural heritage tourism; [3] test and determination of independent variables of participation; [4] separate systems of independent variables for these specific participations in the process of cultural heritage tourism; [5] a suit of assessment models of the specific participations in the process of cultural heritage tourism; and [6] assessment models of the whole participation in the process of cultural heritage tourism based on these specific participations.

Chapter 7 summarises the main findings of the present study and discusses the issues related to the research objectives and questions by referring to previous studies.

Chapter 8 concludes this thesis. This chapter starts with an overview of the thesis and then discussing the implication of the thesis. Next, the main research contributions are presented in both theoretical and practical levels. This chapter also indicates the recommendations of this thesis to facilitate the application of these findings and

extend the achievements of this thesis. Finally, a brief concluding remarks is given as the end.

1.8 Conclusion

Community participation is the most indispensable strategy to keep the sustainability of cultural heritage tourism. However, in practice, the participation of community residents is only a kind of propaganda and actually developed within a limited field. In many academic works, a plethora issues such as realistic situation, relationship, barriers/problems, and assessment are still under-investigated so far. This research just focuses on the four aforementioned issues from a systematic perspective with such aims to correspondingly resolve these research questions by taking Lijiang Old Town as a case. In Chapter 2, the previous studies will be reviewed from two elements: cultural heritage tourism and community participation in tourism, in order to argue and provide generic bases with the main academic achievements related to this research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the previous studies and starts with cultural heritage tourism (Section 2.2). Next, community participation in tourism, as the main topic of this research, is concentrated in Section 2.3. This section reviews the previous studies mainly from definition, benefits, conflicts, the implementation, and the relationship with tourism planning and environmental effects. Moreover, in this chapter, two key terms (cultural heritage tourism and community resident) are explicitly defined based on the related studies and explained to improve understanding on their use in this thesis. Section 2.4 concludes these reviews on the two fields and briefly introduces the definition of the key terms.

2.2 Cultural Heritage Tourism

2.2.1 Cultural heritage and cultural heritage tourism

2.2.1.1 Cultural heritage

Heritage is not yet to be uniformly defined because of its all-encompassing implication. Therefore, this term is frequently interpreted based on three facets, namely, universality, complexity and historicity. In the context of universality, heritage is everything from the past that is valued in the present (Howard, 2003; Johnson & Thomas, 1995). In terms of complexity, heritage combines the present and the past through a sense of belongingness (Porter & Salazar, 2005), which allows

heritage to be continuously experienced across generations (Hitchcock, 1997). Finally, historicity involves social cultures that function as links to the past (Nuryanti, 1996). This aspect symbolises continuity, identity and entertainment (Millar, 1999).

In 1967, UNCTAD agreed with the commercialisation of cultural heritage, and UNESCO released the report entitled *Cultural Factors in Tourism* (Nuryanti, 1999). UNESCO (1972) defines cultural heritage as a complex system that combines monuments, groups of building and sites that are only limited to tangible parts. In particular, tangible cultural heritage is a site or entity with several aesthetic, archeological, anthropological, scientific, ethnological or sociological values (Kirshenblatt-Gimblett, 2004). However, in reality, intangible parts are attracting increasing concerns.

In 2003, UNESCO issued the treaty entitled *The Convention for the Safeguarding of the Intangible Cultural Heritage*. During the same year, intangible cultural heritage, as a formal term, was officially defined as a cultural mixture with two elements, namely, [1] practices, representations, expressions, knowledge and skills; and [2] instruments, objects, aircraft and cultural spaces associated therewith (UNESCO, 2003). UNESCO (2003) stresses that, in some cases, communities, groups and individuals have gradually recognised intangible parts as indispensable ingredients in cultural heritage systems.

Giudici *et al.* (2013) verify that enhancing the intangible cultural heritages can vastly drive sustainable tourism development similar to tangible heritages. Cultural heritage generally includes dances, food, drinks, architecture, fashion, festivals, music, literature, drama, folklore and nursery rhymes that have been continuously carrying and inheriting the tradition and culture of a community. At present, the valuable role of cultural heritage is realised in terms of inheritance as a symbol for enhancing a sense of awareness (Gheyle *et al.*, 2014).

This research defines cultural heritages from a wide perspective, that is, it includes legacies, both tangible and intangible, which are inherited from the past but are still applied in the present. This point has been commonly recognised in previous studies (Conway, 2014; Farahani, Aboali, & Mohamed, 2012; Giudici *et al.*, 2013; Hani *et al.*, 2012; Keitumetse, 2009; Strielkowski, *et al.*, 2013; Timothy, 2011). From the perspective of tourism resources, this research focuses on the two forms of cultural heritage (tangible and intangible resources) rather than constrains to explore only one form.

2.2.1.2 Relationship between tourism and cultural heritage

Despite the limited number of studies and assessments conducted on tourism and cultural heritage (Alberti & Giusti, 2012), Istoc (2012) emphasises the relationship between the two to alleviate the negative effects of tourism development on cultural heritage, particularly in developing countries. In many cases, community residents apply cultural heritage as a tourism resource to improve their deteriorated economic

situation (Conway, 2014). Ahmad (2013) affirms that developing cultural heritage tourism is effective for preserving and reviving sociocultural heritage. Moreover, from the experience of tourists, cultural heritage and tourism are closely related to the same relaxation nature and experience (Leask & Yeoman, 1999; Timothy, 2011). Wijaya and Mandiri (1999) state that cultural heritage emerges during the tourist season and is regarded as the most attractive resource by visitors, whilst simultaneously functioning as the “soul” of cultural records.

However, some scholars perceive cultural heritage and tourism as mutually exclusive and antagonistic because of their emerging negative effects on cultural heritage tourism (Alberti & Giusti, 2012). Meanwhile, from the perspective of cultural heritage management, heritage is repeatedly deemed as an intrinsic merit, but is identified as a raw material of a tourism product by the tourism industry (McKercher & Du Cros, 2002).

2.2.1.3 Cultural heritage tourism

Cultural heritage tourism is a special tourism product that essentially incorporates built structure and surroundings, cultural landscapes, ruins and archaeological sites, historical communities and sites, museums and performing arts (VisitVictoria, 2005; Wickens, 2005). These resources are established based on traditions, festivals, industries as well as highly diverse and territorial places. In this event, cultural heritage tourism can be defined from two main perspectives. The first perspective is destination attribute, which is categorised as heritage or historic areas/sites (Seale,

1996) that attract heritage tourists (Laws, 1998). In cultural heritage, cultural heritage tourism is largely concerned with interpreting and representing the past through both tangible and intangible forms (Mohamed, 2005; Smith, 2009), as adopted in the present research

From the perspective of tourism features, cultural heritage tourism is frequently directed towards local traditions, art, heritage, the host community and its surrounding environment (Carman & Keitumetse, 2005). Strauss and Lord (2001) indicate that history is a popular theme in recreational travel (Leask & Yeoman, 1999; Timothy, 2011), which is related to the presented artefacts. In a broad sense, cultural heritage consists of both tangible (*e.g.* architecture, temples, monuments, handicrafts, food, inscriptions and participatory activities) and intangible properties (*e.g.* customs, festivals, events, morality and folklore). During their trips, tourists who are involved in cultural heritage tourism are frequently motivated by a series of cultural activities, landscapes and historical heritage, and interact with local residents (Caribbean Tourism Organisation, 2012). In this regard, cultural heritage tourism should be defined based on the motivation of visitors instead of simply on the attributes of a specific destination (Poria, Butler, & Airey, 2003).

Based on the reviews on cultural heritage and its relationship with tourism, the present research describes cultural heritage tourism as a tourism experience based on cultural heritage that is largely concerned with the interpretation and representation of the past by both tangible and intangible forms. From the perspective of tourism

resources, cultural heritage tourism is different from world cultural heritage tourism, which is primarily based on tangible resources.

2.2.2 Relationship among heritage tourism, cultural tourism, cultural heritage tourism

Since the late 1980s and early 1990s, heritage tourism and cultural tourism began to be increasingly recognised (Boniface & Fowler, 1993; Boukas, Ziakas, & Boustras, 2013; Cossons, 1989; Duhme, 2012; Prentice, 1993; Zeppel, 1991; Walle, 1998). However, these two terms are difficult to be defined due to their comprehensiveness in denotation. Generally, similar to cultural tourism, heritage tourism is frequently defined from two dimensions, namely, resource-oriented and market-oriented (Cope, 1995; Croft, 1994; Mohamed, 2005; Johnson & Thomas, 1995; Strielkowski *et al.*, 2013; Van der Borg, Costa, & Gotti, 1996). Nonetheless, neither of the two dimensions can provide a complete identification of heritage tourism and cultural tourism (Garrod & Fyall, 2001; Poria *et al.*, 2003; Pothof, 2006; Strielkowski *et al.*, 2013).

From the resource-oriented perspective, heritage tourism is developed based on two tourism resources: natural heritages and cultural heritages (Mohamed, 2005). Cultural tourism mainly relies on historical culture (such as traditional architecture, historical relics, etc.) and modern culture (such as gallery, event, performance, modern architecture, lifestyle, etc.) (Lord, 1999; Tighe, 1980). Thus, from the perspective cultural heritages, if historical culture is only considered in cultural