

HERITAGE, TOURISM AND SUSTAINABILITY: LESSONS FOR LIVELIHOODS

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TERMS

- **HERITAGE**
 - **CONNECTS PAST, PRESENT AND FUTURE**
 - **TANGIBLE / INTANGIBLE, NATURAL / CULTURAL**
 - **PRODUCT THAT IS PACKAGED, MARKETED AND SOLD**
 - **SELECTED, CONTESTED, LINKED TO IDENTITY**

- **TOURISM**
 - **TENSION BETWEEN PRESERVATION AND DEVELOPMENT**
 - **IS TOURISM THE MEANS OR THE END?**
 - **IS TOURISM THE PROBLEM OR SOLUTION?**

TERMS cont'd

- **SUSTAINABILITY**
 - SUSTAINABLE DEVELOPMENT
 - SUSTAINABLE TOURISM
 - SUSTAINABLE LIVELIHOODS

- **ECONOMICS**
 - JOBS AND INCOMES
 - IMPACTS ON PEOPLE IN AND AROUND HERITAGE SITES
 - FACTORS AFFECTING LOCAL BENEFITS

METHODOLOGY

- **THREE CASE STUDIES**
 - **CENTRAL SARDINIA, ITALY**
 - MAMOIADA – MASK MUSEUM
 - **GREAT WALL, CHINA**
 - BADALING AND MUTIANYU
 - **CENTRAL TAIWAN**
 - ALISHAN AND CHASHAN

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- **CENTRAL TAIWAN**
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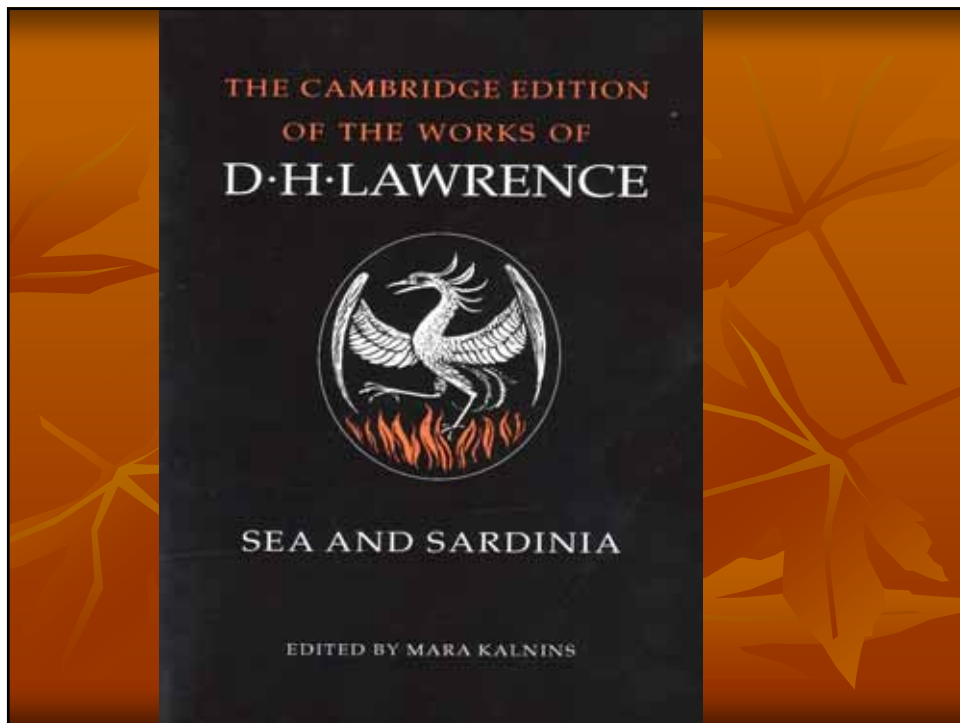
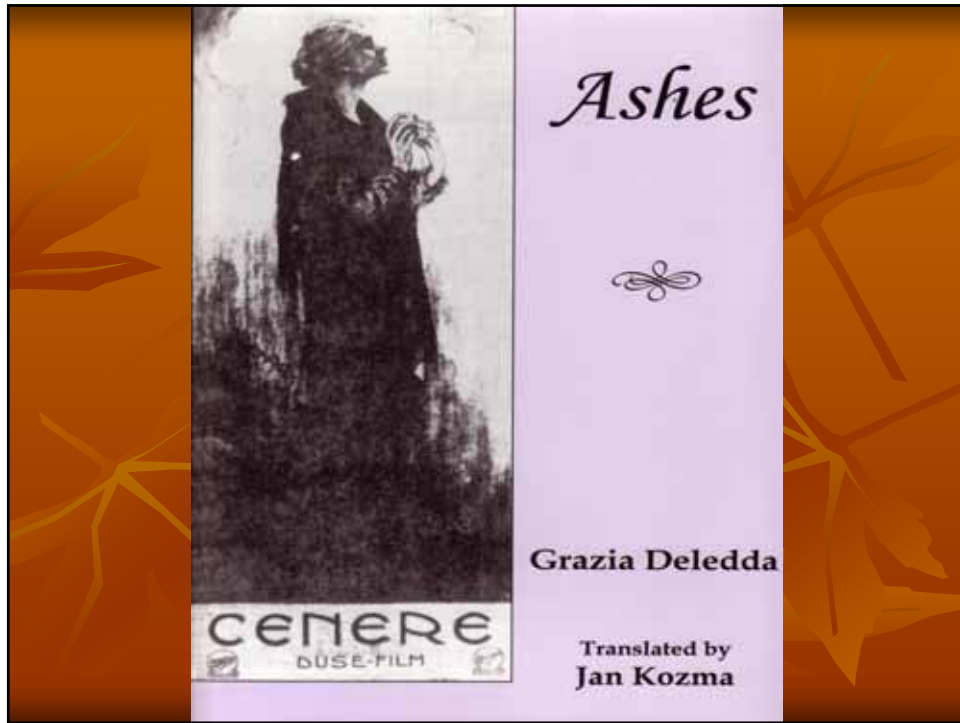






MAMOIADA

- **SMALL DISTINCT COMMUNITY**
- **ATTRACTIVE LOCATION**
- **ACCESSIBLE BUT NOT TOO ACCESSIBLE**
- **RECENT HISTORY OF POVERTY AND LAWLESSNESS (Internally and externally acknowledged)**
- **POSSESSES TOURISM RESOURCES**
- **IN EARLY STAGE OF TOURISM DEVELOPMENT**





MAMOIADA TOURISM RESOURCES

- **PLEASANT BUT NOT EXCEPTIONAL VILLAGE**
- **HISTORY OF CRAFTSMANSHIP**
- **GOOD FOOD AND WINE**
- **UNUSUAL, IMPRESSIVE EVENTS BASED ON MASK TRADITION**
- **EVENTS FOR LOCALS BUT OF GROWING INTEREST TO TOURISTS**

FESTIVAL OF SAN ANTONIO

- **TWO-DAY EVENT (16 and 17 JANUARY)**
- **BONFIRES THROUGH VILLAGE (39)**
Note importance of village structure
- **WINE AND FOOD SHARED FREELY**
- **FESTIVITIES EXTEND LATE INTO NIGHT**
- **FIRST DAY FOR LOCALS**
- **SECOND DAY VISITORS WELCOME**

LOCAL FESTIVITIES



SECOND DAY

- **MAMUTHONES and ISSOHADORES**
- **VISIT ALL BONFIRES AND PERFORM**
- **VISITORS WELCOME AND FREE HOSPITALITY PROVIDED**
- **MOST VISITORS FROM NEARBY VILLAGES**
- **GROWING PRESS PRESENCE**



MAMUTHONE







INSTITUTIONS

- **MUSEUM OF MEDITERRANEAN MASKS**
 - **PROVIDES FOCAL POINT FOR COMMUNITY**
 - **TOURIST ATTRACTION THROUGHOUT YEAR**
 - **IMPORTANCE OF COSMOPOLITAN LOCALS**

COSMOPOLITAN LOCALS

- **LOCAL PEOPLE WITH VISION AND EXPOSURE TO THE OUTSIDE WORLD WHO, HAVING SEEN THE POTENTIAL THROUGH THEIR EXTERNAL EXPOSURE, RETURN TO TAKE INITIATIVES**

THE OUTCOME

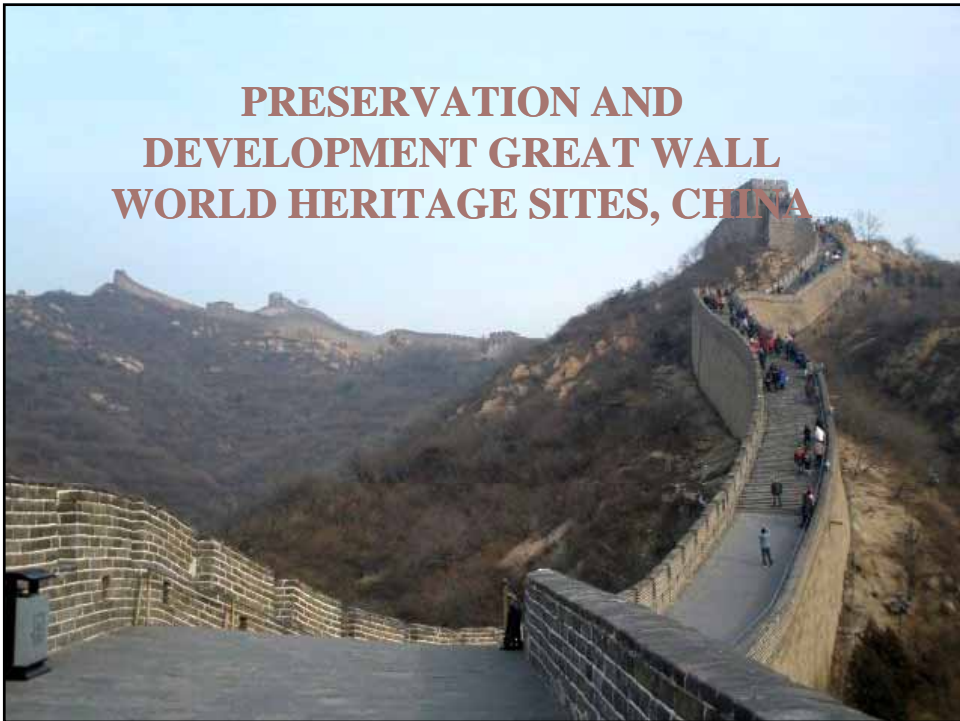
- **ECONOMIC REVITALIZATION**
 - **REORIENTATION OF EXISTING BUSINESSES**
 - **CREATION OF NEW BUSINESSES**
- **COMMUNITY PRIDE**
 - **REVERSAL OF POPULATION DECLINE**

THE FUTURE

- **COMMODIFICATION?**
- **MAINTENANCE OF LOCAL CONTROL?**



POSTCARD - HOMER SIMPSON



Research Goal and Objectives



Specific Research Questions

- World Heritage and tourism relationships:
 - The extent to which tourism is considered in the designation, planning, plan implementation and management of the chosen sites will be examined. What are the impacts of the World Heritage designation on tourism development at the sites? How does tourism development impact heritage preservation?
- Stakeholder collaboration:
 - Who are the major stakeholders in heritage planning and management? What is the management structure of the heritage site? How are these stakeholders positioned in the management structure? What are their roles?
- Local participation:
 - How is the local community considered and involved in the World Heritage designation and the following development? What are the costs and benefits to the local community?

Study Sites: Great Wall Sites in Beijing

Badaling Great Wall



Mutianyu Great Wall



Research Methods

- Mixed Methods
 - Key informant interviews
 - Site management, government officials, members of local community
 - Examine management decision-making and policy-making, opinions on heritage preservation, considerations of community
 - Questionnaire surveys
 - Small business operators, village residents, site employees
 - Examine the level of participation, costs and benefits to community, perceptions of WH designation, attitude toward tourism
 - Use of secondary data
 - Site plans, government policies, government statistics and news reports
 - Researcher's observation



Community Participation at Badaling

- No village directly on site but several nearby
- Residents of surrounding villages involved
- Tourism activities concentrated on site
- Highly dependent economically on tourism business
- Major participation type
 - Onsite business outlets
 - Working for site management office or business on site



Mutianyu Great Wall

- Huairou District, 70 km northeast of Beijing
- First open in 1988
- Famous for its high plant coverage of up to 96%
- Less tourists
- Good agricultural base in the area

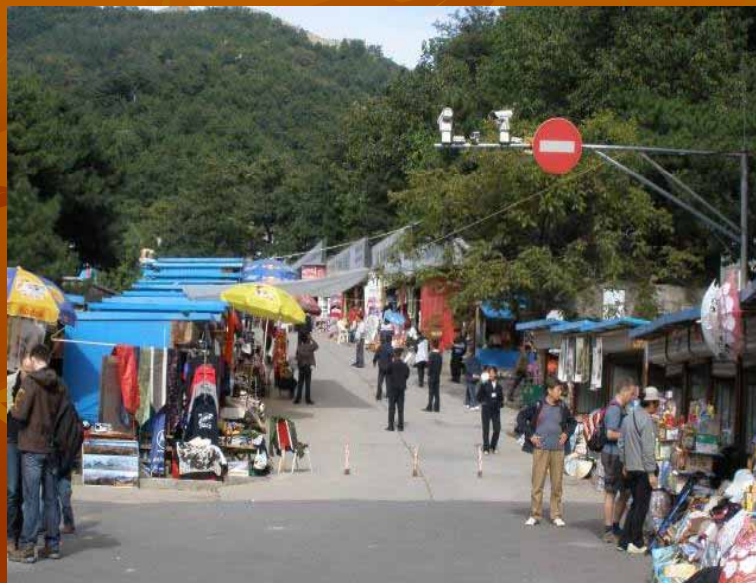


Mutianyu Great Wall



Community Participation at Mutianyu

- Village Residents
 - Traditional rural lifestyle with high participation in on-site tourism business
 - Tourism income as major household income for most families
 - Exclusive right of doing business on site
 - No rental fee for outlets
- International Residents
 - Village development
 - International sister village
 - Tourism business
 - The Schoolhouse at Mutianyu



Comparative Discussion

- Heritage preservation
- Tourism development
- Plan for development



- Local participation
- Community opinion

Comparative Discussion: Heritage Preservation

- Heritage preservation is prioritized at both sites
- More pressure on heritage at Badaling
- High funding requirement for heritage preservation
- Impacts of World Heritage designation on site
 - No evident impacts on enhancing the international reputation or attracting more tourists
 - Considerable impacts on attracting governmental funding in heritage preservation at Badaling
 - No direct interactions with UNESCO WHC at the site level

Comparative Discussion: Plan for Development

- Local involvement in the Plan
 - Essentially a top-down approach
 - Local residents are generally excluded from the consultation and planning process and are not well informed about the plans
 - Consideration of local residents in the plans:
 - Mostly from economic perspectives
 - Not from cultural and social aspects

Comparative Discussion: Local Participation

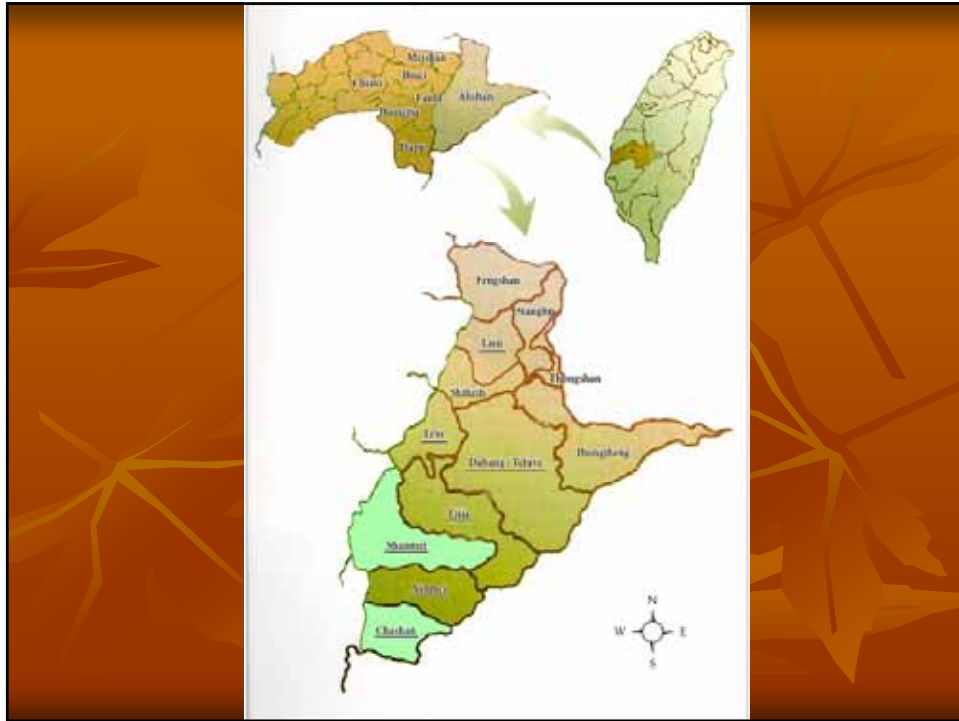
- Participation in decision making and benefits
 - No relationship



ABORIGINAL PEOPLE IN TAIWAN

PARTICULARLY THE TSOU
(COU) IN THE ALISHAN
(SHANMEI) AREA

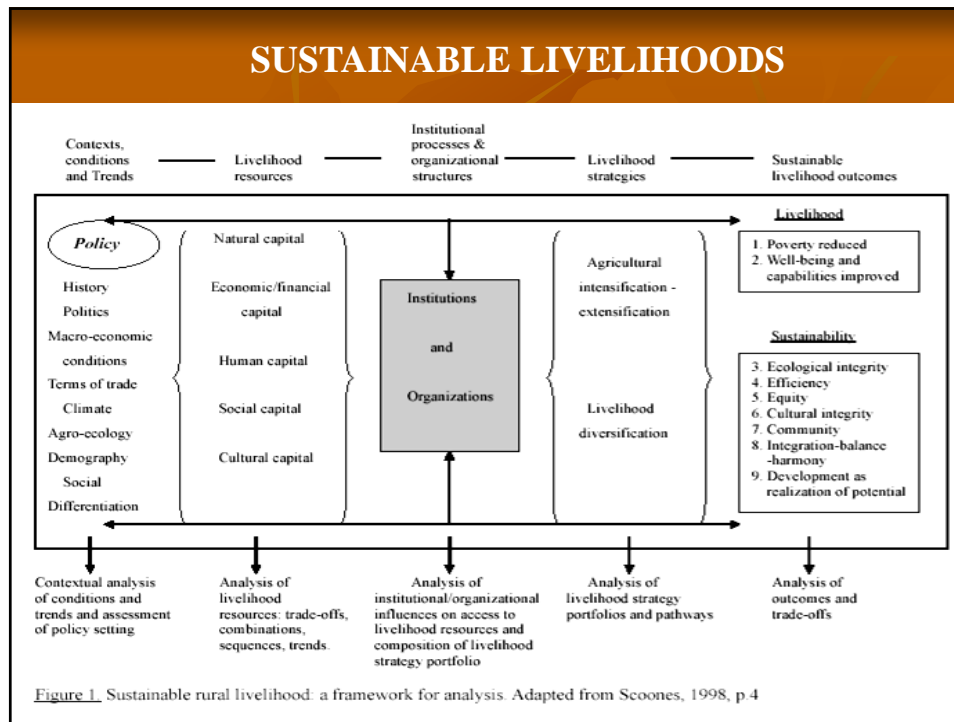






SUSTAINABLE LIVELIHOODS

A livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living. A livelihood is sustainable when it can cope with and recover from stresses and shocks, maintain or enhance its capabilities and assets, while not undermining the resource base



LIVELIHOODS

- **MADE UP OF MULTIPLE ACTIVITIES**
- **SUBSISTENCE AND MARKET MIX**
- **TOURISM A NEW ACTIVITY – RISKY**
- **LIVELIHOOD DIVERSIFICATION**
- **AN ADDITION, NOT A SUBSTITUTE**
- **HOW WELL DOES TOURISM FIT WITH EXISTING LIVELIHOOD STRATEGIES?**
- **HOW DO PEOPLE PARTICIPATE?**

Tourism Development in the Two Villages

■ Shanmei

- 6 years protection of the Danayigu River using **traditional knowledge**
- Gu fish in Danayigu Ecological Park as main attraction.
- Revenue from the park topped to \$CAD 1.2 million in 2002
- Earning opportunities

■ Chashan

- River protection failed
- Village as a tribal park with pavilions as main attraction









Mixed Livelihood Activities and Strategies in Shanmei and Chashan

From traditional hunting, slash and burn agriculture, fishing, and gathering to

Activities/strategies (%)	Migration	Employment (casual labour & permanent jobs)	Tourism	Farming (crops & livestock)	Harvesting trees & plants (bamboo/wood/ thatching grass, Mt. products) carving, weaving	Fishing	Hunting
Shanmei	38.8	29.0	17.3-29.8		12.8	N/A	2.6
Chashan	33.0	48.2	21.5		34.7	N/A	4.2

Most Cou households rely on a combination of activities to meet their needs and to disperse risk. They support their livelihoods from multiple sources, not one. Tourism fits in all of these. The figures are not stable due to seasonality

Wage employment and tourism related activities mainly serve cash needs. The rest activities can serve both subsistence and cash needs







Sources of Tourism Income - Shanmei

Community Collective Income	Entrance fee, parking fee, sales of cultivated Gu fish, fish feed, soft drink and spring water, fishing fee.	
	Inside the park	Outside the park
	<i>Wage from employment in the park (director, patrolling staff, gate keeper, plant tender, janitor, dancers)</i>	<i>Self-run enterprise, e.g. lodges, restaurants, homestays, campsites, cafés</i>
	<i>Individual-run enterprise: restaurants, food stalls, a handicraft store</i>	<i>Wages from employment in lodges, restaurants and homestays</i>
	<i>Semi-community-run enterprise: Danayigu restaurant</i>	<i>Sales of package tours and Tsou life experience camp</i>
	<i>Self-employment, e.g., tour guides</i>	<i>Crafts sales to tourists</i>
	<i>Sales of local specialities to park visitors</i>	
	<i>Temporary employment for park-related construction and development</i>	
	<i>Sales of cultivated Gu fish</i>	
	<i>Crafts sales to tourists</i>	
	<i>Leasing land for stall business</i>	









Sources of Tourism Income - Chashan

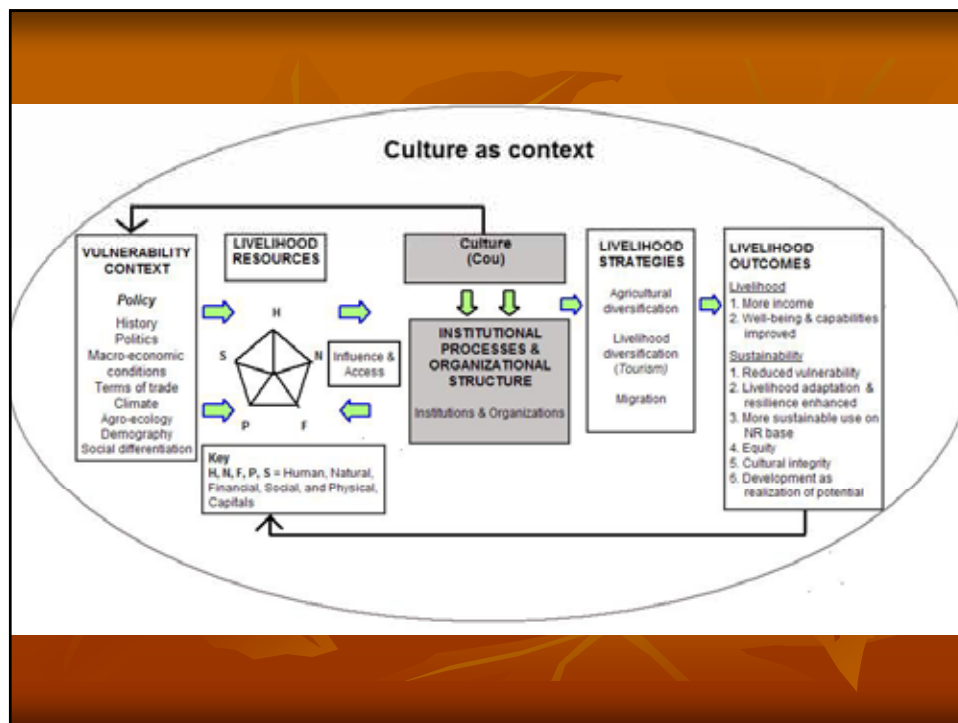
Income from homestays/guesthouses (accommodation & meals & café)
Cash from casual labour in homestays/guesthouses
Collective-run enterprise: a restaurant (Mother Tian) and an eatery
Individual-run enterprise: an eatery, food stalls, and a craft store
Sales of package tours
Teaching craft DIY in a studio
Crafts sales to tourists
Sales of local agricultural products and specialties to tourist
homestays/guesthouses, eateries, and restaurants
Temporary employment for guesthouses and pavilion construction
Fees charged for parking and use of the campground (barbeque, cleaning, fish feed)





How does Tourism Fit?

- Delivers consumer to the products. Small markets increase cash earning. Meet villagers' increasing needs for cash
- **Linkage with other economic sector – Agriculture**
- Tourism activities provide farm and off-farm diversification, maintain farming and harvesting
- **Tourism products build on and help to preserve natural and culture resources, assets that aboriginal people have**
- Tourism activities suit current live style and situation:
 - Casual labour
 - Male: migration; females: domestic work, office jobs, and casual labour
 - Shanmei: positions generated from the park close to home are beneficial to mothers and single parent with young children, the disabled, unemployed, elders and women
 - Younger generation (under age 35): office jobs, dancing, running cafés
 - Chashan: women with young kids: homestay and eatery businesses









SOME CONCLUSIONS

- **LOCAL PEOPLE ARE IMPACTED BY HERITAGE DESIGNATION IN MEASURABLE WAYS**
- **ROLE OF COSMOPOLITAN LOCALS**
- **PARTICIPATION, BENEFITS AND DECISION MAKING**
- **INSTITUTIONAL ARRANGEMENTS**
- **SUSTAINABLE LIVELIHOODS APPROACH**