

**THE FUTURE OF HISTORY:  
CULTURAL HERITAGE TOURISM IN GUANGDONG**

by

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## CONTENTS

TABLES.....	v
FIGURES.....	vi
ATTESTATION OF AUTHORSHIP.....	vii
ACKNOWLEDGEMENTS.....	viii
ABSTRACT.....	ix
1	
GENESIS.....	1
THE REALITY.....	1
WORLD TOURISM.....	1
CHINESE TOURISM.....	3
Tourism in Guangdong and Guangzhou.....	6
CULTURAL TOURISM.....	6
CASE STUDY.....	9
LING-NAN CULTURE.....	10
CHEN ANCESTOR'S TEMPLE.....	11
RESEARCH PUROSES.....	13
OBJECTIVES.....	15
METHODOLOGIES.....	15
THESIS STRUCTURE.....	17
2	
PILGRIM'S PROGRESS.....	19
ANGLO-SAXON PERSPECTIVE.....	19
CULTURAL HERITAGE ISSUES.....	20
Cultural Activities and Tourism.....	20
Cultural Tourism.....	21
Cultural Heritage Tourism.....	22
Heritage.....	22
Cultural Heritage Tourism.....	23
Heritage Tourism Industry.....	24
MANAGEMENT ISSUES.....	25
Frameworks.....	25
Conservation.....	28
Authenticity.....	29
Interpretation and Presentation.....	30
Stakeholders.....	31
TOURISM PRODUCT ISSUES.....	34
Lifecycle Issues.....	35
Museum Products.....	37
CHINESE PERSPECTIVE.....	37
DEVELOPMENT OF CHINESE STUDIES.....	37
CULTURAL AND HERITAGE ISSUES.....	39

Cultural Tourism.....	39
Heritage.....	41
Cultural Heritage.....	42
MANAGEMENT ISSUES.....	43
Research State.....	43
Conservation Focus.....	45
Stakeholders.....	46
TOURISM PRODUCT ISSUES.....	48
Product Development.....	48
Tourism Product Lifecycle Issues.....	50
Museum Issues.....	51
LITERATURE COMPARISON.....	52
CONCLUSION.....	54

### 3

THE REAL WORLD.....	56
UNDERSTANDING TOURISM IN THE GUANGDONG REGION.....	56
GUANGDONG TOURISM INDUSTRY.....	56
GUANGZHOU TOURISM INDUSTRY.....	59
IDENTIFYING CULTURAL TOURISM AND PRODUCT DEVELOPMENT ISSUES.....	63
GUANGDONG TOURISM.....	63
GUANGZHOU TOURISM.....	64
LING-NAN CULTURE.....	66
LING-NAN TOURISM PRODUCT.....	68
FINDING THE BEST CASE STUDY SITE.....	70
CHEN ANCESTOR'S TEMPLE.....	74
Tourism Development.....	77
Management State.....	78
CONCLUSION.....	82

### 4

THE EXLIXIR.....	83
METHODOLOGY.....	84
RESULTS.....	89
FIELD OBSERVATION.....	89
TOURIST SURVEYS.....	90
Demographics.....	90
Before Visitation.....	96
During Visitation.....	99
After Visitation.....	104
Summation.....	105
INTERVIEWS.....	106
Tourist Perspective.....	106
Packaged Tour Concerns.....	106
FIT Tour Concerns.....	107
Summation.....	109

Community Perspective.....	109
Residents Living Next to CAT.....	110
Residents Living in the Same District.....	113
Residents Living in Guangzhou City.....	115
Summation.....	116
Business Perspective.....	117
Profiles.....	117
Summation.....	117
Management Perspective.....	119
Demographics.....	120
Summation.....	125
Government Perspective.....	126
Demographics.....	126
Cultural Administration Perspective.....	126
Tourism Administration Perspective.....	129
Summation.....	132
CONCLUSION.....	134
5	
THE COINS.....	135
CASE STUDY DISCUSSIONS.....	135
ISSUES EVALUATED.....	137
RECOMMENDATIONS.....	139
Stakeholder Participation.....	139
Facility Issues.....	141
Guangzhou and Guangdong Tourism Development.....	142
A NEW DIRECTION.....	144
CONCLUSION.....	146
6	
THE NEW WORLD.....	147
THE OLD WORLD MEMOIRE.....	147
THE FILTER.....	149
POSITIVE.....	149
NEGATIVE.....	150
THE NEW WORLD RESEARCH.....	150
DEBRIEFING.....	151
REFERENCES.....	<b>Err</b>
<b>or! Bookmark not defined.</b>	
APPENDIX I.....	171
APPENDIX II.....	175
APPENDIX III.....	183
APPENDIX IV.....	184

## TABLES

1. Global Revenues from Tourist Attractions 1999-2003.....	2
2. Chinese Tourist Statistics from 2000-2003.....	5
3. Numbers of Chinese Academic Journal Papers in CNKI Database.....	38
4. Comparison of Anglo-Saxon and Chinese Literatures.....	53
5. The New Famous Eight of Guangzhou.....	61
6. Tourism Key Indicators of Guangdong and Guangzhou in 2004.....	63
7. Tourism Key Indicators of Guangzhou and Two Major Cities in Guangdong, 2004.....	63
8. Results of Ling-Nan Issues.....	68
9. Results of Internet Searches of the Site Interested.....	71
10. Tourist Receipts of CAT in 1995-2004 (Unit=People).....	73
11. Brief Intro of the Forbidden City and CAT.....	79
12. Brief Review of Five Stakeholder Groups.....	86
13. The Occupation of Tourists Visiting CAT.....	92
14. The Monthly Income of Tourists Visiting CAT.....	93
15. The Accompanies of Tourists Visiting CAT.....	94
16. Tourist Accompany and Transportation Crosstabulation.....	95
17. Residence and Transportation Crosstabulation.....	96
18. Media Used by Tourists Visiting CAT.....	96
19. Media Used and Residence Crosstabulation.....	97
20. Time of Visit and Residence Crosstabulation.....	99
21. Tourist Accompany and Time Stay Crosstabulation.....	101
22. Visit purpose and Souvenirs Crosstabulation.....	101
23. Education Background and Representative Crosstabulation.....	102
24. CAT Evaluation.....	103
25. Education Background and Evaluation Crosstabulation.....	103
26. CAT Advocator and Revisit Crosstabulation.....	105
27. Demographics of Resident Stakeholders.....	111
28. Demographics of Residents Living in the Same District of CAT.....	113
29. Demographics of Residents Living in Guangzhou City.....	115
30. Profiles of the Six Businesses inside CAT.....	118
31. Demographics of Management Participants.....	120
32. Demographics of Government Stakeholders.....	127
33. Issues Evaluated by the Five Stakeholder Groups.....	137

## FIGURES

1. Revenues by Type of Attraction 2003, in \$ US billion.....	8
2. The Areas of Former Ling-Nan Region.....	10
3. The Main Entrance of CAT.....	12
4. The Main Entrance of CAT — Notice Intricate Detail.....	13
5. Changing Trends.....	20
6. Conservation and Tourism Public Accountability of Heritage Management.....	26
7. Relationships between Tourism and Cultural Heritage Management.....	27
8. Conservation and Tourism Complementary Agents in the Management of Heritage Attractions...	31
9. Potential Stakeholders Affected by Tour Operator Objectives.....	32
10. Tourism Stakeholder Map.....	33
11. Tourist Area Cycle of Evolution.....	36
12. The Relationship of the Four Cultural Tourism Products.....	41
13. The Framework of Cultural Heritage Tourism Research.....	43
14. The Mission of Heritage Management.....	45
15. Tourist Arrivals in Guangdong Province (1998-2004), in thousands of people.....	57
16. Main Cultural Heritage Sites in Guangdong.....	58
17. Location of Guangzhou.....	60
18. Main tourist attractions in Guangzhou.....	60
19. Tourist Arrivals from 2000-2004 of Guangzhou, in thousands of people.....	61
20. Tourists Received by the 10 Top Cities of Guangdong Province in 2004.....	62
21. Main Ling-Nan Tourist Attractions in Former Ling-Nan Region.....	69
22. Locations of the sites interested to be investigated.....	72
23. Location of CAT in Guangzhou Map.....	75
24. The Carvings and Sculptures of CAT.....	76
25. Tourists Received by CAT from 1987-2004, in thousands of visitors.....	77
26. The Developing Stage of CAT in Lifecycle Model.....	80
27. Tourists in CAT.....	81
28. Tourists in CAT.....	81
29. Gender Graphic of Tourists Visiting CAT.....	91
30. Residence Graphic of Tourists Visiting CAT.....	91
31. The Transportation Taken by Tourists Visiting CAT.....	94
32. The Purpose of Tourists Visiting CAT.....	98
33. The Time (s) of Tourists Visiting CAT.....	98
34. The Time Tourists Stayed in CAT.....	100
35. CAT Representative Attributes.....	102
36. CAT Advocator.....	104
37. Stakeholder groups of Chen Ancestor's Temple and their relations.....	133
38. The Improved Relation of the Five Stakeholder Groups of CAT.....	140
39. General flow chart of a visit to CAT.....	142

## ATTESTATION OF AUTHORSHIP

"I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the qualification of any other degree or diploma of a university or other institution of higher learning, except where due acknowledgement is made in the acknowledgements."

Signature: \_\_\_\_\_

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The interview questions were approved by the Auckland University of Technology Ethics Committee on May 26, 2004, with the AUTEK Reference number of 04/88.



## **ABSTRACT**

This thesis studies aspects of cultural heritage tourism in China. Relevant secondary tourism data in relation to tourist receipts and income generated from tourism activities are provided so as to present the different developmental state of the world and Chinese cultural heritage tourism.

The thesis identifies that although many academic tourism researchers have discussed the cultural heritage issues, there is a gap that no English paper is available to identify the differences between current English and Chinese academic tourism studies in relation to cultural heritage issues. Cultural heritage issues studied by the current Chinese academic tourism researchers are limited to the World Heritage Sites inscribed by UNESCO, and local significant cultural heritage sites are left untouched. In this case, the English and Chinese literature in relation to cultural heritage, management and tourism product issues are reviewed and the gap that no English literature is available to discuss the different academic foci is filled. Secondly, a local cultural heritage site, Chen Ancestor's Temple, located in the southern part of China, is selected as the case study so as to challenge the current Chinese cultural heritage tourism study focus. A new direction which advocates the Chinese academic tourism researchers to turn their focus on local significant cultural heritage sites is established.

To examine the current cultural heritage tourism in Chen Ancestor's Temple, two research methodologies are employed so as to gather first hand data. Quantitatively, a survey of tourist behaviors—before, during and after visitation of Chen Ancestor's Temple is conducted so as to supplement the statistics available and get to know more about Chen Ancestor's Temple current tourism development. Qualitatively, the in-depth

interviews are conducted so as to investigate the issues of five stakeholder groups in relation to the development and management issues of Chen Ancestor's Temple. Themes are identified from the issues concerned by the five stakeholder groups and some recommendations are thus made.

In all, this thesis compares the existing cultural heritage tourism literature in English and Chinese so as to advance the overall state of knowledge. The study of Chen Ancestor's Temple makes a further advance by establishing a new direction for Chinese academic tourism scholarship so as to focus towards locally significant cultural heritage sites.

## **GENESIS**

This first chapter examines the wider tourism context by providing an introduction to current global and Chinese tourism development today. Four sections are presented. Relevant tourism data in relation to tourist receipts and income generated from tourism activities are provided firstly so as to discuss the different developmental status of world and Chinese cultural heritage tourism. Secondly, Chen Ancestor's Temple, a cultural heritage site in Guangzhou with strong Ling-Nan culture, which has been selected as the case study for this thesis, will be introduced. Thirdly, the research problems and objectives are stated. The structure of this thesis is provided in the end of this chapter so as to introduce the main story of this thesis.

## **THE REALITY**

### ***WORLD TOURISM***

Tourism has been found by the World Tourism Organization (2004) to be the number one industry in many countries and has been a driving force for economic growth since the start of the new millennium. It provides tourists with an intangible experience of natural landscapes, historical buildings, various cultures, and multi-ethnic lives. It exists as a powerful economic force (Sautter and Leisen, 1999) and stimulates enormous investment in infrastructure, creates job opportunities, provides governments with substantial tax revenues, and improves the living conditions of local people (WTO, 2004).

Tourism is a big industry relating to every field and is itself affected by many

factors. Socioeconomic factors like demographic issues, employment, disposable income, transportation, and accommodation systems all affect people's desire for travel. For instance, the series of severe setbacks and unprecedented challenges which tourism has experienced since 2001—terrorism, the global economic downturn, and the SARS epidemic—briefly led to decreasing levels of world tourism demand. The Euromonitor Report (2004) however, predicts that the tourism industry is expected to grow strongly in the coming decade, fuelled by improving economic conditions. The global revenues from tourist attractions between 1999 and 2003 are summarized in Table 1.

Currently, the developed regions of Western European and North America remain the world's largest regional markets in terms of inbound tourism but they will experience the lowest tourism growth rates due to maturity. The Asia-Pacific, Africa and the Middle East regions are expected to have dynamic growth at rates of over five percent per year, enabling continuous development and promotion of tourism resources (Tourism 2020 Vision, 2004).

	1999	2000	2001	2002	2003
Revenues	89,474	95,691	98,002	104,443	112,324
% growth		6.9	2.4	6.6	7.5

Table 1. Global Revenues from Tourist Attractions 1999-2003, in \$ US

*Source: Euromonitor*

*(Note: Based on the total of the 45 leading tourism markets only)*

## ***CHINESE TOURISM***

Modern Chinese tourism started in early 1950s but did not enter a stage of rapid development until the initiation of the 'Reform and Open' policies in 1978. Today, the Chinese tourism industry has been recorded as having the highest growth in outbound tourism, boosted by economic growth and increasing purchasing power (Euromonitor, 2004). Internally, China now is fast on its way to becoming a country with developed tourism; the country is constantly improving tourism facilities and services. China is predicted to be the world's second highest growth market after Israel, with an anticipated increase of 139% in arrivals between 2003 and 2008 (Euromonitor, 2004). The strengthening communications and business with the global world, as well as the hosting of the 2008 Olympic Games, are said to be the biggest issues driving the dramatic growth in Chinese tourism (Fu, 2004). The National Tourism Administration of China (CNTA, 2004) estimated that, by 2020, China would be the world's number one tourism destination and the fourth-largest nation for tourist departures.

China is a vast land with rich tourism resources ranging from scenic spots and historical sites, spectacular landscapes, and colorful and varied national customs. Among the various tourism resources, China's rich, unique and varied cultural and natural heritage has become the most attractive tourist resources since the mid-1990s (Xu, 2003), attracting tourists domestically and internationally. Corbishley (2000) notes that China is a cultural enriched country with a history of over 5,000 years and culture is the essence of Chinese tourism. Thus, the cultural and heritage sites are where tourists and locals are taken to visit when making their holidays. Cultural and heritage sites have high educational value, especially to the young generation, as they provide an authentic

environment for the young people to experience culture and history.

In China, the word ‘heritage’ mainly means inheritance and is often used as a term to describe belongings such as property left by people who have passed away. It has a much narrower meaning than the broader use of ‘heritage’, as used by UNESCO in relation to world archeology. The Chinese first utilized of the World Heritage concept in 1987, when six cultural sites were inscribed as World Heritages Sites. Currently, 22 of the 31 World Heritages Sites in China are in the cultural category, one in cultural landscape category, and four were inscribed in both natural and cultural categories. In China, because of language differences people still do not use the Anglo-Saxon term ‘cultural heritage’ to describe those national properties related to historical buildings, archeology sites, etc. Instead, they are called ‘cultural relics’. In other words, ‘heritage’ is a loanword used in both archeology and tourism. Su (2002) has noted that linking the word ‘heritage’ between tourism and archeology has enlarged both the scope of archeological protection and tourism activities.

China’s cultural relics have been ranked and sorted by different levels of significance (national, provincial, municipal, and county) based on their social and cultural values. Due to its vast territory, China has listed 891 national cultural relics and sites and most of them are located in the northern part around the Yellow River and Yangtze River (SACH, 2004). Currently, the Chinese World Cultural Heritage Sites and cultural relics are under the management of culturally related departments such as the State Administration of Cultural Heritage (SACH), or provincial, municipal and county cultural administrations.

On the whole, the Chinese tourism industry—the infrastructures, facilities and

promotion is still in an early stage of development. The managerial and regulation systems are not yet complete, requiring further reforms and suitable legislation. The tourism attractions are now held by local government and investors are usually invited to co-manage the sites. Further, the location of Chinese tourism attractions is not in balance — the resources and attractions are in the northern and western provinces and cities which remain in an original and undeveloped state, while the more developed market-oriented systems exist in the southern and eastern parts of China. The National Tourism Administration of China (NTA) is the highest administrative body governing the Chinese tourism industry; it has provincial, municipal, county, and even district tourism administrations and bureau offices around the entire country. The *Yearbook of China Tourism Statistics*, edited by the NTA, reflects the broad, annual changes of Chinese tourism. Table 2 summarizes the international and domestic tourist arrivals that Chinese tourism received from 2000 to 2003. In general, China has seen steadily increasing numbers of both international arrivals and domestic tourists, though it also experienced the severe SARS epidemic in 2003.

	<b>International (Thousand persons)</b>	<b>Domestic (Million persons)</b>
2000	10160	744
2001	89013	784
2002	97908	878
2003	91662	870
2004	109038	930

Table 2. Chinese Tourist Statistics from 2000-2003

*Source: The Yearbook of China Tourism Statistics (NTA)*

*(Note: The Chinese tourism data provided in this thesis exclude Hong Kong and Macau )*

## **Tourism in Guangdong and Guangzhou**

Guangdong province, located in the south of China, bordering Hong Kong and Macau, is the busy heart of China's market economy with a vibrant mix of East and West, of tradition and the new. Since 1999, Guangdong has become the largest tourism province in China, reaching a tourism income of ¥96 billion (Chinese News Release, 2004). Guangdong is a place where different cultures converge—impressive historical monuments survive alongside the hustle and bustle of a modern metropolis (GDTA, 2004). Tourism has become one of the significant components of Guangdong provincial economics, yet it lacks a world-class attraction, such as a World Heritage Site, to compete with other provinces for increased arrivals (Zhu, Li and Bao, 2003).

Guangzhou, the capital city of Guangdong province, is one of several cities having a strong economy in China. Domestically, it has been known by many names throughout its long history, such as the *City of Five Rams*, *City of Flowers*, *City of Paddies*, and *Canton*, known by overseas visitors. The tourism resources of Guangzhou however, have been evaluated by Chinese scholars (Li 1999, Lu and Lin, 2002) to be of small-size, dispersed and lacking a strong brand. They are said to have little attraction to the greater Chinese tourism markets compared with those in the north part of China, such as the Great Wall etc. Xu (2000) argues however, that the tourism resources of Guangzhou are all significant in the development of Guangdong or even in Chinese history.

### ***CULTURAL TOURISM***

Tourism is a powerful force for improving international understanding in this multi-racial world, by fostering intercultural awareness and personal relationships. The



cultural resources, which include tangible buildings and relics and intangible resources such as folk art and languages, have been utilized by tourism as an effective tool for enhancing cross-cultural communication. Basically, cultural resources and tourism have a relationship of inter-dependence and inter-development. Tourism is an effective tool for helping tourists, community members, government, and other related stakeholders to realize the significance of cultural resources.

According to Euromonitor (2004), cultural attractions such as theatres, museums, historical buildings, and art galleries have received total revenues of 6.25 billion US dollars in 2003. Figure 1 has presented the 2003 revenues of 10 types of tourist attractions. Compared to attraction types such as theme parks, the revenues of cultural attractions are yet very small. Euromonitor (2004) however, predicts that the ageing of population in many developed markets will increase demand for cultural attraction holidays.

Usually, people learn about the culture of a place or the life of a community from a series of cultural carriers such as the buildings, folk arts, or languages. Cultural tourism, defined as the movement of people to satisfy individual needs for cultural knowledge, experience and encounters (WTO, 1985). WTO (2001), claimed that one of the pillars of the tourism industry was mankind's inherent desire to see and learn about the cultural identity of different parts of the world. The cultural and historical sites were what had rightly fulfilled this need by promoting the respect for various backgrounds and cross-cultural understanding.

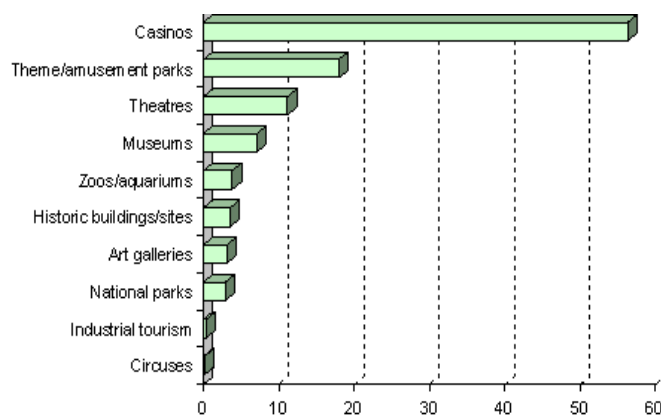


Figure 1. Revenues by Type of Attraction 2003, in \$ US billion

Source: *The World Market for Travel and Tourism, Euromonitor (GMID)*

Cultural tourism could be viewed as a new tourism activity—although it has been popular in Europe for hundreds of years it is only in the last two decades that cultural and heritage tourism have been identified as specific tourism markets (Richards, 1996). It is an important supplement to traditional tourism as it amplifies the content of tourism activities besides mass tourism. People who visit, or intend to visit, a cultural tourism attraction (art gallery, museum or historic site), attend a performance or festival, or participate in a wide range of other activities at any time during their trip, regardless of their main reason for traveling, can be considered as cultural tourists (McKercher and du Cros 2002, citing Richards 1996 and Antolovic 1999).

### **Cultural Heritage Tourism**

Cultural heritage tourism is under the umbrella of cultural tourism which means traveling to experience the places and activities that authentically represent the stories and people of the past and present (Young, 2002). Preservation Alliance of West Virginia (PAWV, 2005) noted that cultural heritage tourism was based on traditions, places, industries, and celebrations. that portray the diversity and character of a community or region. The cultural heritage tourism product includes irreplaceable

historic, cultural and natural resources such as built structures and surrounds, cultural landscapes, ruins and archaeological sites, historical communities and sites, museums and performing arts, etc. (VisitVictoria, 2005). Though being a ‘new’ issue, cultural heritage tourism has received much attention by academic circles, global organizations and governments. It has attracted debates in academic tourism circles such as the special issue of the *Annals of Tourism Research* (23(2), 1996 – see du Cros, 2001) and has also become the subject of interest by top global organizations (WTO, 1995; ICOMOS, 1998b and UNESCO, 1999) and government agencies (Tourism Canada 1991, Australian Office of National Tourism, 1997).

In 1972, UNESCO adopted the World Heritage Convention—an international treaty regarding the identification, protection and preservation of heritage sites around the world. The latest World Heritage List shows that 812 properties have been inscribed by the World Heritage Committee, including 628 cultural sites, 160 natural sites and 24 mixed properties in 137 States Parties (World Heritage Convention, Feb 25, 2005).

## **CASE STUDY**

Most of the current Chinese tourism studies have focused on the development of those World Heritage Sites inscribed by UNESCO. Little effort has been given to the development of those small-to-medium cultural heritage sites which have regional or local cultural significance. This section introduces a selected Ling-Nan cultural heritage site, Chen Ancestor’s Temple (CAT) in Guangzhou city Guangdong province, which is to be investigated in this thesis.

## ***LING-NAN CULTURE***

Before the Qing dynasty (1644-1919) Ling-Nan was a former administrative region used to identify territories to the south of the Southern Mountain Range, which included places in today's Guangdong province, Hainan province and the east part of Guangxi province (Zheng, 2000). The Ling-Nan culture was different from that of the Yellow River and Yangtze River, with characteristics of openness, compatibility, variety, practicability, and objectivity. It was composed of the Nan-Yue indigenous culture, Central Chinese culture and the Southern Sea culture. Figure 2 displays the former Ling-Nan region on the current Chinese map.



Figure 2. The Areas of Former Ling-Nan Region

*Source: [www.travelchinaguide.com](http://www.travelchinaguide.com), reproduced by the author*

Since the Qing dynasty in 1644 however, the Ling-Nan region has been divided into three provinces, Guangdong, Guangxi and Hainan. Ling-Nan was no longer used as a name in administrative fields but was specifically restricted to the cultural research context to describe the cultures and customs of Guangdong Province, such as Cantonese, Hakka culture and Min. On the whole, Ling-Nan is only meaningful in cultural and historical areas and many tourism products developed in Guangdong province today

emphasize the ‘Ling-Nan’ culture. Many recent studies (Liu, 1997; Liu, 2001; Zheng, 2000; Zeng, 2001 and Liang, 2003 etc.) have discussed the significance of Ling-Nan culture in the area of developing the tourism products in Guangdong. Few papers however, have investigated a specific Ling-Nan cultural site to discuss the tourism product development issues. After examining the eight popular cultural heritage sites in Guangdong, Chen Ancestor’s Temple was selected as the case study site in this thesis. It is located in the capital city of Guangdong province, Guangzhou City, which accounted for 41% of the total tourist receipt of Guangdong province in 2004 (GDTA, 2004). Also, Chen Ancestor’s Temple was newly developed as a cultural heritage site in the 1990s and now has great significance in the cultural heritage tourism development in Guangzhou and Guangdong areas.

### ***CHEN ANCESTOR’S TEMPLE***

Chen Ancestor’s Temple (CAT), which became a popular tourist attraction only in the late 1990s, is the largest existing well-conserved ancestral hall in Guangdong province. It opened to the public in 1982. The award of the New Famous Eight of Guangzhou in 2002 was the milestone which gave CAT a real tourism brand. Today, the Famous Eight of Guangzhou are the most significant tourism products promoted by the government. CAT is graphically illustrated in Figures 3 and 4. On the whole, CAT was known for its cultural significance and promotions by government. The governments of Guangzhou and Guangdong today use CAT as a cultural element to promote the new image of Guangzhou and Guangdong.

CAT is a typical site with strong Ling-Nan culture background. The current management state of CAT indicates its dual functions for both cultural conservation and

tourism development. Being one of the national cultural relic conservation sites, CAT is a good start to investigate the Chinese definition of the word of ‘heritage’. This is discussed in Chapter Two. The dual functions of CAT have raised the researcher’s interests to find out the future development of CAT and concerns of the relative stakeholder groups relative to CAT.



Figure 3. The Main Entrance of CAT

Source: [www.image.baidu.com](http://www.image.baidu.com), reproduced by the author



Figure 4. The Main Entrance of CAT — Notice Intricate Detail

## RESEARCH PURPOSES

Having reviewed the English papers published in the main academic tourism journals, for example, *Annals of Tourism Research* and *Tourism Management*, it is surprising to find out that although many academic tourism researchers have discussed cultural heritage issues, there is a gap that no English language paper is available to identify the differences between the current English and Chinese academic tourism studies in relation to cultural heritage issues. Currently, the English scholars adopt relevant frameworks to discuss cultural heritage issues relevant to development, management, and maintenance based on case studies. The areas that English literature has covered include heritage definitions, development, sustainability, management, heritage tourist behavior and experience, stakeholders, authenticity, and interpretation. An atmosphere to investigate the cultural heritage issues from multi-subject and multi-level perspectives has been established.

In comparison, the cultural heritage issues discussed in main Chinese tourism journals, for example, *Tourism Tribune*, are limited to the 31 World Heritage Sites inscribed by UNESCO. Studies on cultural relics which are of local significance remained untouched. The Chinese discussion of heritage management issues is still limited to macro-management approaches, such as conservation, and some stakeholder issues. Fewer first-hand data gathered through survey research and in-depth interviews were provided in current Chinese academic tourism studies. The amount of Chinese literature discussing World Heritage Sites issues, however, is much greater than that in the English literature. Some Chinese tourism scholars (Tao and Cen, 2004) advocated that English scholars should dedicate more efforts to the study of World Heritage Sites in order to make some practical recommendations in the areas of development, management and sustainability.

Secondly, current Chinese tourism studies focus on the World Heritage Sites because the meaning of the word “heritage” in Mandarin is not as broad as in English. Originally, the word “heritage” in Mandarin means inheritance or property inherited. It was not until UNESCO, in 1972, adopted the word “heritage” to describe tangible natural and cultural landscapes, and built sites and intangible performing arts, for protection purposes, that the meaning of “heritage” in Mandarin extended to define the 31 World Heritage Sites in China. Different words in Mandarin however are still used to define the cultural “relics” either of national or county-level significance. In this case, when examining the current Chinese studies which discuss cultural heritage issues, different Mandarin words must be typed into the search column so as to locate academic papers. Moreover, the cultural heritage sites which are of national or county-level



significance are mainly discussed from an archeological perspective and the papers are published in archeological academic journals.

### ***OBJECTIVES***

The findings identified above drive the researcher to select cultural heritage issues as the master thesis topic so as to fill the gap in the English literature—no research is available that discusses the different foci between English and Chinese studies—and to establish a new direction for future Chinese cultural heritage tourism studies. In this case, two objectives which based on these problems are as follows:

- Examine the differences between the English and Chinese literature so as to identify the gaps between these two academic foci in order to make a contribution to English academic literature.
- Conduct quantitative and qualitative research to survey tourists and interview stakeholder groups relating to a cultural heritage site which is of local significance so as to advocate that Chinese tourism scholarship should redefine the word “heritage” in Mandarin, collect updated and useful statistics and dedicate more research to local culture. A new direction turning the future academic tourism research focus towards locally significant cultural heritage sites is thus established for Chinese academic tourism scholarship.

### ***METHODOLOGIES***

To achieve the objectives noted above, the English and Chinese academic studies in relation to cultural heritage tourism issues would firstly be reviewed under three headings cultural heritage, management and tourism product. The depth and areas that these two academic focuses have studied would be identified.

Secondly, quantitative and qualitative methodologies would be used at the locally significant site selected—CAT—so as to examine the issues of concern to five stakeholder groups. Field observation and survey were conducted at the beginning so as to familiarize the researcher with the current level of tourism development of CAT and supplement the tourist data which were not available, in relation to tourist behavior before, during and after visiting CAT.

The format of the survey questionnaire was designed as simply as possible as it was an on-site face-to-face survey and the time length of the survey was the sensitive issue to affect the survey results. Issues of tourist demographics, behavior and evaluation were asked in the survey questionnaire (Appendix I). Three main themes based on a chronological sequence—before, during and after visiting CAT—were designed into the questionnaire for investigating respondents' behavior patterns at these three stages. Altogether 100 survey questions were sent out with 72 gathering back. Nevertheless, the survey is the preliminary research done to make researcher familiarize with CAT and tourists arrived so 72 were considered as reasonable.

The in-depth interviews, which were considered to be the main research method in this thesis, were conducted with the five stakeholder groups: tourists, communities, business, management and government, so as to identify various issues concerned. Main themes related to values, management and product development issues were designed in the five sets of interview questionnaires (Appendix II). Altogether twenty-six participants attended the in-depth interviews, consisting of five tourists, ten community members, four staff from the management group, two officers from the cultural and tourism administration, and five people from shops and café operating in

CAT. Most of the interview participants were Chinese, except for two foreign tourists. Some observations were made when conducting the in-depth interviews with the five group members.

In all, the survey and interview results provided first-hand data that enabled recommendations on the future CAT, Guangzhou and Guangdong tourism development to be made. The new direction established for future Chinese development is based on these recommendations and on the literature reviewed on current English and Chinese cultural heritage studies.

## **THESIS STRUCTURE**

Chapter One has been a preview of the whole thesis, which introduced world tourism industry today, the objectives to be achieved, and methodologies to be used. The academic tourism literature of both English and Chinese academic studies will be reviewed in Chapter Two for building up a comparison of the relevant thoughts about issues connected to cultural heritage. The different perspectives of these two academic schools are provided and the gaps between them are identified. The first objective noted in Chapter One—the gap that no English discussion of the different academic foci—will be filled. Chapter Three starts the journey to achieve the second objective by introducing the broader tourism development background where CAT is located, including an assessment of the state of tourism development in Guangdong and Guangzhou, and a discussion of the development of Ling-Nan culture. The introduction of the main cultural heritage attractions in Guangdong and the reason of selecting CAT as the case study will then be provided. Chapter Four continues the journey to achieve

the second objective by describing survey and interview research done at CAT so as to identify issues of concern by five stakeholder groups. The results gained by the survey and interviews are analyzed through thematic discussions. Chapter Five ends the journey of achieving the second objective by making some recommendations in relation to CAT, and to Guangzhou and Guangdong tourism development. A new direction for future Chinese tourism research focus is discussed finally. Chapter Six summarizes all the work done in this study by reviewing the gaps of the works of Anglo-Saxon and Chinese academic scholars, identifying the pros and cons of this thesis and generating interested issues raised for future research. A finally “debriefing” will conclude the thesis.

## **PILGRIM'S PROGRESS**

This chapter starts the journey by reviewing the academic studies relating to issues of concern in this thesis. The English and Chinese literature will be reviewed under three subheadings; cultural heritages issues, management issues, and tourism product issues. Relative definitions, frameworks and figures will be provided to display the works that the two academic tourism literatures have discussed. The Anglo-Saxon literature will firstly be reviewed as the foundations of tourism studies, while the Chinese literature will be discussed secondly. Gaps between these two academic perspectives will be discussed in the final part of this chapter, and some ideas on use of these literature reviews will be presented in the conclusion.

The review of the English and Chinese literature is to provide a theoretical background for this thesis study so as to identify issues to be examined in the case study site. The chapter also aims to achieve the first objective made in Chapter One for filling the gap that no English language research has yet compared the two academic literatures. On the whole, the Chinese and English academic tourism literature that the researcher reviewed in this chapter were mainly published in the key Chinese and English academic tourism journals. The use of 'Pilgrim's progress' as the title of this chapter was to show that the thesis started with an academic theory review so as to establish theoretical support for the practical research and recommendation making that follows.

## **ANGLO-SAXON PERSPECTIVE**

This section discusses the Anglo-Saxon perspective relating to cultural heritage issues by reviewing cultural heritages, management and tourism product literature. It

aims to provide a foundation for developing the review of relative Chinese literature.

## ***CULTURAL HERITAGE ISSUES***

### **Cultural Activities and Tourism**

Cultural activities have been identified as significant for people on holidays (Davis, 1987). Figure 5 shows the findings of a Lou Harris Poll of frequent travelers conducted for *Travel and Leisure Magazine* (Silberberg, 1995).

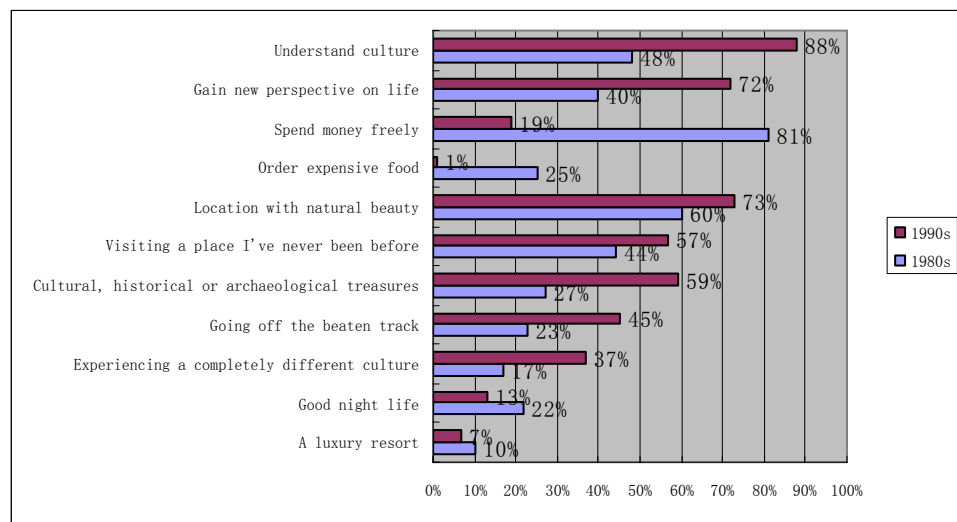


Figure 5. Changing Trends

Source: Adapted from Silberberg, (1995)

In the 1980s, cultural, historical or archaeological treasures were important to 27% of frequent travelers with 48% responding that understanding culture was important to their travels. In the 1990s, the rates of the two had gone up to 50% and 88% respectively. Silberberg (1995) concluded that the importance of culture as a travel motivation had increased dramatically.

### ***Cultural Tourism***

Cultural tourism, resulting from human processes and activities, has been defined

as the movement of persons to satisfy individual needs of cultural knowledge, experience and encounters (World Tourism Organization, 1985). It is arguably the oldest of the 'new' tourism phenomena (McKercher and Cros, 2001). The recent growth of cultural tourism, argues the World Tourism Organization (1990) and Hall (1995), is one expression of the fundamental changes in contemporary preferences for quality, special interest markets, and experiential, rather than passive, activities.

In Silberberg's (1995, p361) words, "cultural tourism defines the visits taken by persons from outside the host community, motivated by interests in historical, artistic, heritage offerings of a community, group or institution." It has become a favored activity for international tourists (Tussyadiah, 2005) and was recognized as a distinct product category in the late 1970s when tourism marketers and researchers realized that some people traveled specifically to gain a deeper understanding of the culture of a destination (Tighe, 1986). Products which had developed in cultural tourism include cultural heritage tours, heritage art galleries, museums, cultural centers, heritage trails, and purpose built cultural heritage theme parks (Prentice, 1993). Depending on the source and the destination, between 35 and 70 percent of international travelers were now considered cultural tourists (McKercher and Cros 2002, citing Richards 1996c and Antolovic 1999). Cultural tourists visit cultural attractions for pursuing a more fulfilled tour experience generated through visiting of the cultural places. They seek to imbibe the destination population's lifestyle, heritage, arts, industries, and leisure pursuits (Waitt, 2000).

### **Cultural Heritage Tourism**

The relics passed down by ancestors could be viewed as cultural heritage as long

as they have significant meaning to human history. Cultural heritages can be categorized in two groups: the tangibles such as monuments, historical buildings and cultural landscapes, and the intangibles, such as stage performances and operas. (World Heritage Convention, 2005). Today, there are 812 cultural heritages which have been inscribed by UNESCO as World Heritage Sites (World Heritage Convention, 2005).

### ***Heritage***

Heritage is something a past generation has preserved and handed on to the present (Hewison, 1987). Narrowly defined, heritage is about the cultural traditions, places and values that influential groups throughout the world are proud to conserve (McKercher, Ho and Cros, 2005). A broader definition, heritage includes tangible assets, such as natural and cultural environments, encompassing landscapes, historic places, and built environments as well as intangible assets such as past and continuing cultural practices knowledge and living experiences (ICOMOS, 1999).

Tourists in postmodern societies have become proactive in using their powers of intelligence and imagination to receive and communicate messages by visits to the historical places thus creating their individual journeys of self-discovery (Nuryanti, 1996), to find authenticity and identity (McIntosh and Prentice, 1999). Heritage tourism is viewed as the 'new' tourism phenomenon for the reality of many people able to travel across time and space to find novel ways to communicate with the past (Nuryanti, 1996). It reintroduces people to their cultural roots (Donert & Light, 1996; McCarthy, 1994) and reinvigorates people's interest in history or culture (McKercher, Ho and Cros, 2005). On the whole, heritage tourism can be identified as distinct from mass tourism and the



experience gained through heritage tourism activities is different from those traditional tourism activities (Garrod and Fyall, 2000, referencing Yale, 1991). Nostalgia, globalization and social shift have been identified as three important factors which contributed to the popularity of heritage tourism (Halewood & Hannam, 2001; Hewison, 1987).

### ***Cultural Heritage Tourism***

Cultural heritage tourism comes under the umbrella of cultural tourism, which means traveling to experience the places and activities that authentically represent the stores and people of the past and present (Young, 2002). PAWV (2005) noted that cultural heritage tourism was based on traditions, places, industries, and celebrations that portray the diversity and character of a community or region. The cultural heritage tourism product includes irreplaceable historic, cultural and natural resources such as built structures and surrounds, cultural landscapes, ruins and archaeological sites, historical communities and sites, museums and performing arts etc. (VisitVictoria, 2005). Cultural heritage stimulates national pride in one's history through domestic tourism, and stimulates a respect and understanding of other cultures through international tourism.

Though being a 'new' issue, cultural heritage tourism has received much attention by academics, global organizations and governments. Planning has been considered as the key issue to encourage some structures and ethnic groups in cultural heritage tourism development by organizations and governments (du Cros, 2001).

## **Heritage Tourism Industry**

The relationship between heritage and tourism has been widely discussed by a number of academic researchers (Hall and McArthur, 1993, Heeley, 1989, Hewison, 1987, Fowler, 1989). Nuryanti (1996) noted the discussion of the relationship between heritage and tourism was parallel to the debate between tradition and modernity, or between culture production and tourism consumption from a practicality perspective. Halewood and Hannam (2001) noted that heritage tourism might lead to a standardization of culture and a translation of a local phenomenon into a global one.

Demand for heritage-based tourism has been generally attributed to several factors. These include: an increasing awareness of heritage; an ability to express individuality through the recognition of historical environment or staged history; increased leisure time, mobility and access to the arts; the need to transcend contemporary experiences to compensate for fulfillment psychological needs for continuity through an appreciation of personal family history (Waitt 2000 referencing Brokensha and Guldberg 1992; Konrad 1982).

The heritage sector represents a highly significant component of tourism in many developed economies today, ranging from the developed European markets to those less developed Asian countries (Garrod and Fyall, 2000). In the United Kingdom, for example, the heritage sector has been described as ‘a major strength of the British market for overseas visitors’ (Markwell, Bennett and Ravenscroft, 1997) and is estimated to generate around 28% of all UK tourism expenditure annually (Garrod and Fyall 2000, referencing Carr 1994).

Apostolakis (2003) studied the convergence process in heritage tourism and wrote that heritage tourism was currently experiencing a transformation in its operation. Others have noted it was a shift from fordist and to post fordist form of production (Fayos-Sola, 1996; Ioannides and Debbage 1997; Uriely 1997). In a tourism context, fordism encapsulates the mass produced, standardized tourism packages which did not extend much further from the typical sun, sea and sand holiday products, that appealed primarily to the mainstream market in 1960s and the 1970s (Apostolakis, 2003). Post-fordism, on the other hand, was the outcome of rapid technological innovations that occurred in society, out of the need to capture the “increasingly complex and diverse needs of demand” (Fayos-Sola, 1996). Apostolakis (2003) further suggested that this transformation in production (supply) and consumption (demand) patterns has resulted in a convergence between tourism and heritage activities (Apostolakis, 2003 referencing Urry 1990, 1996).

## ***MANAGEMENT ISSUES***

### **Frameworks**

Heritage sites are now multi-purpose, providing tourists with a wide range of attractions, a focus for community identity, and valuable resources for formal and informal education (du Cros, 2001). Millar (1989) noted that they are able to respond to the needs of the majority of the population if heritage management is seen as an essential ingredient in successful heritage tourism. Heritage sites represent irreplaceable resources for the tourism industry and the growing sophistication of tourists, the demand for quality, and the increased segmentation of the tourist market have highlighted the importance and urgency of bringing heritage management into higher

profile within tourism management.

Heritage management arose as a new concept in response to the special needs and growth of the heritage industry (Millar, 1989). It enables the critical balance to be maintained between preserving the resource and the needs of the visitor. Figure 6 displays the factors which keep heritage attraction balanced, and their corresponding relations.

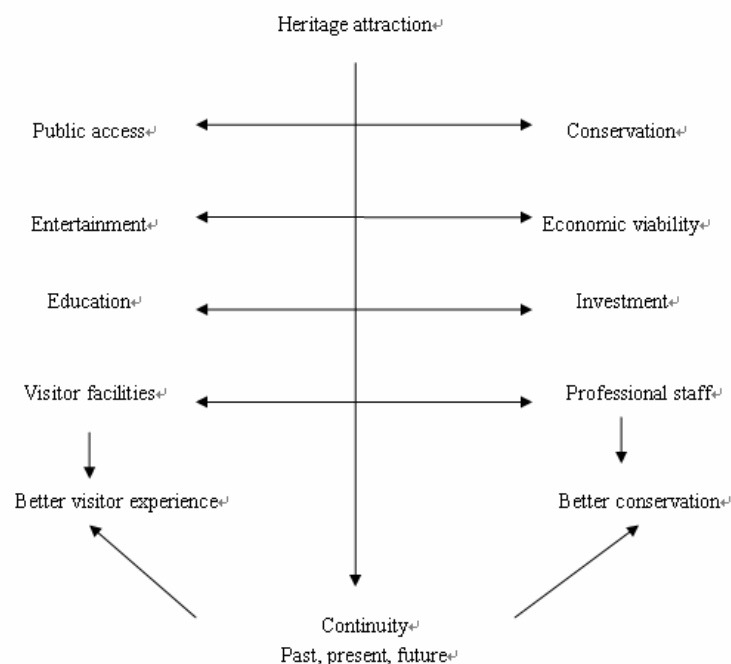


Figure 6. Conservation and Tourism Public Accountability of Heritage Management  
Source: Adapted from Millar (1989)

The relationship between heritage and tourism is well documented (Ashworth 2000; Garrod and Fyall 2000; Prentice 1993). Du Cros (2001) wrote that there was a natural link existing between tourism and cultural heritage management and it was a relationship of interdependence. Nuryanti (1996) showed that the relationship between heritage management and tourism was frequently characterized by contradictions and conflicts as the approach of heritage organizations was to protect and preserve, but tourism had the overriding aim of becoming a profitable business. Therefore, cultural

heritage management was often characterized by a series of conflicts where conservationists perceived heritage tourism as compromising conservation goals for the benefit of profit. Dialogues, cooperation and collaboration were proposed to minimize these threats among the various stakeholders.

McKercher, Ho and du Cros (2005) examined the nature of the relationship between tourism and cultural heritage management in the established urban destination of Hong Kong and argued that traditional conflict theory might not be the most appropriate framework to study the relationship of tourism to cultural heritage management. Instead, they outlined a continuum reflecting levels of maturity in the relationship between tourism and cultural heritage management (see Figure 7). They proposed that the type of relationship emerging between these sectors at an asset specific level depends on the level of maturity, knowledge and good will each brings to the relationship.

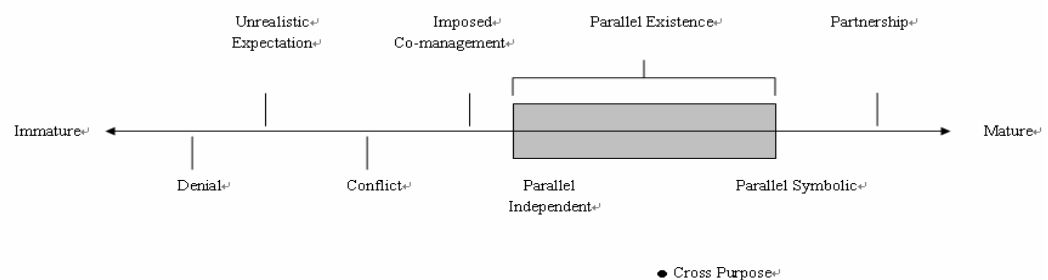


Figure 7. Relationships between Tourism and Cultural Heritage Management  
Source: Adapted from McKercher, Ho and Cros (2005)

## **Conservation**

Cultural heritage tourism products include irreplaceable historic, cultural and natural resources such as cultural landscapes, ruins and archaeological sites, performing arts, etc. (VisitVictoria, 2005). Conservation has been always considered a vital component of heritage management. Millar (1989) showed that active support for conservation initiatives were in the long-term interest of tourism planning, research and development. Proper heritage management has now been increasingly recognized as a goal for the curatorship of cultural heritage sites, in order to retain the meaning of the sites by keeping their cultural significance intact (ICOMOS, 1998). Education, entertainment and the enjoyment of heritage attractions are possible means to develop a climate of conservation awareness (Millar, 1989). Issues such as entry charges, commodity taxes and efficient pricing strategies have been discussed by many scholars (Clarke and Ng, 1993; Kean, 1997; Garrod, Brian and Fyall, 2000; Durbarry and Sinclair, 2003) in relation to the conservation of heritage sites and as a way of subsidizing residents' loss for tourism development.

Garrod et al. (2000) however, discussed the findings of a Delphi survey of owners and managers of historic properties in Britain and found out that many heritage managers do not even consider themselves to be in the "tourism business" (Croft 1994). They preferred to view their role as guardians of the national heritage than as providers of public access to it. Admission pricing usually runs counter to the fundamental mission of heritage attractions, which explicitly includes providing public access to the property or site concerned (Garrod et al., 2000).

## **Authenticity**

The authenticity of tourist attractions continues to be a major theoretical issue in the analysis of domestic and international tourism (Ehrentraut, 1993). The authenticity of tourism destinations, sites, events, cultures and experiences is of concern to practitioners and researchers involved in the planning, marketing, and management of heritage and cultural tourism (Jamal and Hill, 2004).

Tussyadiah (2005) wrote that authenticity is the key to manage intangible heritage. Cohen (1988) identified that the quest for authenticity had become a prominent motif of modern tourism. Waitt (2000) studied tourists' perceptions of historical authenticity and variables which might shape tourists' experiences and subsequent negations of authenticity. Ashworth (1990) and Hewison (1987) stated that 'history' was just one version of the truth. Nuryanti (1996) thus argued that interpretation was the most significant factor which influencing the authenticity of heritage tourism as it is a production of the past.

Jamal and Hill (2004) addressed the authenticity issue under three dimensions—the objective (real), the constructed (sociopolitical), the personal (phenomenological)—and also under two aspects that contextualized authenticity spaces and time so as to show how authenticity integrally involves situating the object within a place and space that constitute the lived experience of both tourists and residents. Garrod et al. (2000) identified that the strategy of increasing secondary spending required investment in additional on-site facilities with the result of detracting from the authenticity of heritage experience. McIntosh and Prentice (1999) investigated how British tourists affirmed authenticity through visiting socio-industrial cultural heritage

attractions. They stated that cultural tourists were the “itinerant encoders” of historical and cultural information and experiences with their own personal meanings.

### **Interpretation and Presentation**

The most generally accepted definition of “interpretation” was laid down by Tilden (cited in McArthur and Hall, 1993, p26) as “an educational activity which aims to reveal meaning and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information”. Interpretation is known as the means to make protected natural areas, historic sites and landscapes accessible to public audiences. It could be made in the forms of leaflets, display panels, visitor centres and guiding activities etc. (Steward, Hayward, Delvin and Kirby, 1998). Either explicitly or implicitly, interpretation aims to stimulate, facilitate and extend people's understanding of a place so that empathy towards heritage, conservation, culture and landscape can be developed. Interpretation is a process of provoking thought about places, conveying symbolic meanings, facilitating attitudinal or behavioral change and essentially making the link between people and places (Steward, et al. 1998).

From a management perspective, heritage interpretation is the key to a successful management policy as it not only encourages research into the current understanding of the existing legacy of past cultural, natural and built environments, but also enables the management to decide on current priorities for avoiding the ill-considered, irreparable loss of heritage resources (Millar, 1989). Light and Prentice (1994) proposed that there is a need for interpretation to be tailored to the individual circumstances of each site. Community interpretation for example encourages awareness and pride of the heritages



and enables community to be proactive in developing what it sees as unique.

Presentation, on the other hand, offers tourists a way of gaining a past perspective on the present. It is an effective management tool fostering a climate of conservation awareness in directing tourists away from sensitive areas of the site. The various media—guides, information boards, and reenactment—are means of communication between management and receivers. Millar (1989) showed that good heritage management with a major focus on heritage interpretation and presentation ensures that each complement the other. Figure 8 displays the critical balance to be maintained between the needs of the resource and the needs of the visitor.

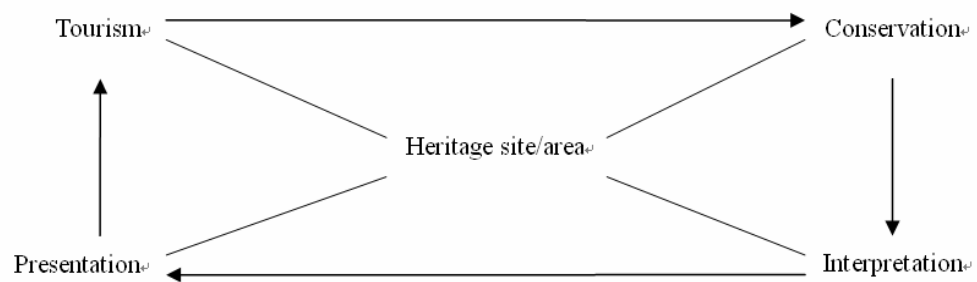


Figure 8. Conservation and Tourism Complementary Agents in the Management of Heritage Attractions

*Source: Adapted from Millar (1989)*

## Stakeholders

Stakeholder theory was first advocated by Freeman (1984). He suggested that an organization was characterized by its relationships with various groups and individuals, including employees, customers, suppliers, governments, and members of the communities (Aas et al 2005, referencing Freeman 1984). In a tourism context, a stakeholder is defined as any person, group, or organization that is affected by the

causes or consequences of an issue (Bramwell and Sharman 1999, citing Bryson and Crosby 1992). The “stakeholders” might be environmental groups, the community living in the destination, government, tourists, and/or business organizations with fairly similar tourism interests (Bramwell and Sharman, 1999).

Ryan (2002) studied the stakeholder relationship which might be involved in the tourism activities from a tour operator perspective. Figure 9 demonstrates a number of potential stakeholders affected by the actions of tour operators.

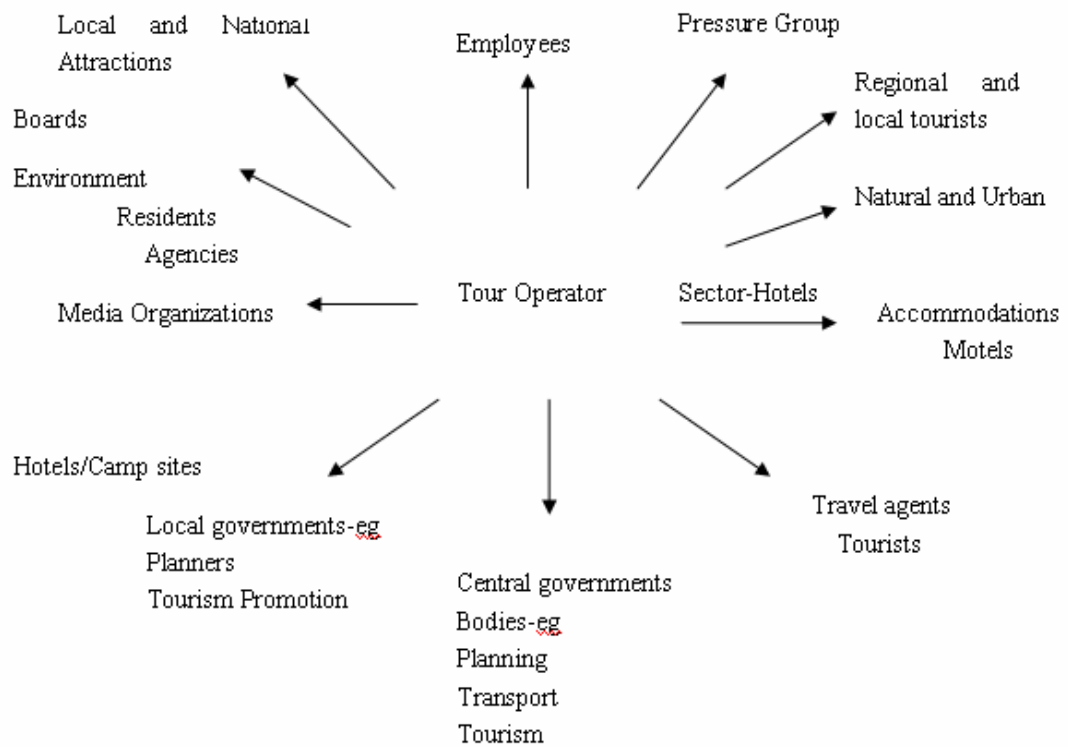


Figure 9. Potential Stakeholders Affected by Tour Operator Objectives  
 Source: Adapted from Ryan(2002)

Robson and Robson (1996) identified 18 types of stakeholders related to the tourism activities from a governmental-centric perspective. Aas et al. (2005) however, showed that the diverse parties were reluctant to take the responsibility of initiating communication. The government therefore was advocated as the party to initiate communication action among various stakeholder groups for better management of the

heritage attractions. William, Penrose and Hawkes (1998) noted that it is important to consider the interests or perspectives of the different stakeholders relating to the tourism sites, so as to balance the interests of the diverse stakeholders. Figure 10 depicts a useful starting point in the construction of a stakeholder map from the perspective of tourism planners (William et al., 1998).

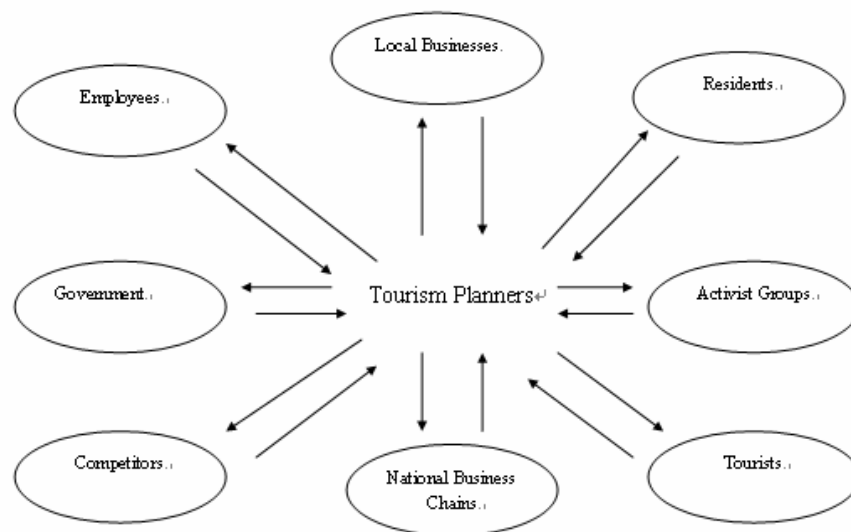


Figure 10. Tourism Stakeholder Map

*Source: Adapted from Freeman (1984:55) (Williams et al. 1998 referencing Freeman 1984)*

Garrod et al. (2000) noted that unless a wider range of stakeholders is involved in the decision-making process, heritage runs the risk of losing its relevance and meaning. Robson and Robson (1996) argued, however, that the list of potential stakeholders for any one given player in the tourism industry is almost endless. Bramwell and Sharman (1999) agreed that it was hard to assess what might be a representative balance among the relevant stakeholder groups as they held different levels of power towards a tourism site and developing project. On this basis, it can be concluded that successful cultural heritage tourism is most likely to occur when stakeholder groups have a realistic

appreciation of the tourism value of the asset, the need to conserve its core cultural values, an overriding acceptance that each stakeholder has a legitimate interest in the asset, and each has a clearly defined role to play in promoting cultural tourism (McKercher, 2005).

In recent years, governments in Canada dealing with environmental resources attempted to experiment with more collaborative approaches to decision-making, so as to achieve greater fairness, efficiency and stability (Williams et al. 1998). Sautter and Leisen (1999) discussed stakeholder theory and showed that collaboration among key players is a fundamental ingredient in sustainable tourism development efforts. In general, the stakeholder issues have been widely discussed in the tourism planning areas.

### ***TOURISM PRODUCT ISSUES***

Globally, heritage tourism is a well-established phenomenon (Light and Prentice, 1994). Heritage tourism becomes a highly competitive and market-orientated business as the over-supply of tourist attractions and heritage sites in general occurs (Middleton, 1989). Tourists are more sophisticated in their requirement of tourism and holiday products. Therefore, tourism organizations that do not adapt to the changing needs of tourists by developing new products would become the victim of increased competition from better-marketed rival companies and destinations (Hodgson, 1990).

Tourism product development issues have also been discussed in a marketing context. Lutz and Caffyn (1999) analyzed policies designed to encourage a community focus in urban heritage tourism projects and discussed issues of how to develop a heritage tourism product which achieved a balance between economic and social goals.

Light and Prentice (1994) examined demand for one component of heritage tourism and demonstrated there was a need for developing tourism products and interpretation tailored to the individual circumstances of each site (Light and Prentice, 1994). Sanchez, Callaris, Rodriguez and Moliner (2004) developed the perceived value concept in a tourism context and pointed out that tourists would take a holistic view of perceived value and take into account all aspects of past experience relating to tourism product purchased. MaKay and Campbell (2004) examined the residents' attitudes towards hunting as a tourism product and claimed that understanding where resident support lies towards a tourism product can engender support for the tourism activity thus maintain a destination's tourism profile and economic contribution.

Hodgson (1990) showed that the most useful way in which market research can contribute to the product development process in tourism is through the use of qualitative research techniques. For many years, qualitative research (group discussions and individual depth interviews) have been used to find market gaps, elicit reactions to new concepts and ideas, and in order to understand the strengths and weaknesses of potential new products.

### **Lifecycle Issues**

Christaller (1963), Plog (1973) and Stansfield (1978), and Butler (1980) proposed the idea of an orderly progression in the life cycle of tourism resources. Butler's (1980) lifecycle model (See Figure 11), with six stages in the cycle of evolution of a tourist area, has been adopted most widely in tourism studies. The lifecycle model provides a framework to analyze tourism dynamics in an evolutionary context by using the absolute numbers of visitor as an indicator of the development stage of a destination (Russo,

2002). It suggests that management should be proactive, smoothing the fluctuations foreseen by the cycle and favoring a balanced relation between the costs and benefits brought by tourism.

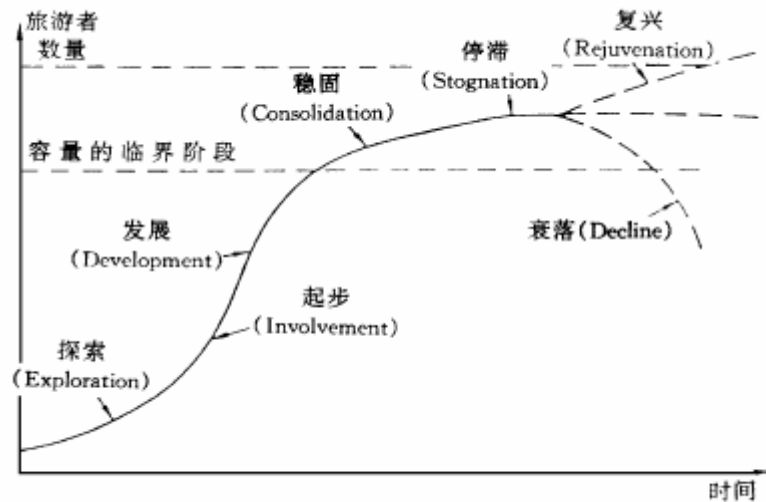


Figure 11. Tourist Area Cycle of Evolution

Source: Yu (1997), *Tourism Tribune* (Jan), P33

Tourism researchers such as Choy (1992), Getz (1992), Haywood (1986, 1992), Keller (1987), Smith (1992), Weaver (1988, 1990), and Williams (1993) have applied the lifecycle to a range of situations. Wilkinson (1987) and Weaver (1988, 1990) applied the life cycle concept to the tourism development in colonial and post-colonial territories in the Caribbean. Din (1992) used it as a framework for examining local entrepreneurship and participation (Douglas, 1997 referencing Din, 1992). Russo (2002) explored the relations among the spatial organization of tourism through the introduction of a vicious cycle of tourism development which elaborated and specified the evolutionary models of the destination lifecycle.

## **Museum Products**

Museums—mainly non-profit making institutions—have been discussed for developing more new products for long-term maintenance. Museums are now giving much more serious consideration to attracting tourists (Harrison, 1997). Museums must dramatically change their approach to lure as many admission-paying tourists as possible (Harrison, 1997 referencing Kelly 1988). Griffin and Abraham (2000) explored the effective management of museums and advocated that museums, like other organizations, should make a difference to the constituencies they serve and/or operate in. Weil (1999) said that museums must make a positive difference in the quality of individual and communal lives through demonstrating effective programs (Griffin and Abraham 2000 citing Weil 1999).

Ames (1988) studied the museum tourism and noted that museums, as a resource of heritage tourism, should mesh and balance the mission of meeting the needs of communities and the market forces for developing more new products to attract new audiences. Harrison (1997) proposed the utilization of the high technologies for developing new tourism products in museums to keep them profitable and sustainable.

## **CHINESE PERSPECTIVE**

### ***DEVELOPMENT OF CHINESE STUDIES***

The academic examination of Chinese heritage tourism is an emerging field as it did not start until 1982 when China adopted the ‘Open and Reform’ policy nationally. One of the authorized tourism journals—*Tourism Tribune*—started publication in 1986 and most of the academic papers published were mainly discussions of Chinese tourism

facts as well as other policies related to tourism development. Zhang and Lu (2004) examined the papers published in *Tourism Tribune* between 1986 and 2003 and noted that the Chinese tourism academic studies were far behind western academic studies. They noted that current Chinese academic research was still in the early moments of qualitative research—“the traditional period”—when books and journal articles were the main references for studying a research subject (Zhang and Lu 2004 referencing Denzil and Lincoln 1994). On the whole, little Chinese academic scholarship has been dedicated to establishing tourism as a complete subject, as western academics have done to explore the theories and frameworks of tourism.

Table 3 summarizes the numbers of Chinese academic journal papers collected by the China National Knowledge Infrastructure Database (CNKI). It is clear to see that tourism as a subject has been studied most widely with 14,108 and 11,707 academic journal papers found under ‘title’ and ‘keyword’ research categories, respectively.

	Title	Keywords
Tourism	14108	11707
Stakeholders	99	75
Heritage	9	0
Cultural heritage	3	0
Heritage tourism	24	13
Cultural tourism	265	176
Cultural heritage tourism	5	0
Cultural relic tourism	18	8
Heritage management	19	8
Heritage authenticity	2	0
Heritage conservation	205	33
Tourism stakeholders	0	0
Tourism product development	80	14
Tourism product lifecycle	7	1

Table 3. Numbers of Chinese Academic Journal Papers in CNKI Database



In all, cultural tourism, heritage conservation and tourism product development are the top three issues discussed by Chinese academic scholarship while tourism stakeholder issues were left untouched. Issues such as heritage authenticity, heritage concept, cultural heritage concept, cultural heritage tourism and tourism product lifecycle have been little investigated.

This section is divided into four parts similar to the Anglo-Saxon section as to demonstrate the exact state that Chinese tourism scholarship is in at this stage. The comparison between the differences of English and Chinese academic studies in cultural heritage issues is summarized after this.

## ***CULTURAL AND HERITAGE ISSUES***

### **Cultural Tourism**

Zhang, Xu and Dai (2003) pointed out that cultural tourism activities were similar to other cultural activities, and developed from the increase in the tourist's income and educational background. In 1999, thirteen of the top twenty tourist destinations which received international arrivals in China were culturally famous cities like Beijing, Xi'an, or Hangzhou (Xie and Zheng, 2003).

Guo (1999) studied the cultural tourism concept from a theoretical perspective and stated that cultural tourism is not an independent tourism product but an abstract concept which tourism operators used to enriched the tourism activities. She divided Chinese cultural tourism into four categories: "historical cultural tourism" as represented by historical buildings and cultural relics; "modern cultural tourism" in the forms of modern technologies and arts; "normal civilized cultural tourism" as shown by traditional Chinese festivals and customs; and "ethnic cultural tourism" that is presented

by interpersonal communication. She argued that Chinese tourism operators should combine these four cultural categories when designing tourism products such as sightseeing tours or business and holiday travels. Yu (2000) argued that cultural tourism should instead be defined as a specific tourism product for practicality in the tourism development process.

Wu and Ding (2003) analyzed the connotation, characteristics and functions of cultural tourism and stated that cultural tourism is a typical tourism formation which reflects the relationship of economics and cultural attributes of the tourism industry. Zhang (2003) showed that many places across China had the intention to develop cultural tourism, but lack of tourism personnel had stopped them from doing so. She proposed that resource integration would be an appropriate strategy to help those places achieve the cultural tourism development objective. Xiao (2000) categorized Chinese cultural tourism products into four groups: the landscape cultural tourism products, the custom cultural tourism products; the performed art cultural tourism products and the participant cultural tourism products. Figure 12 displays the relations of these four cultural tourism products. Xiao (2000) pointed out that though cultural tourism products were the main tourism resources in future tourism development, the development of cultural tourism products should be integrated with local natural tourism resources to achieve beneficial economic, social and environmental results.

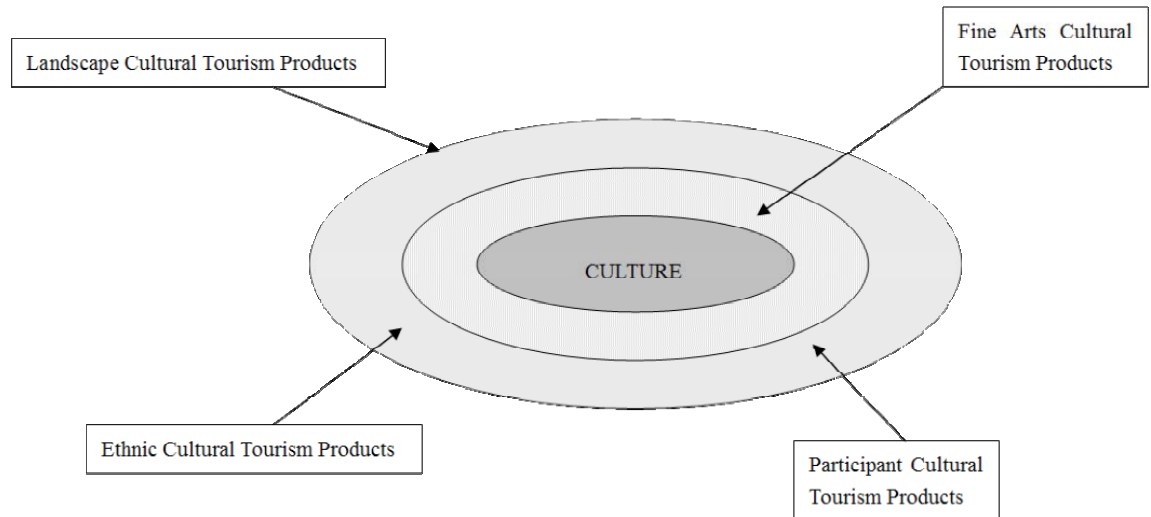


Figure 12. The Relationship of the Four Cultural Tourism Products  
*Source: Adapted from Xiao (2000)*

## Heritage

Heritage is a loanword in Mandarin originated from UNESCO (1972) for protecting natural and cultural tangible landscapes, built sites and those intangible performing arts. The meaning of “heritage” in Chinese is limited to World Heritage Sites inscribed by UNESCO, while those natural and cultural “relics” either of national or county significance are not considered to be heritages. Therefore, different Mandarin words were typed into the search column as to locate academic papers which discussed tourism issues relating to those cultural relics. In this thesis the concept of Chinese cultural heritage was enlarged to include cultural relics for ease of discussion.

After searching the China National Knowledge Infrastructure (CNKI) database, it was surprising to find that few Chinese tourism academic papers have explored the definition of heritage tourism. Instead, many Chinese scholars focused on discussing the preservation, development issues of the current 31 Chinese World Heritage Sites

inscribed by UNESCO, from planning and developing perspectives. Tao (2000) was the first scholar who made a comprehensive review of the current Chinese academic papers which have written on World Heritage issues in China. She recommended that future tourism academic research should focus on improving theoretical studies, creating conservation and development strategies, as well as updating research methods.

### **Cultural Heritage**

Similar to heritage tourism, the Mandarin meaning of cultural heritage and cultural heritage tourism is still restricted to the tourism activities and research on the 31 World Heritage Sites in China. Thus, small to medium cultural relics and historical sites around China have been less researched. Incomplete legislation, deficient funding, and disordered administrative systems have been responsible for this unbalanced development between World Cultural Heritages and local historical sites (Li, 2003).

Yan (1996) discussed the relationship between tourism development and the cultural heritage sites in China and stated that a good and tight coordination between the administrations of cultural and tourism affairs would trigger a prosperously sustainable development of cultural heritage tourism. Wu (2004) examined the authenticity dilemma of cultural heritage tourism and claimed that protection of cultural heritages would help people appreciate the past. Cultural heritage, on the other hand, should not just be a sign of the past but also a cultural carrier linking the traditional cultures to modern civilization (Wu, 2004).

Xie and Zheng (2003) however, reviewed the current Chinese tourism papers regarding the cultural heritage tourism and pointed out that lack of systematic research was the big problem of many. Second, most of the academic papers were studied from a

planning and development perspective related to development and conservation issues of the World Heritage and national cultural heritage sites, while those historical sites of local significance were usually ignored. They established a cultural heritage tourism research framework containing all the relevant factors in tourism so as to change the unbalanced development state of cultural heritage research in China. Figure 13 indicates that cultural heritage tourism is a field study based on the development of the many relevant subjects, such as economics, management, architecture, fine arts, and the social science.

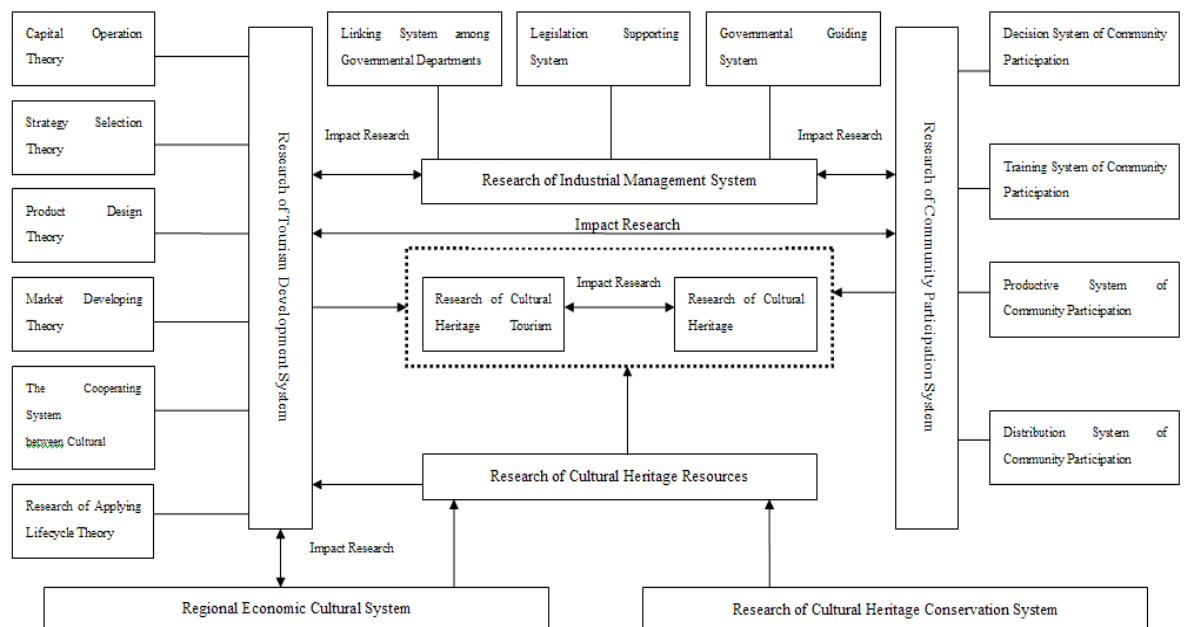


Figure 13. The Framework of Cultural Heritage Tourism Research

Source: Adapted from Xie and Zhang (2003)

## MANAGEMENT ISSUES

### Research State

Yang (2003a) analyzed the current management state of Chinese natural and cultural heritage sites and presented seven reasons why effective management had been prevented: incorrect perception of the heritage management parties; deficient legislation

system; disordered organizational structure; backward technology; insufficient funding; neglected capacity building; and inadequate social support. He proposed 41 actions concerned with the seven policy domains so as to improve the management effectiveness of Chinese natural and cultural resources (Yang, 2003b). Xu (2003a) discussed the management system of the Chinese cultural and natural heritage and pointed out that franchising would be a better way of managing the heritage sites in relation to operating in accordance with governmental regulations. Zhu (2004) compared the National Park System of the United States with the current macro-background of the Chinese tourism industry and advocated that the Chinese heritage management system should be reformed so as to match market economy rules instead of the monopoly control by governments.

Luo (2003) examined current management system governing Chinese World Heritage Sites and wrote that the system made by people with a planned economy background had greatly hindered the effective implementation of heritage conservation and management. Wang (2002) pointed out that typical Chinese heritage managerial modes should be developed to match the developing Chinese economic realities. He noted that a managerial mode of the separation of the four powers—ownership, management, operation, and supervision—must be established so as to separate these powers to the state, governments of all levels, markets and independent legislation organizations. Gou (2002) showed that the reason for conflicts between conservation and development of Chinese cultural heritage sites was that governments of all levels had undertaken two roles: owner and developer. Xu (2003b) however, argued that Wang's (2002) heritage management model was not rational as it overemphasized

economic returns. He proposed the mission heritage management framework (See Figure 14) and emphasized that non-profit making should be the main and basic characteristic defined to all Chinese heritages. Instead, he recommended the establishment of the heritage industry concept for better managing heritage sites. Zheng (2002) utilized the value concept to study the relative stakeholders in Chinese heritage sites and proposed that different benefits of the stakeholder groups such as government, local communities and business organizations had complicated the heritage management process.

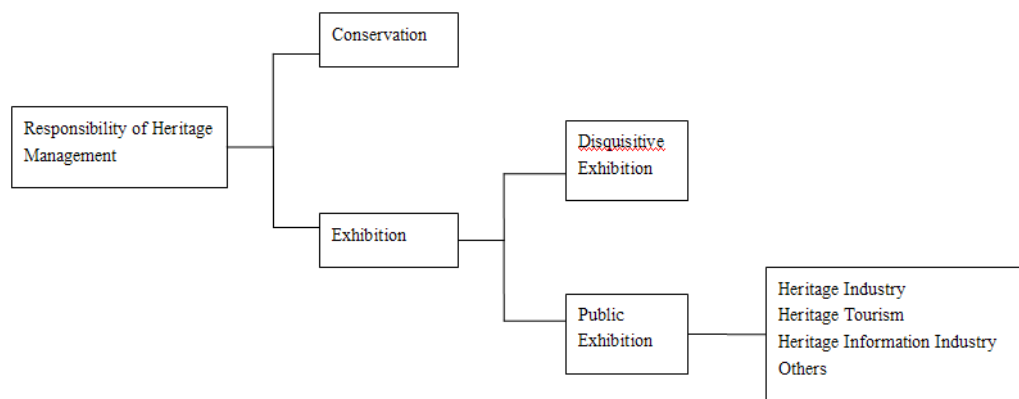


Figure 14. The Mission of Heritage Management

*Source: Adapted from Xu (2003b), Tourism Tribune.*

### Conservation Focus

Yang and Yu (2004) reviewed the academic research papers concerning the protection and utilization of cultural heritages since 1994 and proposed that improving legislation and funding, restricting administration, and nurturing public participation were the significant issues in cultural heritage conservation. Ruan (1998) summarized the protection process of Chinese cultural heritage and raised the significance of heritage authenticity issue in cultural heritage conservation. He argued that authenticity,

integrity, and sustainability are the four basic principles to be complied with in the heritage conservation process.

Zhang (2002) studied the basis and modes of the heritage industry and noted that sustainability of technology and operation should be firstly realized to make the heritage industry sustained. Ruan and Xiao (2002) stated that conservation is the basic principle to use when developing tourism activities in heritage sites. Hu, Pan, Liu, Fang and Shi (2003) introduced the utilization of virtual reality technology in heritage areas and pointed out that digitization had become an inevitable tendency in future heritage conservation. Zhang and Xie (2002) analyzed the relationship of conservation and development of cultural heritage and advocated strategies such as functional diversification, heritage digitization, development of public conservation conscious, and improvement of legislation and management systems for better conservation of Chinese heritages.

### **Stakeholders**

It is known that adopting stakeholder theory to analyze the tourism development and phenomena in China is still in an early stage (Zhang and Wu, 2002). Shi (2004) analyzed the stakeholders of Chinese tourism industries from a planning perspective and noted that the Chinese stakeholder groups were much more complicated than western ones because of the different political system. She explained that there were many related government administrations and entities who were stakeholders of the tourism resources. Also, the involvement of local experts in the public sectors, besides tourists and local community members had increased the complexity of the Chinese tourism planning process.



Fang (2004) investigated the stakeholder groups of the Chinese World Heritage Sites and stated that the national government, tourists and local communities gained more benefits from the development of the sites than did those local governments and heritage management groups. Zhang, Fang and Yang (2004) studied the interdependent economic relationship among the relative stakeholders in Jingzhou city through analysis of the interests and concerns between the direct and indirect stakeholders as well as that between indirect stakeholders. Zhang and Wu (2002) discussed the various ways that different stakeholders participated in the Chinese tourism development. With respect to the tourism developing plan in Leshan city they found out that every stakeholder was proactive about participating in the process of the tourism development project but cooperation among them was limited to those whom had similar interests or concerns. They further showed that stakeholders' proactive consciousness and high level of preparation towards the development of tourism planning project was significant in deciding the result of tourism development plans. Liu (2000) investigated the current state of community involvement in Chinese tourism development and pointed out four reasons that had prevented community involvement in tourism development. The reasons are Chinese people at this stage were less conscious of democracy, less economic development had occurred in those heritage areas, heritage management groups were less educated, and community groups ignored the importance of their participation in the tourism development process. Deng (2003) proposed a set of educational systems aiming to increase the different stakeholders' conscious and participation in protecting and managing heritages.

## ***TOURISM PRODUCT ISSUES***

### **Product Development**

The Chinese tourism product was not promoted to the overseas markets until 1992 when the Chinese National Tourism Administration (CNTA) launched a promotion campaign called the 'Friendly Visiting Year 1992, China' (Chen, 1998). Since then the CNTA has designed a different theme every year for promoting Chinese tourism product, ranging from cultural and ethnic to urban tourism resources. In 2005, the theme of Chinese tourism is 'Year of Chinese Tourism, 2005' (CNTA, 2005).

Chinese tourism scholars have discussed the tourism product concept from different perspectives. Tao (2002) has noted that in economists' eyes, tourism products are what the tourism operator utilized to generate economic benefits. However, from the tourism planner perspective, tourism products are landscapes, tourism facilities and services provided in the tourism industry. In tourists' eyes, tourism products are the consumption which they purchase when making holidays (Huang, 2001). Chen (1998) has noted that in general, the tourism product is the summation of the product purchased and service experienced by tourists during a travel tour and he has asserted that the core issues of tourism development planning is how to develop specialized tourism products for increasing tourist receipts.

Li (2000) wrote that tourism products were the basis for the existence and development of the tourism industry. Liu and Yuan (1998) analyzed the trend of international tourism markets and pointed out that accelerating product development was significant for increasing the economic benefits of tourism at resorts or destination. Gou (2001) recommended that five issues—tourism activities, chronology, space,

tourists, and functions—should be considered when developing tourism products. Zhu (2002) discussed the six guidelines of designing tourist products and emphasized their significance to avoid excessive casualness in tourist product development. He also noted it is important to consider the product life cycle and environmental issues when developing tourism products. Zhang and Kou (2002) divided the tourism product development process into three stages: the elementary stage when the tourist attractions were static and the tourism activities remained at the scenic viewing stage; the medium stage when the level of tourist participation had increased and a communication between tourist attraction and tourists existed; the senior stage when tourism product development has changed from the ‘hard’ development to the ‘soft’ development stage. That is, cultural issues would become significant factors in the senior stage, which leads the trend of tourism product development.

Liu and Yuan (1998) pointed out that market demand and product localization would be what the concern of tourism product developers. By studying the current tourism products in Beijing, they stated that developing a new series of multi-functional tourist products would be the key for Beijing in maintaining her competitive situation. Bao (2000) analysed cave resorts and stated that new product development should be made continuously to maintain visitation levels. He asserted that continuous development of new, participatory and entertaining activities, as well as through brand establishment, are important ways of making competitive a tourism resort or destination.

Gou (2001) argued that the current tourism products in the Chinese markets remained simple and inadequate, which failed to satisfy tourists’ rapidly changing needs.

At this stage, the tourist product development was restricted to the development of scenic tour products in the cultural and natural attractions (Li, 2000). Xiao (2000) therefore identified that further exploitation of tourism resources would be the major trend of the development of the Chinese tourism industry.

Zhang (2001) stated that culture is the basic element of tourism product and should be considered as the most significant issue in future development when competing with other leisure consumption products. Cultural tourism products for example are forecasted to be the mainstream which would dominate the future Chinese tourism market (Xiao, 2000).

### **Tourism Product Lifecycle Issues**

The tourism product lifecycle issue has raised fierce debates among Chinese tourism scholars such as Yang (1996), Yu (1997), Lei (1997), Xu (1997) and Chen (2001). Yang (1996) was the first Chinese scholar who queried the concept of tourism product lifecycle. Yu (1997) reviewed the lifecycle theories such as resort lifecycle (Stansfield, 1978), tourism area cycle of evolution (Butler, 1980), destination lifecycle (Cooper and Jackson, 1989) etc. and pointed out that the reason for Yang's (1996) query of the product lifecycle concept was his misunderstanding of the concepts of product lifecycle and tourism area lifecycle. Lei (1997) stated that the tourism product lifecycle concept is a significant theory for resource utilization, product development and making promotional strategies. By separately defining the concepts of tourism areas, tourism resources and tourism products, Xu (1997) investigated the relationship of these three concepts. She argued tourism resources are the raw materials for making products, while the areas are the locations where the tourism product lifecycle exists. She thus

concluded that only the tourism product had the lifecycle process rather than the tourism areas. Chen (2001) discussed the attributes of tourism products and verified the validity of the tourism product lifecycle concept. Xu (2001) established a systematic dynamics model of the product life cycle of tourism products for understanding the non-linearity issues which might affect the changes of the tourism product development process. He recommended that different tourism products such as theme parks, scenery resorts and entertainment products have different product life cycles thus their promotion and development strategies should be varied in order to maintain profits. Cai, Mao and Zhao (1999) studied the development process of the product life cycle by adopting statistical forecasting techniques and pointed out that market demand was the key leading product life cycle phenomenon.

### **Museum Issues**

Currently there are 1,397 museums in China (SACH, 2005), in three categories: historical museums such as the Prohibited Palace in Beijing; general museums such as the China National Museum; and “civilized” museums founded by private entities. Yang (2003) wrote that museums, having the function of collecting historical relics, doing scientific research and educating society, are typical tourism resources with high graded characteristics. Jia (2003) has asserted that even though they are non-profit organisations, museums should have an economic objective to achieve sustainable development. Yang (2003) and Zhang (2004) emphasized that highly educated and well-trained interpreters are very important human resources for museum development. Li (2004) analysed the current museum products in China and found that few Chinese museums had built up a strong identity through launching promotion campaigns. Wei

(2004) proposed that museum product development should be differentiated from tourism products, because of the strong cultural, artistic and educational flavours.

Lu (1997) noted that museums are significant cultural facilities of a country or a city. Zhang (2004) investigated the various functions of museum and tourism, and stated that tourism and museums actually had an interdependent relationship, where cooperation and coordination could help both achieve a win-win development situation (Zhang, 2004). Wei (2004) analysed the rapid development of the Chinese tourism industry and proposed that museums should grasp opportunities to accelerate internal improvement and optimisation.

## **LITERATURE COMPARISON**

Compared with the English journal papers studied by western scholars, the Chinese academic studies in the cultural heritage field are still far behind. Western research on cultural heritage at this stage is based on case studies that adopt relevant frameworks to analyze the issues that are relevant to the development, management, and maintenance of the heritage sites studied. The areas that have been studied by English tourism researchers on heritage issues are more complete and deeper than that of Chinese, covering the issues of heritage definitions, development, sustainability, management, heritage tourist behaviors and experience, stakeholder, authenticity and interpretation. The western studies of heritage thus have formed up an atmosphere to investigate the heritage issues from multi-subject and multi-level perspectives.

On the other hand, the numbers of Chinese tourism academic studies of World Heritage Sites are much more numerous than that of the English language literature

reviewed for this thesis. Tao and Cen (2004) advocate that English scholars should dedicate more efforts on the study of World Heritage Sites in order to make some practical recommendations in the areas of development, management and sustainability issues.

Table 4 summarizes the pros and cons of English and Chinese literature relating to cultural heritage tourism and management issues. Five gaps between the English and Chinese current heritage studies have been identified.

<b>Issues Reviewed</b>	<b>Anglo-Saxon Studies</b>		<b>Chinese Studies</b>	
	Strengths	Weaknesses	Strengths	Weaknesses
<b>Cultural Heritage Tourism</b>	Theoretical discussion of definitions and phenomena	Few studies have done on World Cultural Heritage Sites	Identification of the heritage development state	Focus on the 31 heritages inscribed by UNESCO
<b>Management Issues</b>	Studies cover all management issues theoretically and practically		Identification of the problems that Chinese heritage sites have	Stay at discussions of the heritage management state
<b>Tourism Product Issues</b>	Introduction of lifecycle theory in tourism studies	Lack of applying lifecycle in tourism product development	Discussion of product development definitions	

Table 4. Comparison of Anglo-Saxon and Chinese Literature

Firstly, the areas and depth of the heritage tourism issues that these two academic investigated were different. The Chinese studies on heritage issues for example were limited to those World Heritage Sites inscribed by UNESCO, while those less known cultural relics remained untouched.

Secondly, the Chinese discussions of the heritage management issues were still limited to the macro-management approaches, such as conservation and some

stakeholder issues, while English literature had moved to micro management issues such as authenticity, interpretation and presentation.

Thirdly, it is surprising to see that much available Chinese literature has discussed the product lifecycle issues and this is what the English literature lacks. Fourthly, the Chinese scholars remained at the stage of discussing the state of tourism and were far behind the English language researchers who had moved forward to explore new tourism theories and framework establishment. Lastly, fewer first-hand data such as survey results were done in the Chinese academic studies, and qualitative research methods such as in-depth interviews are rarely to be seen in the Chinese literature.

## **CONCLUSION**

This chapter has reviewed the English and Chinese academic tourism literature in the areas of heritage, cultural heritage and tourism, management and tourism product issues. It aimed to fill the gaps that no English literature available to discuss the English and Chinese academic focuses by presenting readers with the differences between these two academic perspectives and their pros and cons in relation of the issues reviewed in this chapter. To find out the application of the theories reviewed here in the Chinese cultural tourism development, the researcher selects a cultural heritage site in Guangdong.

In Chapter Three, the researcher will briefly introduce the broad tourism development state where Chen Ancestor's Temple (CAT), the selected cultural site is located and the reasons for selecting it in this thesis. The Ling-Nan tourism product, the main cultural tourism product promoted in Guangdong, will also be discussed for



identifying the cultural heritage tourism development state in respect to the cultural and heritage issues reviewed in Chapter Two. Thirdly, the lifecycle model reviewed in this chapter will be referenced in Chapter Three, so as to investigate the current development state of CAT.

In Chapter Four, concerns and interests held by relative stakeholder groups to CAT are investigated by conducting quantitative and qualitative methodologies. The frameworks and models reviewed in Chapter Two relative to stakeholder group and product development would be compared thus to generate some recommendations for future tourism researches in Chapter Five. Also, referring back to Apostolakis' (2003) fordist and to post fordist perspectives of studying heritage tourism, Chapter Five would summarize findings generating from chapter researches so as to identify the stage Guangzhou and Guangdong tourism is at and recommendations would thus be made.

## THE REAL WORLD

This chapter starts the journey of achieving the second objective noted in Chapter One, by appreciating the current tourism development state in Guangdong region. An introduction to the tourism development in the Guangzhou and Guangdong, and the cultural site selected as the case study will be presented. Two objectives to be achieved in this chapter are as follows:

- Understand the current tourism development state and the typical culture around the case study site selected
- Justify CAT as the appropriate cultural heritage site to be studied in this thesis

To achieve these objectives effectively, this chapter starts by introducing the broader tourism environment in Guangzhou and Guangdong through the use of statistics. Secondly, materials discussing the Guangzhou and Guangdong tourism, and Ling-Nan cultural issues are provided. Relative cultural heritage sites with strong Ling-Nan cultural background and reasons of selecting CAT as the appropriate site to be studied in this thesis are discussed finally.

## UNDERSTANDING TOURISM IN THE GUANGDONG REGION

### *GUANGDONG TOURISM INDUSTRY*

According to the latest data in the *Guangdong Statistics Yearbook* (2004), residents of Guangdong have been considered as the pioneers of leading the national tourism trend by having an average annual income of ¥20,100 in 2003. By Chinese standards, people living in Guangdong, especially those in the Pearl River Delta, have strong purchasing and consumer power.

Figure 15 displays the tourist arrivals from 1998-2004, showing the increasing trend for the last seven years. Domestic tourists dominate the Guangdong tourism market and the international arrivals to Guangdong have recovered after the SARS crisis in 2003.

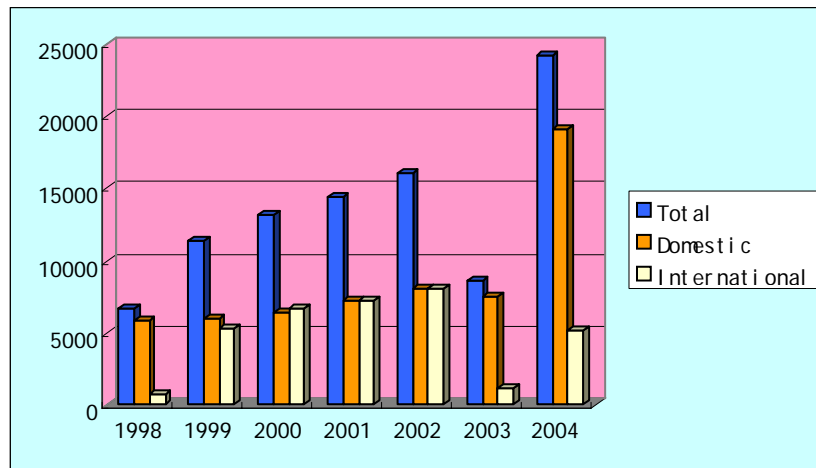


Figure 15. Tourist Arrivals in Guangdong Province (1998-2004), in thousands of people  
Source: GDTA, 1998-2004

The abundant tourism resources of Guangdong provide a lifetime experience of China's past, present and future. Guangdong is a place where different cultures converge as impressive historical monuments survive alongside the hustle and bustle of a modern metropolis (GDTA, 2004). The main cultural tourism resources of Guangdong focus on folk or culture: Cantonese cuisine; Chaozhou or Min snacks; Hakka's Weiwu (Circle Houses); Yao ethnic customs. Typical Ling-Nan folk buildings and houses, including CAT, Qinghui Garden and the Street Sotto Portico are also important for tourism. Currently there are over 300 tourist attractions in the whole of Guangdong province. The most popular cultural tourist attractions in Guangdong are shown in Figure 16.

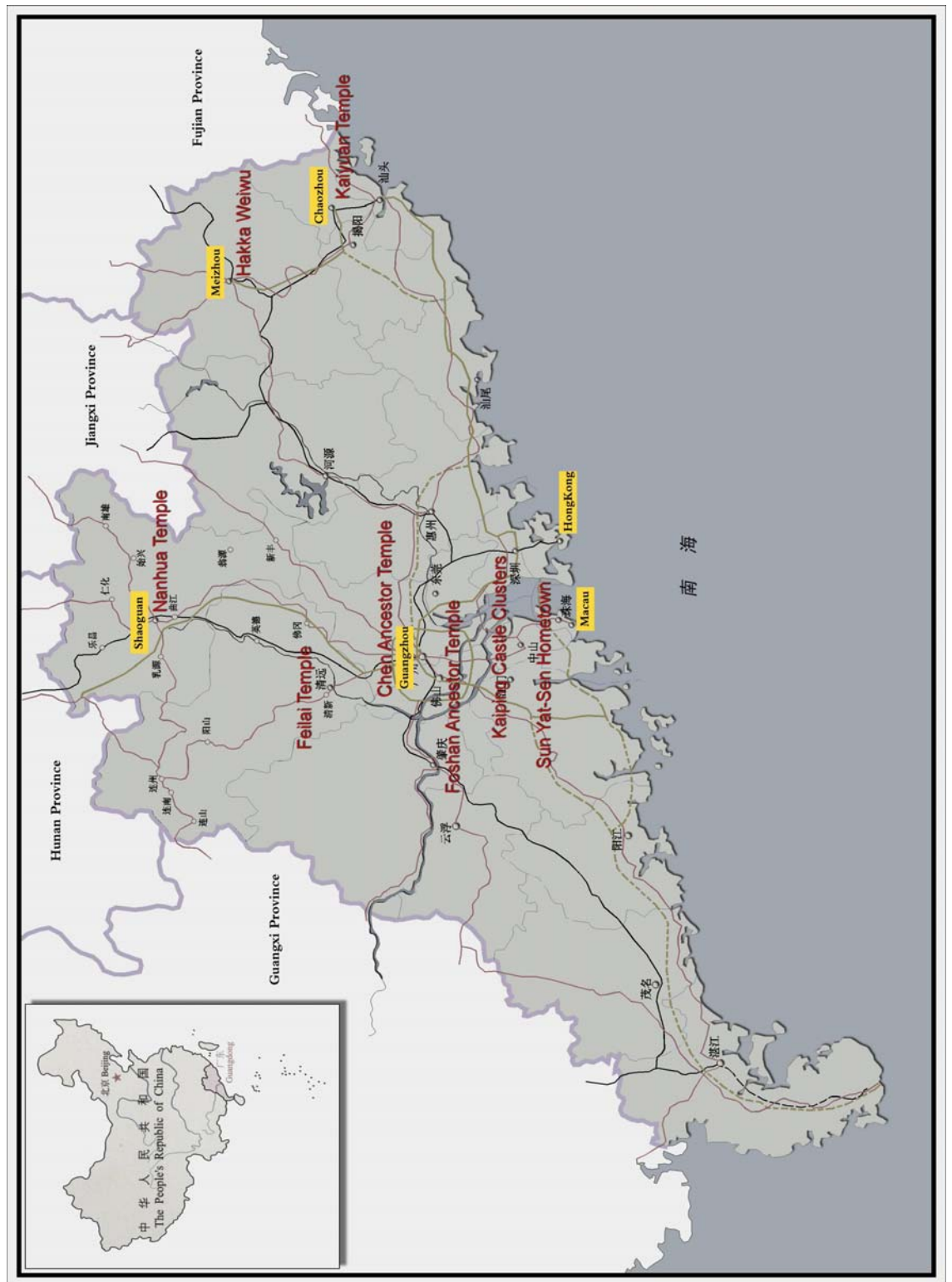


Figure 16. Main Cultural Heritage Sites in Guangdong

Source: [www.image.baidu.com](http://www.image.baidu.com), reproduced by the author

## ***GUANGZHOU TOURISM INDUSTRY***

Guangzhou, the capital city of Guangdong Province, is one of many cities having a strong economy. The city has been known by many names throughout its long history—the *City of Five Rams*, *City of Flowers*, *City of Paddies*—and also, internationally, as *Canton*. Guangzhou has a history over 2,200 years and was one of the original departure ports of the Maritime Silk Road that started 2,800 years ago (SAAC, 2004).

Guangzhou is the origin city of Ling-Nan cultural features such as Cantonese cuisine and Yue opera, folk music and costume. Having had thousands of years of history, Guangzhou has great potential to attract domestic and international tourists by providing them with many things to do relate to history, appetizing cuisine, comfortable shopping environment, fancy products and reasonable prices, as well as all kinds of exciting entertainment facilities (GDTA, 2004). Guangzhou has been “themed” as the *City of Ling-Nan Culture and Business Metropolis* by the Guangzhou Municipal Government in order to establish a new image to accelerate further economic and tourism development in the new century (News Release, 2004).

According to Li and Ke (2003), there were 52 tourism sites in Guangzhou in 2002 and Guangzhou tourism relied on the development of the old and established tourism resources. Figures 17 and 18 show the regional location of Guangzhou and the main tourist attractions.



Figure 17. Location of Guangzhou

Source: [www.cityu.edu.hk](http://www.cityu.edu.hk)

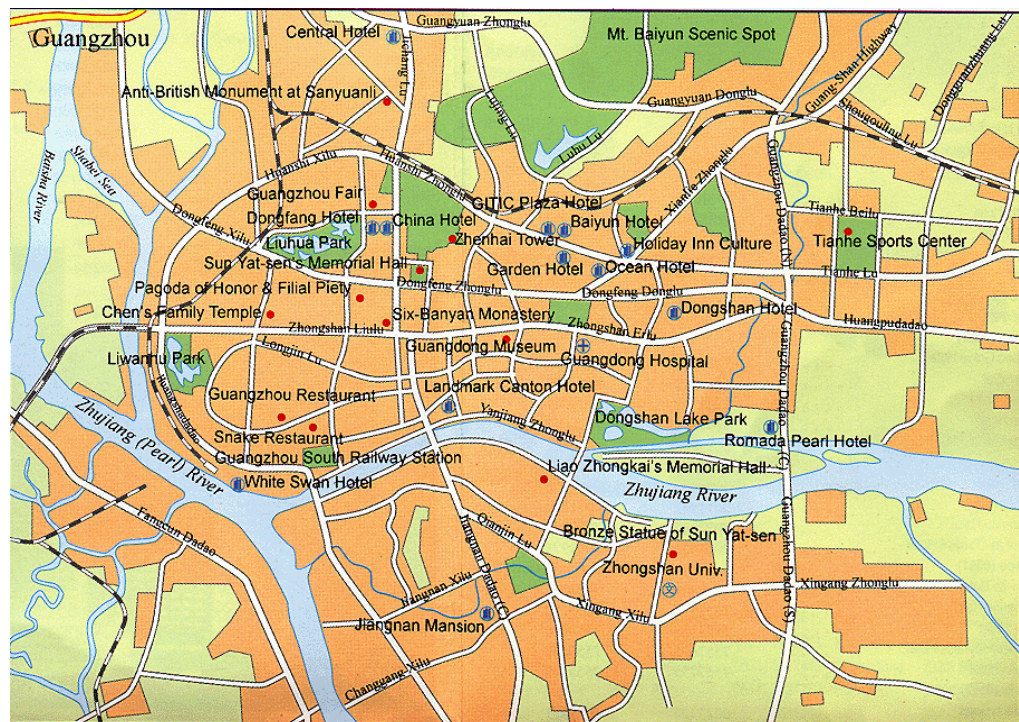


Figure 18. Main tourist attractions in Guangzhou

Source: [www.chinatour.com](http://www.chinatour.com)



The *Famous Eight Scenic Sites* in Guangzhou are the most significant tourism products promoted by Guangzhou municipal government. Table 5 displays the *New Famous Eight* in Guangzhou selected in 2001.

Name of the New Famous Eight	Attributes	Locations
<b>Zhongxin Plaza</b>	Modern architecture attractions	Tianhe district
<b>Chen Ancestor's Temple</b>	Cultural attractions	Liwan district
<b>Huanghuagang Park</b>	Historical and war attractions	Dongshan district
<b>The Olympic Game Center</b>	Modern architecture attractions	Tianhe district
<b>Yuexiu Park</b>	Cultural and natural attractions	Yuexiu district
<b>Mt. Baiyun</b>	Natural and cultural attractions	Baiyun district
<b>The Pearl River</b>	Natural attractions	Haizhu district
<b>Mt. Lotus</b>	Natural attractions	Panyu district

Table 5. The New Famous Eight of Guangzhou

The Guangzhou tourism industry did not have rapid development until the 1990s. The city received 73 million domestic and international visitors between 1993 and 2004, accounting for 32% of the total visitors received by Guangdong province (GDTA, 2004).

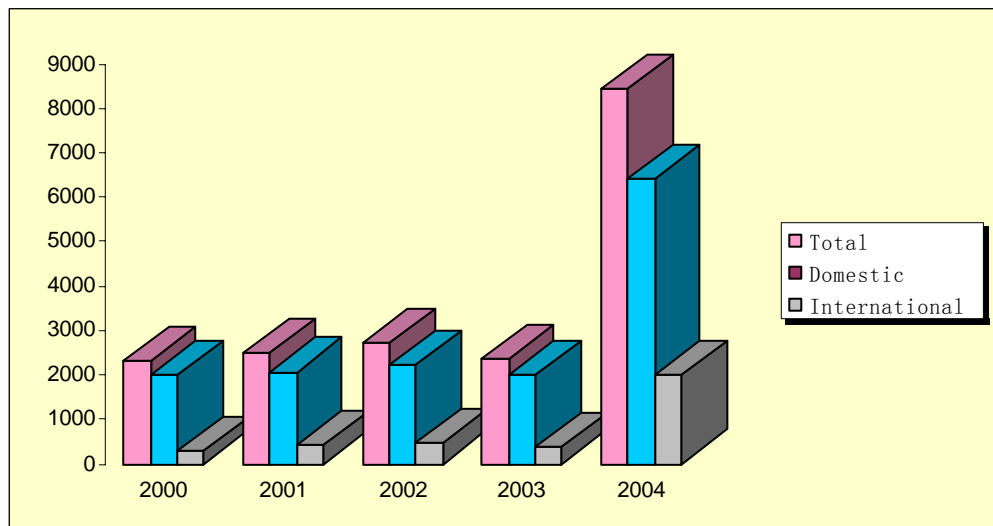


Figure 19. Tourist Arrivals from 2000-2004 of Guangzhou, in thousands of people  
Source: GDTA (2004)

Figure 19 shows the domestic and international tourist arrivals annual from 2000-2004 for Guangzhou. Figure 20 shows the visitors received by the other 19 cities of Guangdong province in 2004. Guangzhou accounts 34% of the total tourist arrivals of the whole province, more than any other city in Guangdong.

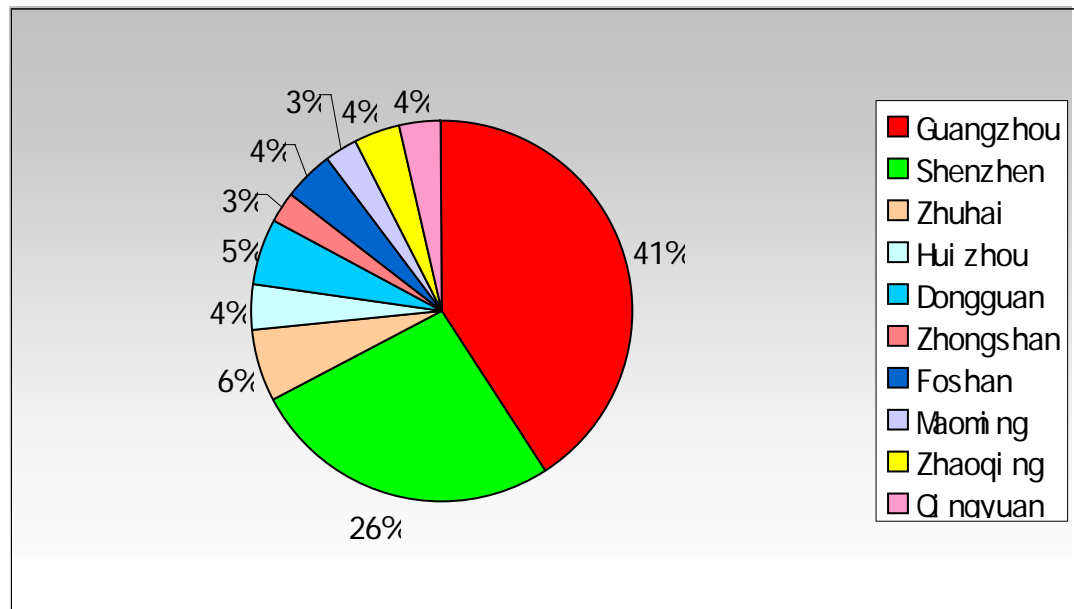


Figure 20. Tourists Received by the 10 Top Cities of Guangdong Province in 2004  
Source: GDTA (2004)

In general, domestic tourist receipts and revenues are the most significant components in Guangdong and Guangzhou tourism industries. The figures indicate that domestic and international tourist receipts and revenues received by Guangzhou show that the Guangzhou tourism industry is far ahead than the other two cities in Guangdong. Tables 6 and 7 show the key statistics tourist receipts and tourism revenues in 2004 of Guangdong, Guangzhou and two other major cities which make significant contributions to the Guangzhou tourism industry.



<b>TOURIST RECEIPTS</b> (Unit: Thousands of People)	<b>GUANGDONG</b>	<b>GUANGZHOU</b>	<b>SHARE</b>
Domestic	191180	64220	34%
International	51504	20171	39%
<b>TOURISM REVENUE</b>			
Domestic ( ¥m )	121909	39018	32%
International (US\$m)	5380	1897	35%

Table 6. Tourism Key Indicators of Guangdong and Guangzhou in 2004

Source: GDTA (2004)

<b>TOURIST RECEIPTS</b> (Unit: Thousands of People)	<b>GUANGDONG</b>	<b>GUANGZHOU</b>	<b>SHENZHEN</b>	<b>ZHUHAI</b>
Domestic	191180	64220	31510	10300
International	51504	20171	22989	2439
<b>TOURISM REVENUE</b>				
Domestic ( ¥m )	121909	39018	23330	5719
International (US\$m)	5380	1897	1787	563

Table 7. Tourism Key Indicators of Guangzhou and Two Major Cities in Guangdong, 2004

Source: GDTA (2004)

## IDENTIFYING CULTURAL TOURISM AND PRODUCT DEVELOPMENT ISSUES

### *GUANGDONG TOURISM*

The *Cultural Industry Report* (2000) initiated by the Guangdong Academy of Social Science (GASS) identified that Guangdong contains a strong Ling-Nan cultural background. Therefore, Ling-Nan culture was considered as the most significant element to be used in developing Guangdong tourism industry. The Ling-Nan catering culture, farming culture, handicrafts, fine arts and music, festivals, relics, modern urban civilization, religion, and diversified folk customs are categorized as the nine cultural

tourism resources in Guangdong (GASS, 2000).

Zhu, Li and Bao (2003) wrote that though Guangdong had such abundant cultural tourism resources, it lacked world-quality natural or cultural tourism attractions to compete with other provinces. Luo (2004) noted that Guangdong, a strong economic power, could develop multiple categories of local cultural products to cultivate and enrich the cultural tourism industry, such as Ling-Nan culture, in order to differentiate herself from other provinces of established tourism fame, such as Yunnan, Shanxi, or Hunan. According to a tourism development index created by Gan (2003), which contains measures of quantity, quality, effect, power of growth of tourist receipts and revenues of a province, Guangdong province is the strongest among the ten cities and provinces he ranked. He pointed out that Guangdong just leads in the overall quantity of the tourism receipts and revenues, but lower tourist consumption and sluggish tourism education has made the city less attractive as a tourism destination. Li (2004) asserted that increased investment in tourism education would be the most significant way to accelerate the development of new tourism products so as to change Guangdong from a tourist transit node into a true destination.

### ***GUANGZHOU TOURISM***

Guangzhou is considered as a city with strong cultural tourism development potential by having a history of more than 2,000 years (Lu and Lin, 2002). They noted that China's entry in World Trade Organization and tighter cooperation among Guangdong, Hong Kong and Macau would bring more opportunities for Guangzhou cultural tourism development. On the whole, tourism resources and the image of Guangzhou tourism industry are 'hot topics' which have been discussed by many

Chinese academic scholars from many fields.

These scholars assert that the tourism resource characteristics of Guangzhou are small-size, dispersed and lacking in typical brands. They are said to have little attraction to the greater Chinese tourism markets compared with those in north part of China, for example the Great Wall. Xu (2000) argues however, that although the tourism resources of Guangzhou are of small-size, several are significant, such as the Mausoleum of West Nanyue King, Liurong Temple and CAT, in the development of Guangdong or even in China.

Li (1999) studied the image issues from a planning perspective and discussed the advantages of Guangzhou's tourism development with respect to weather, economic background, history, and the richness of Ling-Nan culture. He wrote that Guangzhou still produced a vague tourism impression to most of the visitors, both domestically and internationally and the current cultural tourism products had not sufficiently brought out their typical features to lead the development of the Guangzhou tourism industry. Studying the marketing perspectives, Lu and Lin (2002) wrote that the tourism image of Guangzhou was still unclear and required further designing and identification. According to them, more effort was needed to segment potential markets and to design a coherent promotion campaign. Guangzhou needed to create a more distinct tourism image by positioning, identifying, designing, and promoting her unique tourism resources. Therefore, the use of business and commercial factors would be tightly connected to the real position of Guangzhou and Guangzhou should be promoted as as the "Kaleidoscope City" and the "Enthusiastic City". Li (1999) on the other hand analyzed the cultural and historical background of Guangzhou and advocated the use of

‘Ling-Nan’ as the brand to promote Guangzhou tourism, for example, the Ling-Nan Culture Center, Ling-Nan Eco-Tourism City, Ling-Nan Garden City, and Ling-Nan Business-Tour Destination. Yu (1999) also suggested making Guangzhou as the Ling-Nan Landscape Center.

### ***LING-NAN CULTURE***

Located along the southern coast of China, the Ling-Nan region had been an important economic gateway connecting China internationally since the Han dynasty (about 121 B.C.). It was a prosperous economic zone connecting ancient China and outside worlds which had attracted people from many places ranging from the formerly prosperous Central China where Henan and Shanxi provinces are located today, to the outside western worlds. The exact date when Ling-Nan culture existed however has not yet been determined by Chinese cultural scholars (Liu, 2001).

Zheng (2000) considered Ling-Nan culture to be composed of primitive Nan-Yue culture, Central Plain culture and oceanic culture. He noted that primitive men lived around the Pearl River region in the Paleolithic Age (about 130,000 years ago) were the original inhabitants of the Ling-Nan areas. He asserted that Ling-Nan culture was first gestated in the Qin and Han dynasties (about 221 B.C.), formed and matured from Tang dynasty (about 618 A.D.) to the First Opium War in 1839. It was not until after the Second Opium War in 1842 that Ling-Nan culture had moved into the transforming stage and became a real independent Chinese culture.

Generally speaking, Ling-Nan culture is different from those of the Yellow River and Yangtze River by having characteristics of openness, compatibility, variety, practicability, and objectivity (Tang, 2002). Business and trades have all been

emphasized in the Ling-Nan region and people are less affected by Confucianist ideology. Liang (2003) noted that compatibility with exotic cultures was the significant element which allowed Ling-Nan culture to develop prosperously and sustain itself.

Although Ling-Nan culture was a significant stream of Chinese cultures, it was not the concern of many Chinese scholars, or studied as an independent cultural subject, until about two decades ago when Guangdong became more important in the development of the Chinese economy (Liang 2003, Liu 2001). Most Chinese academic research done to date relating to Ling-Nan culture has focused on the modern age, started from the Opium War in the 1840s, as this was the first time that Ling-Nan culture came to affect national cultural ideology. Xu (1990) has further argued that many of the scholars doing research on Ling-Nan culture in Guangdong province today have been new immigrants from the North. They have been perceived as putting too many northern cultural background interpretations when analyzing and evaluating the development of Ling-Nan culture. Liu (1997) took a geographical perspective and summarized the geographical elements which had facilitated the forming of Ling-Nan culture. The elements were the physical location of Ling-Nan (initially isolated from the Central China), the economic location (Ling-Nan once was one of the originated departure ports of the Maritime Silk Road) and the political location (Ling-Nan was the place for the northern Chinese people escaping political oppression in feudal ages).

Ling-Nan aspects such as works of architecture, music, catering, and opera are currently promoted heavily in Guangzhou and Guangdong tourism products. Table 8 therefore summarizes the search results for the above Ling-Nan aspects in *Google* search engine and the CNKI database under the ‘title’ research category.

Issues Searched	Online Results	CNKI Results
Ling-Nan	1,140,000	756
Ling-Nan Culture	296,000	64
Ling-Nan Tourism	275,000	1
Ling-Nan Catering	141,000	0
Ling-Nan Architecture	120,000	28
Ling-Nan Music	112,000	5
Ling-Nan Opera	52,600	3

Table 8. Results of Ling-Nan Issues

The results in Table 8 show that ‘Ling-Nan’ is a popular topic that has received much online attention. Specific Ling-Nan subtitles also have received much online attention. In comparison, the academic focus on Ling-Nan and other sub-topics is very limited. Moreover, there is just one academic paper discussing Ling-Nan tourism.

Among the five Ling-Nan sub-topics examined online and in the CNKI database, Ling-Nan catering and architecture are two which have been widely applied in current Guangdong and Guangzhou tourism industries and are famous domestically and overseas. The connection among these five issues however, are built up mainly by travel agents and there is a lack of investment on conformity of the five issues thus to establish a strong Ling-Nan cultural and tourism industry.

### ***LING-NAN TOURISM PRODUCT***

Currently there are 370 tourist attractions in Guangdong province and 156 of these are cultural and heritage sites (GDTA, 2004). Many are Ling-Nan cultural resources, yet the tourism product development lags behind other provinces. The Guangzhou *Cultural Industry Report* (2000) identified five issues that have kept the Guangzhou urban

cultural development far behind that of Beijing and Shanghai. There was the sluggish consciousness of establishing a cultural industry, the chaotic cultural administrative and management state of the city, the lack of cultural investment, failure to apply advanced technology in Guangzhou cultural affairs and lack of intelligence to develop cultural products. Figure 21 displays the main Ling-Nan tourist attractions in former Ling-Nan region. The Ling-Nan tourism resources located in Guangxi and Hainan provinces would not be discussed in this study as most of them remain undeveloped.



Figure 21. Main Ling-Nan Tourist Attractions in Former Ling-Nan Region  
Source: [www.image.baidu.com](http://www.image.baidu.com), reproduced by the author

As discussed in the Guangdong tourism section previously, most of these cultural and heritage sites are scattered around the province and are of small size. Various Ling-Nan typical buildings are one of the important Guangdong cultural tourism resources attracting people from all parts (GDTA, 2004). According to the Guangdong Tourism Administration (GDTA, 2004), the Hakka Weiwu (Circle

House), Cantonese Residence, and Kaiping Castle Clusters are the three main representative Ling-Nan residences in Guangdong which receive thousands of visitors every year. Yet compared to the vacation tourist attractions, such as hot spring, beaches, or mountains, the numbers of people visiting these cultural sites is yet very low.

By reviewing some tourism literature related to Guangzhou and Guangdong tourism development, it is clear to summarize that Ling-Nan cultural issues are playing important roles in Guangzhou and Guangdong tourism development. The literature reviewed above show that however, relative Ling-Nan cultural issues such as catering, music, opera have not been utilized completely in current Guangzhou and Guangdong tourism development. Solutions of synthesizing the related Ling-Nan cultural issues mentioned above are therefore to be identified through the study in CAT-the cultural heritage selected.

## **FINDING THE BEST CASE STUDY SITE**

Compared to those famous Chinese cultural heritage attractions such as the Great Wall and the Prohibited Palace in Beijing, the Cantonese Civilized Houses (CCH) in Guangdong are a cultural heritage which are small to middle size and have not been the focus of current Chinese academic tourism scholarship. They are the main tourist attractions in Guangdong, having a strong Ling-Nan cultural background, but tourism studies of them have only discussed their significance with respect to the future development of Guangdong cultural heritage tourism. The CCH therefore make interesting subjects for investigation in this thesis so as to develop some theories or practices for developing Ling-Nan cultural tourism products.



Because of the lack of specific statistics of tourist receipts of the above cultural attractions, the standard for selecting the exact research site for this thesis was mainly based on the Internet search method advocated by Dai (2003) for finding out the online attention of the eight cultural sites by comparing the numbers of search results. The search engine *Google* was used to search online attention of the above eight cultural sites. The famous CCH sites in Guangdong and their Internet significance are displayed in Table 9.

<b>Name of Cultural Attractions</b>	<b>Locations</b>	<b>Numbers of Internet Searches (Google)</b>
<b>Foshan Ancestor Temple (FAT)</b>	Foshan	33,300
<b>Chen Ancestor's Temple (CAT)</b>	Guangzhou	20,900
<b>Hakka Weiwu</b>	Meizhou	11,200
<b>Ke Garden</b>	Dongguan	10,100
<b>Qinghui Garden</b>	Foshan	5,910
<b>Liang Garden</b>	Foshan	5,130
<b>Kaiping Castle Clusters</b>	Kaiping	3,400
<b>Yuyin Garden</b>	Panyu	526

Table 9. Results of Internet Searches of the Site Interested  
(Searched at 10:30 pm, on April 20<sup>th</sup>, 2005)

On average, these attractions were open for tourism in the 1980s but have different development states today. The Famous Four Ling-Nan Gardens (Ke Garden, Qinghui Garden, Liang Garden and Yuyin Garden) were popular tourist attractions in Guangdong in the 1980s when Chinese tourism was at an initial stage. With time, however, the overemphasis on economic development where these four gardens are located (Shunde City, Dongguan City, Foshan City and Panyu district of Guangzhou)

has put tourism far from the government's eyes. Lack of tourism investment in areas of promotion and improvement of the management system have greatly hindered tourist awareness of them today. The Kaiping Castle Clusters and Hakka Weiwu are new resources developed for tourism since the 1990s (GDTA, 2004) and have lately received much international fame as candidates for World Cultural Heritage Status. These two civilized houses however, of middle to large size, and at times inhabited, are less planned and developed than the other six sites. They are less developed than that of the other CCH sites in Guangzhou, Foshan and other cities in Pearl River Delta. Figure 22 displays the locations of the sites interested to be investigated.

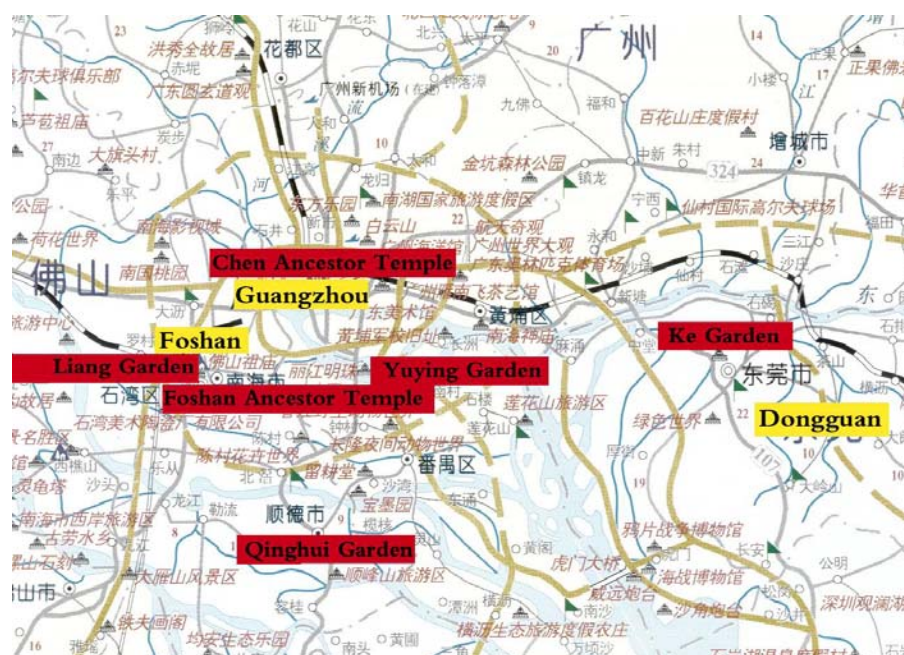


Figure 22. Locations of the sites interested to be investigated

Source: [www.image.baidu.com](http://www.image.baidu.com), refined by the author

Being tourist attractions, FAT and CAT show the most potential for study in this thesis, on the basis of online attention. The FAT has a history of over 800 years, and is still a popular place visited by tourists and local people. CAT on the other hand, has a history of just over one century and did not become one of the popular tourist attractions

in Guangdong until the 1990s. In comparison, FAT is far more complicated than CAT in the area of tourism development as it is governed by religious administration as well. With CAT, the emphasis is more on its tourism attraction, and visitors are not limited to those having a religious background.

Moreover, from the tourism statistics provided by GDTA (2004), the annual tourist arrivals of Guangzhou are much more than that for Foshan City. Referring to tourists received in 2004 (Figure 19) Guangzhou accounted for 41% of the total of Guangdong province, while Foshan accounted for just 3%. Last, as discussed above, CAT was newly developed as a cultural heritage site in the 1990s, but it has seen a rapid rise of tourist receipts from 1995 to 2004. The tourist receipts for these nine years are shown in Table 10.

	Domestic	International	Total
1995	51053	140445	191498
1996	54443	164007	218450
1997	104857	140523	245380
1998	172473	78895	251368
1999	271329	115023	386352
2000	352055	121617	473672
2001	47572	5462	53034
2002	755742	153422	909164
2003	624425	58321	682746
2004	734897	78305	813202

Table 10. Tourist Receipts of CAT in 1995-2004 (Unit=People)

*Source: CAT Management*

Therefore, CAT is a suitable Ling-Nan cultural heritage site to be selected as the case study in this thesis. The current management state of CAT has indicated the site has dual functions related to both cultural conservation and tourism development. Being one of the national cultural relic conservation sites, CAT is a good start to investigate the

Chinese definition of the word of ‘heritage’ as discussed in Chapter Two. The dual functions of CAT have raised the researcher’s interest to find out the future development of CAT and concerns of stakeholder groups important to CAT, as well as of generation some ideas of developing Ling-Nan cultural tourism products.

### ***CHEN ANCESTOR’S TEMPLE***

The Chen Ancestor’s Temple (CAT) was named as one of the architectural gems in Ling-Nan building history because of the delicate carvings, sculptures, statutes and paintings inside. Located at Enlongli, Zhongshan Qi Road in west Guangzhou City, CAT once was the ancestral hall for the Chen clan scattered in 72 counties in Guangdong province in the late 1800s. Figure 23 shows the location of CAT in Guangzhou City. Building began in 1888 and ended in 1894, taking about seven years to finish. It embodies the essence of the Ling-Nan style of architecture and decoration, in the building and architectural layout, carvings, sculptures, statues and paintings. It is the largest well preserved ancestral hall remaining in Guangdong province, and opened to public viewing in 1982.

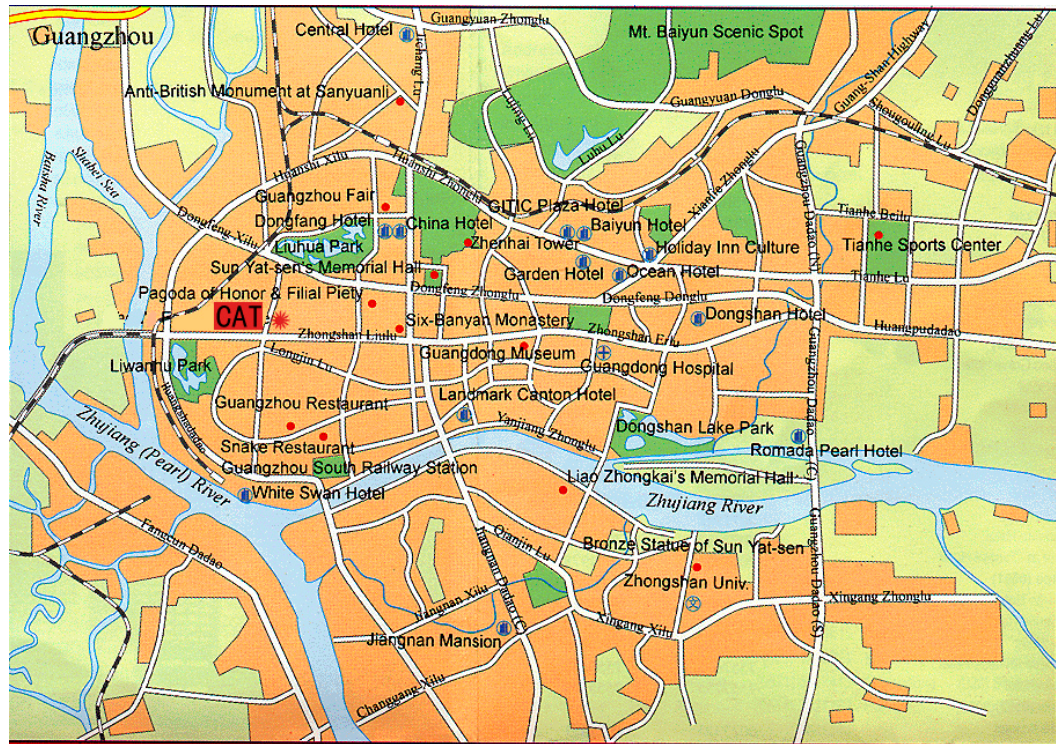


Figure 23. Location of CAT in Guangzhou Map

Source: [www.image.baidu.com](http://www.image.baidu.com), refined by the author

CAT was also known as Chen Clan's Academy, as part of its facilities was used for the offspring of the Chen lineage to study for the federal imperial exams. After the crash of Chinese federalism in 1911, CAT changed names several times but kept its main function as an ancestor temple and academy. In 1950, the Guangzhou Cultural Relic Managerial Administration took over CAT then turned it into a Cultural Relic Protection Site of Guangzhou City. In 1959, CAT was turned into the Guangdong Museum of Folk Arts, dedicated to the collection, study and exhibition of the folk artworks made and found in Guangdong province from all dynasties. CAT however, did not become a popular domestic tourist attraction until the 1990s. Some of the CAT architectural heritages are shown in Figure 24.





Figure 24. The Carvings and Sculptures of CAT

CAT is a cultural heritage site which opened for public viewing of the delicate sculptures, architectural designs and folk art collections. It is a valuable place for people learning about the history of Guangzhou, Guangdong and former Ling-Nan region. Tourists arrive here usually with cameras so as to take photos of the cultural delicacies. Exhibition viewing, listening to the interpretation of CAT histories, and stories of every sculpture are what tourists experience at CAT.

Luckily, during the ten-year “Cultural Revolution”, CAT was dominated by a publishing house which printed the Quotations of Chairman Mao. It was fortunate for CAT to be a political place at that time as the Red Guards could not destroy the carvings, sculptures and statues inside it, which they viewed as rotten federal heritage that should be not be kept. CAT was re-opened to the public in 1982 after another round of repair and maintenance. In 2001, the factory and some houses located next to CAT were removed and a public square was constructed that remains today. The CAT management

has submitted a detail plan for recovering CAT's original 35,000m<sup>2</sup> site area (Huang, 2003).

### Tourism Development

CAT started to be a popular tourist attraction in 1996 when it was named as the top tourist attraction of the Ten Beautiful Sceneries of Guangzhou in that year. The award of the New Famous Eight of Guangzhou in 2002 that gave CAT a real tourism brand. As the rapid development of the domestic Chinese tourism occurred, the number of domestic tourists exceeded those of international arrivals for the first time in 1998 and domestic arrivals now are the main source of tourist receipts. Year 2002 was the year of CAT with 906,585 tourists visiting, which established CAT's tourism significance in Guangzhou (Huang, 2003). The SARS epidemics of 2003, though, affected the visitor arrivals of many tourist attractions in China, including CAT. The domestic arrival numbers in 2004 have shown the rapid recovery.

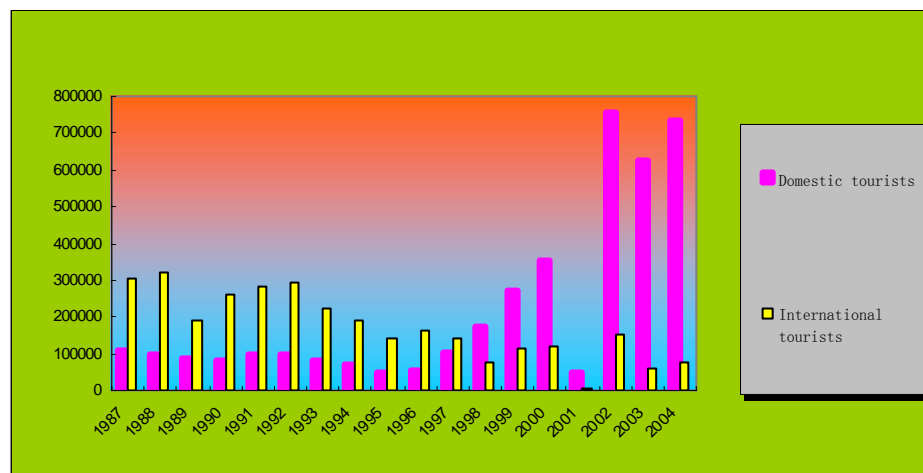


Figure 25. Tourists Received by CAT from 1987-2004, in thousands of visitors  
*Source: CAT's Statistics*

Figure 25 displays the tourist numbers received by CAT from 1987 to 2004. Initially, 90% of the visitors were foreign, and because of lack of promotion to the local

and domestic market and tourism in the 1980s was viewed as a luxury by the Chinese people. The statistics in Figure 25 indicate that an obvious gap exists in the tourist receipt figure in 2001 when the number of tourists visited CAT dropped down to the bottom. As lack of tourism statistics, such as figures of tourist receipts by other tourist attractions in 2001, it is impossible to make an exact conclusion of deciding why the gap occurred so suddenly. It could be only supposed that the tourism theme “Sports and Health” promoted by National Tourism Administration (NAT) in 2001 might be the reason stopping people from going to the cultural attractions.

### **Management State**

CAT is known for its cultural significance. In a series of public promotions, the governments of Guangdong and Guangzhou have made CAT one of the important cultural elements to promote the new image of Guangdong and Guangzhou. Ever since opening to public viewing in 1982, CAT has received many foreign leaders, for example the German Prime Minister Gerhard Schroeder.

Today, CAT is directly governed by the Guangzhou Cultural Bureau as a national cultural relic conservation site. There are 109 staff working at CAT under the five departments of general affairs, accounting, maintenance and security, research and exhibition (Huang, 2003). The Guangzhou municipal government finances one million Chinese Yuan annually for maintaining and conserving the relics, such as the colors of the carvings, structures of the houses, floors, and some exhibition facilities. CAT charges 10 yuan admission but has 80% discounts for students, 50% for children, and is free of charge for senior Guangzhou citizens who are over 65. The second Tuesday of each month is free entry for all visitors. The salary for staff working inside CAT is also



paid by the Guangzhou municipal government, but CAT has some extra income from entrance fees and rents of the shops operating inside as bonus for staff.

With respect to authenticity and interpretation issues, CAT has no longer kept its original functions as a clan temple and the meeting hall for the Chen family, but changed to a folk-art museum instead. What the tourists can see in CAT today are those carvings, sculptures and Ling-Nan style buildings. The interpretation inside CAT now is mainly relying on personal interpreters with some literal introductions. There are just three English interpreters in CAT, who are not able to satisfy the needs of foreign visitors during the Guangzhou International Commodity Trade Fair, held twice every year in Guangzhou. Table 11 indicates that CAT, compared with the Forbidden City in Beijing in areas of tourism popularity, management system, facilities and academic researches, is still in the development stage. In this case, when referring to the lifecycle model discussed by many tourism scholars in Chapter Two (Bulter, 1980), CAT is at the beginning of Development Stage (See Figure 26).

	<b>Location</b>	<b>Acreage</b>	<b>Years of Open to Public</b>	<b>No. of Staff</b>	<b>Heritage Significance</b>
The Forbidden City	Beijing	780000m <sup>2</sup>	80	1000	World Heritage Site
CAT	Guangzhou	15000m <sup>2</sup>	23	109	National Cultural Relic Site

Table 11. Brief Intro of the Forbidden City and CAT

Source: [www.dpm.org.cn](http://www.dpm.org.cn), CAT Management

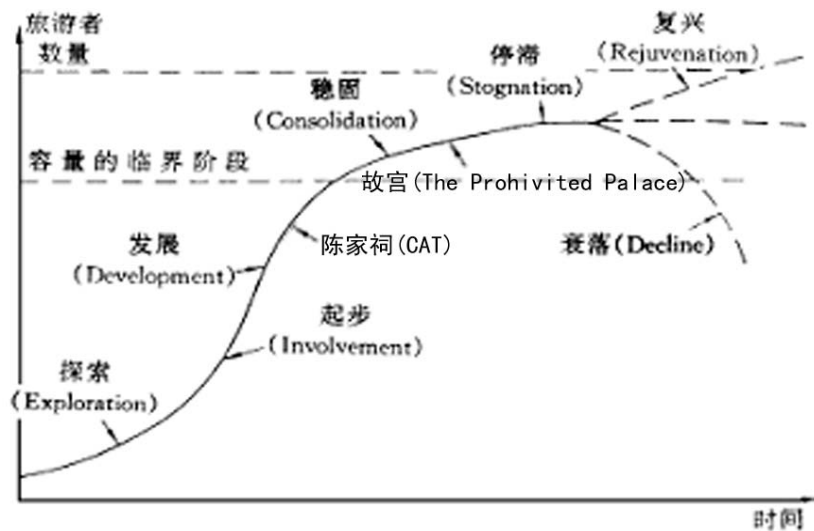


Figure 26. The Developing Stage of CAT in Lifecycle Model

Similar to other cultural sites in China, both local and regional contacts between CAT and the tourism administration were not frequent until 2002, when CAT became one of the most popular tourist attractions in Guangzhou and Guangdong (Huang, 2003). The tourism administrative concerns relate to tourist receipts, tourist complaints, and some tourism facilities such as car parks, directing signs and tour guides. According to the cultural legislation in China, however, the tourism development inside cultural relic conservation sites such as CAT should be based on proper conservation of the relics. More communication and cooperation are thus required to improve the relationship between the cultural and tourism administration. Figures 27 and 28 show tourists visiting CAT.



Figure 27. Tourists in CAT



Figure 28. Tourists in CAT

## CONCLUSION

This chapter has introduced the current tourism development in Guangdong and Guangzhou areas by providing detailed tourism information. So as to achieve the two objectives mentioned in the beginning of this chapter, a detailed introduction of the Guangdong and Guangzhou tourism development state, a series of tourist receipt tables and figures, and academic studies in Guangzhou and Guangdong tourism, and Ling-Nan cultural issues have been presented. Generally speaking, the tourism development especially those cultural heritages in Guangdong and Guangzhou areas are still at the development stage (Butler, 1980) with undeveloped tourism facilities, incomplete tourism legislation and management system.

CAT, a typical cultural heritage site located in Guangzhou, is the most suitable study case for this thesis so as to investigate the tourism development state of Guangdong and Ling-Nan culture, and generate some recommendations and strategies for creating typical Ling-Nan tourism products in the future. Based on the introduction and analysis of the Ling-Nan culture, CAT development, the researcher plans to adopt both quantitative and qualitative research methods in the next chapter to examine the tourist, community, government, management and business stakeholder groups relative to CAT, so as to fulfill the objectives.

## THE ELIXIR

This chapter continues to focus on the second objective noted in Chapter One, based on the CAT background introduced in Chapter Three. Both quantitative and qualitative methods will be used to examine issues of concern to the five stakeholder groups. The researcher names the chapter as ‘the elixir’ because the quantitative and qualitative methodologies are something like an ‘elixir’ which would translate the original survey and interview data into meaningful knowledge. Three objectives are achieved in this chapter as follows:

- Present the research process of this thesis
- Supplement tourist background data relating to tourist behaviors before, during and after visitation of CAT which are not provided by CAT marketing staff
- Generate some ideas for making recommendations in Chapter Five so as to establish a new direction for future Chinese tourism focus

To achieve the first objective, this chapter will discuss the methodologies adopted, the process of conducting survey and interviews, and ways of analysis of the data gathered. Secondly, the survey results will be discussed under three subheadings—before, during and after visitation—so as to make familiar the tourist experience when visiting CAT. Thirdly, the interview results will be categorized into different themes which identified from the concerns raised by the five stakeholder groups.

In all, the survey and interview results provided in this chapter indicate that CAT is a typical Ling-Nan cultural heritage site deserving of a visit. Concerns raised by the five

stakeholder groups are greatly affected by their direct relations with CAT.

## **METHODOLOGY**

To familiarize herself with the current tourism development of CAT, the researcher first met the marketing staff and gathered some materials which introduced the history of CAT. Some tourist receipt statistics gathered from the date when CAT was open to public viewing were provided by the marketing staff. Statistics which described the background of the tourists visiting CAT however, were unavailable. Field observation and tourist survey were therefore decided to be necessary to get to know more about current CAT tourism development. The in-depth interviews with the five stakeholder groups—tourists, communities, management, government, and business were then conducted based on the above two research steps.

The researcher picked three days—December 18<sup>th</sup>, 26<sup>th</sup> 2003 and February 8<sup>th</sup>, 2004—to do some initial field observation. The first two days, of which one was on a normal weekday and one on a weekend, were selected randomly in late 2003 so as to identify the differences in the weekday and weekend tourist receiving situation. A public holiday was picked purposely, the 2004 Chinese Spring Festival, to observe the holiday receiving circumstances.

It has been suggested that tourist perception of the site is more crucial than the reality of the site itself (Clements and Josiam, 1995). A survey was conducted to gather first hand data to describe the background of the tourists visiting Chen Ancestor's Temple (CAT). Issues of tourist demographics, behavior and evaluation were asked in the survey questionnaire (Appendix I). The format of the survey questionnaire was

designed as simply as possible as it was an on-site face-to-face survey and the time length of the survey was the sensitive issue to affect the survey results. Three main themes based on a chronological sequence—before, during and after visiting CAT—were designed into the questionnaire for investigating respondents’ behavior patterns at these three stages.

The researcher asked for the help of the marketing staff at CAT to conduct the survey in order to save time and make the answers readable. The survey was conducted from April 10 to May 10, 2004. One hundred survey questionnaires were sent out and 72 were gathered back. The other twenty-eight were left undone as CAT staff was too busy because of their heavy guest-receiving workload. Nevertheless, the survey was done to know more about the CAT experience from the tourist perspectives, the 72 surveys were therefore considered to be fair enough to fill in the missing tourist information.

Some missing values were found in the survey results. Three variables ‘monthly income’, ‘purchase of souvenirs’ and ‘introduction to friends’ had four answers left undone, while the rest had just one to two left blank. Having a survey total of 72, however, these missing variables were downgraded in importance for the changes of the missing variables had not affected the basic relationship of the variables investigated. The recoded statistics were used to do the quantitative analysis.

A qualitative research approach was considered as the main research method in this thesis for gathering in-depth, first hand information of the current tourism development at CAT. It was conducted after the tourist survey to investigate the concerns of the five stakeholder groups: tourist, community, management, government, and business groups.

The main themes were related to values, management and product development issues (Appendix II). Five groups of checklists of the topics of the in-depth interviews were designed to investigate the various interests and concerns of the five stakeholder groups.

The participants knew about CAT and had been there at least once and all were familiar with Guangzhou, except for the tourist groups. This indicates that all participants were suited for the in-depth interviews. Brief reviews of the five stakeholder groups are presented in Table 12.

<b>Stakeholder Group</b>	<b>Characteristics of Participants</b>	<b>Numbers of Participants</b>	<b>Themes</b>
<b>Tourists</b>	Packaged Tour	2	Value issues
	Free Tour	3	Interpretation, exhibitions
<b>Community</b>	Living next to CAT	4	Compensation, flexible prices
	Living in the district of GZ	3	Originals, activities, leisure
	Living in Guangzhou city	3	Interpretation, revisit attraction
<b>Management</b>	Curator, Marketing, Security, Interpreter	4	Conservation, improvement
<b>Officers</b>	Cultural administrative	1	Conservation
	Tourism administrative	1	Development, sustainability
<b>Businesses</b>	Owners of Cafe, Painting, Jade, Crafworks and chinas	5	Tourist receipts

Table 12. Brief Review of Five Stakeholder Groups

Twenty-six participants had attended the in-depth interviews, consisting of five tourists, ten community members, four staff from the management group, two officers from cultural and tourism administration, and five people from local shops and cafe.



Most of the interview participants were Chinese, except for two foreign tourists. A detailed explanation of the various concerns raised by the five stakeholders will be discussed in five sections.

Participants representing the tourist stakeholder group were people from other cities who came to CAT for a visit. Five tourists were interviewed so as to find out CAT's significance in GZ tourism development. Also, these tourists all were visiting CAT for the first time; they were chosen so as to identifying reasons about attraction motivation. Based on their ways of arriving at CAT, the tourist participants were divided into two groups — the packaged tourists and free and independent tourists — for the purpose of understanding the different tourist demands.

The community group contained locals living near CAT and others living further away in Guangzhou city as CAT is a cultural product with urban tourism scale. The management group included people working at CAT for keeping CAT sustained. The government group includes tourism and cultural administrators who govern the operation of CAT. The business group includes four shops and one small tea cafe operating inside CAT.

The interview questions were based on different themes in relation to heritage issues, tourism development issues and issues that each stakeholder group might be concerned with related to CAT tourism development. The interviews with the five stakeholder groups were all semi-structured and conducted by the researcher herself from June 10 to October 10, 2004. A "Participant Information Sheet" was presented to the candidates as part of the initial contact approach. Each interview lasted between twenty to thirty minutes, except ten to fifteen minutes with tourists. The number of

participants is recommended to be between one to ten depending on the nature of the study (Becker, 1986; Kamm, 1966). In all, ten local residents were invited in the community perspective interview; five tourists participated in the tourist perspective interview; four staff working at CAT and two government officers from cultural and tourism administrations were interviewed to obtain management and government perspective respectively. Four people from the shops and cafes were investigated to obtain information about customers, profits, and future concerns.

The locations and time that interviews were conducted were different. The interviews with tourists were mainly on weekends and mainly conducted in the corridors of CAT where there were some chairs for taking a rest. The interviews with community members were held in the places such as parks outside CAT, flats and offices, etc. where participants felt comfortable to have a 20-minute talk. They were done on both weekdays and weekends. The interviews with the staff working at CAT and the government officials were mainly done in their offices during office hours. The interviews with the five businesses were conducted inside CAT mainly on weekends after peak time. A tape-recorder was used during interviews to record the conversations between researcher and participants. Some notes about the behaviours of the interviewees such as tones, gestures and facial expression were marked down to understand their concerns of CAT relating to value, management and product development issues. The interviews were transcribed verbatim for identifying various themes in accordance with issues investigated.

Some observations were made when conducting the in-depth interviews with the five group members. First, all participants were very friendly and open when they talked

about CAT. Many community members considered CAT as the best cultural representation of Guangzhou. They were willing to answer all the questions asked and to talk about their opinions, attitudes and concerns about CAT. Second, some appearances of uncertainty could be seen on the faces of tourists, community members and some management staff when heritage issues were asked in relation to CAT's development. The researcher thus needed to spend some time to explain the heritage issues investigated before answering. For example, when the question "Do you consider CAT has a heritage value?" was asked, many respondents would spend some time before answered the questions. Third, all participants answered every question seriously indicating the interviews were successful as the results had reflected their true opinions about CAT.

## **RESULTS**

### **FIELD OBSERVATION**

The researcher spent the whole three days at CAT from the opening hour 8am to 5:30pm and found out that the time tourist arrived at CAT were not much different from other tourist attractions in Guangzhou, with more tourist arrivals on the weekend than during the weekday. The observation result on the public holiday was a little bit different from the previous days as a folk performance was held on that day. It was estimated that over 2,000 tourists had arrived on that day for viewing the folk performance. The peak time of CAT on these three days however, was not much different mainly concentrating on 10am to 11am in the morning and 3pm to 4pm in the afternoon.

In estimation, 80% of the tourists who arrived at CAT on these three observed days were from domestic markets. Tourists who arrived early at CAT on these three days were the old tourists, about 80% of whom were the local residents in Guangzhou. Most of the rest were packaged tourists, either domestic or international. The tourists visiting CAT on the weekday were from packaged tours and individual visits were very few. On the observed weekend and public holiday however, the free and independent visits in the forms of family, friends, couples and schoolmates dominated.

What the tourists did most at CAT on the three observed days was take photos of carvings and garden sculptures, and look at the exhibition and performances. It was interesting to see that the souvenirs at CAT were only attractive to those international tourists and few domestic tourists would purchase any of them. In general, the time that free and independent tourists stayed at CAT were much longer than those packaged ones which lasted over one hour in average. Based on the three day of observation, the researcher had gathered some first hand data about the tourists arrived at CAT.

## **TOURIST SURVEYS**

The survey will present demographic results of the 72 tourists who participated, then will delve into and their different behaviors before, during and after visiting CAT. Statistics generated from SPSS analysis are discussed so as to make some appropriate recommendations for CAT, Guangdong and Guangzhou future tourism development.

### **Demographics**

The whole sample was composed of 72 participants with 37 males and 35 females (Figure 29). Ninety percent of the participants were between the ages of 15 to 64 and nearly 55% of them had bachelor degrees.

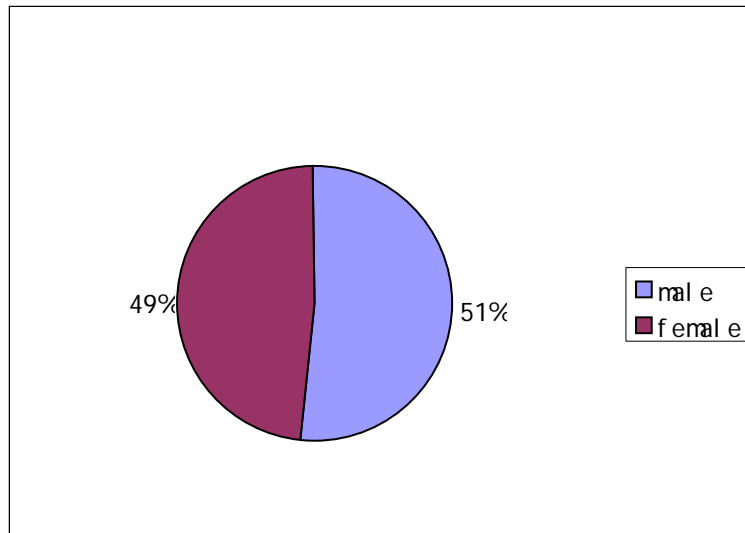


Figure 29. Gender Graphic of Tourists Visiting CAT

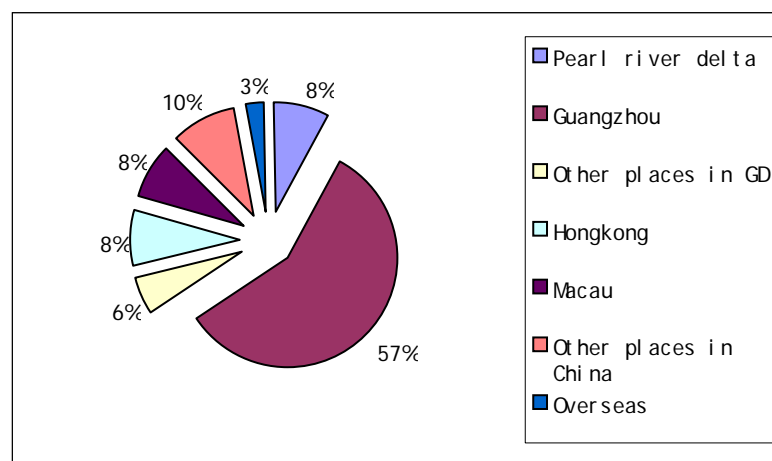


Figure 30. Residence Graphic of Tourists Visiting CAT

In this sample, 41 participants (57%) came from Guangzhou, 18 (25%) were from Pearl River delta (including Hong Kong and Macau), seven (10%) were from other places of China, four (6%) were from other places in Guangdong province, and only two (3%) tourists were internationals (Figure 30). It is supposed that the two-page survey questionnaire was considered too long because international tourists did not have much time to stay in CAT because of tight packaged tour timetable. The foreign tourists

usually stay about half an hour in CAT and they spend most of time to listening to the interpretation and looking at the delicate architecture.

Sixty-eight participants answered the question of occupation and 26% of them were students. Twenty-one percent were staff working at the State-Owned Enterprises and the private enterprise staff followed with a percentage of 15% (Table 13). Participants who were unemployed and worked in business industries were categorized into the “other” section with lower percentages of less than 3%.

OCCUPATION	FREQUENCY	PERCENT
Students	19	26
SOE staff	15	21
Private Enterprise staff	11	15
Government	6	8
Foreign Company staff	4	6
Retired	4	6
Teacher	3	4
Military	3	4
Unemployed	2	3
Business	1	1
Total	68	

Table 13. The Occupation of Tourists Visiting CAT

According to the National Bureau of Statistics of China, the average Chinese monthly income in 2004 was 881.93 Yuan per person and the average monthly income in Guangdong province in 2004 was 1228.48 Yuan per person. People who have an annual income over 32,000 Yuan (2666 Yuan per month) are defined as having middle to high income (National Bureau of Statistics of China, 2005). Among the 68 tourists

who gave their monthly income in Chinese Yuan, the range was lower than 1,000 to more than 4,000 Yuan (Table 14). Compared with the definition just stated, 29% of the participants were in the middle range and 10% were at the high income level range.

<b>MONTHLY INCOME</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Lower than ¥1,000	<b>23</b>	<b>34</b>
¥1,000-2,000	<b>18</b>	<b>27</b>
¥2000-4000	<b>20</b>	<b>29</b>
Above ¥4,000	<b>7</b>	<b>10</b>
Total	<b>68</b>	<b>94</b>

Table 14. The Monthly Income of Tourists Visiting CAT

Statistics in Table 15 indicate that most of the tourists (71%) visited CAT with friends/family, while only 10% of respondents came to CAT by packaged tours. It is supposed that the low percentage of package tourists is because of the time that marketing staff chose to do the survey, the limited time for packaged tour staying in CAT, and unwillingness of some tourists to answer the questions. The statistical analysis however, is not the main goal of this thesis but functions to get some basic information to be used in tourist interviews. So the limited data here would not affect the achievement of these objectives.

Accompany	Frequency	Valid Percent
Alone	6	9
With friends/family	52	73
Travel tour	6	9
Business tour	7	10

Table 15. The Accompanies of Tourists Visiting CAT

Bus and subway were the most two popular forms of transportation chosen by participants, with 44% and 31% respectively (Figure 31). Few participants arrived at CAT by car or taxi. Fourteen percent of the participants chose “other” when answered transportation question, which could show that people might arrive CAT by taking more than one transportation type.

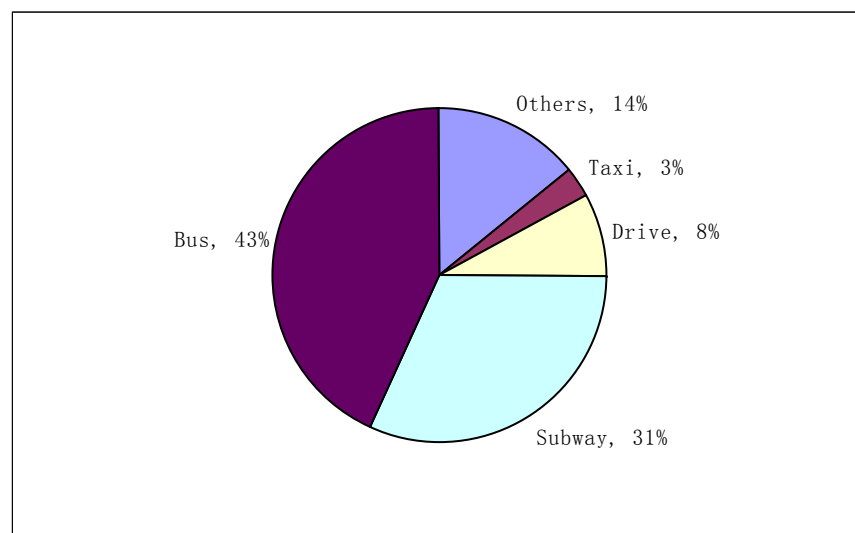


Figure 31. The Transportation Taken by Tourists Visiting CAT

Table 16 crosstabulates accompany variable with transportation and the result shows that 82% of the 70 tourists accompanied by friends or family arrived at CAT by bus and subway. There were only 7% of the tourists accompanied by friends or family



who arrived at CAT by drive or taxi. Among the seven tourists came to CAT accompanied by business clients, three of them had taken more than one vehicle.

	<b>Transportation</b>						<b>Total</b>
		Bus	Subway	Drive	Taxi	Others	
<b>Accompany</b>	Alone	2	3	1			6
	With friends/family	25	17	3	2	4	51
	Travel tour	3		1		2	6
	Business tour	1	2	1		3	7
<b>Total</b>		31	22	6	2	9	70

Table 16. Tourist Accompany and Transportation Crosstabulation

Transportation and residence were also crosstabulated so as to find out the transportation chosen by participants from different areas. Table 17 shows that most of the participants either from Guangzhou or overseas mainly arrived at CAT by bus and subway. The bus and subway stations are near CAT, and the car park in CAT is small—these are considered to be the reasons for hindering people’s use of expensive and private transportation vehicles.

	<b>Transportation</b>						<b>Total</b>
<b>Residence</b>		Bus	Subway	Drive	Taxi	Others	
	Pearl river delta	1	2			2	5
	Guangzhou	23	11	1		6	41
	Other places in GD	1	1	1		1	4
	HongKong	3	2			1	6
	Macau	1	4		1		6
	Other places in China	1	2	3	1		7
	Overseas	1		1			2
<b>Total</b>		31	22	6	2	10	71

Table 17. Residence and Transportation Crosstabulation

### Before Visitation

Questions such as use of media to learn about CAT, purpose of visit, and previous visits to CAT were made to investigate respondents' before visit patterns. Friends/family was the most significant way that the 70 participants got to know of CAT with a percentage of 30 (Table 18). Newspaper and magazine, and travel agent followed with percentages of 26 and 24 respectively. Internet in comparison was a media chosen by only two participants of the 70 answered.

	No. of Participants	Percent
<b>Friend/family</b>	<b>21</b>	<b>30</b>
<b>Newspaper/magazine</b>	<b>18</b>	<b>26</b>
<b>Travel agent</b>	<b>17</b>	<b>24</b>
<b>TV</b>	<b>12</b>	<b>17</b>
<b>Internet</b>	<b>2</b>	<b>3</b>
Total	<b>70</b>	<b>100</b>

Table18. Media Used by Tourists Visiting CAT

The crosstabulation result of media search and residence variables is presented in Table 19. Friends/family was the most significant channel that participants, either from Guangzhou, other places in Guangdong or overseas, got to know of CAT, with 21 of the 70 giving this answer (Table 19). Newspaper/magazine was the second significant channel for visitors from Guangzhou with a percentage of 30 of the 40 answered. The internet was selected by only two tourists as the way got to know of CAT.

		Media search					Total
		Newspaper/ Magazine	TV	Internet	Travel agent	Friend /family	
<b>Residence</b>	Pearl river delta	1	1		1	2	5
	Guangzhou	12	7		7	14	40
	Other places in GD	1			1	2	4
	Hongkong	2	1		3		6
	Macau	1	2	1	2		6
	Other places in China	1	1	1	2	2	7
	Overseas				1	1	2
<b>Total</b>		18	12	2	17	21	70

Table 19. Media Used and Residence Crosstabulation

Figure 32 shows that 66% of the tourists came to CAT just to look around. Seventeen percent were there for exhibitions inside CAT. Ten percent of the tourists came for photography and 7% arrived because of CAT was on their tour itinerary.

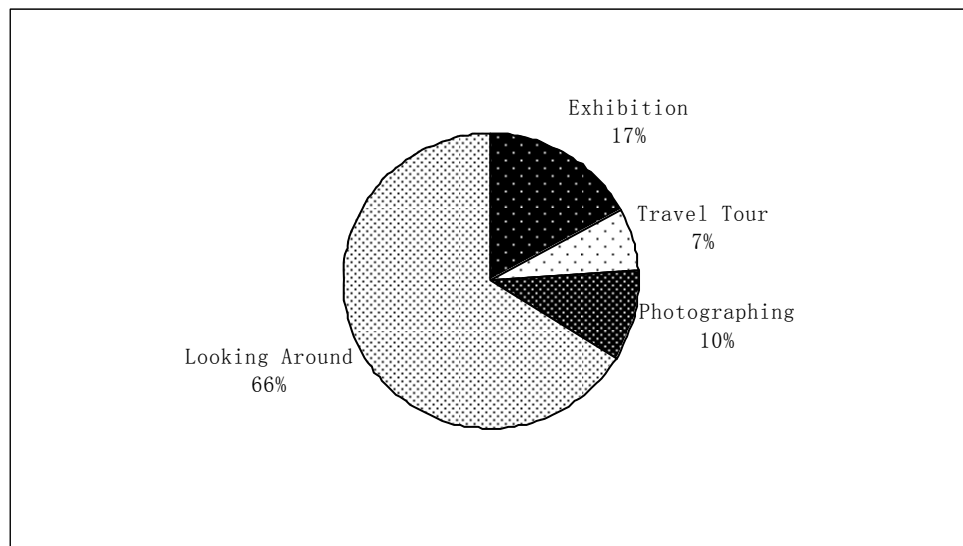


Figure 32. The Purpose of Tourists Visiting CAT

A previous visit to CAT data question was asked to understand the ratios of return visitation. Results in Figure 33 shows that 59% of the respondents were visiting CAT for the first time. Second time visitors to CAT accounted for 17% of the total, but those visiting either for the third times, or who had made more than three visits, comprised 24%. This indicates the presence of a regular group of visitors.

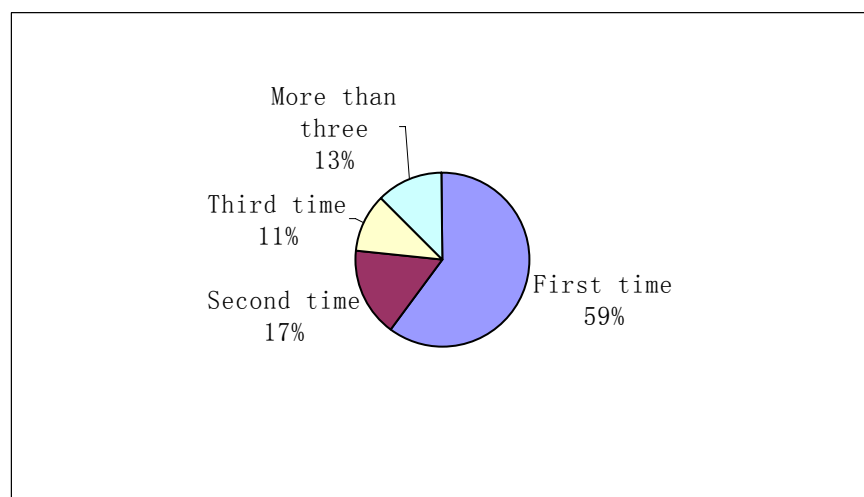


Figure 33. The Time(s) of Tourists Visiting CAT

Table 20 crosstabulated time of visit by residence variables so as to show the previous times people had visited CAT in relation to their residence. The statistics show

that 51% of the tourists (21 of 41 visitors) visiting CAT for the first time came from Guangzhou. Among the 43 tourists visiting CAT for the first time, 49% (21 of 41 visitors) were from Guangzhou. However, about 29% of the tourists who came from Guangzhou had been to CAT for more than three times.

	Residence								Total
		Pearl River Delta	Guang-zhou	Other places in Guang-dong	Hong Kong	Macau	Other places in China	Overseas	
<b>Time of visit</b>	First time	3	21	3	4	5	5	2	43
	Second time	1	8		1		2		12
	Third time	2	5			1			8
	More than three		7	1	1				9
<b>Total</b>		6	41	4	6	6	7	2	72

Table 20. Time of Visit and Residence Crosstabulation

### **During Visitation**

This section concentrated on discussing the length of time participants stayed at CAT, what they did during their stay (for example purchasing souvenirs) and the features which had attracted them most. Figure 34 shows that 65% of the respondents stayed in CAT for one to two hours. The percentages of participants staying in CAT for less than one hour and more than two hours were almost same with 18% and 17% respectively. Further analysis indicated there was no particular group that stayed at CAT for more than two hours.

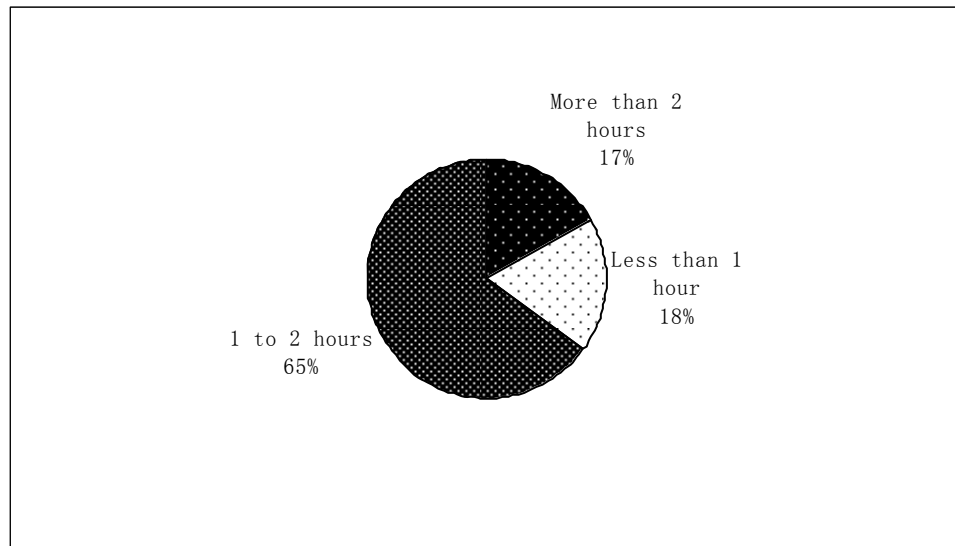


Figure 34. The Time Tourists Stayed in CAT

Crosstab analysis indicated that the relationship between the time of participants staying at CAT and their residence, occupation, education background, visit purposes, and times of visiting CAT was not strong. The time that participants stayed at CAT however, depended on whom they came with. The crosstabulation of tourists' length of stay and the accompany variables shown in Table 21. The results indicate that about 65% of the tourists stayed in CAT for about 1-2 hours with 69% of them accompanied by friends/family. The numbers of people staying at CAT less than one hour and more than two hours were about equal with 13 and 12 answered respectively. Business people explored CAT in a hurry and none of them had stayed for more than two hours.

	<b>Time stay in</b>				<b>Total</b>
<b>Accompany</b>		Less than 1 hour	1 to 2 hours	More than 2 hours	
	Alone	1	3	2	6
	With friends/family	7	36	9	52
	Travel tour	2	3	1	6
	Business tour	3	4		7
<b>Total</b>		13	46	12	71

Table 21. Tourist Accompany and Time Stay Crosstabulation

There is a strong relationship between tourists' behavior of purchasing souvenirs and their visit purposes. Table 22 shows that only five tourists (about 7% of 67 answered) had bought souvenirs. The other 62 participants (about 93%) did not buy anything inside CAT. Price was considered by 34 participants (about 51%) as the most significant factor which stopped them buying anything. Nothing special to buy with a percentage of 42 was the second reason that made the participants buy nothing at CAT.

	<b>Souvenirs</b>				<b>Total</b>
<b>Visit purpose</b>		<b>Yes, I've bought..</b>	<b>Nothing Special to buy</b>	<b>Price is not reasonable</b>	
	looking around	5	22	16	43
	photographing		1	6	7
	travel tour		3	2	5
	exhibition		2	10	12
<b>Total</b>		5	28	34	67

Table 22. Visit purpose and Souvenirs Crosstabulation

In order to determine which factors attracted respondents most, two questions were designed to ask respondents about the “most representative attributes” of CAT and their favorite attributes of CAT. The result shows that carving decoration and cultural and history attributes had the highest ratios of 37% and 34% respectively (Figure 35).

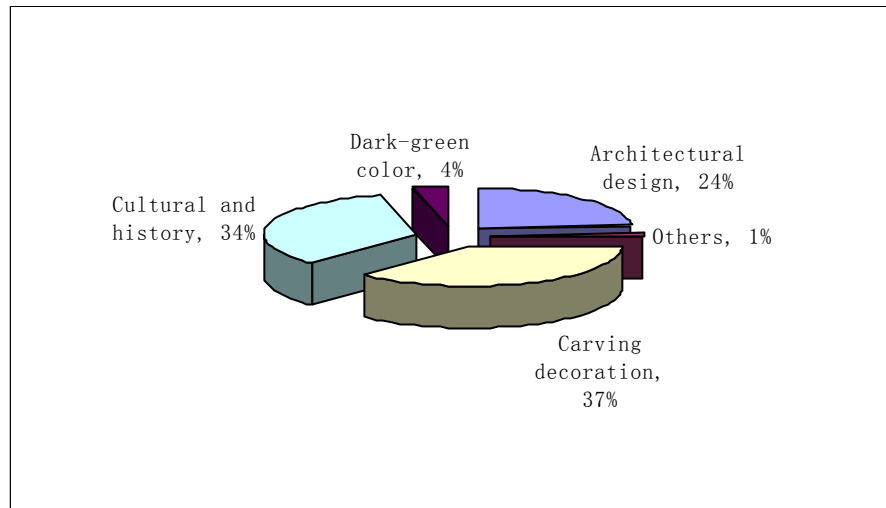


Figure 35. CAT Representative Attributes

CAT displays everyone with her delicate carvings no matter what education that visitor had had. These two variables are crosstabulated in Table 23. The results shows that carving decorations and culture and history of CAT were favored by most of the participants, even though educational backgrounds were different.

		Representative					Total
		Carving decoration	Dark-green color	Culture and history	Architectural design	Others	
Education Background	Junior High school	2	1	3	1		7
	Senior High school	7		3	4		14
	Bachelors	15	2	13	9		39
	Masters and above	1		2	2	1	6
	others			2	1		3
Total		25	3	23	17	1	69

Table 23. Education Background and Representative Crosstabulation



“Heritage feeling” was selected by 41% of the respondents as their favorite aspect of CAT. Architectural and carving art were favored by 37% and was second (Table 24).

Six people had considered there was nothing interesting in CAT.

<b>Evaluated Issues</b>	<b>No. of Participants</b>	<b>Percentage</b>
Heritage feeling	29	41%
Architectural and Carving Art	26	37%
Exhibition	9	13%
Nothing	6	9%
Others	1	1%
<b>Total</b>	<b>71</b>	<b>100%</b>

Table 24. CAT Evaluation

The relationship between education and evaluation variables was also not strong.

The crosstabulated results shows that the evaluation participants had made about CAT would not increase as respondents’ education increased (Table 25).

	<b>Evaluation</b>						<b>Total</b>
		Heritage Feeling	Architectural and Carving Art	Exhibition	Nothing	Others	
<b>Education Background</b>	Junior High School	3	3	2			8
	Senior High School	9	4	1			14
	Bachelor	12	16	5	5		38
	Master and above	3	2	1		1	7
	Others	2	1				3
	<b>Total</b>	<b>29</b>	<b>26</b>	<b>9</b>	<b>5</b>	<b>1</b>	<b>70</b>

Table 25. Education Background and Evaluation Crosstabulation

## After Visitation

The after visitation behaviour included questions on willingness to introduce CAT to others and levels of revisit. Figure 36 shows that 94% of the 68 answered would advocate CAT to their families and friends.

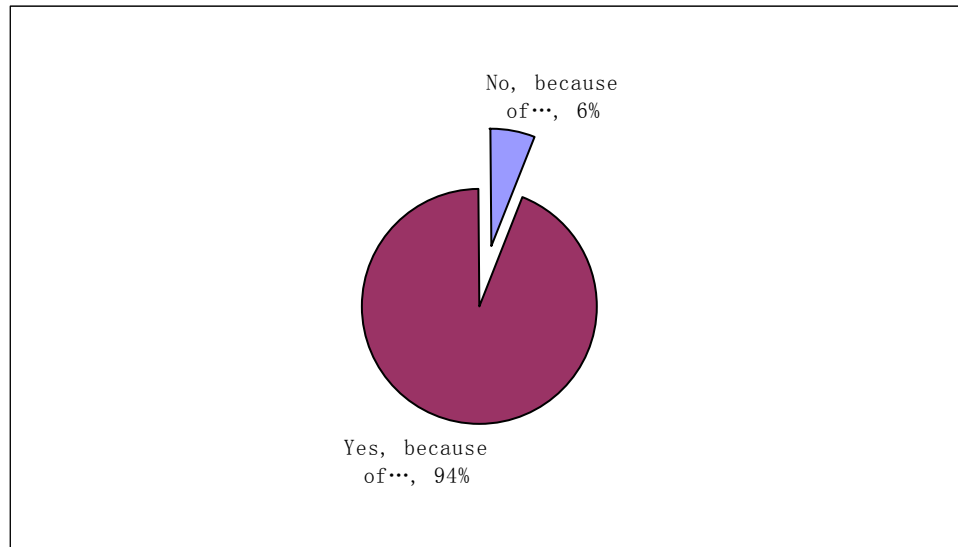


Figure 36. CAT Advocate

Among the respondents who would advocate CAT to others, 69% would definitely consider coming back. Twenty-eight percent of the all respondents might come back to CAT depending mainly on time and convenience.

Table 26 crosstabulates the advocate and revisit variables. The results show that 44 of the 68 answered who would advocate CAT to their families or friends would consider revisiting CAT in the future. Eighteen of them would advocate and revisit CAT depending mainly on time and convenience.

	<b>Revisit</b>				<b>Total</b>
		Yes	No	Depends	
<b>Advocate</b>	Yes	44	2	18	64
	No		4		4
<b>Total</b>		44	6	18	68

Table 26. CAT Advocator and Revisit Crosstabulation

### Summation

The survey was the preliminary research done to familiarize the researcher with CAT and the tourists who visited. The current CAT tourism state of development was investigated through questions on demographics and purpose of, the media used, the length of visit, and tourists'. The results of the survey showed CAT was a cultural heritage site of local significance, 87% of tourists came from Guangdong province. Friend/family promotion was the most significant way (30%) that tourists got to know of CAT. People tended to stay in CAT for about one to two hours, focusing on looking at the carving decorations and historical features. Poor souvenir quality was the issue that most of the domestic tourists (93%) commented with higher price and lack of speciality. Nevertheless, CAT was considered as a site with strong Ling-Nan cultural background which deserved a visit, and 94% of the tourists would advocate CAT to their families and friends. Based on these findings, interviews with important stakeholder groups—tourists, community, business, management and government—were conducted so as to investigate the issues concerned by them and achieve the second and third objectives made in Chapter One.

## **INTERVIEWS**

### **Tourist Perspective**

The interviews with the tourist stakeholder group represented the expansion of the quantitative survey for investigating tourists' concerns on value, management and product development issues. As the tourist interviews were done inside CAT, questions were mainly focused on the three issues mentioned above and each interview lasted about 10 to 15 minutes. Due to the similarity of some of their values and concerns about CAT, not every tourists' comment will be discussed in detail. Only the most salient and significant experiences will be identified. The salient experiences were issues which tourists were concerned with during their visits to CAT, for example, heritage impressions.

### ***Packaged Tour Concerns***

According to the statistics provided by CAT management, about 20% of tourists who visited CAT came by packaged tours. Most of the package tourists arrived at CAT for the first time and they had tour guides instruct them about the most attractive places in the temple. The packaged tourists just concentrated on seeing the carvings, sculptures and exhibitions and had no need to worry about their routes of visit inside. They did not have much time to learn about CAT in much detail. Due to their tight tour schedule only two tourists were interviewed. Ten questions relating to the basic presentation of CAT were asked. Two themes were identified in the transcripts of these two tourists.

### Theme 1: CAT Represents the Southern Culture and History

Both the Chinese and U.S package tourists valued CAT as the representation of southern Chinese culture. The Chinese tourist compared the cultural sites in the north and said that, “CAT is such delicate and colorful and beyond my expectation. If I were not here today, I would never believe that such delicate cultural site would exist in Guangzhou.” The U.S. tourist also commented that the culture CAT had was completely different from that of royal palaces in the north part of China.

### Theme 2: Everything is well Conserved and Managed

In the eyes of these two packaged tourists, CAT was in good in condition with respect to conservation and management. The carvings, sculptures and other delicate features were considered to be well preserved and the interpretation was adequate for such short visits. The two tourists both showed their interests in coming back to CAT again to look around in more detail.

### ***FIT Tour Concerns***

In comparison, the free and independent tourists (FIT) have more time to stay in CAT and see more than the packaged tourists have. Unsurprisingly, FIT tourists were more concerned with details of the experience, for example, the instruction and interpretation facilities which were used when no tour guides were around. Three FITs were interviewed for the purpose of identifying their concerns of CAT in the areas of values, management and product development issues.

### Theme 1: Value —CAT is a great site

CAT was considered to be an attractive cultural site which gave tourists much knowledge about carving and architectural techniques in 19th century. “It was amazing to see so many carvings on the roofs, walls and fences etc. It is the living memoir recording the history and culture of Guangzhou,” one of the domestic tourists from the north part of China said. The Australian tourist commented that the garden sculptures in CAT had given him some hints for decorating his garden at home. He said: “I’ll try to make it as delicate as possible.”

### Theme 2: Management — Some facilities need to be improved

Shops selling souvenirs were considered to have the least attraction for all three tourists, as souvenirs did not provide a way of showing CAT. The places where tourists could take a rest were very few and there were no shops inside selling drinks. The guiding and interpretation facilities were considered not enough to satisfy the free tourists. As one tourist noted: “there are no self guidance and interpretation facilities which tell me where to go first and what meaning specific sites have. If I hadn’t followed the interpreter I would never understand the stories of CAT.”

### Theme 3: Product Development — Nothing else could be done except look at the exhibits

There are few things that could be done inside CAT except looking at the carvings, exhibits and listening to the CAT history. “There should be some lively typical Guangzhou culture shows for helping tourists know about CAT from the sense of hearing, smelling and feeling,” one of the tourist said.

### ***Summation***

CAT is well conserved and managed, impressing visitors with its colourful delicate carvings, rich heritage atmosphere and typical folk art exhibitions. All tourists believed that one visit to CAT was not enough to understand the site but convenience and time were the main issues which would affect their chances to revisit. The three domestic Chinese tourist interviewees did not consider CAT as “heritage”, as it had less cultural and historical significance than the other 31 World Heritage Sites in China inscribed by UNESCO. The two international tourists however considered CAT as a heritage because it represented the history and culture which once was dominant in the Guangzhou and Guangdong areas. The state of management inside CAT was considered successful by all tourists except for some flaws in interpretation and guiding facilities. Souvenirs inside CAT were thought to be normal and unrepresentative of CAT’s culture and history.

### **Community Perspective**

Understanding the perceptions of local community of course is necessary to engender support for the tourism activity thus to maintain its profile and important economic contribution (MacKay and Campbell, 2004). Ten residents were invited to complete an in-depth interview to investigate the community’s concerns on value, management and product development issues of CAT. Half of the community participants two were the workmates of researcher, two were friends of researcher, and one was the relative of researcher were known by researcher before thesis commenced. With the other half unknown participants before the interview, some time was spent to learn about their place of residence, times of visiting CAT. On the whole, the interviews

with the community took longer than those of tourist groups because they knew more about CAT.

The research on the community perspective on CAT divided respondents into three groups to capture a broad concern of local communities: four residents lived next to CAT; three residents living in the same district; three residents lived in Guangzhou City. The first two residential groups were locals who had grown up in Guangzhou, while the third group represents people who moved to Guangzhou during the 1990s.

### ***Residents Living Next to CAT***

Table 27 contains information about the four residents who are living next to CAT, both currently and previously. Generally speaking, residents in this category were tightly connected to the development of CAT as the enlargement of facilities for the last few decades has required many residents to move from their original houses and flats. Compared with the tourist stakeholders, this group of people was more interested in what they could get from CAT. Compensation, flexible prices and more activities were expected by this group of people. Though two of the residents had business around CAT, they were not defined as the businesses stakeholders because they lived around CAT and were not selling souvenirs but some drinks instead. If CAT expanded to her original size, these people would have to move away.



	Age	Relation with CAT	Purpose of visiting	Length of stay at CAT
Resident 1	40-50	Current Neighbourship		
Resident 2	30-40	Current Neighbourship	Look around	1/2 hour
Resident 3	70-80	Current Neighbourship	Look around	1 hour
Resident 4	50-60	Previous Neighbourship	Look around	1 hour

Table 27. Demographics of Resident Stakeholders

### Theme 1: Impacts on Enlargement

Two local residents who lived beside CAT participated in the interview. One lived at the entrance to CAT and the other lived behind the backyard of CAT. These two locals have businesses there but both faced the problems of having to close their shops because of CAT's recovery plan. The resident living at the entrance of CAT told the researcher that he had been living beside CAT when he was born. He had a shop selling soft drinks and snacks at the entrance of CAT. "Our customers are mainly tourists visiting CAT and some locals living nearby. The business is all right but we have been told to end it up for government will re-plan CAT for enlargement." He then continued "we won't have any other choice—just expect some reasonable compensation for our business and house we live now." The other resident living at the backyard of CAT said that few people living behind CAT today were native locals. Most of them were from the north part of China and the house owners had moved away for a long time. He noted, "We are told that this street would be removed for rebuilding the CAT backyard. The government people came one day and told us to prepare. They said compensation would

be discussed later on but it won't be much in my experience.”

#### Theme 2: More activities should be held and we neighbours should have the priority

A third resident has been living around at CAT for his whole life, over 70 years. He once lived in the houses paralleling CAT but moved to the new flats in 1993. He mentioned that CAT has undergone a big change compared to his youth when no one cared about the existence of it. “It once was our playground after school,” he recalled, further noting “I feel happy that CAT is still in good state of conservation and is known to the world now.” He said that as tourism developed however, he felt that CAT was no longer part of their lives. “There is no special strategy for us neighbors such as free entry, or information about new exhibits and activities. We are no different from the normal tourists except for us seniors over 65 who can enter free of charge. But this free entry policy is applicable to all the parks and attractions around the Guangzhou city. In this case, we prefer to go to the public parks although they are far away for us than CAT.”

#### Theme 3: Flexible price should be made for retirement

The fourth resident was a previous neighbor who had once lived beside CAT, but had moved to another district of Guangzhou, about five kilometers away from CAT. He often comes back to visit some relatives who are still living around CAT but seldom enters the temple. He said that CAT is a public asset but the pricing strategy is not flexible. “It is free of charge for people over 65 but ignores us the retirees who are under 65. We have low retirement income but expect to visit CAT from time to time to recall our young years. The entry policy however stops me from doing so.”

### ***Residents Living in the Same District***

The district that CAT is located in is named Liwan. It once was the city center of Guangzhou and has many historical buildings and relics. The reason to investigate residents living in Liwan district is because of the convenience of transportation. Three residents were invited to participate and Table 28 has their profiles. Generally, what the residents in this group concerned with are the recovery of the original appearance of CAT, in creating more interesting exhibitions and activities, and improving CAT's connection with local residents by establishing CAT as a Ling-Nan leisure place in addition to being tourist attraction. On the whole, residents in this group care more about the position CAT should have in such cultural-enriched modern economic city.

	Age	Purpose of visiting	Times of visit	Length of stay
Resident 5	20-30	Look around	3	1-1/2 hours
Resident 6	30-40	With friends	4	1 hour
Resident 7	20-30	Relax	4	2-3 hours

Table 28. Demographics of Residents Living in the Same District of CAT

#### **Theme 1: Recover the original look and improve the Ling-Nan cultural expressions**

CAT is one of the historical sites in Liwan district where most of the old Ling-Nan style buildings are located. It is a typical Ling-Nan cultural attraction in terms of its garden sculpture, carving, and design techniques which now are rarely to be seen in modern southern Chinese cities. Resident 5 commented that “conservation should always be important but recovering CAT's original size and academic function could not be ignored.” Three residents who had grown up in the Liwan district and considers it

is one of the few places which still conserves Ling-Nan and Guangzhou culture and history. “It should be made as the cultural center of Ling-Nan and even Guangdong,” Resident 6 said. “More Ling-Nan cultural expressions should be made to build up a typical Ling-Nan cultural atmosphere”. He added “the clothing worn by CAT staff for example should be changed to the traditional Guangzhou or Ling-Nan style.”

Theme 2: Interesting and participative activities should be made to increase repeat visitation

“CAT has been known by us who have lived in Liwan district for a long time,” Resident 6 said, “but there are not many differences among the historical sites in this district which concentrate on static exhibition and display. Most of the people who go to the tourist attractions in Liwan district are tourists. We locals won’t be there except when bringing some of our friends or relatives.” He suggested adding some interesting, participative activities to attract locals back to CAT.

Theme 3: More leisure places to be made to expand the CAT functions

CAT functions made as a folk-art museum and there is only one small tea shop with some small round tables and chairs inside. Souvenir shops are considered too numerous and to be selling things irrelevant to CAT’s culture and history. The current square outside CAT does not match with Ling-Nan history and cultures. “For me an architect, CAT is a good place to cultivate some new ideas,” Resident 5 said, “I like to stay here for a whole afternoon for some relief. I wonder whether some souvenir shops could be changed to Chinese cafés instead.”

### ***Residents Living in Guangzhou City***

Compared with the above two resident groups, residents profiled in Table 29 are not original GZ people who grew up in this city and have not lived in GZ until the 1990s. They do not live in the same district as where CAT is located. For them, CAT is a good place to start to learn about Ling-Nan culture and the good presentation of CAT, in terms of interpretation and instruction facilities and strong Ling-Nan cultural activities. Themes identified in this group focused on CAT's position in public service system.

	Age	Purpose of Visiting	Times of Visits	Length of Stay
Resident 8	20-30	Photographing	4	1 hour
Resident 9	30-40	With family	2	1 hour
Resident 10	30-40	With friends	3	1 hour

Table 29. Demographics of Residents Living in Guangzhou City

#### **Theme 1 Interpretation is not humanistic**

CAT is a good tourist attraction in Guangzhou with full a cultural background but it requires visitors who have plenty knowledge in the fields of architecture, carving and history. “For me a normal visitor does not have much historical knowledge and has to rely on the interpreter to tell me about the carving stories, architectural values and historical background,” Resident 9 said, “I come here every half year but I don’t like to ask the interpreter every time. I hope that some self-guiding interpretation materials are available to let me to discover something new at different times.”

## Theme 2 No emotion to come back

The carvings and historical buildings are very attractive to most of the locals but it is not easy to understand all of CAT's value and history in just one visit. Resident 9 said, "CAT is in the west of Guangzhou but my home is in the east. It is not convenient for me to come here very often. Moreover, there is lack of emotion to bring me there except when I have some friends visit. I think CAT should make some promotions when new exhibits are on. Free entry days are expected as the important emotion to attract me to come back."

## Theme 3 CAT should have her clan temple function recovered

"CAT is the first place in Guangzhou that I will show to my friends coming from other cities. It once was the clan temple of Chen and Chen is my husband's surname," Resident 10 said, "but it is a pity that the temple function is no longer reflected today. A cultural relic should have her original function represented rather than withdrawn."

## ***Summation***

In the eyes of the local community, CAT is a cultural heritage site which represents the carving and architectural skills in Guangzhou and Guangdong areas, but they prefer to use the term cultural relic to describe CAT's cultural and historical significance for they consider the history of CAT at this stage not to be significant enough to be world heritage. The community however, did believe CAT would be able to submit the World Heritage Site application in the long run. Time and background knowledge were the most two important issues considered by locals for fully understanding CAT. Some live cultural shows and interesting craftwork making activities were believed to be

significant elements that would increase their likelihood of returning.

Six of the local community members who participated in interviews voted CAT as one of the New Eight Scenic Sites of Guangzhou in 2001 and believed that CAT would remain one of the New Eight in the next round. Two of the three residents who moved to GZ after 2000 did not know about the voting. One who moved in before 2000 had heard about the voting and but had no idea of where and how to attend the voting. Lack of government promotion was considered as the main reason that some people did not take part in the voting activity. The last resident who grew up in Guangzhou knew about the voting but decided not to take part in as he believed that it was useless to vote in China, being a normal citizen or resident. In relation to the management issues in CAT, most of the residents considered that the building was well conserved but required more participative activities, new and interesting exhibits. Most of them did not have any communication with the staff working at CAT and believe only the government could decide the future of it.

## **Business Perspective**

### ***Profiles***

There are six businesses inside CAT which sell souvenirs and offer tea to visitors. Table 30 has a brief profile of them introducing the souvenirs sold there and the years of operation inside CAT. Three themes were identified from the transcriptions of the five businesses perspective.

### Theme 1: Our customers are mainly foreigners and some domestic cultural tourists

Generally speaking visitors who buy the souvenirs at these shops are international and some domestic tourists from other cities who love culture or collection, and the best selling souvenirs are Chinese paintings and china craftworks. The participant from Shop 1, for example, said that Chinese paintings were mainly bought by international tourists about 90% of the time. “Sometimes the domestic visitors would buy some paintings from us but they are those of lower prices,” the interviewee said.

	Souvenirs	Years of operation	Locations
<b>Shop 1</b>	Paintings, silk clothing etc.	Five	On the right side of CAT gate
<b>Shop 2</b>	Chinas	Ten	The back hall of CAT
<b>Shop 3</b>	Jades, accessories	Six	The back hall of CAT
<b>Shop 4</b>	Craftworks, books, VCD	Three	The back hall of CAT
<b>Cafe</b>	Chinese tea	Two	The west hall of CAT

Table 30. Profiles of the Six Businesses inside CAT

### Theme 2: We are independent from CAT

The four shops and café in CAT are owned by four businessmen in Guangzhou. CAT leases the space to them and the rent depends on the size of the hall. “We have to obey the regulations in CAT such as not selling anything irrelevant to culture,” the owner of Shop 2 mentioned. He noted “we are independent from CAT but leasing the hall here to sell our china. Sometimes we would cooperate with CAT to innovate some souvenirs such as the teapots, plates etc. which have the picture of CAT on them.” The prices of the china have different prices depending on the materials used and sizes made. The café and Shop 4, which sells craftworks, are owned by the same owner. “Though we are an independent business but often used as a place to receive some guests of



CAT,” the owner said.

### Theme 3: We change with CAT

The shops and cafe are not part of the CAT management group but they are governed by curatorship. “If the management or government administrative felt like we have move our shops move away, we would have to do so,” one of the shop owners said. The competition among the four souvenir shops is not obvious as they are selling different things. All of the shops and cafe inside CAT are just one part of the owners’ businesses. They are satisfied about the general income at this stage and expect to stay in CAT for the long run.

### ***Summation***

Compared with the above two stakeholder groups, the business operators were more concerned about the profits they would make. Similar to the tourist and community groups, they had not been involved in the management and development of CAT but do have had some cooperation with CAT in developing souvenirs.

### **Management Perspective**

Interviews with the management and government stakeholder groups were conducted to investigate staff working in CAT, officers working in the Cultural and Tourism Bureau. The questions designed were mainly focused on their perspective about CAT’s development and some concerns raised by tourist and community stakeholder groups. The interview questions with the management and government stakeholder groups thus were designed based on themes identified from tourist and community stakeholder groups.

### ***Demographics***

The staff attending the in-depth interviews were the curator, marketing people, security people, and the interpreter. They are all High School or University educated and have worked in CAT for over five years on average. The profiles of these four participants are provided in Table 31. Five themes were identified related to the managerial perspective towards the heritage value, management, and development issues.

	<b>Staff 1</b>	<b>Staff 2</b>	<b>Staff 3</b>	<b>Staff 4</b>
Age	50-60	20-30	40-50	20-30
Education	College	Bachelor	High School	Undergraduate
Position	Curatorship	Marketing manager	Security staff	Interpreter
Years of working at CAT	10	7	4	1

Table 31. Demographics of Management Participants

*(Note: Income was considered as privacy thus omitted here)*

#### **Theme 1: CAT is a cultural heritage site**

The four managerial members all considered CAT as a cultural heritage site though UNESCO had not inscribed it. “Being a cultural relic of national significance, which means to be recognized or defined as a heritage of national level,” the curator said. “The culture, architecture design and garden sculpture that CAT has is unique and can’t be found anywhere in China. It is not important whether it is inscribed by UNESCO or not as long as it has the value,” the interpreter said. The marketing manager commented, “The culture and history that CAT has are part of inheritances passed down from our ancestors. CAT is a heritage having international significance for the carving works.”

The security staff considered that CAT represents the civilized carving and architectural culture and history of the Pearl River Delta, which is one of the three significant cultures in Guangdong province beside Min and Hakka.

### Theme 2: Conservation is what we are mostly concerned with

From the management perspective, CAT is emphasized more as a cultural relic site rather than a tourist attraction. CAT was a cultural relic site long before it became a tourist attraction in 1990s. It is conserved and protected under the Cultural Relic Legislation and is a national asset under the governance of cultural administrations such as the State Administration of Cultural Heritage (SACH), Cultural Department of Guangdong Province and Guangzhou Cultural Bureau. “So conservation is our first job,” the curator said, “our operation is supported by government funding with an amount of one million RMB annually.” However, the importance of tourism development could not be ignored for bringing CAT some economic benefits. The curator concluded that the development of tourism should all be based on the conservation of cultural relics inside CAT.

### Theme 3: Tourism makes CAT known to the world

The curator noted that “CAT opened for public in early 1980s but was mainly considered as a typical Chinese cultural relic site to receive international guests such as politicians and some overseas Chinese. It was not until 1990s and tourism started to develop in China that CAT became a tourist attraction and known by many locals.” The tourist data showed that the international arrivals started to decrease around 1992 and the domestic tourists increased since 1996.

When asked about tourism’s influence on CAT, the interpreter noted that “everyone

knows about CAT today and lots people come to visit it.” Many tourists the interpreter received knew about CAT before they arrived.

In 2001, CAT was voted as one of the New Eight Scenic Sites in Guangzhou. It was the first time for a cultural attraction became one of the Eight Scenic Sites. (Selecting Eight Scenic Sites has been an important tradition in Guangzhou which started from 960 A.D. The last selection before the 2001 selection was held in 1986.) According to Huang (2003), it is always a great honour for a scenic site to be selected as one of the Eights “It was obvious to see that the number of tourists had a dramatic increase after the voting in 2001.” The security people recalled that the once quiet exhibition halls were full of visitors especially on weekends and public holidays. The marketing manager said that the changes after 2001 were very big. “The free promotions ran out so fast and we had to refill them it everyday after 2001...we needed more copies on weekends and public holiday.”

#### Theme 4: Tourism influence is becoming more important

As tourism develops in China, CAT has become the most significant tourist attraction in Guangzhou and Guangdong. “Many tour agents have put CAT into their ‘Guangzhou One Day Tour’ schedule and our works are focusing more and more on tourism besides conservation.” The curator said that tourism development had made CAT more open to the market economy. “Tourists today are more sophisticated than before. Tourists to CAT today are more proactive in having contact with our staff. For example, the revisiting locals would ask us about when the new exhibition would be on.”

“Tourism has made CAT change a lot,” the security people commented, “Before

the 1990s, CAT was surrounded by the five-level-high flats and the entrance to CAT was not easy to find. It was the development of tourism that made CAT recover to today's size. The car park for example is developed for receiving the increasing demand of tourists."

Being a popular tourist attraction today, CAT has some changes done in interpretation. "Though we are under the cultural administration system, we now focus more on tourism things," the marketing manager introduced. "We need to collect tourist statistics following the tourism guidelines and report to them monthly. Also, more tourism relative officials come to visit CAT and have a check about the tourism facilities etc."

Replying to the concerns raised by tourists and community such lack of places for taking a rest and interpretation, the curator said that CAT had realized these problems and a timetable was made to solve them. The auto-guide system for example would be offered in late this October for increasing tourist needs who might prefer self-guidance rather than interpreters. Having a very limited place it is very hard to make more room for leisure. "Hopefully this problem would be solved when the municipal government approved our application of reverting to CAT's original size" the curator said.

Theme 5: Product development is slow but promotion is increasing and management is improving

Cultural resources such as delicate carvings, architectural skills, and exhibits are currently the products attracting tourists. "Being a cultural relic site of national significance and the folk art museum of Guangdong province, CAT can do little on product development as conservation is emphasized." The curator said that the efforts

that CAT could take at this stage are to adopt the advanced digital and Internet technologies thus to provide more exhibits to visitors in interesting ways.

At this stage, CAT has done a lot in promotion her cultural identity. “We did some outdoor promotions at subway walls and entrances and worked with the Hong Kong Post Administration to publish the CAT stamp in 2004,” the marketing manager said. CAT now has become a famous cultural tourist attraction and many TV and magazine programs that promote Guangzhou image are using CAT as the “cultural business card” of Guangzhou.

When discussing the concerns raised by tourists and residents in areas of exhibitions, participatory activities, and live folk shows, the curator said that the current limit space had stopped them from making improvements. “CAT actually has a lot of cultural relics that have not been shown to public as there is limited room in CAT. We are applying to revert the size back to the time when it was built and hopefully all the collections would be available,” the curator said. Currently, the exhibits at CAT are simply put in the cabinets. The security people described that the current places for exhibitions at this stage were not ideal for protecting those cultural relics of national significance. “The car park is considered too near the historical buildings but is heading to enlarge in later this year,” the curator said.

On the other hand, the management has proposed several initiations to improve product development. There include removing the houses near the entrance of CAT; recommending the Guangdong and Guangzhou administration re-decorate the civilized houses and squares around CAT in modern appearances; training more researchers for publishing a series of books or journals which discuss the history, lucky patterns, and

carvings of CAT. The curator mentioned moreover that, in the long run, CAT management would cooperate with the Liwan administration and the site would be enlarged to about 35,000 m<sup>2</sup> as a way of building up the CAT Cultural Tourism Attraction. “This new attraction is expected to be the most typical cultural tourism attraction in Guangzhou and have the highest tourist arrivals,” the curator said optimistically.

#### Theme 6: The concerns on relative stakeholder interests are not balanced

The CAT management group is an entity that operates CAT for government. “The interests that we concern mostly are that of government’s,” the curator said. “We have to follow the regulations of government as they are the parties who support us with funding for sustainable development. We are not an independent organization but part of government.” The marketing manager noted that a survey would be done mainly once a year to investigate tourists’ comments about CAT. “We did take some of their advices and made some changes in facilities.”

The other party that CAT considers is the local community. The local community here means the high schools and community associations in Guangzhou. The marketing manager noted that “We have some contacts with them, and occasionally some presentations would be made at schools and the local community association. But the works we have done in this field are very few, about once a year, because of lack of people and time.”

#### ***Summation***

From the management perspective, the cultural administration represents the direct

and real ‘bosses’ that keep CAT sustained. The management considered themselves to be the representatives of government who operated CAT under the pre-set management plans. Before rapid tourism development in 1990s, the management mainly focused on conservation, collecting and displaying cultural relics inside CAT, and fulfilling responsibilities for being a folk-art museum. It was not until 2001, when CAT was voted to be one of the New Eight Scenic Sites in Guangzhou that tourism became another significant management issue. The CAT management were pleased to see that many big changes had been brought by tourism development but also realized CAT faced many problems as a tourist attraction, for example the lack of facilities, human resources and product development. The stakeholders who management was concerned with at this stage were limited to the government groups. Tourist surveys were done once a year for gathering tourists’ comments on facilities, however the interests of local community groups remained untouched.

## **Government Perspective**

### ***Demographics***

The participants who represented the government stakeholder group came from cultural and tourism administration in Guangdong province. The demographics of these two government officers are presented in Table 32. Two different groups of concerns were found in the governmental analysis as the cultural officer emphasized conservation while development was raised by the tourism officer. Themes identified from these two parties and their respective replies to concerns raised by tourist and community stakeholder groups were categorized into cultural and tourism administration



perspectives.

	<b>Officer 1</b>	<b>Officer 2</b>
Age	50-60	30-40
Education	Undergraduate	PhD
Position	Dean of Cultural Relics	Dean of Tourism Development
Administrative department	Guangzhou Cultural Bureau	Guangdong Tourism Bureau
Years at current department	25	9

Table 32. Demographics of Government Stakeholders

### ***Cultural Administration Perspective***

#### Theme 1: Cultural relics are all heritages

“Cultural relics are all heritages that our ancestors passed down to us, though world heritage in China is used to name those 31 World Heritage Sites inscribed by UNESCO.” The cultural officer said that CAT was no doubt a cultural heritage site as it represented the Ling-Nan architectural and carving techniques which once were popular in the Guangzhou and Guangdong areas. He noted that CAT was named as the national cultural heritage site in 1988 which reflecting her national significance.

#### Theme 2: Conservation is our first job

Cultural relics are the public treasures which can’t be remade but require proper conservation. “There are many cultural relic sites in Guangzhou, and our responsibility is to make sure every cultural site is properly conserved,” the cultural officer noted. CAT is notable for being one of the few clan temples that was not destroyed during the ‘Cultural Revolution’. “CAT is as now considered as the ultimate brand for establishing a cultural atmosphere in Guangzhou, especially during the time Guangzhou will bid to

be as the host city of the 2010 Asian Games. Thus, conservation is our first job to make sure that CAT is properly conserved at all times.”

When asked about the product development issues, such as lack of live shows at CAT, which were raised by tourists and local community, the cultural officer said that CAT firstly was the national cultural relic site, indicating that nothing could be done inside CAT but conservation. “CAT is a small historical building and if shows were held inside, the carvings and other relics might have been destroyed. Secondly, CAT is a folk art museum and the exhibits should always be relative to folk art issues. Education is part of CAT’s function. We are not making it as an entertainment place,” the cultural officer said.

### Theme 3: Tourism development should be based on the conservation of cultural relics

The development of cultural or heritage tourism is based on the value and uniqueness of the heritages and cultural relics. If the cultural resources were destroyed or were unrepresentative, cultural tourism activities would stop as nothing deserves to be visited. “Tourism has brought a lot of changes for CAT in recent years,” the cultural officer said, “but it should not overdevelop. No matter how tourism would develop in future, conservation should always be emphasized and be the first concerned.”

### Theme 4: Stakeholder issues are not important enough

In China today, stakeholder issues have not been considered important in the management of the cultural relic sites. Cultural relics are usually far from people’s daily life except when they are made into tourist attractions. The cultural relics and sites however, are the properties of national and local governments. Governments at this stage are the main stakeholders of the cultural relic site thus their support and alliances

are what sustains the cultural heritage tourism.

Replying to a query about the 2001 voting activity the New Eight Guangzhou Scenic Sites, the cultural officer said that the voting news was published in the main newspaper and invited all locals who felt happy to participate. “It was not a compulsory voting but all under people’s willingness.” The cultural officer said, “According to the statistics, about 100,000 locals took part in the selection and the votes for CAT did not put it in the top eight. It was actually the result of the discussions among 30 cultural and tourism experts that finally made CAT become one of the eight sites.”

#### Theme 5: Compensation is not under our control

There are about 100 households facing removal as the Guangzhou municipal government is considering enlarging and re-planning the CAT area. The community issues are the most important things that are required to be solved before anything could be done. “Compensation and resettlement issues are the main concerns raised by locals but they are out of our control. What we could do is to recover the original look of CAT and make some suggestions to the municipal government for making the removal affect as few as possible,” the cultural officer said.

### ***Tourism Administration Perspective***

#### Theme 1: CAT developed by the popularity of cultural tourism

Guangzhou has long been considered as a city with little culture but much economy and business. CAT is a newly developed cultural tourist attraction which impresses people with deep Guangzhou culture. “Today, CAT is known by every one as it is one of the ‘hit’ cultural tourist attractions,” the tourism officer said, “Compared to a

decade ago, CAT has become larger and government shows more concern. The selection of the New Eight Scenic Sites in 2001 reviewed the increasing significance of tourism. The influence of CAT in both cultural and tourism areas is developing day by day.”

#### Theme 2: CAT is a cultural heritage site

CAT is no doubt a heritage as it represents a culture that once existed. It is a place for people today to review the history, and previous cultural values. At this stage, heritage sites are considered superior to cultural relic sites in China as they are recognized and awarded by UNESCO and World Heritage Association. “However, the strict differentiation between heritages and cultural relics in China has resulted in unbalanced academic research in tourism studies, which ignores investigation of the development and management issues of those medium to small sites,” the tourist argued, “The word “heritage” could be used to describe all the cultural relics but differentiated as heritage of national, provincial, municipal, or county levels.”

#### Theme 3: Tourism means development

The ownership and operation of the cultural relics are still under the control of governments. The development and management of these sites completely depends on government strategies. They are not reactive to market changes and many of them are running unprofitably. Instead, the operation of the cultural relic sites should be freed up and more new cultural tourism products can be developed for sustainable development. The tourism officer suggested that “the government can lease the managerial authority to the qualified enterprises as long as they can protect the heritage and cultural relics well. If the heritage and cultural relics are not in perfect status, the government can suspend the lease contract with the enterprises. But a complete legal system is required

to make this happen. When leasing the heritages and cultural relics to qualified enterprises or organizations, the management will be more active to do research about the market and tourists. The government on the other hand can get rid of some financial ‘burden’.”

“CAT should be built as the Ling-Nan cultural tourism brand for keeping tourism sustained,” the tourism officer proposed. He noted that tourism development in CAT for these years has been very successful at her increasing fame nationally. Located in Guangzhou, CAT can utilize the Ling-Nan culture to establish an image. Connecting with the Ling-Nan music, food, languages, customs etc., CAT could be the pioneer for developing Ling-Nan culture nationally and internationally.

#### Theme 4: CAT has lost her authenticity

CAT is the only cultural site in Guangdong which has been made into a museum. This is actually not allowed under the Cultural Relic Legislation as exhibits presented in CAT are not part of the original CAT cultural relic site. The museum function has changed the original function of CAT. “CAT actually has lost her authenticity. Besides looking at the delicate carvings and architectural relics, tourists also come to see the authentic CAT,” the tourism officer commented. He also noted that tourists were more and more sophisticated and they visited cultural places searching for authentic cultural experiences.

#### Theme 5: Stakeholder issues would become important in the future management process

As part of the special communist political system, the Chinese still have little realized their rights and interests in tourism development. Their involvement in tourism

planning, management and development processes is rarely to be seen. CAT is a well-conserved tourist attraction in Guangdong, experience is but limited to the carving, architectural and garden sculpture areas. The previous function of CAT, being a clan's temple, no longer exists. The tourism officer identified that: "this is the result of over-emphasizing the government's interests and concerns. As the time passes however, Chinese would finally realize their rights in tourism development. It is proposed that CAT might have a new look compared with today's museum exhibition."

### ***Summation***

Some contradicting perspectives were found in the concerns of cultural and tourism administrations. Cultural resources and conservation were emphasized by the cultural officer, who believed tourism development should always develop based on the properly-conserved cultural relics and delicate features. The tourism officer on the other hand proposed that tourism development would be the significant factor making CAT known to the world. From the tourism perspective, in the long run, CAT should focus on developing cultural resources into tourism products. Continuous new product development was believed to be the significant tool of keeping CAT sustained.

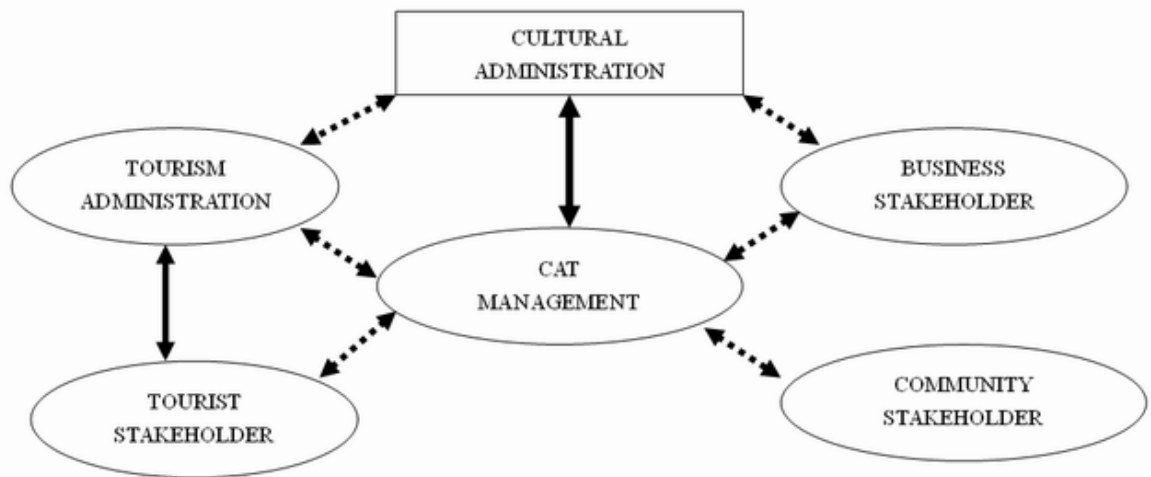


Figure 37. Stakeholder groups of Chen Ancestor's Temple and their relations

Figure 37 presents the relationship of stakeholder groups that survey research found to exist for this case study. At this stage, CAT is governed and operated by a cultural administration and the CAT management group. The relationships among them are very tight, as the thick arrows show. There are some relations between the tourism administration and CAT but not as strong as that with cultural administration and the management group. The relationships between tourism administrative and tourists are very strong for the interests of tourists are governed by the tourism administration. Themes identified from the interviews clearly show that the cultural administration governing directly over CAT, is the main stakeholder group that CAT management is concerned with because they are the real 'bosses' of CAT who make decisions about CAT's operation, management and development. Tourists and communities, though considered to be the related stakeholder groups by the researcher in this thesis, have not been invited into the development process of CAT. The relationships between CAT and tourists, community and business stakeholder groups are the weakest and it seems that there is no relationship among the three stakeholder groups except when transactions

occur. Besides being governing by related cultural relic legislation and the CAT management, the business stakeholder groups also work under other business administrations in relation to business issues.

## **CONCLUSION**

On the whole, this chapter continues to achieve the second objective noted in Chapter One and has gathered many first-hand data as shown by tables and figures provided. The survey results, which showed the tourist behaviors before, during and after visitation of CAT, have supplemented the tourist background data which were not provided by the CAT marketing staff. The in-depth interviews on the other hand were the primary research method adopted in this study to investigate the issues concerned by the five stakeholder groups. The interview results have displayed a complete picture of current tourism management and development state of CAT, which help to develop some basic ideas in Chapter Five, for making recommendations to the tourism development for CAT, Guangzhou and Guangdong regions. A new direction for future Chinese tourism studies are established on the analysis of the CAT case study.



## THE COINS

This chapter aims to fully achieve the second objective noted in Chapter One. It is the key section of this thesis aiming to show the “fruits” that the researcher gained from doing this thesis. The title—“the coins”—implies the meaning of doing this thesis. Two sections will be presented in this chapter so as to show the recommendations made for CAT improvement, and a new direction established for the future Chinese academic tourism research respectively.

The issues of concern to the five stakeholder groups, which were generated from the discussion of themes in Chapter Four will be firstly discussed. Enhancing mutual communication among the five stakeholder groups, improving internal tourism facilities and utilizing the Ling-Nan cultural issues to develop more tourism products are recommended for CAT’s, Guangzhou’s and Guangdong’s tourism development. In the second section, the cultural heritage sites which are locally significant are established as the new direction for future Chinese tourism research focus. Issues such as redefining “cultural heritage” in Mandarin, collecting more updated and meaningful tourist statistics, and dedicating more research on local cultures are considered as the basic requirements for initiating the new direction.

## CASE STUDY DISCUSSIONS

The materials reviewed in Chapter Three in relation to Guangzhou and Guangdong tourism development indicated that although each has the power to develop tourism (Gan, 2003), they are laggards in developing new tourism products, in setting up a

system to perfect tourism research, and in statistics collection.

Compared to the famous cultural heritage sites in China, the Forbidden City for example, CAT is only of regional significance. It did not become a popular tourism attraction until the 1990s. The statistics provided in Figure 25 (Chapter Three, p77) indicated that CAT became a domestic attraction site since 1998 when the domestic tourists arrived were greater than internationals. It is considered as a cultural heritage site deserving a visit but requiring time and background knowledge to get an understanding completely. Similar to the famous Chinese cultural heritage sites, CAT at this stage simply displays her carving and exhibition resources to visitors. The statistics presented in Chapter Three indicated that CAT has had rapid development during the last decades, but it was still far behind the western cultural heritage sites and museums in the areas of application of updated information technology, developing of new and attractive products, and improvement of the current management system to catch up to principles of market economics. The products that CAT currently has developed are unable to fulfill her responsibility to build up a tight relationship with local communities.

Today, CAT is no longer used as the clan temple for the Chen families of Guangdong province. Instead, it has become the Guangdong Folk Art Museum which exhibits folk-art works made in modern days ever since 1959. It is not much different from most of the museums in China. There is lack of an identity building and promotional campaign activity to actively fulfil public education responsibilities. Lack of market research, out-of-date interpretation facilities, expensive and unattractive souvenirs, as well as its small size, were considered as the main issues hindering CAT's

further development.

## ISSUES EVALUATED

Conservation, tourism facilities, price, activities, authenticity, development and promotion issues were of concern by tourists, community, management and government stakeholder groups. The business group cared least but CAT's development. Table 33 summarizes the seven issues evaluated by the five stakeholder groups.

Issues evaluated	Tourists	Community	Management	Business	Government	
					Cultural Administration	Tourism Administration
Conservation	Important	Important	Important	Important	Important	Important
Promotion	—	Important	Important	Important	Important	Important
More Activities	Don't care	Important	Depends on funds	Welcomed	Based on well preserved	Important
Flexible pricing	—	Retirees and locals want	Pros and Cons	Don't care	Market needs	Important
Interpretation and instruction	Important	Important	Important	Don't care	Important	Important
Authenticity	—	Important	Depends on government policy	Don't care	Don't care	Important
Development	Important	Important	Important	Important	Based on well preserved	Important

Table 33. Issues Evaluated by the Five Stakeholder Groups  
 (“—” means issues had not been concerned or had not been investigated)

In the tourists' perspective, conservation was considered as an important way to preserve CAT's heritage value, carvings, and the culture and history of southern China. Interpretation facilities were considered necessary by FIT tourists for better understanding CAT's history and delicate carvings. The product development issue was also considered as significant to make CAT more attractive.

In the community perspective, the seven issues listed were all considered

significant as CAT represented the culture and history of the city they lived in. Flexible pricing strategies, participative activities and more promotions were asked to be made for locals. Respondents noted the tourism facilities required improvement, and the recovery of CAT's original appearance and functions were also concerns of the community stakeholder groups for making a tighter relationship between CAT and the community themselves.

For management stakeholder groups, issues such as conservation, promotion and development were what they were concerned. With the curator of CAT said, the CAT management was an entity that worked for the government. At this stage, what the management was concerned with was how to preserve carvings properly. The management had realized the importance of doing more promotion of CAT as tourism influence was becoming more and more important. Activities depended on the funds provided by government. Similar to the activity issue, authenticity was another issue which was decided by the government policy in relation to clan affairs. Lastly, current discounts to student and the free charge policy to senior citizens were flexible enough to consider the actual needs. On the other hand, current price policy was set for controlling the numbers of people visiting CAT especially during peak time as the capacity of CAT was about 3,000 people.

From the business perspective, a properly conserved CAT was the most significant issue to keep attracting people. Of course, more promotions on CAT's delicate carvings and activities held inside CAT were indirect ways to bring more customers to their shops. The business groups would change according to CAT's development. The enlargement of CAT and new product development would also bring more business to

their shops.

Finally, two officers from different government departments discussed their concerns of CAT in relation to the above seven issues. From the cultural administration perspective, only conservation, promotion and interpretation were considered to be the issues requiring great concern. In their eyes, cultural tourism was developed based on proper conservation of the cultural relics and sites because they were the history, which could not be made. Development and activities should not occur if not necessary. The authenticity of CAT was not easy to recover for the current law prohibited clan activities. From the tourism administration perspective, the seven issues were all considered as important because they were the premises though which CAT had become a cultural heritage tourism site favored by all visitors.

## **RECOMMENDATIONS**

Generally speaking, CAT is one of the cultural heritage tourism sites in Guangzhou and Guangdong areas which has received much attention from government, media and the public. It has a relatively complete tourism management system and facilities, compared with other Guangdong cultural heritage sites, for example, the Famous Four Gardens and Hakka Circular Houses. Compared with the developed western cultural heritage, CAT requires many improvements in strengthening stakeholder relationships, conducting tourism research, improving facilities and developing new products with strong Ling-Nan cultural characteristics. Recommendations relating to stakeholder participation, facilities and product development generated for CAT, Guangzhou and Guangdong future tourism development are discussed as follows.

## Stakeholder Participation

The current relationship of the five stakeholder groups of CAT displayed in Chapter Four (Figure 37, P124) showed different relations among the five stakeholder groups. It is suggested that CAT should enhance the mutual interaction and communication among them thus to build up a balanced and tightly-connected relationship. Referencing the Tourism Stakeholder Map designed by Freeman (1984:55) (see Figure 10 p31), the improved stakeholder relation mode is displayed in Figure 38.

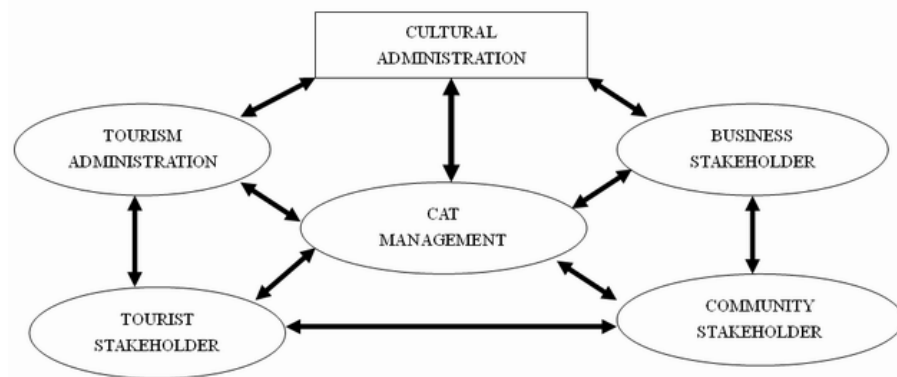


Figure 38. The Improved Relation of the Five Stakeholder Groups of CAT

Comparing the models, the CAT management group is suggested because an independent entity that manages CAT and balances various interests concerning important stakeholder groups, rather than a group that operationalizes the policies made by the cultural administration. The communications among the five stakeholder groups in Figure 38 have been strengthened with thick arrows connected. It is expected that the improved relationship of the five stakeholder groups of CAT would give rise to a better understanding of the attitudes of all parties concerned with smoothing the tourism development process. The government administration of CAT the cultural and tourism bureaus are advocated to be the parties that initiate communication action among the

various stakeholder groups to improve for better management.

### **Facility Issues**

CAT management could vary the current passive viewing status as an attraction into a broadened Ling-Nan cultural site, which has strong relationships with tourists, locals, government, and business. The CAT management group should adopt updated tourism market research techniques to actively strengthen relationships between the stakeholder groups and to keep up with market trends. Facilities, for example, interpretation and conservation, souvenir development, and service presentation, would therefore be developed to match required needs.

Being a typical Ling-Nan cultural heritage site, it is suggested that CAT management cooperate with different manufacturers to produce unique CAT souvenirs such as T-shirts, fridge magnet sticks and mugs etc., which are affordable to domestic tourists. On the other hand, CAT management might cooperate with other Chen Clan's Temples scattered around GD for establishing the clan heritage association to increase the conservation of the past clan customs.

Providing quality tourism services is another significant issue that the CAT management group should work on so as to establish a famous tourism brand. The general experience of the tourists' visit to CAT is displayed in Figure 39—this shows the process that quality services provision. Obtaining updated research data, humanizing tourism facilities, and providing continuous activities are considered to the significant issues to be done by future management for providing quality services inside CAT.



Figure 39. General flow chart of a visit to CAT

In all, it is important for CAT management to foster a climate of cultural and conservation awareness through the use of media to enhance the communication between tourists and management. The ways of presentation of the cultural relics and exhibits inside are required to be scientific and reasonable to address the various needs of packaged tourists, global FIT tourists and returning local visitors.

### **Guangzhou and Guangdong Tourism Development**

As discussed in Chapter Three, Guangdong is one area within the Ling-Nan culture region and some products on offer are sites with strong Ling-Nan characteristics. Ling-Nan culture is considered as the most significant element to be used in developing the Guangzhou and Guangdong tourism industries. Among the five important Ling-Nan



issues examined online and CNKI database in Chapter Three Ling-Nan tourism, catering, architecture, music, and opera, Ling-Nan catering and architecture are factors which have been widely established in the current Guangzhou and Guangdong tourism industries and are famous domestically and overseas. The connections among the five issues however, are mainly built up by the travel agents and there is a lack of investment on conformity of the five issues for establishing a strong Guangzhou and Guangdong tourism brand.

Referring back to Apostolakis (2003) and Meetan's (1998) Fordist and Post Fordist perspectives of studying heritage tourism in Chapter Two, most of the cultural tourism sites in Guangzhou and Guangdong areas are at a Fordist stage of development they are on the way to improve internal facilities and update market research aims to capture the increasingly sophisticated tourist demands. CAT, for example, is a typical Guangzhou and Guangdong tourism site which is locally significant. Referencing the CAT case, it is necessary for the Guangzhou and Guangdong governments to reform the current management system so as to permit the management group that governs cultural sites to be an independent business organization. In this case, CAT and other cultural sites would be able to better perform their responsibilities actively as tourism sites.

Related Ling-Nan cultural issues, for example, catering, architecture, fine arts, and music, are recommended for future Guangzhou and Guangdong tourism development so as to distinguish themselves from the north part of China. Featured Ling-Nan souvenirs, quality services and effective marketing promotion strategies all could be developed in future Guangzhou and Guangdong tourism development. Of course, conducting tourism market research periodically in China and overseas is another significant method to

generate more ideas for the further development of Guangzhou and Guangdong tourism industries.

In all, the Guangzhou and Guangdong tourism industry could select a cultural site such as CAT to do some development experiments before making new strategies. The Chinese academic tourism scholars therefore, are advocated to turn their focus more on cultural heritage sites which have development and maintenance significance at the local and regional scales.

### **A NEW DIRECTION**

As discussed in Chapter Two, the word “heritage” is a loanword in Mandarin which defines the heritage sites inscribed by UNESCO. Different Mandarin words are used to differentiate from those natural and cultural “relics” which are of national or county significance. In this case, the current Chinese academic tourism studies on heritage issues are limited to the 31 World Heritage Sites and the less-known local and regional cultural relic sites are left untouched.

Referencing the English definition of heritage and cultural heritage, CAT, a cultural heritage site in Guangzhou, is something a past generation has preserved and handed on to the present. It contains a cultural tradition and is a place that people living in Guangdong region feel proud to conserve and show to the world. CAT is also connected with many important stakeholder groups and they are concerned with the development of CAT.

In this case, the cultural heritage sites which are of local significance are made as the new direction for future Chinese tourism research focus. Three issues redefining

“cultural heritage” in Mandarin, collecting updated and useful statistics and dedicating more research on local cultures are considered to help to initiate this new direction.

Firstly, the meaning of the word “cultural heritage” in Mandarin should be enlarged to all cultural heritage sites either inscribed by UNESCO, or issued as the national or county cultural relic site, or even the cultural heritage sites which have not been issued by the government but are locally significant. It is only in this case that the Chinese tourism scholars would turn their research focuses on the local cultural heritages.

Second, the Chinese tourism industry currently is still in the development stage with incomplete tourism academic research system and undeveloped tourism facilities compared with the western world. The availability of gaining updated and meaningful statistics which summarizes tourist receipt in every tourism site and describing tourist arrival background is considered to be the significant precondition to make the Chinese scholars initiate their studies on locally significant cultural heritage sites.

Finally, local culture is the other significant issue that Chinese tourism scholars should show concern with when developing new theories and frameworks for locally significant cultural heritage sites. As discussed above, studies on Ling-Nan culture issues are significant for developing new tourism products for CAT, Guangzhou and Guangdong tourism. The tourism brand in Guangdong region would thus be easily identified from other cultural products in northern China.

On the whole, the current academic tourism works done on the 31 World Heritage Sites could be used in guiding the study of the locally significant cultural heritage sites in management and development issues. The study on the local cultural heritage sites on the other hand might generate new theories or frameworks so as to complete the

Chinese heritage studies. The gaps between English and Chinese academic tourism studies would be reduced.

## **CONCLUSION**

The second objective noted in Chapter One is finally achieved in this chapter with discussion of the findings generated in CAT case study. Recommendations relating to tourism development and management issues have been made for CAT, and the Guangzhou and Guangdong tourism industries. The new direction which advocates that Chinese tourism scholars to turn future focus onto locally significant cultural heritage sites have been established and the three issues that help to initiate the new direction are discussed finally.

On the whole, CAT is at a Fordist stage of development (Apostolakis, 2003) and requires improvements in stakeholder relationships, facilities and product development. It is recommended that the CAT management group should be independent from the government administration to provide quality services to tourists and local visitors. The Guangzhou and Guangdong tourism industries are suggested to utilize Ling-Nan cultural issues so as to innovate new cultural tourism products and establish tourism brand. The Chinese academic tourism scholarship are recommended to redefine “cultural heritage” in Mandarin, collect updated and useful statistics, and dedicate more focuses on local cultures so as to initiate the new direction established.

## **THE NEW WORLD**

This chapter reviews the works done in the previous five chapters. It aims to examine that whether the two objectives noted in Chapter One have been achieved. In the first section, work done in the five chapters will be reviewed so as to identify the pros and cons of the thesis, which are discussed in the second section. In the third section, the experience of doing academic research in China and ideas what the researcher has gained from doing this thesis are discussed so as to describe some personal ideas about the future development of the Chinese tourism industry. In all, this last chapter ends the journey of investigating the current world of Chinese cultural heritage tourism development, by identifying a new direction for Chinese tourism scholarship and the prospects of the Chinese tourism industry in the new world.

## **THE OLD WORLD MEMOIRE**

The first chapter was the prelude for introducing the current state of tourism development in the world and in China so as to present the objectives to be achieved in this thesis. Relevant secondary tourism data in relation to tourist receipts and income generated from tourism activities were provided. A brief introduction to Ling-Nan cultural issues and Chen Ancestor's Temple (CAT) were then provided. Examining the differences between the English and Chinese literature and indicating a new direction that turns the future academic tourism research focus towards locally significant cultural heritage sites were established as the objectives based on the problems the researcher had, and survey and interview research methodologies were adopted for collecting

first-hand data.

In Chapter Two, the English and Chinese academic literature on cultural heritage, management and tourism product issues were reviewed. Five gaps between these two academic perspectives were identified and the first objective noted in Chapter One to compare and identify gaps in the two literatures was achieved. Also, work done in this chapter identified issues to be in Chapters Three and Four, such as utilizing the lifecycle model to investigate the current development state of CAT.

Chapter Three started the journey of achieving the objective of suggesting a new direction for future Chinese academic tourism research by discussing the current state of tourism development in Guangdong region. Some tourism statistics and materials about Guangzhou and Guangdong tourism, and Ling-Nan cultural issues were firstly presented. Eight potential cultural tourism sites were discussed so as to establish the best case study site for research. Chen Ancestor's Temple (CAT) was selected as the best site to examine the current state of tourism development in the Guangzhou and Guangdong regions.

Chapter Four advanced the new direction objective by describing the survey and interview research done at CAT so as to identify issues of concern to the five important stakeholder groups. The process of conducting the survey and the results were discussed in detail with a series of SPSS tables, pie charts and identified themes. The survey and interview results indicated that CAT was a typical Ling-Nan cultural heritage site deserving a visit. Concerns raised by the five stakeholder groups were greatly affected by their direct relations with CAT. Ling-Nan cultural aspects have not been utilized by CAT management to develop typical Ling-Nan tourism products.

Chapter Five achieved the second objective by identifying the aspects required for improvement to develop tourism at CAT, and in Guangzhou and Guangdong. A new direction was suggested for Chinese cultural heritage tourism scholarship—turning the focus on locally significant cultural heritage sites. Issues such as redefining “cultural heritage” in Mandarin, collecting more updated and meaningful tourist statistics, and dedicating more research to local culture are considered as the basic requirements for initiating the new direction.

## **THE FILTER**

### **POSITIVE**

This thesis compared the current English and Chinese academic tourism studies in cultural heritage areas from a neutral position. Advantages and disadvantages relating to the two schools had both been identified. On the whole, the English literature is leading the cultural heritage research and has covered all management issues theoretically and practically. Few studies however have been done by the English researchers in relation to the World Cultural Heritage Sites. In comparison, the Chinese literature remains far behind the steps of the English research but has focused on the discussion of the problems that Chinese World Heritage Sites have. Few theories or frameworks have been generated. Secondly, CAT, a locally significant cultural heritage site, was selected as the case study to investigate the current state of Chinese tourism development. This advanced current Chinese tourism research by focusing on a cultural heritage site which was not inscribed in UNESCO list. Thirdly, establishing a new direction by redefining “cultural heritage” in Mandarin, by collecting more updated and meaningful tourist

statistics, and by dedicating more researches to local culture.

## **NEGATIVE**

Though this thesis though had achieved the objectives noted in Chapter One, more in-depth researches are required. The negative features of this study are summarized as follows. Firstly, the study of the academic papers of the two academic perspectives was restricted to the main academic tourism journals. Theories discussed in published books were mostly not reviewed. Secondly, the researcher focused on identifying the state and problems existing in current Chinese cultural heritage studies but did not provide a specific framework for future investigation. Thirdly, this research was weak on the quantitative side but emphasized the utilization of in-depth interview data to gather first hand data about the relationship and concerns of the stakeholder groups towards CAT. This emphasis might raise the concern that the results were not representative or were somehow subjective. Fourthly, there was no academic framework created in this thesis to examine the tourist behavior, experiences and satisfaction towards CAT. Fifthly, discussions of the relationship among the five relative stakeholder groups were not deep enough and require expansion in future research.

## **THE NEW WORLD RESEARCH**

Based on the current work done for this thesis, it can be suggested that quantitative research should be conducted in the future so as to investigate the Chinese cultural heritage tourists for the purpose of comparing the similarities and differences between western and Chinese cultural heritage tourists. A typical Chinese cultural heritage tourist framework could be made specifically to study the behavior of Chinese at cultural



heritage sites which are of local significance. Secondly, it would be interesting to utilize western models to examine the marketing strategies for promoting Chinese cultural heritage tourism products. Thirdly, issues of developing new cultural tourism products such as Ling-Nan heritage would also be interesting to study in the future, in order to further develop the Guangdong and Guangzhou cultural heritage tourism industries.

## **DEBRIEFING**

In general, the tourism industry in China is still at the developing stage. The development stage in every province is different and mainly depends on the tourism resources that each province has, the part of China where they are located and the strategy that provincial governments have made. The availability of the tourism statistics, for example, is different in every province. In Guangdong province, as discussed in Chapter Three, the economy is the main theme the provincial government focuses on. Very few useful tourist statistics were available for analysis in this thesis; this has prevented the researcher from going very far down a quantitative load. The researcher believes that if the Chinese government adopted a flexible governing and management system which allowed cultural heritage management to develop according to market demands and changes, the cultural heritage sites, either World Heritage or of local significance, would develop sustainably and profitably.

Nevertheless, it is a great experience to do the master thesis research relating to a Chinese cultural heritage site which is less known to the western world and of less concern to current tourism scholars. The process of interviewing different stakeholder groups has given the researcher many interesting experiences for understanding

concerns from different perspectives. On the whole, it is a lucky chance to be able to present CAT, Guangzhou and Guangdong to readers who have no previous ideas about them. The researcher does hope you have the chance to visit CAT, Guangzhou and Guangdong one day in the future, to appreciate the delicate carvings and experience Ling-Nan culture.

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## APPENDIX I

### Questions of The Chen Ancestor's Temple

Please tick the choice if it is applicable to you.

#### Section A. The Chen Ancestor's Temple (CAT) Survey

**1. Have you heard of CAT before you arrive China?**

A. Never B. Once C. Twice D. Several times already

**2. Where did you get information about the CAT?**

A. Newspaper or magazine B. TV C. Internet D. Travel agent E. From friends

**3. Why would you come to CAT?**

A. Part of travel tour B. Someone recommends C. It is near the place where I stay  
D. Just by chance

**4. You come to the CAT**

A. By yourself B. With family or friends C. With travel group

**5. How did you come to the CAT?**

A. By bus B. By subway C. Driving D. Taxi

**6. The main purpose of coming to the CAT is**

A. Sight-seeing B. Photographing C. Travel tour D. The folk art show

**7. What attracted you most while you were walking around?**

A. Carving decoration B. Dark-green image C. Culture & history  
D. Architectural design

**8. What do you like best?**

A. The heritage feeling B. Exhibition  
C. Architectural and carving art D. Nothing special  
E. Others, please specify\_\_\_\_\_

**9. What souvenirs have you bought?**

A. Yes, I have bought\_\_\_\_\_

B. Nothing special C. No. The souvenirs are too expensive.

**10. How long did you stay in CAT**

A. Less than one hour B. One to Two hours C. More than Two hours

**11. Would you come back CAT again if you are again in Guangzhou ?**

A. Yes, \_\_\_\_\_

B. No, \_\_\_\_\_

C. Well, it depends on time and convenience.

**12. Would you recommend your friends/family to visit the CAT?**

A. Yes, \_\_\_\_\_

B. No, \_\_\_\_\_

**Section B Demographic Information**

**1. Your gender**

A. Male    B. Female

**2. Your age**

A. Under 20    B. 20 to 30    C. 31 to 40    D. 41 to 50    E. Above 50

**3. Income**

A. Lower level    B. Middle level    C. Medium to high level    D. High level

**4. Where do you live now?**

A. Pearl River delta

B. Guangzhou

C. Other places in Guangdong \_\_\_\_\_

D. Hongkong

E. Macau

F. Taiwan

G. Other places in China \_\_\_\_\_

H. Overseas, please specify \_\_\_\_\_

**5. Education**

A. High school

B. College

C. Bachelor

D. Master degree and above( )

**6. What is your occupation?**

A. Accounting/Finance

B. Between jobs

C. Consulting

D. Customer service/support

E. Education

F. Engineering

G. Government/Military

H. Homemakers

I. IT

J. Management

K. Manufacturing/production

L. Professional(medical, legal)

M. Retired

N. Sales/marketing/advertising

Student    O. Self-employed

P. Tourism related

# 陈家祠调查问卷

在您认为适合您的一项里打勾“√”

1. 您的性别:

- A. 男            B. 女

2. 您的年龄

- A. 15—24 岁   B. 25—44 岁   C. 45—64 岁   D. 65 岁及以上

3. 您的月收入:

- A. 1000 元以下   B. 1000—2000 元   C. 2000—4000 元   D. 4000 以上

4. 您来自于:

- A. 珠三角   B. 广州   C. 港澳台   D. 广东省内其它地方\_\_\_\_\_
- E. 国内其它地方\_\_\_\_\_   F. 国外\_\_\_\_\_

5. 您的文化程度:

- A. 小学   B. 初中   C. 高中   D. 大学   E. 硕士及以上

6. 您的职业:

- A. 学生   B. 农民   C. 教师   D. 工人   E. 公务员   F. 企事业单位职员   G. 外企人员
- H. 私企   I. 商人   J. 自由职业者   K. 军人   L. 待业   M. 退休

7. 您是第几次来陈家祠?

- A. 第一次   B. 第二次   C. 第三次   D. 三次以上

8. 您是通过什么媒体最先知道陈家祠的?

- A. 报纸、杂志   B. 电视   C. 互联网   D. 旅游社宣传   E. 亲朋好友介绍

9. 您来陈家祠是

- A. 自己一个人   B. 与家人朋友一起   C. 旅行社组织   D. 单位组织

10. 您到陈家祠的主要交通工具是:

- A. 公共汽车   B. 地铁   C. 自己的车   D. 出租车   E. 其它\_\_\_\_\_

11. 您到陈家祠是来:

- A. 旅游观光   B. 采风摄影   C. 旅游团景点之一   D. 看展览   E. 看表演

12. 您觉得最能代表陈家祠的是:

- A. 雕廊画栋   B. 灰色格调   C. 人文历史   D. 建筑布局

13. 您最喜欢陈家祠的

- A. 古色古香    B. 建筑装饰工艺    C. 展览品    D. 没有什么特别喜欢的  
E. 其它\_\_\_\_\_

**14. 您是否在陈家祠购买了旅游纪念品?**

- A. 是, 我买了\_\_\_\_\_
- B. 没有什么好买的                      C. 没有, 因为价格太贵

**15. 您大概在陈家祠呆了多久?**

- A. 少于一个小时    B. 一个小时至两个小时    C. 多于两个小时

**16. 您下次还会来陈家祠吗?**

- A. 会 , 因 为 \_\_\_\_\_
- B. 不会, 因为\_\_\_\_\_
- C. 看情况而定

**17. 您会向您的亲戚朋友介绍陈家祠吗?**

- A. 会, 因为\_\_\_\_\_
- B. 不会, 因为\_\_\_\_\_



## APPENDIX II

### Interview questions

As noted in the AUTECH application, four stakeholder groups have been identified. The themes and questions each group will be asked are listed below. It is anticipated that additional questions will be developed as depth of knowledge is gained, in conformance with qualitative research practices. The sets of questions below are thus indicative of the first interviews that will be done. Please note that only the interviews to tourists will be conducted in English.

#### **Tourists (International and Domestic)**

##### Prior awareness of CAT

- How did you first learn about Chen Ancestor's Temple (CAT)? When was that?
- When you first learned about it, what was it that made you think about visiting (what precisely attracted you)?
- (For those who learned of it by word of mouth) What was it that your friends or relatives told you that made you want to visit?

##### Awareness of other heritage sites in the Guangzhou/Guangdong region

- Are you aware there are considered to be eight famous tourism sites in Guangzhou? If yes:
  - Have you visited any of the others? If "yes"
    - Which one would you rank first – the best? Why?
    - What number would you rank CAT among these? Why?
    - Five or ten years from now, do you think CAT will still be a member of these eight famous tourism sites?

##### Specific features of CAT and their Attraction value

- Just now, as you visited CAT, what features did you enjoy or dislike? (carvings, decoration, culture & history, art shows etc.) How would you rank them?
- How would you compare it as an attraction against other sites you've seen in China? GD, GZ? (eg. *The Great Wall*?)
- Have you visited other similar sites such as *Xiguan Historical house*, *Qinghui house*, *the Liang's house*, and *the Long's house etc.*? How would you compare CAT to these?

##### Heritage value of CAT

- Tell me about your impression of CAT as a heritage site. Which specific features have the most heritage value? Why?

- Are these of international significance? National? Regional?
- Compared to other historical sites ( *the Western Han Nanyue King Tomb Museum*,) would you consider CAT as the representative of the culture of Guangzhou or even Guangdong province? Why?
- How would you compare CAT's heritage value against other heritage sites you've seen in China (eg., Great Wall)?
- How would you compare CAT's heritage value against other "similar" sites, ie. *Xiguan Historical House, Qinghui house, the Liang's house, and the Long's house etc.*?

#### State of development of the site

- Are there parts of CAT that could be improved to provide a better experience? ie. any improvement of the heritage features of CAT? Or the tourism facilities like toilets, gift shops or tea café?
- Does the number of tourists visiting affect the quality of your experience?
- If you were to visit again next year, or five years from now, what would you like to find? Stay the same? Change- how?
- As a tourist, do you consider yourself to be a stakeholder in CAT's development and future? Why or why not?
- Did you have a tour guide? Do you have any comments (Was s/he good enough? What did you like or dislike?)?

#### Attractiveness as represented by repeat visitation

- Have you visited CAT before (international)?
- How many times have you been to CAT? (domestic)?
- (For repeat visitors)
  - How long do you usually spend visiting?
  - Which parts of CAT do you spend the most time at? Why?
  - Will you return to CAT?

#### Attractiveness on its own or as part of a tourist package to the region

- What other tourism activities do you intend to do today (or have done already)?
- What else have you seen/done in GD or intend to do?

#### Background demographics

- Gender
- Age (young, middle, old)
- Nationality or region of China
- Traveling: alone, with family or friends from origin country, tour
- Occupation (What do you ordinarily do to make your living?)
- Other (your interests)

## Community members

### Use of CAT

- How often do you visit Chen Ancestor's Temple (CAT)?
- What do you typically do when you come here?
- How long do you typically spend during a visit here?

### Heritage value of CAT

- Compared to other historical sites ( *the Western Han Nanyue King Tomb Museum*,) would you consider CAT as the representative of the culture of Guangzhou or even Guangdong province? Why?
- How would you compare CAT's heritage value against other "similar" sites, ie. *Xiguan Historical house, Qinghui house, the Liang's house, and the Long's house etc.*?
- Tell me about your impression of CAT as a heritage site. Which specific features have the most heritage value? Why?
- Are these of international significance? National? Regional?
- How would you compare CAT's heritage value against other heritage sites you've seen in China (eg., Great Wall)?

### Specific features of CAT and their Attraction value

- Do you feel CAT makes a good tourist attraction? Why?
- Which features do you think tourists will most appreciate (carvings, decoration, culture & history, art shows etc.)?
- How would you compare it as an attraction against other sites you've seen in China? GD, GZ? ie. *The Great Wall*?
- Other similar sites such as *Xiguan Historical house, Qinghui house, the Liang's house, and the Long's house etc.*?

### State of development of the site

- As a Guangzhou resident, did you vote CAT as one of the eight tourism sites in Guangzhou in 2001? Why?
- Compared to one decade ago, what do you think of today's CAT?
- Are there parts of CAT that could be improved to provide a better experience? (ie. any improvement of the heritage features of CAT? Or the tourism facilities like toilets, gift shops, tea café and parking?)
- Does the number of tourists visiting affect the quality of your experience?
- If you were to visit CAT again what would you like to find? Stay the same? Change- how?
- As a local/neighbor, do you consider yourself to be a stakeholder in CAT's development and future? Why or why not?
- Have you have any contact with any staff working at CAT? Do you have any comments (Was s/he good enough? What did you like or dislike?)?
- How would you predict the future of CAT? Which party do you think will

make changes for CAT?

- If you worked at CAT (management, staff, or government), what would you do to make the development of CAT more sustainable?

Attractiveness as represented by repeat visitation

- How far do you live from CAT?
- How many times have you been to CAT?
- And how often do you go there?
- How long do you usually spend visiting?
- Which parts of CAT do you spend the most time at? Why?
- Will you return to CAT?

Background demographics

- Gender
- Age (young, middle, old)
- Nationality or region of China
- Traveling: alone, with family or friends from origin country, tour
- Occupation (What do you ordinarily do to make your living?)
- Other (your interests)

## Management and staff

### Demographics

- Duration of employment?
- Positions held previously?
- Current position?
- Major tasks and responsibilities?

### Heritage value of CAT

- Compared to other historical sites ( *the Western Han Nanyue King Tomb Museum*,) would you consider CAT as the representative of the culture of Guangzhou or even Guangdong province? Why?
- How would you compare CAT's heritage value against other "similar" sites, ie. *Xiguan Historical house, Qinghui house, the Liang's house, and the Long's house etc.*?
- Tell me about your impression of CAT as a heritage site. Which specific features have the most heritage value? Why?
- Are these of international significance? National? Regional?
- How would you compare CAT's heritage value against other heritage sites you've seen in China (eg., Great Wall)?

### Specific features of CAT and their Attraction value

- Do you feel CAT makes a good tourist attraction? Why?
- Which features do you think tourists will most appreciate (carvings, decoration, culture & history, art shows etc.)?
- How would you compare it as an attraction against other sites you've seen in China? GD, GZ? ie. *The Great Wall*?
- Other similar sites such as *Xiguan Historical house, Qinghui house, the Liang's house, and the Long's house etc.*?

### Managing visitors:

- Have you ever had direct contact with tourists? What kind?
- What services/facilities do you provide to tourists?
- What are the problems do you face when managing them? Visiting times, behaviour, etc?
- Have you ever heard of/dealt with complaints from tourists? How do you handle these?

### Site interpretation and development:

- Are there enough tour guides employed to serve the current visitors?
  - If "no", what is the solution?
- How do you make sure the tour guides give the authentic interpretation to visitors? What qualifications are required? Is any training or evaluation

available?

- For longer term employees: How did you promote CAT in the early days? Now?
- Are any trends in promotion or in CAT's image occurring?
- Do you have any linkages with other heritage sites like *Xiguan Historical house, Qinghui house, the Liang's house, and the Long's house etc., for holding any activities*? Does a historic tour exist? Which sites are on the itinerary?
- What are the goals for developing CAT? (increase visitor numbers, make more money, develop additional features)
- How is CAT positioned in relation to other local heritage sites?
- How often do you do research on CAT? On which aspects?
- Is there a development plan for CAT?
- What is the relationship between CAT and the government? Do you always follow the government guidelines for CAT's development?

#### Values

- Whose values are being reflected in CAT? The national? The Chen's Clan? And how?
- What do you perceive the values of the community and tourists, regarding CAT?
- In what way do CAT management and staff incorporate and reflect the values of the community and the tourists?
- Have the community member ever been invited to discuss the development and management issues of CAT? What was the result?

#### Impacts as a tourism site in Guangzhou/Guangdong

- Is there any specific group(tourists, locals, residents) that puts pressure on CAT through overuse? If yes:
  - How long has this been occurring?
  - What steps have been taken to mitigate these impacts?
- Has increased tourism made a positive or negative impact on CAT?
- Do you believe CAT can continue to handle the number of visitors it gets now without there being a degradation of the temple features and facilities?
- Can visitor numbers grow without having negative impacts?
- What are the important actions that management needs to take to keep CAT sustainable as a tourism destinations?

## **Government actions**

Depending on the position of the government employee, some of the questions listed under management may also be asked. The list below relates only to government employees.

### Relations with CAT:

- What is the government perspective towards CAT?
- How often do government people come to CAT? For what and how long?
- Does the government provide any funds for CAT's running? And how much?
- How does government promote CAT? Is the site included in the Guangzhou or Guangdong tourism brand?
- What is the government perspective on future development of CAT?

### Recognition of other stakeholders:

- How do you contact the various stakeholders?
- Do government values regarding CAT reflect the values of tourists, community, or management? How?
- Whose interests is the government most concerned with? Why?
- Do other stakeholder groups have any input into government policy towards CAT?
- What is the government's plan for CAT in the long run?

## **Business**

The list below relates only to shop owners inside CAT.

### Relations with CAT:

- How long have you been operated in CAT?
- What kind of souvenirs do you sell?
- What are the relationship between the shops and CAT?

### Concerns:

- How does CAT affect on your business?
- What kind of people are consuming at your shops?
- Whose interests are you most concerned with? Why?
- Do you have any direct communication with tourists?
- What is the plan for CAT in the long run?



## APPENDIX III

### Permission for Research

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To: Lu Huang  
From: **Miaozhang Huang**  
Date: 18 May 2004  
Subject: Ethnic approval for Chen Clan's Temple research

Dear Lu Huang,

We, Chen Clan's Temple, have checked your research questions in detail. Since there is nothing against the policy and regulations of our management systems, we here grant you the permission of doing your Master research project: *An analysis of heritage tourism trends in guangdong province, PRC* at Chen Clan's Temple.

Yours Sincerely,

Miaozhang Huang  
Curator of Chen Clan's Temple

## APPENDIX IV

### Participant Information Sheet

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April 26, 2004

Project Title **The Future of History: Cultural Heritage Tourism in China**

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You are invited to participate in a study about trends in heritage tourism occurring in Guangdong Province. The study is part of a Masters thesis project being done through the Auckland University of Technology Business Faculty. The purpose of this study is to establish the nature of changes occurring in heritage tourism and its management, so that recommendations related to the sustainability of heritage sites in Guangdong can be made. The specific case study site for this research is Chen's Clan Temple.

You have been chosen purposely, on the basis that you have just spent time at Chen's Ancestor's Temple, or because you work here in some useful capacity.

If you volunteer to be interviewed you will be asked a series of questions about your experiences here at Chen's Ancestor's Temple. This will take approximately 20 - 30 minutes, depending on the length of your answers. There will be no cost to you, other than loss of time.

The information you provide will be kept confidential; neither your name nor position will be revealed in subsequent interviews, nor in any publications that may result from the research.

Any concerns regarding the nature of this project should be notified in the first

instance to the Project Supervisor.

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTC, Madeline Banda, [madeline.banda@aut.ac.nz](mailto:madeline.banda@aut.ac.nz) , 649-917 9999 ext 8044.

Researcher Contact Details: Tourism site planner, Lu Huang, [luxhua15@aut.ac.nz](mailto:luxhua15@aut.ac.nz), 00-86-20-38792298.

Project Supervisor Contact Details: Dr Charles Johnston, Business Faculty, Auckland University of Technology, Private Bag 92006, Auckland, New Zealand. Tel: 649-917-9999 x 5120; Fax 649-917-9975; email [charles.johnston@aut.ac.nz](mailto:charles.johnston@aut.ac.nz)

**Approved by the Auckland University of Technology Ethics Committee on May 26, 2004, AUTC Reference number 04/88.**