



Development of Wuyuan Rural Tourism: Risks and Opportunities

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0.1 Introduction

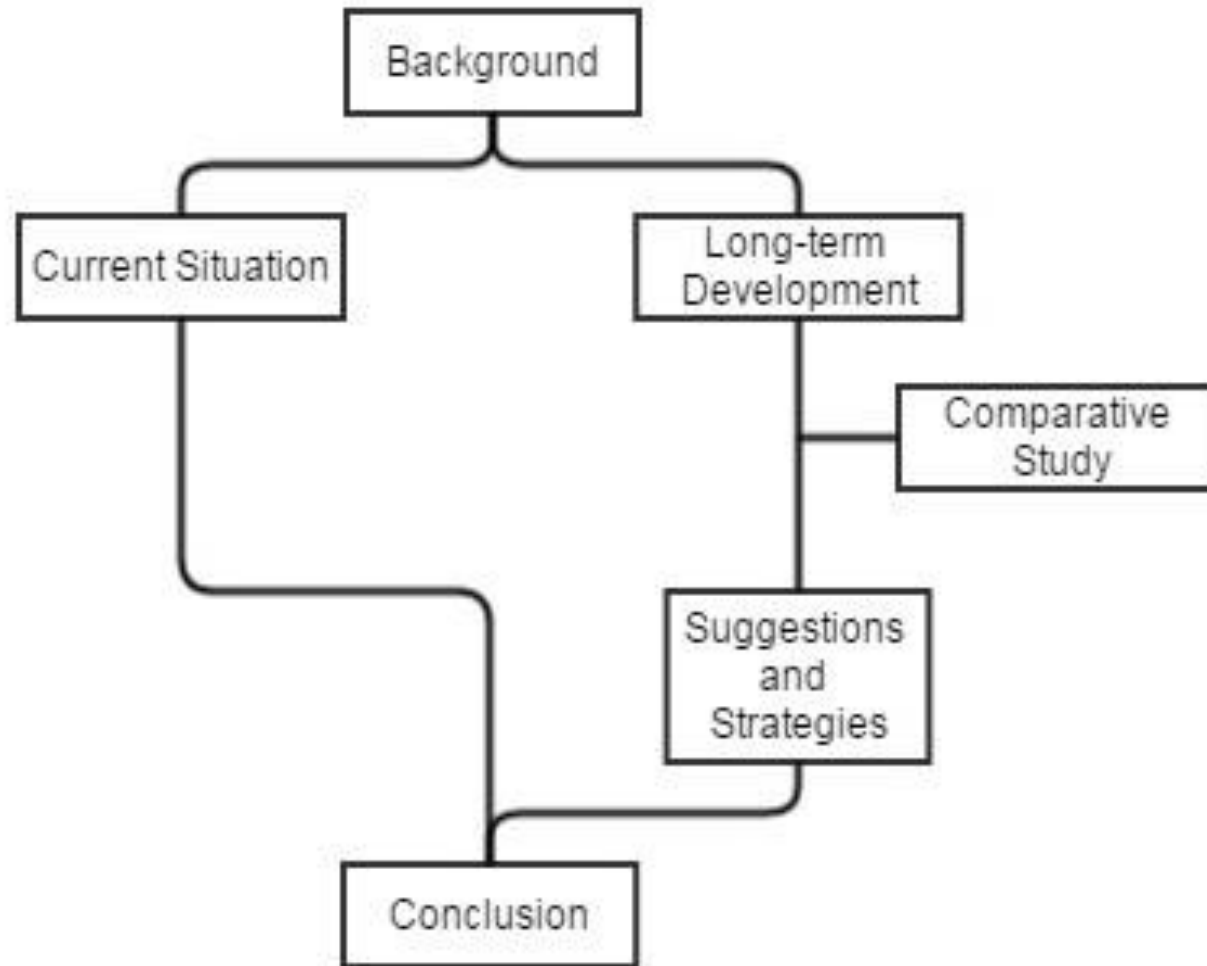
▶ **Research Objectives**

- ▶ (1) Evaluate the current situation of rural tourism in Wuyuan
- ▶ (2) Identify the risks and opportunities of rural tourism in Wuyuan in long-term development
- ▶ (3) Explore the impact of other development factors on regional development

0.2 Methodology

- ▶ First-hand data:
 - ▶ Site visit
 - ▶ June. 5: Qinghua Village, Hong Village
 - ▶ Interview
 - ▶ Q1: How long have you lived in Wuyuan? (您在婺源生活了幾年?)
 - ▶ Q2: What effects does rural tourism in Wuyuan have on your life and on Wuyuan itself? (您覺得婺源鄉村旅遊業對您和當地有什麼影響?)
 - ▶ Q3: What are the greatest nuisances caused by rural tourism development in Wuyuan? (您認為婺源鄉村旅遊業的發展給您帶來的最大的困擾是什麼?)
 - ▶ Q4: What is your expectation on the development of rural tourism in Wuyuan? (您對婺源的發展有什麼期待?)
- ▶ Secondary data:
 - ▶ Data collection
 - ▶ Statistic Bureau of Jiangxi
 - ▶ Literature review

0.3 Framework



1.0 Background

- ▶ Wuyuan (婺源):
 - ▶ A county of Shangrao city
 - ▶ Northeast of Jiangxi Province
 - ▶ Junction of Jiangxi, Zhejiang and Anhui Province
 - ▶ Typical culture: Anhui culture (徽派文化)
 - ▶ “The most beautiful village in China” (“中國最美鄉村”)
 - ▶ Tourism industry began to be flourishing after Chairman Jiang visiting Wuyuan in 2001

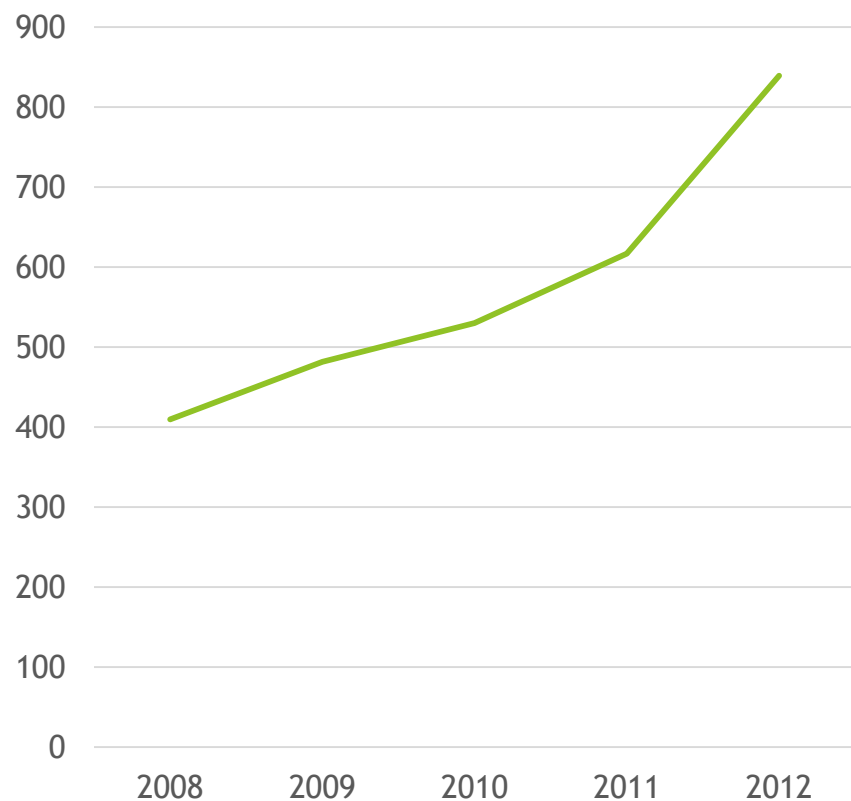




2. Current Situation

2.1 Current Situation—Background

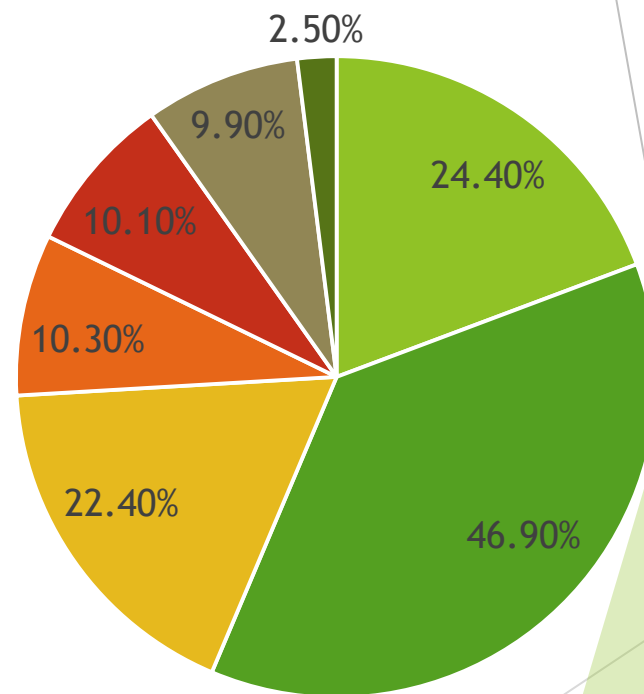
Number of Tourists 2008-2012
(10 thousand)



— Number of Tourists (10 thousand)

Source: Statistic Bureau of Wuyuan County. (2013).

Source of Tourists (2012)



■ Jiangxi Province ■ Zhejiang Province ■ Shanghai
■ Guangdong Province ■ Anhui Province ■ Hubei Province
■ Overseas

Source: Li, Y. (2013).

2.2 Observation



Geographical conditions:

- Rural villages
- Large area of farmlands and forests
- Small scale of population in each settlement
- More original residents



Tourism resources:

- Maintain the original and traditional architecture style
- Keep the local culture
- Keep the agricultural culture



Low Localization of Tourism Industry:

- Low localization of management

2.3 Current Situation----Influence of Rural Tourism on Wuyuan

Positive

- Direct increase of GDP
- Increase of per capita income of rural residents
- Improvement of transport
- Development of connected industries

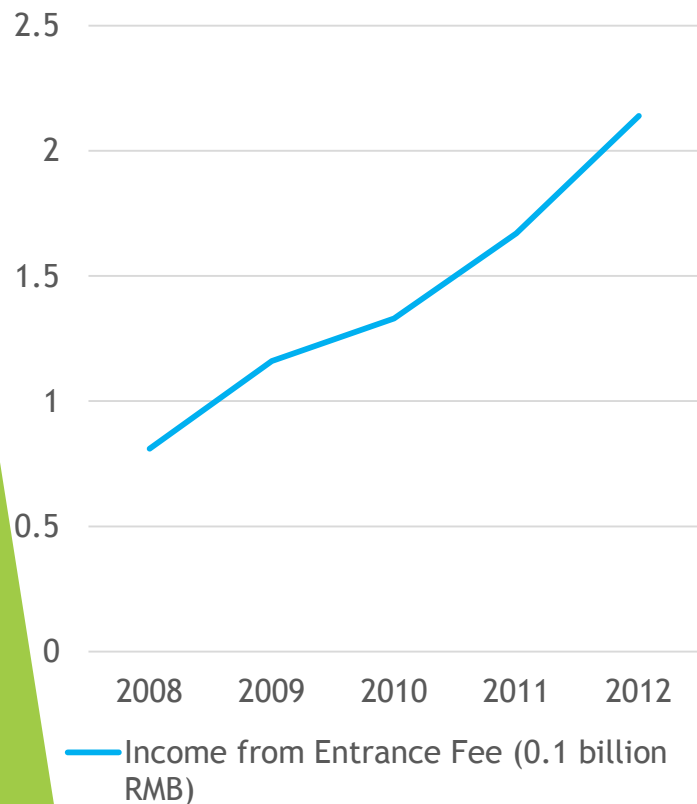
Negative

- Unproportional increase of prices of commodities

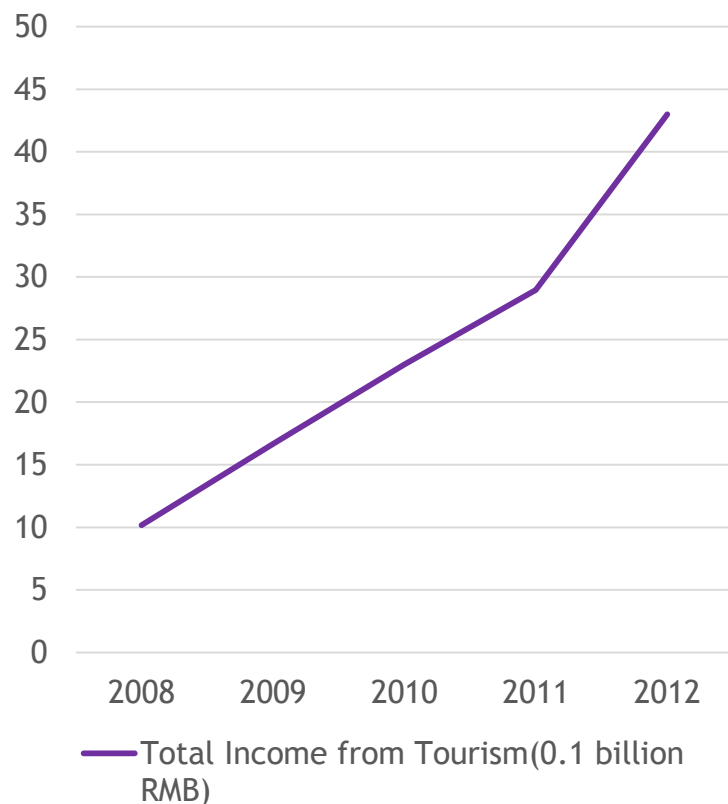
2.4 Positive Effects

2.4.1 Direct Increase of GDP

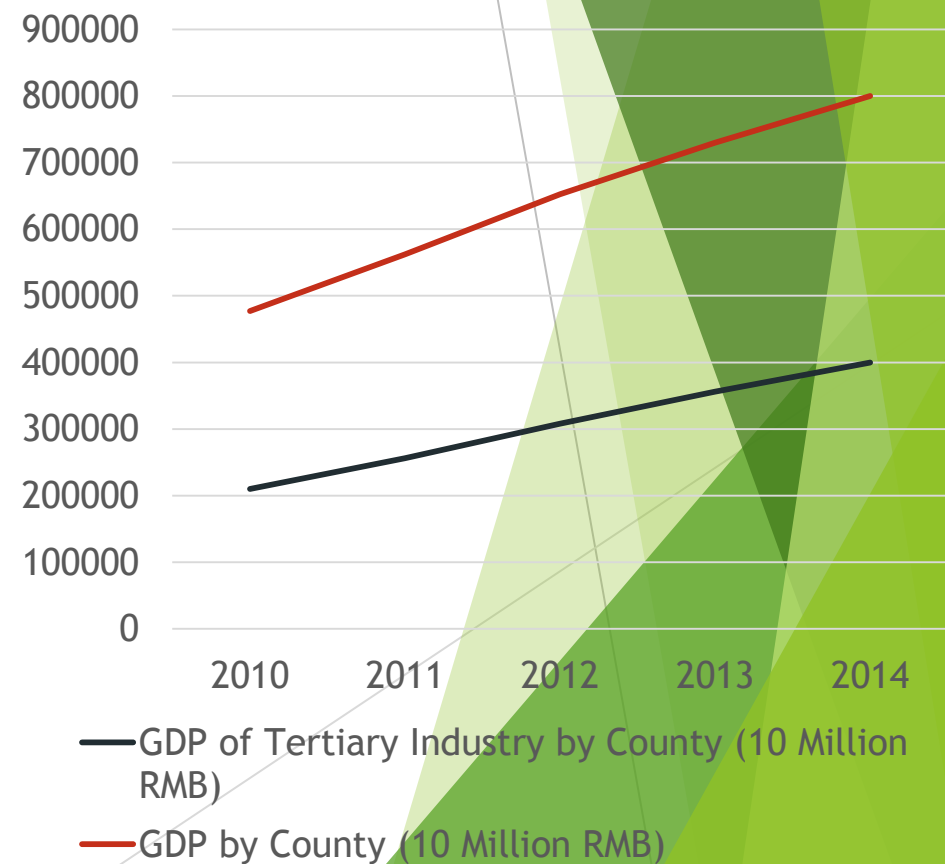
Income from Entrance Fee 2008-2012 (0.1 billion RMB)



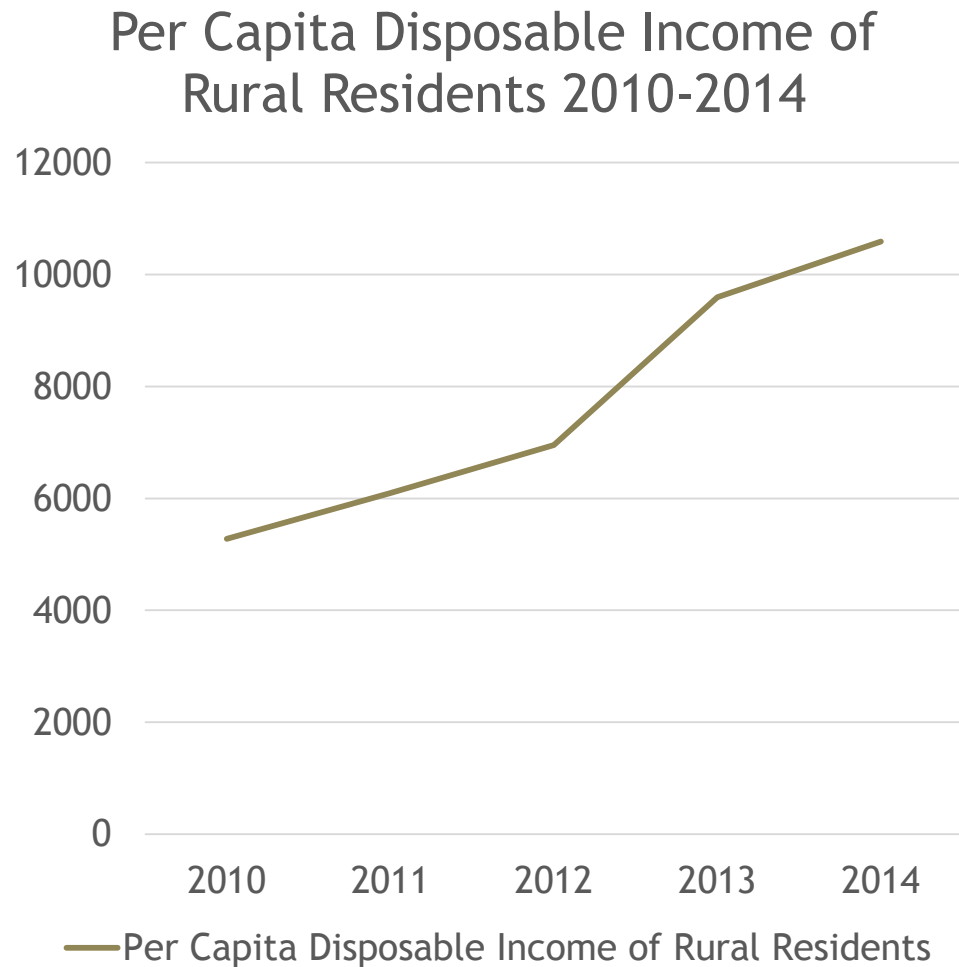
Total Income from Tourism 2008-2012 (0.1 billion RMB)



GDP of Wuyuan 2010-2014 (10 million RMB)



2.4.2 Increase of Per Capita Income of Rural Residents



- From interview:
 - From the tour guide in Hong Village:
 - Tourism creates job opportunities:
 - Tour guides
 - Old residents selling souvenirs
 - Extra incomes besides agriculture and working outside of Wuyuan



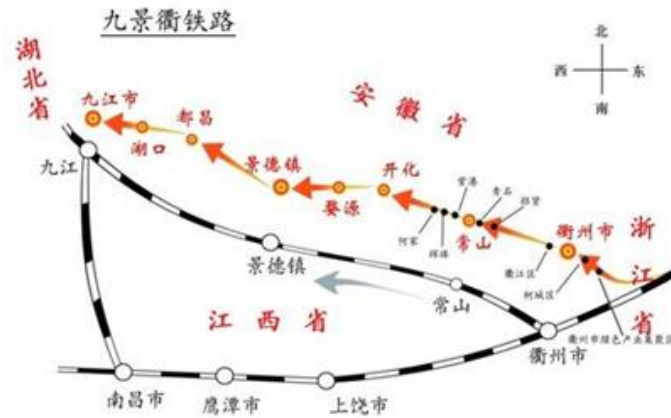
2.4.2 Increase of Per Capita Income of Rural Residents

▶ However:

- ▶ From one of the respondents:
 - ▶ Staff of Caiyun Temple in Qinghua Village
 - ▶ No significant increase of per capita income of rural residents, especially original residents in villages (e.g. peasants)
 - ▶ Some people who own business about tourism may enjoy the significant increase of income
 - ▶ Gap between the wealthy and the poor



2.4.3 Improvement of Transport



- ▶ Wuyuan Railway Station
 - ▶ Construction completed in 2015
 - ▶ Beijing-Fuzhou High-speed Railway
 - ▶ Jiujiang-Jingdezhen-Quzhou High-speed Railway (九景衢铁路)
 - ▶ Under construction
 - ▶ Complete in 2017
 - ▶ Expected by local residents
 - ▶ Two of our respondents
- ▶ Integrated networks of National Highway and Provincial Highway



2.4.4 Development of Connected Industries

- ▶ Tea industry
 - ▶ Traditional industry in Wuyuan; long history; mature cultivating resources
 - ▶ Soaring since Chairman Jiang visited in 2001
 - ▶ Extended to tea culture, tea-picking activities, tea-tasting activities, etc.
- ▶ Oil-extracting industry
 - ▶ Famous for rape flowers
 - ▶ Ornamental value
 - ▶ Oil-extracting value of rape flower seeds



<http://www.lotour.com/>



<http://www.zggzbh.com/html/guzhenchanye/2012/0412/792.html>

2.5 Negative Effects

2.5 Unproportioned Increase of Prices of Commodities

► From Interviews:

- All of respondents reflected;
- Pressed by high living costs;
- Although incomes are increasing, the prices of commodities are increasing unproportionally faster.



3.0 Sustainability----long term development

▶ Sustainable development is development that meets the **needs** of the **present generation** while safeguarding Earth's life-supporting system, on which the **welfare** of current and **future** generations depends. (Griggs, 2013, P307)

→(1)Sustainable: Development **in a long run**

→(2)Development: Not only survive, but also **become better**

3.1 Advantages

Adequate Resources

- ▶ Natural Resources: rape flower
- ▶ Cultural Resources: Hui-style Architecture; Nuo Dance(傩舞) etc.
- ▶ A Good Combination: imago (意象) (Zhou, 2004)

Established System

- ▶ Local Community
- ▶ Local Government
- ▶ Travel Agencies
- ▶ Tourists



3.2 Disadvantages(potential risks)

3.2.1 Ecological Risk: Trash Problem

3.2.2 Culture-Psychological Risk: Heritage Conservation

3.2.3 Social Risk: Imbalances of Stakeholders

3.2.1 Ecological Risks for Sustainable Development

- ▶ Trash Problem (Ding, 2004)
 - ▶ Traditional trash processing method: left on the riverbank → washing by the seasonal flood
 - ▶ Increasing number of coming tourists → Increasing amount of trashes
 - ▶ Trash Accumulating → Pollution → Derogating tourism qualities → Risk for Further Economic Developments



3.2.1 Ecological Risks for Economic Sustainable

▶ (1) Air Pollution

- ▶ Increasing of tourists buses emission;
- ▶ Burning of increasing amount of trashes

▶ (2) Water Pollution

- ▶ Violation of tradition: washing clothing and stinkpots before 8:00am

▶ (3) Overfishing

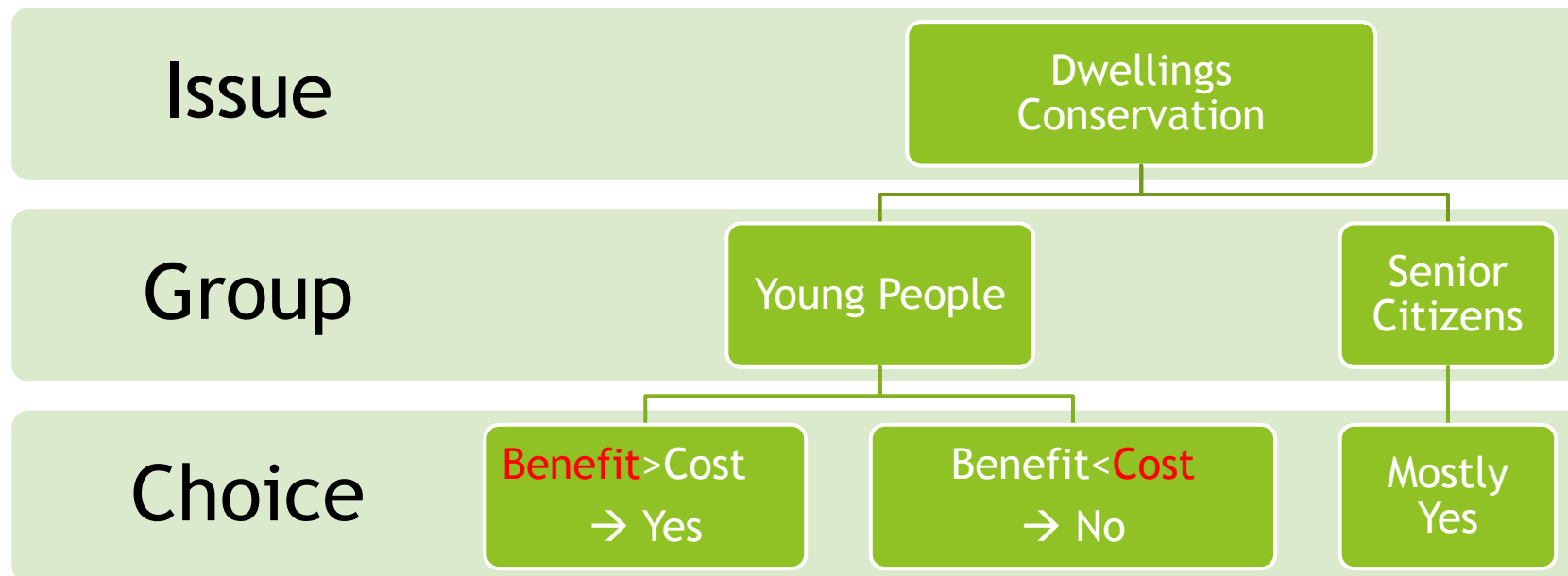
- ▶ The huge fish used to photo with tourists are actually a dead one, using for many times

3.2.2 Culture-Psychological Risks

Heritage Conservation (Ding, 2004)

Hui-style dwellings with wharf walls (馬頭牆)

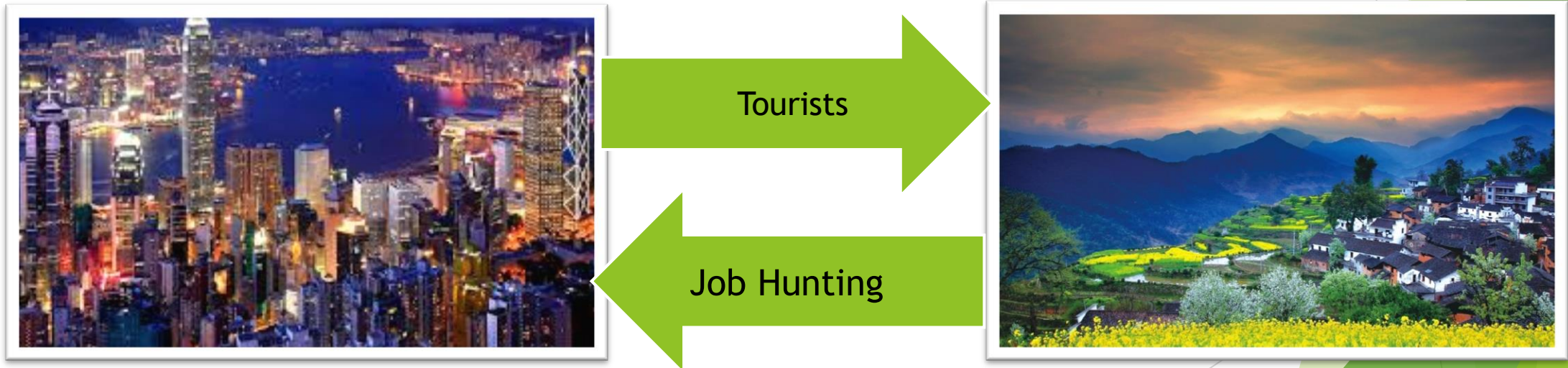
Ming Dynasty Architecture 110 Blocks(1999)→ 33 Blocks(2004)(D)



3.2.2 Culture-Psychology: other problems

► Paradox of Urbanization

Urban people comes to village for relaxing while village people pursue for the conveniences of city life



<http://magic.wizards.com/zh-hant/content/fact-sheet-grand-prix-hong-kong-2015-1001500006-1-1.html>

<http://bang.dahe.cn/thread->

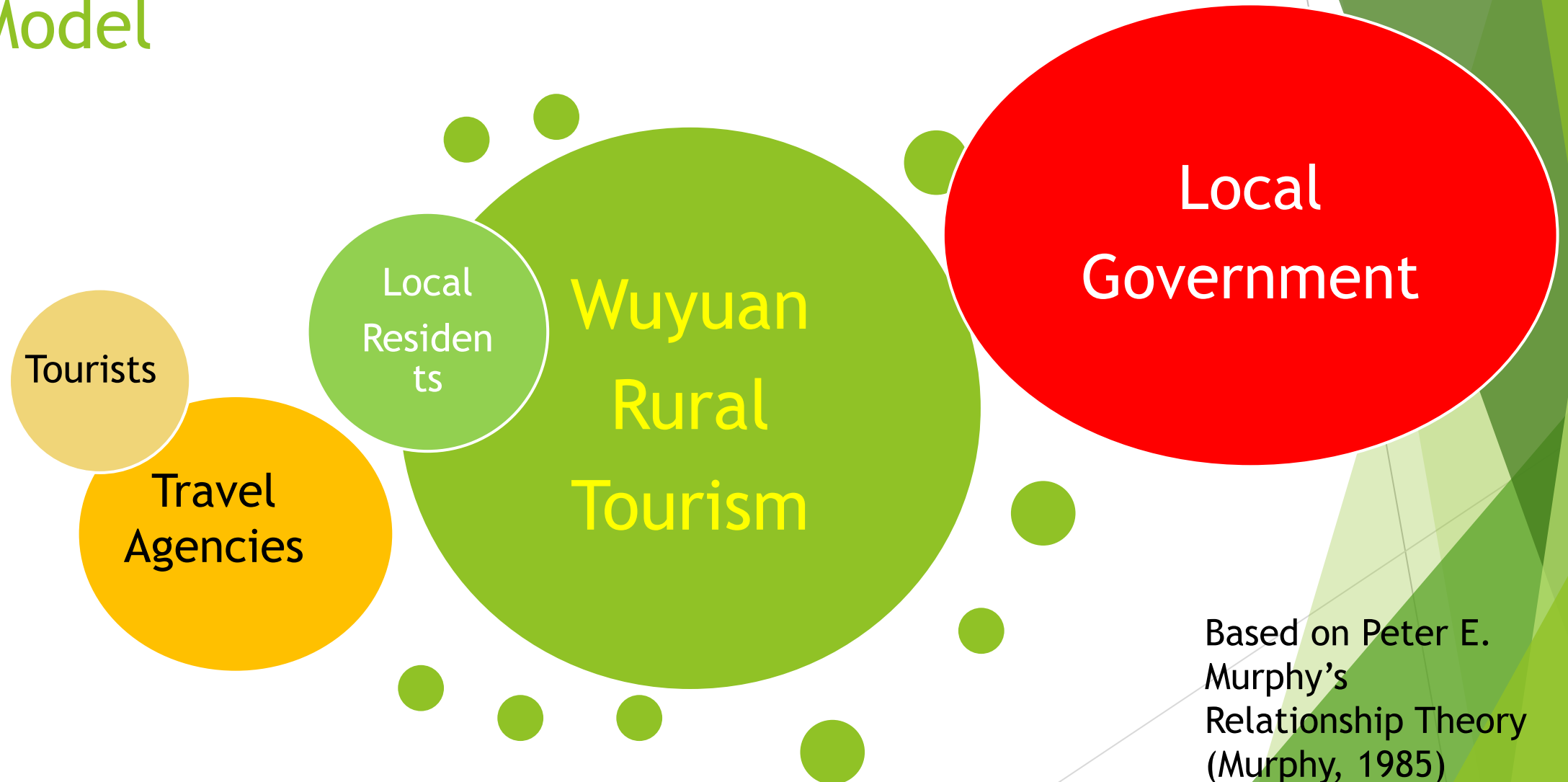
3.2.3 Social Risks

► Imbalances of Stakeholders

- (1)Benefit imbalance: local government, travel agencies, restaurant bosses>common local residents
- (2)Cost imbalance: common people bare most of the externalities
- (3)Power imbalances: Relationship Theory (Murphy, 1985) local residences----strongest relationship but weakest power



Wuyuan Rural Tourism Relationship Model



Based on Peter E. Murphy's Relationship Theory (Murphy, 1985)

3.2.3 Social Risks

- ▶ (1) Unpredictable income of tourism
 - ▶ On-season(March-April), off season fluctuating
- ▶ (2) Lacking of impeccable benefit-distribution scheme
 - ▶ Low transparency of village accounts(Hong, 2012)
- ▶ (3) Resources leakage(飛地化) (Ding, 2004)
 - ▶ Opposite to *localization*, local tourism development relies too much on outsiders
- ▶ \ \ \ \ \ \ \ \



4. Comparative study

4.1.1 Concerns of Rural Tourism in Wuyuan

Socio-cultural:

- Local participation Inadequacy: Decisive power and benefit-sharing
- Destruction of traditional architecture
- Loss of cultural heritage Nuo dance (傩舞), Hui drama (徽剧)

Economic:

- Enlargement of wealth gap
- Unaffordable price of commodities
- Instability of economic structure

Environmental:

- Trash dumping
- Construction work

4.1.2 Core problems

Local Participation level

Resource management

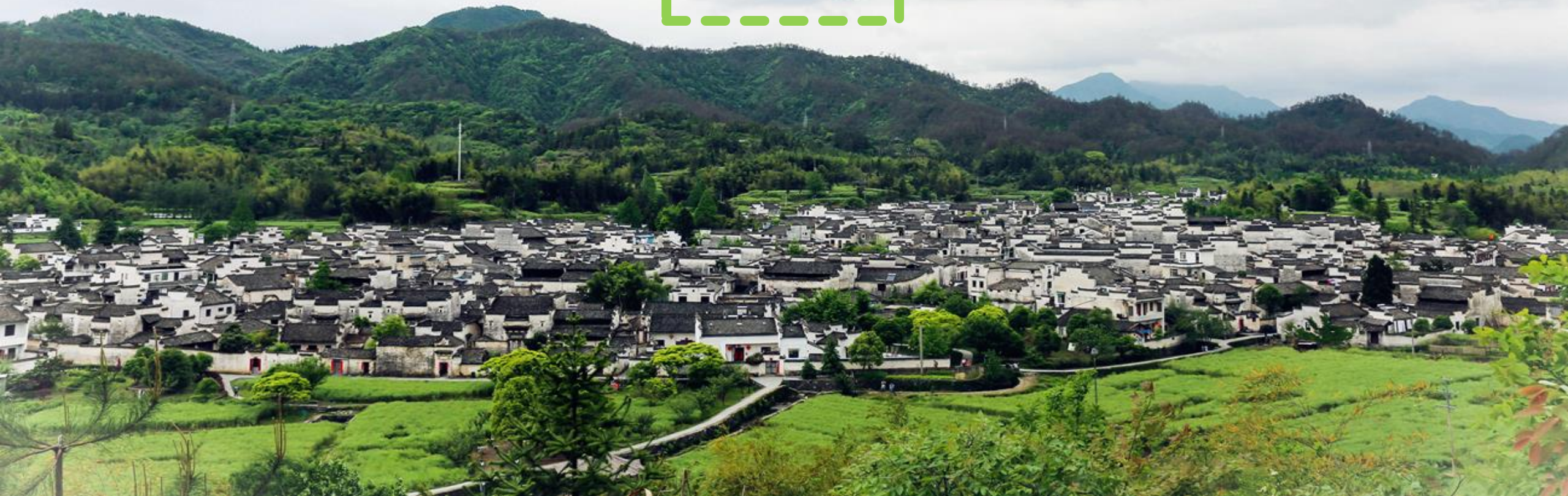
Social and economic

- Wealth gap
- Imbalance of stakeholders
- Unaffordable price of commodities

Cultural and Ecological

- Architecture
- Environment
- Intangible cultural heritage
- **Economic structure**

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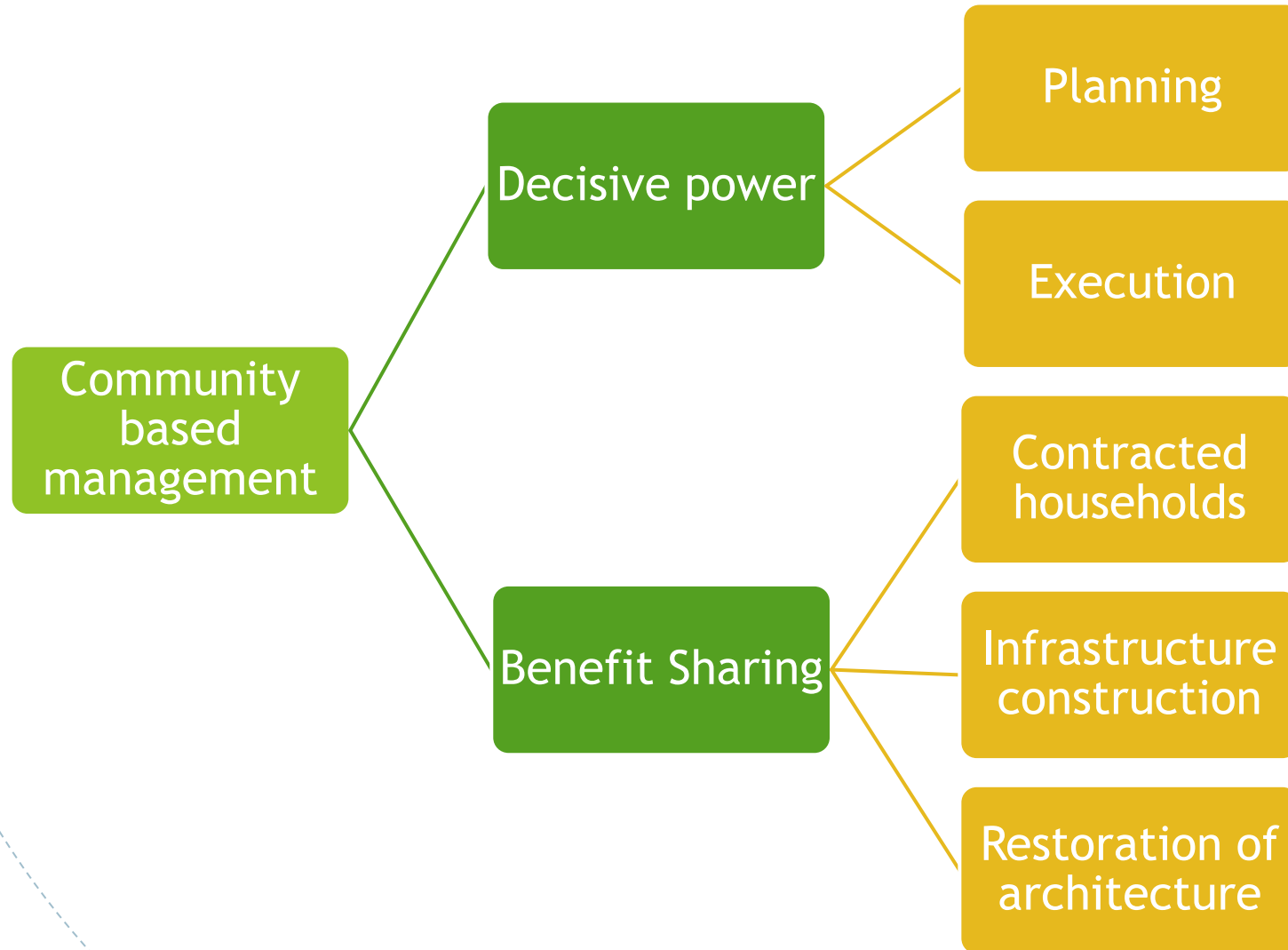


4.2 Xidi village -----Local participation

- Anhui, Yiixian County
- UNESCO World Cultural Heritage town
- Traditional Hui Cultural and architecture
- Xidi Tourism Service solely belongs to the Village “Committee of Xidi”



4.2 Xidi village -----Local participation



羅平



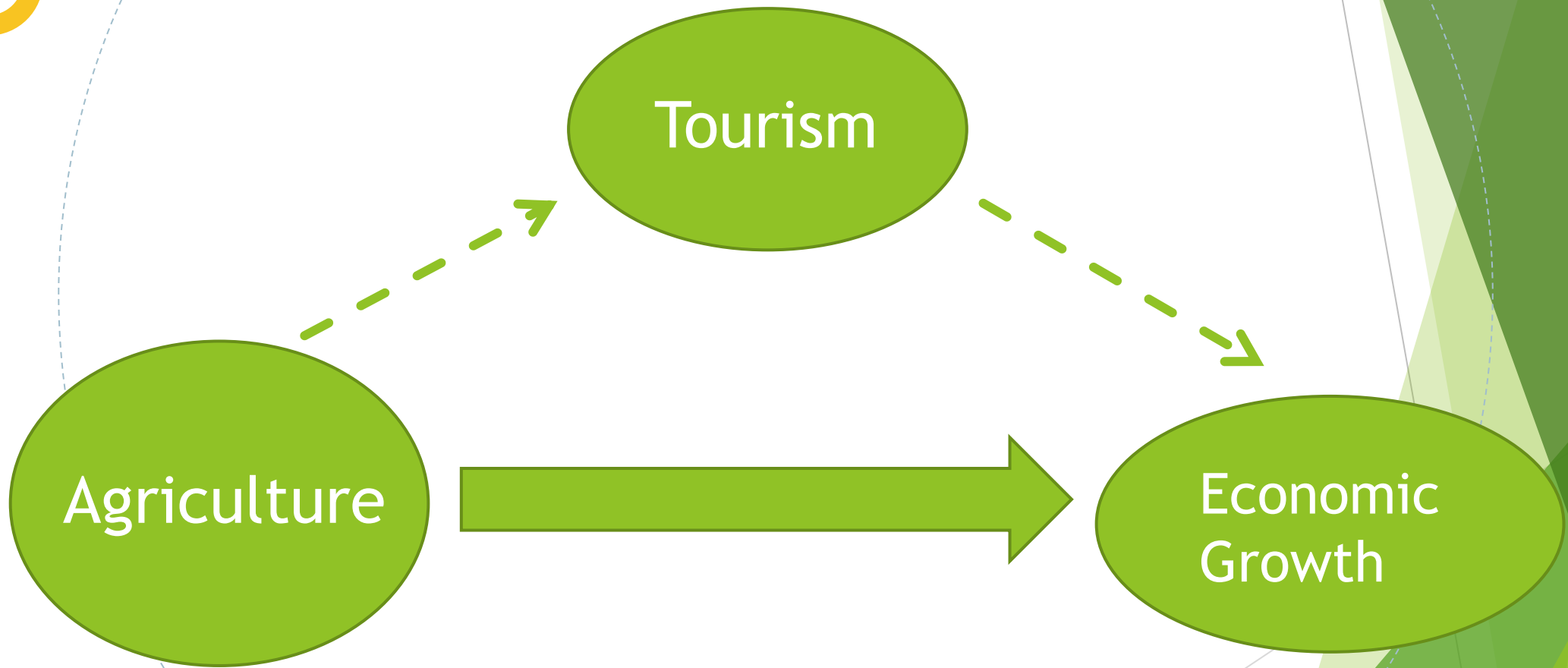
4.3 Luoping-----Resource management

- Massive rape flower farmland
- Agriculture dominates the economy while **tourism serves a bonus.**
- Buyi clan(布依族)



Stable economic structure

4.3 Luoping-----Resource management



陽朔



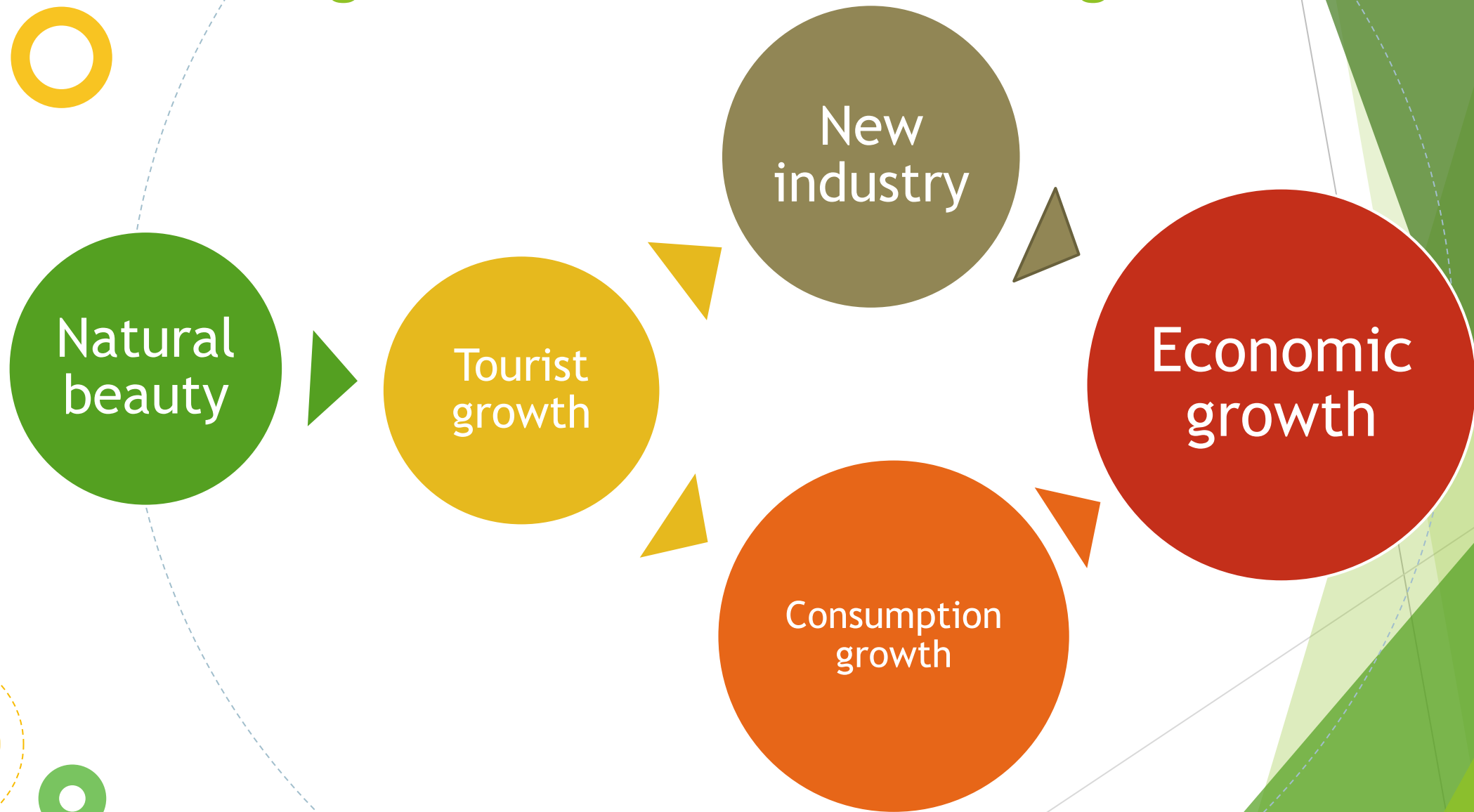
4.4 Yangshuo-----Resource management

- Guangxi province, Guilin
- Karst landscape, Li & Yulong River
- Agriculture and Tourism industry



- Youth and theme hostels owned by locals
- International tourism as a resource for local economic growth.

4.4 Yangshuo-----Resource management



	Wuyuan	Yangshuo	Luoping	Xidi
Resource	Rape flower Historic architecture Hui Drama	Karst landscape Li & Yulong River West Street, Beer fish	Rape flower, National Geopark	Historical architecture and traditional culture
Economic Structure	Primary+Tertiary	Primary+Tertiary+Quaternary	Primary+Tertiary	Tertiary
Traveler type/source	Low medium class	Low medium class	Low medium class	Medium class
Local participation	Low	High	Medium	High
Other characteristics		English-speaking tour guides		

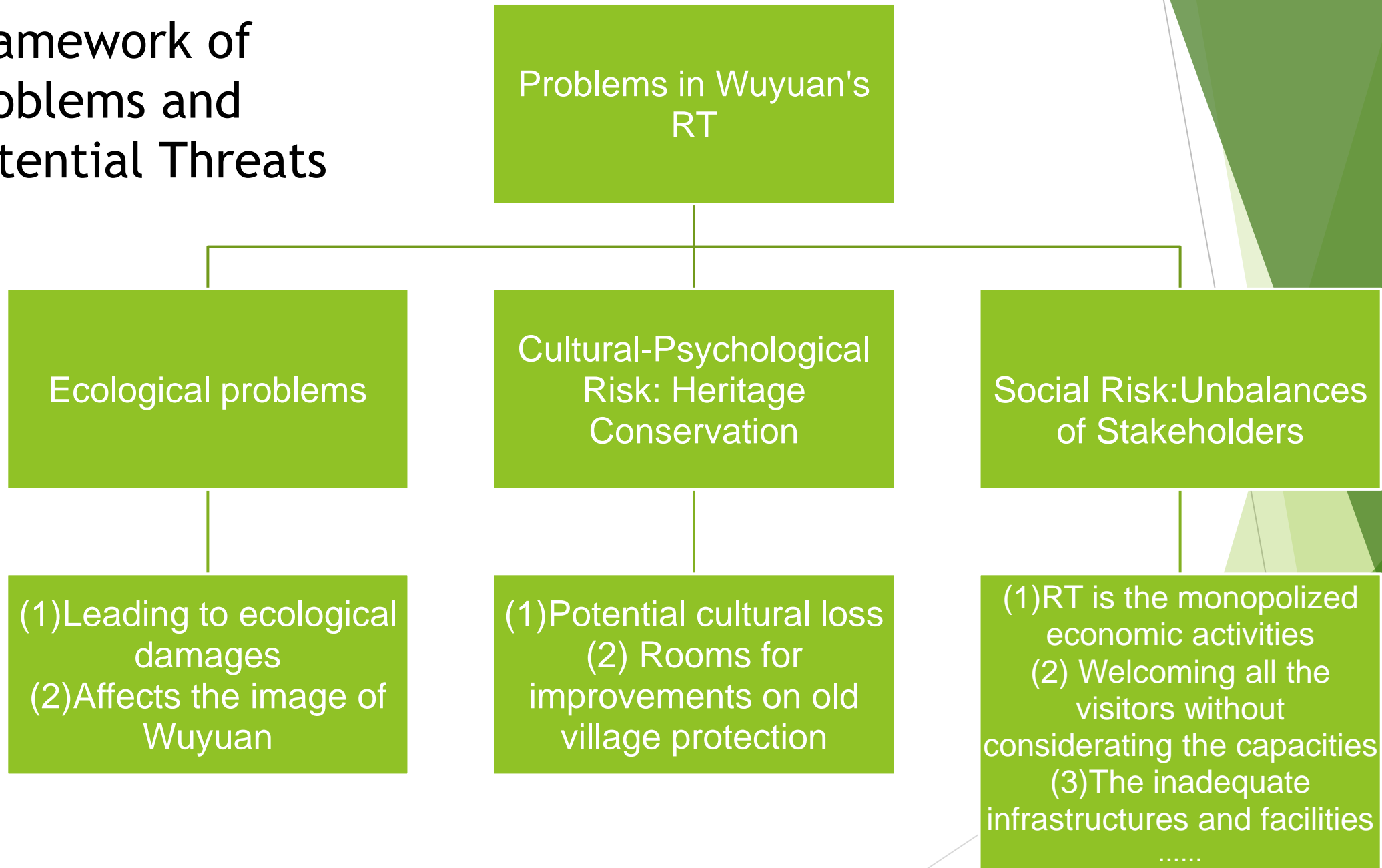
5. Recommendations and Suggestion



5.1 Possible threats to Wuyuan's Rural Tourism and potential solutions

- ▶ 3 aspects as mentioned:
 - ▶ (1) Ecological problems
 - ▶ (2) Culture-Psychology Risk: Heritage Conservation
 - ▶ (3) Social Risk: Unbalances of Stakeholders

Framework of Problems and Potential Threats



5.1.1 Threats from Wuyuan's ecological problem

- ▶ (1) Leading to ecological damages, i.e. The habitat of local species, soil contaminations etc.
- ▶ (2) Affects the image of Wuyuan
- ▶ (3) Potential ecological degradations

→ Potential threats to the Rural tourism's attractiveness and Wuyuan's economy in a long term.

5.1.2 Threats from Cultural-Psychological Risk

- ▶ **(1)Culture:** Potential cultural loss since less younger ages succeed.
E.g. Nuo Dance
- ▶ **(2)Hardware/ Buildings:** Rooms for improvements on old village protection:
 - ▶ Inappropriate fixing and maintenance which alter the original buildings
 - ▶ style and structures

→ **Potential threats to Wuyuans' attractiveness in a long term.**

5.1.3 Threats from Social Risks (Imbalances of Stakeholders)

Problems: to be handled by different stakeholders, the imbalanced participations may suspend the efficiencies of planned policies:

- ▶ (1) Rural Tourism is the **monopolized economic activities** in Wuyuan, up to 70% of workers contribute to tourism directly and other related industries.
- ▶ (2) **Monopolized and similar tour services and products** will face the risk of guest loss in the future
- ▶ (3) The **quality of tour services** are still under poor condition. E.g. The farmers in Wuyuan who are employed as tour guide are not well equipped with related knowledge.

→ **Such conditions and reasons lead to benefits imbalances**

5.1.3 Threats from Social Risks (Imbalances of Stakeholders)

- ▶ (4) Welcoming all the visitors **without considering the capacities** of tourist areas.
- ▶ (5) The **inadequate infrastructures and facilities** in Wuyuan's rural area are unable to serve the large amount of tourists and the rapid growth of tourism development. E.g. Roads are misconnected with the main roads.
- ▶ (6) **Catering services and accommodation** are wait for improvements because of its current **poor conditions** (expensive, unsafe, poor hygiene conditions, and monopolized)

→ **Potential threats**

5.2.0 Possible strategies for Wuyuan to sustain its economic precedential position.

- ▶ In order to tackle some problems and achieve its better future developments, we suggest strategies against each problems:

A. Wuyuan
Government

B. Local
Citizens

C. Travel
Agencies

Potential solutions from comparative study:

1. Implement democratic/ community based management model
2. Conservation of cultural and ecological resource
3. Exploration of new resource
 - ▶ Tea festival
 - ▶ Marathon festival

5.2.1 Potential strategies to dismiss ecological problems

▶ A. From the responsibility of Wuyuan Government:

- 1) Building **strong legal ordinances** to prevent further trash and pollution problems created by visitors, developers and local citizens.
- 2) Providing enough and **sufficient rubbish bins** and **erect clear guiding boards** to educate visitors to be environmental friendly.
- 3) Controlling visitors amount by setting up **quota system** to prevent further surge of visitors load exceeds the area's capacity

5.2.1 Potential strategies to dismiss ecological problems

▶ **C. From the responsibility of Travel Agencies:**

- ▶ Educate visitors to be environmental friendly and handle their rubbish in proper disposal.

5.2.2 Potential strategies to ease the Cultural-Psychological Risk

A. From the responsibility of Wuyuan Government:

1. A conservative conditions with **security, maintenance.**

(The hardware, heritage in old villages, is the crucial visiting point for attracting visitors.)

▶ **Preserving such kind of historical remnants** could ensure the economic and social values of the old villages is being preserved.

⇒ In a long run, it may allow Wuyuan attracting further visitors substantially.

3. Maintenances and fixations upon the old buildings **must not alter the original styles or structure.** This could be controlled by ordinances erections and regular surveillances.

5.2.2 Potential strategies to ease the Cultural-Psychological Risk

- ▶ **B. From the responsibility of the local people owning houses in Wuyuan:**
 1. Try the best to preserve old heritages without further damages and hire specialties to have regular safety assessments and fixations
 2. Maintenances and fixations upon the old buildings **must not alter the original styles or structure.**

5.2.3 Potential strategies to lower the Social Risk: Misposition of RT in Wuyuan Economy

A. From the responsibility of Wuyuan Government:

- 1) **Centralized** planning and development , **decentralize** operation and management.
- 2) Local government should raise their responsibilities in **controlling and guiding the developments**.
- 3) Building **strong legal ordinances** in protecting the culture and traditions of old villages, also preventing the situations of improper reconstructions or maintenance upon the old villages.

5.2.3 Potential strategies to lower the Social Risk: Misposition of RT in Wuyuan Economy

4) Government **should provide certain educations** to villagers about proper conservations and distributing updated protections proposals.

5) Building a tight bond and have regular meetings, consultations with villagers participating in the tourism industry.

5.2.3 Potential strategies to lower the Social Risk: Misposition of RT in Wuyuan Economy

► **B. From the responsibility of the local people owning houses in Wuyuan:**

1) Villages building a committee specifically for village protections.

6.0 Conclusion

1. Wuyuan has a currently flourishing development of rural tourism yet have some potential problems.
2. In improving the economic structure of Wuyuan, increasing the local participation in rural tourism is essential.

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